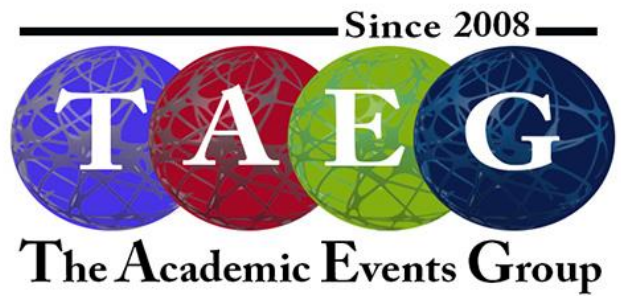


7th



GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM

18-20 October 2019

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KEYNOTES



Prof. Dr. Ramazan Sari

Middle East Technical University, Department of
Business Administration
Ankara – TURKEY

Keynote Title: “Importance of Economic and Social Issues in Efficient Solar and Wind Energy Policy Development”

Abstracts: Energy has a central role in the contemporary debates on global warming and sustainable development. There is an ongoing discussion on whether we have reached the limits of fossil-based energy forms. It

is very obvious that the transition from fossil-based energy forms to more renewable energy forms will positively alter the discussion on energy policies. It is not clear how replacing old energy forms with supposedly more renewable ones will be able to solve energy-related problems, without first addressing fundamental questions related to, for example, unsustainable production and consumption patterns, as well as deeper structural issues, such as social inequality in energy systems. Thus, two fields have grown in energy literature. Energy justice is an emerging research field that advances understandings of how energy systems and energy transitions impact upon societies. The social acceptance of policies are progressively becoming more important for policy and decision makers worldwide aiming to design policies that reach attempted targets smoothly with community support.



Prof. Dr. Özcan Asilkan

Dean of the Faculty of Computer Science and IT
Metropolitan University of Tirana (UMT)
Tirana, Albania

Keynote Title: “New Challenges for a Smarter Tourism in the Light of Big Data”

Abstract: In the last decade, Big data has become the most popular and widely used term to explain data availability and exponential growth in the rapidly changing modern world. It has evolved to bring new opportunities to professionals like scientists, managers, and policymakers to make effective decisions. “Big data” by now is a buzzword

that is often used without an understanding of what it actually refers to. According to Gartner’s technical definition, big data is: “high-volume, high-velocity and/or high-variety information assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation.” Technicalities aside, big data is the most advanced tool that companies can use to know as much as possible your customers and target customers, no matter how large. Knowing the users you are addressing is the best way to communicate with them effectively, keep them loyal, and ensuring that they don’t turn to competitors. With digital transformation, nothing is the same as before, and this is especially the case for growing Travel & Tourism sector, which is responsible for generating about 10.4% of the world’s GDP and 319 million jobs (about one in 10, internationally). Digital transformation has triggered an enormous series of consequences that have placed the customer at the center of things. Today, it’s no longer the customer following the brand but the opposite. This is true for many sectors, but especially for travel and tourism. The industry of tourism thrives on information. Tourism big data is typical information produced by travelers themselves. Big data can deliver up-to-date and immensely informed inferences regarding behavior and human activity that enhances the tourism industry. Tourists leave various digital traces behind when using mobile technologies on the web. Through every tourist, enormous amounts of data are present about everything that is relevant to different stages of travel — before, between and after a voyage. Due to the vast amounts of data availability in the cloud, analytics has become a need to make sense of the information present in the data. If you are a new customer

planning for a trip, you probably acquire more sources from the internet when you are buying tickets, researching attractions or reserving accommodations. Members of the tourism industry are slowly turning to big data to find new ways for improving opportunities, decision-making and overall performance, for example, an interconnection of scattered information can be made possible through big data. Merchants and agencies involved in tourism can find various methods to use a diversity of data resources to interact with potential guests at each stage of a tour and use these big data sources to timely and better understand the increasing visitor statistics. They can also re-market to aim customers who have chosen a particular destination on an agency travel website. Big data tourism using particular methods have benefits over traditional methodologies, which will be discussed during this conference.

Biography:

Prof. Özcan Asilkan is an experienced Computer Engineer and Professor of Management Information Systems with a demonstrated experience in manufacturing and tourism industries. His research Interests focus on Management Information Systems, Machine Learning, Data Mining, CRM and Tourism. With more than 20 years of academic and business expertise, he has held many engagements throughout the world, mainly in Turkey, North Cyprus, Germany and Balkan countries. As an IT expert, he worked as System Analyst, Database Administrator and Application Developer, took part in many projects, e.g. the implementation of CRM and ERP Systems in manufacturing companies and hotel resorts. He also served as consultant for the several software companies, located in Antalya Technopark, dedicated to the production of hotel management software. As an Academic, he founded and chaired the departments of Computer Engineering and Management Information Systems in various universities. Among the major courses he has taught over the years are Statistics, Data Mining, Artificial Intelligence, MIS, XML, Algorithms & Programming, Software Testing, etc. He is the co/author of approximately 50 papers published in international journals and conferences. He chaired several international conferences and joined as Keynote speaker to several others. In addition to the native language (Turkish), he also knows English and German. Since September 2019 he has been working as the Dean of the Faculty of Computer Science and IT at Metropolitan University of Tirana (UMT) in Albania.

