

ICOBAS-2023

8TH INTERNATIONAL CONFERENCE ON
BUSINESS, FINANCE AND ADMINISTRATIVE SCIENCES

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29 - 30 MARCH 2023 | UNIVERSITY OF BARCELONA | BARCELONA - SPAIN



INTERNATIONAL CONFERENCE ON
BUSINESS FINANCE & ADMINISTRATIVE SCIENCES

PROGRAM BOOK

ICOBAS-2023 Participants Flags



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**INTERNATIONAL CONFERENCE ON
BUSINESS FINANCE & ADMINISTRATIVE SCIENCES**

**8th International Conference on Business, Finance and Administrative
Sciences
(ICOBAS – 2023)**

ONLINE and FACE-TO-FACE
University of Barcelona, Facultat de Filosofia, Geografia i Historia
Barcelona, Spain
March 29-30, 2023

Program

Organized by

The Academic Event Group
University of Barcelona

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KEYNOTES



Prof. Dr. Huseyin Uzunboylu

Professor of Educational Technology

Member, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, **CYPRUS**

President, Cyprus Educational Sciences Association (Members of EERA & WERA)

ORCID: <https://orcid.org/0000-0002-6744-6838>

Scopus: <https://www.scopus.com/authid/detail.uri?authorId=14030910200>

Web of Science: <https://www.webofscience.com/wos/author/record/179327>

Keynote Title: “Internationalization in Higher Education”

Bio: Prof. Dr. Huseyin Uzunboylu he had completed high school at 20 Temmuz High School in Cyprus. In 1995, his higher education career began by winning the Anatolia University, Department of Communication and Planning on Education in Turkey. And after he had completed his preparatory education in one year and he has completed his undergraduate degree in 1991. Prof. Dr. Huseyin Uzunboylu has started his graduate education in Ankara University, the Department of Curriculum and Instruction in 1993 and graduated in 1995. He was accepted into the doctoral program in the same university, Educational Technology Department of Educational Sciences in 1995 and he has completed his PhD degree in 2002. In 2003, he became an Assistant Professor in the Department of Computer Education and Instructional Technology at the Near East University, he was an Associate Professor in 2005 in Ataturk Faculty of Education, and in December 2010, with respect to the members of juries he was appointed as a professor. After doctoral studies he started working at the Near East University, Faculty of Arts and Sciences Department of Psychology in 1996 and he taught courses that educational sciences and research methods. He coordinated of ‘Pedagogy Certificate Program’ which was conducted by the University from 1997 to 1999, and since he conducted Chairman of the Department of Computer Education and Instructional Technology from 2004 to 2013. From 2013 to 2018, he serves as a Dean of Faculty of Education. Since 23 October 2019, he is appointed to member of Higher Education Planning, Supervision, Accreditation and Coordination Board by President of North Cyprus (TRNC). Prof. Dr. Uzunboylu has five academic books published by Turkey’s respected publishing firms; he has supervised five doctoral and 63 master’s theses up to now. He has 103 high-level articles that searching by Web of Science (SSCI, SCI, SCI-Expanded, ESCI); He has 27 searching article and published papers are presented on the international or national conferences. He is editor-in-chief of the Cypriot Journal of Educational Sciences; also, Prof. Dr. Uzunboylu serves as the boards of many journals referee within the searching in the Social Sciences Citation Index. Since 2004, he is taking place on the list as founders, and he is president of the Cyprus Educational Sciences Association (KEB-DER). In 2010, Prof. Dr. Uzunboylu has a major role



Prof. Dr. Jesus Garcia Laborda
Dean of the College of Education
Universidad de Alcala, Spain

Keynote Title: “Why does economy affect education?”

Abstract: While most people ignore it, economy shapes most of the decisions we take in management and educational policies. Finding a balance between expenses and quality of education is usually a hard endeavor. However, what do usually know educators about these hard decisions we need to take frequently? This presentation analyzes the factors that have a potential effect in educational decision especially in relation to the development of the most humble sectors of the population.

Bio: Jesús García Laborda has a Master’s in ESL (University of Georgia), a Master’s in Comparative Language and Literature (University of Wisconsin), a Ph.D. in English Philology (Complutense University of Madrid) and a Ph. European in Didactics (Complutense University of Madrid). He has been an assistant professor at the University of Georgia and the University of Wisconsin. He has also been a Visiting Scholar at Penn State University and the University of Antwerp and has taught courses in Colombia, Lithuania, Cyprus, Turkey, and Brazil. He has been principal investigator in four R&D projects and participated in seven more. He has also directed five teaching innovation projects at the University of Alcalá and the Polytechnic University of Valencia. He was director of the Department of Modern Philology at the University of Alcalá (2016-19) and since 2019 he is Dean of the Faculty of Education at the same university. He is also Editor-in-Chief of the journals Global Journal of Foreign Language Teaching, Internal Journal of Learning & Teaching and co-editor of Computer Assisted Language Learning Electronic Journal (SCOPUS), as well as a member of the scientific committee or evaluator of another 15 impact journals (JCR/SCOPUS/ESCI). He is a specialist in language teaching, assessment, educational technology and bilingual education. He has published more than 85 articles indexed in SJR / SCOPUS / WOS <https://www.uah.es/es/estudios/profesor/Jesus-Garcia-Laborda/>



José Manuel Vicente

Management Ph.D – Aeronautics Management Research Area
Escola de Ciências Económicas e das Organizações (ECEO)
Professor Universitário e Investigador
Universidade Lusófona, Lisboa - Portugal

Keynote Title: “The Challenges for the Development of Sustainable Policies For The Madeira Tourist Destination: an Empirical Study”

Abstract: The present study aimed to reflect on the reflection and survey among tourists who visit Madeira, on the main challenges to be considered for the development of sustainable policies for the tourist destination Madeira Islands, based on the criteria of the Global Sustainable Tourism Council and their experience in the destination. A structured questionnaire was carried out for the outlined objective, in the city of Funchal, in the month of January 2023, having obtained 1136 valid questionnaires. There is still a long way to go to build a Sustainable Tourist Destination for Madeira. The commitment of all entities involved, Government of the Republic, Regional Government, Private Entities and Public Entities, to the Sustainable Destination certification process is fundamental, with a view to creating value and replicating it in the economy, enhancing and enhancing the well-being of those who visit the Destination as well as those who live in the Region. The main challenges center on: the rebranding of the offer and dissemination of the Madeira tourist product, not