PANEL



Assoc. Prof. Dr. MURAT SÖNMEZ

Middle East Technical University, Northern Cyprus Campus, North Cyprus

Panel Title: “Is the Aim, in any Case, to Publish Articles at all Costs? Research and Publication Ethics”

Abstract: In today’s competitive world, the importance of scientific research leading to new technologies and innovative products is undeniable. Publishing the results and outcomes of a research is crucial. It should be recorded by whom the research was conducted and who is responsible for the research outputs. The

publication of research results in scientific community will enable other researchers to benefit from the results and, if necessary, to carry out additional studies. In the recruitment of professors to universities, and later in the extension of their contracts, and their promotions, number of publications is used as an important criterion. In some universities, number of publication is used as the main measuring tool to promote academic staff. Such a wrong policy may enforce young academicians to publish articles in any case at all costs. They may violate research ethics rules, or may find journals that their referees are not very competent on the subjected things or may even show someone else's research as his own, in order to be promoted in a shorter period of time. In this article, research and publication ethics are reviewed. The role of journal editors and ethics committee of universities are highlighted for preventing possible violations.

Key Words: Research ethics, publication ethics

Bio: Assoc. Prof. Dr. Murat Sönmez, was born in Ankara, Turkey, in 1959. He received his PhD degree in Mechanical Engineering from Middle East Technical University (METU), in 1995. He worked as a research engineer, a teaching assistant and then an instructor for METU (Ankara Campus) between 1981- 2007. Currently, he is a full-time faculty member in the Mechanical Engineering Program at METU Northern Cyprus Campus. His main research interests include energy saving, energy management, technical education, computer aided design and manufacturing. He is editor in chief of World Journal of Environmental Research, member of Research and Publication Ethics Committee of METU NCC, and one of the members of the editorial board of the Science PG- Educational Journal. He is also one of the peer reviewers of Science PG- American Journal of Energy Engineering, and that of British Educational Research Journal.

ABSTRACTS

The virtual tours in museums and art galleries business practice-the case of Dubrovnik

Marija Dragicevic, University of Dubrovnik

Abstract

Contemporary museums and art galleries are much more than places devoted to the placement of collections and art works. Both immersion and interaction occur to realize what is one of the main goals of the virtual experience: presence, i.e. the belief of actually being in a virtual space. So, the main purpose of implementation of virtual technology and virtual tours in museums and art galleries business practice is to create systems which museum and art galleries visitors can offer an entertaining, informative and enjoyable experience. This paper presents the results of study that has been undertaken in order to explore the implementation of virtual tours in Dubrovnik museums and art galleries business practice. According to the results of primary and secondary researches which have been carried out in 2015. and 2019. in the area of Dubrovnik, it is visible that virtual tours are perceived as power tool to entice clients and it is certainly essential for the international visibility of museums/art galleries, as for the clients who might not be able to visit museums and art galleries. Unfortunately the current situation in Dubrovnik museums/art galleries is not satisfied, so clients do not have possibility to enter museums/art galleries through virtual tours. Keywords: virtual tours; museums; art galleries; Dubrovnik; Croatia

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Delayed fiscal adjustment as Cause and Effect: Empirical Evidence for Tunisia

Salem Kanoun, Univ.Manouba, ESCT, Campus Universitaire Manouba, 2010, Tunisie

Abstract

This study is an attempt to test the causality between the delayed fiscal adjustment and economic growth in Tunisia by using Autoregressive Distributed Lag (ARDL) model and Toda and Yamamoto (1995) no-causality test over the period 1975-2015. We find a negative bidirectional causality relationship which raises arguable evidence that the implementation of IMF supported programs is truly necessary in Tunisia in time of crisis. This implies that any delay in bringing forward fiscal reforms is counterproductive in the short run and will result in net losses in per capita GDP in the long run. Special attention should be given to accompanying measures that shall relate to support per capita GDP growth in restoring the balance of public finances

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Evaluation of the tourist services quality on the example of the pilgrimage city – Czestochowa

Manuela Ingaldi, Czestochowa University of Technology

Abstract

Tourism is an important service group which elements include transport, hotel, gastronomy and trade. It is possible to see a big development of tourism services around the world, which affects the profits of those who deal with tourism, lots of work places. Thanks to the Internet, low-cost air, train, ship connections the world has become smaller, more accessible. One of very popular forms of tourism is pilgrimage. It is particularly popular in Poland, and one of the most visited religious places in Poland is the Black Madonna Monastery in Czestochowa. This form of tourism is very specific, has own characteristics. Pilgrims, in case of Czestochowa, mostly get to the city on foot, remain only a few days. They expect relatively cheap accommodation located in the center, preferably near the sanctuary, convenient dining outlets, souvenir points and additional attractions. The city and sanctuary are constantly fighting to improve the quality of provided services. However, so far typical research on the level of tourist service quality have not been carried out on a large scale. The purpose of the paper is to assess the quality of tourist services offered by one of the most important pilgrimage cities in Poland - Czestochowa. The Servqual method, which is one of the most frequently used methods for evaluating the quality of services, was chosen. Pilgrims who visited Czestochowa in the summer 2018 took part in the research. They were asked in a special survey to evaluate their expectations in relation to the visited city, as well as the sanctuary, and then evaluate the received service (their stay in Czestochowa). The obtained results were analyzed: the difference between the expectations of tourists and their perception of received services was calculated. The results were also presented in graphical form. This research allowed to indicate what tourists were particularly satisfied with, to determine the level of quality of tourist services offered in Czestochowa, but also to determine what area related to pilgrimage tourism in Czestochowa needed improvement. Thanks to improvement, it will be possible to increase the satisfaction of tourists visiting the city, and thus increase the revenues of the city and the sanctuary.

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Impact of the tourist services on development of the city and life in it according to the opinion of its residents - case study

Manuela Ingaldi, Czestochowa University of Technology

Abstract

People are looking for new, interesting places to visit during their free time. One of the groups of places frequented by tourists are places of worship, religious places. In Poland one of such places is Czestochowa and located in it the Black Madonna Monastery. Every year, the Monastery is visited by about 4 million tourists, who often walk to see it. During their stay in Czestochowa they use a properly prepared infrastructure. Some of the residents of Czestochowa, especially those who live near the Monastery, complain of the inconvenience associated with the number of tourists visiting the city. Therefore, a balance between tourists and the requirements of residents should be found. Tourists mean revenue for the city. On the other hand, the residents live here a normal life, which is disturbed by tourists. That is why the opinions of residents should be analyzed in order to see what areas related to pilgrims need improvement, and with which residents are satisfied, how tourism affects the city itself, but also its residents. In this way, it is possible not only to improve tourism conditions, but above all, to improve the living conditions of residents. The purpose of the paper is to determine the impact of tourism services on the development of the city and the life of the residents of Czestochowa. The research was based on the opinion of the residents of Czestochowa, it had a form of the direct interview. As a research method that will facilitate the development of results, the Critical Incident Technique (CIT) which is normally used to evaluate service quality, was chosen. It not only helped to group the obtained results, but also indicated areas for improvement. After the direct interviews with the residents of Czestochowa, the analysis was carried out: critical incidents were identified, then divided into categories and groups, as well as in positive and negative incidents. Subsequently, all categories of incidents were included in the matrix classifying critical incidents, which allowed to indicate those incidents that can be considered as particularly critical and an incidents creating big dissatisfaction of residents. The results of the research were forwarded to the city authorities to indicate areas for potential improvement, which according to residents should affect the city's development, but also to improve their lives. These activities constitute a big step to achieve sustainable tourism in Czestochowa.

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Mproving Changeover Processes In Manufacturing Processes And Their Economic Rationale

Magdalena Mazur, Czestochowa University of Technology Faculty of Management Department of Production Engineering and Safety

Abstract

The article concerns the analysis of the efficiency of the process of retooling the production line. The analyzes of preparation and implementation of production changes (serial production) are presented. The main issues of technical preparation were included in the analyzes. In addition, the investment indicators and the return of the funds involved were estimated. The work presents justification for undertaking a topic for the analyzed production system. Analyzes of the prosecutions were carried out earlier and a plan for implementing new procedures was created. The analysis of the improvement project takes into account investment opportunities as well as the time of engagement of the working group

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Guidelines of the production management system to ensure the high quality of the products offered

Magdalena Mazur, Czestochowa University of Technology Faculty of Management Department of Production Engineering and Safety

Abstract

The paper presents the main assumptions regarding quality assurance requirements for series and mass production. An analysis of the assumptions of statistical and qualitative analysis of problem solving on the production line was made. The presented guidelines of the quality assurance system have been calculated in terms of resources and effects

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The continuous innovation as a method of the products value increacment in sustainable business practices

Dorota Klimecka-Tatar, Czestochowa University of Technology

Olga Kiriliuk, Omsk State Transport University

Abstract

The fast growing market constantly places new demands on companies that offer their products or services. Every enterprise that would like to maintain its position on the global (or national) market must take care of the competitiveness of its products/service. One of the methods of maintaining a high market position is care for ensuring an appropriate level of adjustment to the clients' requirements. Continuous research and development should be based on the implementation of innovations or rather on the implementation of continuous innovation. Purpose of study is to present the tools supporting product development based on increasing its value by supporting the implementation of continuous innovations. In the experimental part, the management techniques of value stream flow and product value building have been presented. The research refers to the use of VSM - value stream mapping, as a tool to indicate the areas requiring innovation implementation. The proposed methods and the results analysis can be used as a guide in sustainable business practices to the products value increacment in the global or national market.

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The costs of quality in industrial and manufacturing engineering - business development or inhibition of growth

Dorota Klimecka-Tatar, Czestochowa University of Technology

Abstract

The global industrial and manufacturing enterprises are struggling with the growing quality requirements for manufactured products. Questions which is often asked: whether the costs incurred for maintaining the appropriate level of quality are adequate to the achieved effects (benefits). In the capital economy, it can be observed that production companies can boast of the best quality management practices. It is assumed that the quality built into the process is the best solution for the continuity of production and thus for the operation of the enterprise. It is obvious that global producers, wishing to meet the market requirements, do not spare the costs of quality maintenance. The compliance of products with customer requirements is a strategic business goal. However, one should consider when the turning point appears and when the process requires reengineering or reconstruction. Purpose of study is to present a conceptual and functional model to estimate the dependence of quality management costs and the quality level in the production enterprises. In the experimental part, qualitative methods with an interpretive statistic approach have been used. On the basis of the obtained results, it was possible to create a conceptual and functional relation model, quality-costs-development (inhibition). The proposed methods and results allowed to indicate the possibility of avoiding a inhibition of business growth caused by excessively increasing costs of quality maintenance.

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Employment structure versus the economics of production processes robotization in SME's

Robert Ulewicz, Czestochowa University of Technology

Abstract

The progressive level of robotization, the declining cost of purchasing industrial robots and the permanent increase in human labor costs cause changes in the organization of production processes and changes in the employment structure. The firms must still adapt to the new changes in the market to maintain their competitiveness. The main direction of innovation is focused on robotization and Industry 4.0. Large enterprises with financial appropriate and human resources support transform the processes according to Industry 4.0, while small and medium-sized enterprises face a major challenge in this area in terms not only of investment but also of human resources. This article presents the results of research related to the assessment of the degree of preparation of small and medium enterprises to implement solutions in the field of Industry 4.0. The analysis of opportunities was presented, and barriers to implementation of robotization of production processes in the SME's sector were defined on the example of production company in Poland and Slovakia. The economic aspect related to the investment process was taken into account, as well as the impact of the robotization process on the employment structure and changes resulting from the change of the scope of the required new competencies of employees. The analysis used a surveys (CAPI and auditorium survey) which were supplemented with a deepened expert interview. The obtained research results indicate a significant change in the employment structure in terms of quality that is mean competence than the quantitative change of employees.

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Work safety management in the aspect of 5S standards

Marta Niciejewska, Czestochowa University of Technology

Abstract

A workplace is a place where we spend most of our time in everyday work. The effectiveness and quality of an employee's work is greatly influenced by the conditions in which he must perform tasks, which results in safety, ergonomics, proper organization of work and visualization. These are the main aspects affecting the comfort of work. When designing and organizing workplaces, in particular, 5S standards apply, which in addition to efficient organization emphasize safety and ergonomics. In short, 5S standards are a short form of 5 Japanese terms, such as: seiri - choice, seiton - systematics, seiso - cleaning, seiketsu - standardization, shitsuke - self-discipline and improvement. Employees are an active link when designing safe workplaces as part of the 5S standards. Common design and organization of 5S positions guarantees good solutions and their maintenance and use. Employees become responsible for their own jobs, which primarily shapes their awareness of potential threats and dangers caused by the lack of compliance and application of developed 5S standards. The aim of the article is to try to direct effective work safety management to 5S standards. The methods used in the article are a review of documents on a given topic. The analysis of documents confirmed the assumption that occupational safety management is more effective when it is implemented in accordance with the 5S standards. However, it is important that these standards are properly identified and implemented in the process of occupational safety management

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ECONOMIC CONSEQUENCES OF CORRUPTION IN TRANSITION ECONOMIES

Veronika Linhartova, University of Pardubice

Abstract

Corruption is one of the perturbing issues that has manifested itself in almost every part of the globe. Its impact through direct and indirect means does not only affect a person but the entire population which can further extend to generations. Many scholars in light of its undesirable effect have undertaken studies to create awareness of the degree of the impact corruption is causing or can cause, both socially and economically. However, countries with transition economies have been vulnerable to corruption due to factors like privatization and restitution during the transition process. As such, Czech Republic, Hungary, Slovakia and Poland which are European countries with transition economies were studied with regards to the economic consequence of corruption. The goal of this paper is to assess whether the level of corruption differs significantly among the four countries and to ascertain the effect of corruption on economic growth of the selected countries. A quantitative research method was employed in the research design and the analyses of this paper. To achieve the first specific objective, that is, to assess whether the level of corruption differs significantly among the four countries, the Kruskal Wallis test was used. Also, to achieve the second specific objective, the data for the socio-economic variables were visualized using descriptive graphs and then correlation and multiple linear regression were used. The analyses revealed that the level of corruption was significantly different among the countries for the selected period of years 2008-2017. The economic consequences were evident in the level of Foreign Direct Investment, Gross National Expenditure and GDP growth.

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Patterns of economic growth and regional disparities in Central and Eastern European countries

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Balázs Laki, Head of Engineering Department Edutus University,

Abstract

The CEE countries has undergone exceptional economic boom over the past two decades. The CEE region has proven in recent years that it is capable to maintain the sustainable growth. The economic environment determines these countries to continue to grow favorably in 2019: GDP growth is predicted remaining strong (around 3% or above) in most CEE countries, although some cyclical slowdown will be observed. The aim of this paper is to reveal the economic growth patterns, development dynamics and the regional disparities in the Central and Eastern European (CEE) region and the possible reasons beyond that. Nowadays, the rapidly changing, globalising business environment the major challenges posed by the digital world, as well as the constantly raising ratio of knowledge-based products and services, are the most important areas in which companies need to invest. In the current strong market competition these areas are essential for all market leader actors, because the engine of potential future growth can be based on consumption, FDI, EU funds and Digital Transition. The performance of CEE region is less dependent on foreign capital inflows, has greater room for maneuver in applying fiscal incentives, gaining access to EU funds and multiplying benefits from falling commodity prices compared to the EU core Member States. In the region, GDP will grow most strongly in Slovakia, Bulgaria and Hungary in 2019. The main constraints of economic growth in Central and Eastern Europe are tight labour markets, especially in the Czech Republic and Hungary, as well as the potential hard Brexit, which would be detrimental to new trade restrictions that dampen exports and investments by CEE countries. In terms of the disadvantages of Brexit, Slovakia and the Czech Republic are the most vulnerable CEE market. There are different trends in Russia and Turkey, as was the case in 2018. Foreign direct investment, which has been one of the main drivers of the region's economic transformation in the past, particularly in terms of technology and knowledge transfer, will continue to be important, but not to the same extent as in the previous decade. In some sectors, Central and Eastern Europe has become a major part of Western European production, and its FDI target has gradually shifted to more advanced sectors, with a growing focus on services. The ratio of FDI to GDP has remained above 2.5 percent in the period 2016-18 and is expected to develop similarly in the coming years. The role of multinational companies operating in the region remains dominant: the value added by foreign companies (which is the measure of GDP) accounts for more than 40 percent of total value added in some countries, such as Hungary, Slovakia, Romania and the Czech Republic, which are also the most integrated countries from the point of the European value chain. In addition to FDI, EU funds also play an important role in regional economic development processes. In the period 2014-20, an average of 2.9% of EU GDP is flowing into the region (€ 150 billion to EU member states, excluding Poland), and 2019-20 is a critical period for resource use. The digital transition will create further growth opportunities in the region. Internet penetration has increased by 20 percent since the year 2010 in CEE countries and is now close to 75 percent of the population, measured by the number of people using the Internet. Mobile penetration in the CEE countries is 120 percent for mobile subscriptions per 100 people. With these indicators, CEE countries are approaching the values measured in Western European markets. However, CEE countries have been able to show faster convergence in recent years. The methodology based on secondary research analysing EU, OECD and national documents, on-line literature sources and relevant, up-to date statistical data as well. The conclusions and recommendations based on this „desk research” finding reflects the authors' own professional views and hopefully can contribute to understanding the main driving forces of the CEE region economic trends.

Keywords: CEE region, economic development patterns, FDI inflow, digital transition, knowledge transfer

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Crowdfunding in the public sector: a systematic review and future research agenda

Regina Lenart-Gansinieć, Jagiellonian University

Abstract

Purpose: Crowdfunding is spreading in various disciplines and fields. In recent years, crowdfunding has become important and enthusiastically used not only by commercial organisations but also by the public sector. Despite the importance and relevance of the topic, deficiencies related to a comprehensive review of crowdfunding in the public sector are noticed. The aim of the article is to synthesise the previous crowdfunding research in the context of the public sector and to identify in the word literature various ways of defining and operationalizing crowdfunding as well as crowdfunding types, goals of crowdfunding, antecedents of crowdfunding, and outcomes of crowdfunding. Design/methodology/approach To identify the main ways of defining, operationalising, crowdfunding types, goals of crowdfunding, antecedents of crowdfunding, and outcomes of crowdfunding the method of a systematic literature review was used, including as a bibliometric technique, frequency and content analysis. The subject literature was selected on the basis of foreign scientific databases, such as: Ebsco, Elsevier, Proquest, Scopus, and Web of Science. The analysis covered 64 articles on crowdfunding in public organisations published from 2006 to 2018. Findings Based on a systematic literature review, a theoretical framework for future research on crowdfunding in the public sector has been developed in the context of the ways of crowdfunding defining and operationalising, crowdfunding types, goals of crowdfunding, antecedents of crowdfunding, and outcomes of crowdfunding. Three research suggestions have been proposed: (1) increasing the diversity of research methods, (2) emphasis on the development of theory, and (3) conducting more international and cross-sectoral research. Research limitations/implications The article was written based on a systematic literature review, hence the limitations mainly result from the method used. Some empirical research is inevitably missing since post-conference materials have been omitted in the analyses and only English-language publications have been included. Practical implications The article offers interesting implications for managers and the academic community. For business practitioners, this study can provide a useful reference to the ways of crowdfunding defining and operationalising as well as crowdfunding types, goals of crowdfunding, antecedents of crowdfunding, and outcomes of crowdfunding. For scientists, however, the research can provide a current research landscape and development process in this field.

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An Empirical Analysis of Terrorism Impact on Public Debt: A Dynamic Heterogeneous Panel Approach.

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Abstract

The increase in the frequency of terrorist attacks and the availability of data have enhanced the interest of economists in analyzing this phenomenon and studying its impact on the economy. Beside the loss of lives, terrorism can seriously strain public finance. Indeed, these events promote the increase of national security expenditures which leads either to the reallocation of public resources with a fall in productive investment, or to an increase in sovereign debt. Furthermore, terrorist attacks affect financial markets and lead risk premium escalation thus increasing government borrowing cost. This paper tries to examine the causal relationship between terrorism and public debt for 20 developed and developing economies, frequently affected by terrorism attacks, for the period 2002-2017. Due to the presence of cross-sectional dependence in the panel (countries from America, North Africa, Europe and Middle East), we employ the Pesaran (2007) CIPS test to ascertain unit root properties. The Westerlund (2007) cointegration test indicates the presence of a long-run association between terrorism and public debt. Long-run heterogeneous panel elasticities are estimated through the Augmented Mean Group (AMG) estimator and Pooled Mean Group estimator (PMG). We show that the increase in the Global Terrorism Index can impact the cost and the stock of public debt differently. Moreover, we find that these effects also differ between MENA and some developed countries.

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An index of sustainable economic welfare for Romania

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Abstract

Problem Statement : The Index of Sustainable Economic Welfare (ISEW) is a monetary measure of sustainability and economic welfare aimed at overcoming some of the limitations of the Gross Domestic Product (GDP), that does not take into account any of some relevant socio-economic issues: domestic and volunteer work, quality of life, environmental degradation, natural and human capital, income distribution and defensive expenditures

Purpose of Study: The aim of this paper is to provide an empirical application of the ISEW for Romania, in the period 1990 to 2017. In particular, we compare the values and trend of ISEW with the values and trend of GDP for the same period of time.

Methods: The ISEW is a measure of economic well-being, thereby the starting point in its estimation is the value of the private consumption expenditures of a country or a region. The next step comprises a number of both positive and negative corrections of these expenditures: part of the public consumption expenditures and the value of household labor are added, while the defensive and rehabilitative part of private consumption expenditures and the welfare loss from income inequalities are deducted. Finally, a number of capital adjustments are made to include the impact of foreign debt and investments on the current level of well-being enjoyed in a country or region.

Findings and Results : For the ISEW and GDP per capita, the gap is immediately obvious, although the same ascending trend is found. GDP per capita increased from the mid 1990 until 2008, during the recession decreased, starting to grow again from 2011. The accession to European market and to irredeemable European funds contributed to the economic growth. The ISEW follows the same trend but the gap between the two indices grows beginning with 2005. This pattern shows that when the social and environmental costs are accounted, the contribution of a growing economy to average welfare has not been as big as it was estimated.

Conclusions and Recommendations: This paper offers the first implementation of the ISEW for Romania in each year of the period 1990-2017. Moreover, we have proposed and discussed a poverty-adjusted measure of personal consumption, whose formulation has the advantage of taking into account the poverty incidence on the value of ISEW. Our study brings enough evidence of a distinct behavior between GDP and the ISEW, which challenges the notion of GDP as an adequate measure of welfare and the need to develop alternative indicators. Our recommendations endorse several aspects that require further research, such as, for example, the development of sounder methodologies for the estimation of environmental and social costs, the application of the ISEW in combination with other indicators and the standardization of the way the indicator is computed, which will allow the comparison among countries and regions.

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Prevention of disputes in construction contracts

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Abstract

Construction contracts are known for their complexity, specific and long-lasting. Thus, given the need for an immediate response to the problems during the implementation phase, came the Dispute Boards (DB). This is a committee responsible for assisting the parties in their disagreements, prevent disputes by providing them getting a quick, economical and efficient solution, preventing the emergence of a dispute. More than an extrajudicial means of conflict resolution, as advocated by certain authors, or pre-arbitral chamber, as called by others, a DB is, above all, a conflict prevention mechanism. It avoids not only the breach of contractual relations, but also warns against possible losses resulting from the interruption or suspension of the contract. In the civil construction sector, the establishment of this committee allows the work to be monitored from the outset by specialists, minimizing potential disputes that would jeopardize the effective compliance with the contract. The results are revealing. They show the effective maintenance of contracts. These, once fully met, satisfy not only the interests of the Contracting Parties, but also any third parties involved. Judicial delays and their natural burdens are avoided. With this study, we intend to contextualize the DBs, demonstrating their importance, highlighting their contribution to international trade, explaining the reason for their success. We will allude to some examples of DB. The rules created by the Paris International Chamber of Commerce (JRC), as well as the reception of the DBs by the Fédération Internationale Des Ingénieurs-Conseils (FIDIC) will also be mentioned.

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STRATEJİK İNSAN KAYNAKLARI YÖNETİMİNİN VE HİZMET KALİTESİNİN OTEL İŞLETMELERİNİN PERFORMANSINA OLAN ETKİSİ (ANTALYA ÖRNEĞİ) THE EFFECT OF SERVICE QUALITY AND STRATEGIC HUMAN RESOURCES MANAGEMENT ON THE PERFORMANCE OF HOTEL ENTERPRISES (ANTALYA EXAMPLE)

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Abstract

Amaç: Bu araştırmanın temel amacı; Antalya ilinde faaliyetlerine devam etmekte olan 5 yıldızlı otellerin stratejik insan kaynakları yönetiminin hizmet kalitesinin yenileşmesine yönelik otel işletmelerinin performansına olan etkilerinin belirlenmesi konusunda otel yöneticilerinin ve çalışanlarının görüşlerini ortaya koymaktır. Bu araştırmanın genel amacı ise; otel yöneticilerinin ve çalışanlarının görüşleri çerçevesinde stratejik insan kaynakları yönetiminin hizmet kalitesinin yenileşmesine yönelik otel işletmelerinin performansına olan etkilerinin artırılması konusunda yeni bir model ortaya koymaktır. **Yöntem:** Bu araştırma tanımlayıcı araştırma modeli ile yapılmıştır. Çalışma Antalya ili beş yıldızlı otellerinden otuz beş farklı otelin yöneticileri ve çalışanları arasında rastgele örnekleme yöntemi ile belirlenen 317 yönetici ve çalışan ile yapılmıştır. Araştırmada elde edilen veriler SPSS (Statistical Package for Social Sciences) for Windows 23.0 programı kullanılarak analiz edilmiştir. Verilerin değerlendirilmesinde tanımlayıcı istatistiksel yöntemleri olarak sayı, yüzde, ortalama, standart sapma kullanılmıştır. İki bağımsız grup arasında niceliksel sürekli verilerin karşılaştırılmasında t-testi, ikiden fazla bağımsız grup arasında niceliksel sürekli verilerin karşılaştırılmasında Tek yönlü (One way) Anova testi kullanılmıştır. Anova testi sonrasında farklılıkları belirlemek üzere tamamlayıcı post-hoc analizi olarak Scheffe testi kullanılmıştır. Araştırmanın sürekli değişkenleri arasında pearson korelasyon ve regresyon analizi uygulanmıştır. Elde edilen bulgular %95 güven aralığında, %5 anlamlılık düzeyinde değerlendirilmiştir. **Bulgular:** Regresyon analizi sonuçlarına göre stratejik insan kaynakları yönetimi ile toplam kalite yönetimi arasında ($r= 0.763$, $p<.01$) ve işletme performansı arasında ($r= 0.596$, $p<.01$) pozitif ve istatistiksel açıdan anlamlı ilişki istatistiksel açıdan anlamlı ilişki bulunmuştur. **Sonuç:** 5 yıldızlı otellerde stratejik insan kaynakları yönetiminin ve işletme performansı ölçeği puanlarının toplam kalite yönetimi ölçeği puanlarını anlamlı düzeyde yordadığı ve toplam kalite yönetiminin yenileşmesine, stratejik insan kaynakları yönetiminin ve otel işletme performansını pozitif yönde etkilediği belirlenmiştir.

Anahtar Kelimeler: Turizm, Otel, Stratejik İnsan Kaynakları Yönetimi, Toplam Kalite Yönetimi, İşletme performansı

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KURUMSAL İMAJ, DUYGUSAL BAĞLILIK VE İŞ TATMİNİ İLİŞKİSİ: KONAKLAMA İŞLETMELERİ ÜZERİNDE BİR ARAŞTIRMA

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Abstract

Toplumun ve tüm paydaşların kuruma verdiği değer kurumsal imaj olarak ele alınmaktadır. Faaliyet alanları ile ilgili olarak tüm paydaş grupları arasında tanınır olan, çevreye, müşterilere, çalışanlarına yönelik sorumluluk bilincine sahip işletmelerin kurumsal olarak toplumsal imaja sahip olduğu görülmektedir. Kurumsal imaj, örgüte yönelik bir güvendirici olarak da tanımlanabilmektedir. Kurumun, toplumun ve paydaşlarının perspektifinden nasıl algılandığının cevabı kurumsal imaj olgusudur. Kurumsal imaj, işletmelerin finansal yapıları ve performansları üzerinde de olumlu katkılar yaratacak bir unsurdur. Üst yöneticilerin kurumsal imaj oluşturma çabalarının en büyük nedeni; sürdürülebilir örgütsel performans sağlayarak paydaş ilişkilerini güçlendirmektir. Kurumsal imaj algısı oluşmuş işletmelerde itibar ve imajın müşteri bağlılığı ve memnuniyetinin yanı sıra çalışan bağlılığı ve vatandaşın üzerindeki etkileri de azımsanamayacak derecede fazladır. Duygusal bağlılık ise bireyin kendini örgüte bütünleştirmesi ve özdeşleştirmesi olarak ifade edilmektedir. İş tatmininde bireyin işine yönelik duyduğu haz ile ilişkilidir. Kişi işini yapmaktan keyif alıyorsa tatmin duygusu artış göstermektedir. Bir başka açıdan tatmin, kişiden beklenenler ve kişinin yaptıkları arasındaki uyuma ilişkin bireysel mutluluk reaksiyonudur. İmaj algısı yüksek çalışanların kendilerini örgütün bir parçası gibi görmesi bireysel tatmini de beraberinde getirmektedir. Bu çalışmada kurumsal imaj, duygusal bağlılık ve iş tatmini arasındaki ilişkilerin ortaya çıkarılması amaçlanmıştır. Alanya'da faaliyet gösteren beş yıldızlı otel işletmelerinin çalışanları araştırmanın evrenini oluşturmaktadır. Araştırmada evreni temsil edecek örneklem büyüklüğünün hesaplanmasında Barlett ve arkadaşları (2001) tarafından oluşturulan örneklem belirleme formülünden yararlanılmıştır. Anketler, kolayda örneklem yöntemi ile çalışanlara gönderilmiştir. Bir ayın sonunda elde edilen 236 anketin parametrik analizler için uygun olduğu saptanmıştır. Verilerin analizinde, normallik testleri, betimleyici istatistikler, güvenilirlik ve korelasyon testleri ile doğrulayıcı faktör analizi ve yol analizinden yararlanılmıştır. Araştırma sonucunda; kurumsal imaj algısı ve iş tatmininin, kurumsal imaj algısı ve duygusal bağlılığın; duygusal bağlılık ve iş tatmininin birbirleri ile istatistiksel olarak anlamlı pozitif ilişkilere sahip olduğu ortaya çıkmıştır. Bununla birlikte kurumsal imaj algısının ve duygusal bağlılığın iş tatmininin yordayıcıları oldukları belirlenmiştir. Son olarak, kurumsal imaj algısının iş tatmini üzerindeki etkisinde duygusal bağlılığın kısmi aracı rolüne sahip olduğu tespit edilmiştir.

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The Business Excellence

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Abstract

The excellence frameworks are recognized as a strategic planning and excellence diagnostic assessment platform to achieve competitive advantage with impact on the overall business performance. The example of companies is therefore examined whether EFQM recognized for excellence recipients in Czech Republic improve their performance compared to the pre-award period and the period thereafter. The objective of the paper is to find out if getting an EFQM award affects the performance of companies via analysing the financial results before and after the excellence award. To determine the necessary indicators, data from the Orbis (Bureau van Dijk) database were used. The database provides comprehensive information on private targeted companies with 10-year data cycle. However, based on the selection of the companies and the availability of the data, the financial ratios were selected to reflect the change. Used method are based on time series analysis of the financial indicators of EFQM recognized companies. There was identified in terms of the Czech Republic, although the excellence framework is in place, Czech companies are not so interested, even though they can get feedback and work on their approach within the set criteria of the EFQM model. On the other hand, the research results confirmed that there is no link between the use of excellence approaches and selected financial indicators. The added value of the article is above all in the fact that in the Czech Republic were not demonstrated such similar research with a focus on the consequences between the applicability of the EFQM model and the financial indicators.

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GELENEKSEL VE TAMAMLAYICI TIBBİ UYGULAMALARIN SAĞLIK TURİZMİNE KATKISI

CONTRIBUTION OF TRADITIONAL AND COMPLEMENTARY MEDICAL PRACTICES TO HEALTH TOURISM

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Abstract

Amaç: Bu çalışmanın amacı, geleneksel ve tamamlayıcı tıbbi uygulamaların sağlık turizmine katkısını saptamak ve buna bağlı olarak geleneksel ve tamamlayıcı tıba ait özellikleri ortaya koyarak diğer tıbbi uygulamalardan yararlanılanları geleneksel ve tamamlayıcı tıp türleri ve özellikleri hakkında bilgilendirecek önerilerde bulunmak, geleneksel ve tamamlayıcı tıp türlerinin özellikleri hakkında bilgiler vererek ihtiyaç ve istekleri en iyi şekilde karşılayacak geleneksel ve tamamlayıcı tıbbi hizmetlerini sunmak ve sağlık turizmine katkıda bulunmaktır. **Yöntem:** Araştırmaya Türkiye'nin İç Anadolu ve Akdeniz bölgelerinden rastgele örnekleme yöntemi ile belirlenen toplam 3000 birey katılmıştır. Daha sonra katılımcılardan anket yöntemi ile elde edilen veriler SPSS (Statistical Package for Social Sciences) for Windows 23.0 programı kullanılarak analiz edilmiştir. Verilerinde değerlendirilmesi sırasında sayı, yüzde, ortalama, standart sapma tanımlayıcı istatistiksel yöntemler kullanılmıştır. Niceliksel sürekli verilerin karşılaştırılmasında iki bağımsız grup arasında t-testi, ikiden fazla bağımsız grup arasında ise tek yönlü (One way) Anova testi kullanılmıştır. Anova testi sonrasında da farklılıklar belirlemek için tamamlayıcı post-ad hoc analizi olarak Scheffe testi kullanılmıştır. Bunun yanında Pearson korelasyon ve regresyon analizi uygulanmıştır. Elde edilen bulgular %95 güven aralığında ve %5 anlamlılık düzeyinde değerlendirilmiştir. **Bulgular:** Araştırmada yapılan analizler sonucunda katılımcıların sosyo-demografik durumları ile geleneksel ve tamamlayıcı tıbbi uygulamaları ve sağlık turizmi arasında istatistiksel olarak anlamlı fark bulunduğu, geleneksel ve tamamlayıcı tıbbi uygulamaların sağlık turizmi ile ilişkili olduğu ve etki yaptığı bulunmuştur. **Sonuç:** Geleneksel tıbbi uygulamalar ile sağlık turizmi arasındaki ilişkinin $p < 0,01$ ($0,000 < 0,05$) düzeyinde, tamamlayıcı tıbbi uygulamalar ile sağlık turizmi arasındaki ilişkinin ise $p < 0,01$ ($0,001 < 0,05$) düzeyinde anlamlı olduğu, geleneksel ve tamamlayıcı tıbbi uygulamaların sağlık turizmine anlamlı bir katkı yaptığı söylenebilir.

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ALTERNATİF TURİZM ETKİNLİKLERİNİN SÜRDÜRÜLEBİLİR TURİZM POTANSİYELİNE VE İSTİHDAMINA ETKİLERİ (ALANYA İLÇESİ ÖRNEĞİ) THE EFFECTS OF ALTERNATIVE TOURISM ACTIVITIES ON SUSTAINABLE TOURISM POTENTIAL AND EMPLOYMENT (EXAMPLE OF ALANYA DISTRICT)

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Abstract

Bu çalışmanın amacı, turizm işletmelerinde alternatif turizm etkinliklerinin sürdürülebilir turizm potansiyeline ve turizm istihdamına etkilerini saptamak ve buna bağlı olarak alternatif turizm türlerinin gerçekleştirilen turizm işletmelerine ait özellikleri ortaya koyarak diğer işletme ve alternatif turizm etkinliklerinden yararlananları alternatif turizm türleri ve özellikleri hakkında bilgilendirecek önerilerde bulunmak, işletmelere de alternatif turizm türlerinin özellikleri hakkında bilgiler vererek ihtiyaç ve isteklerini en iyi şekilde karşılayacak hizmetleri sunmak ve sürdürülebilir turizm potansiyeline ve turizm istihdamına katkıda bulunmaktır.

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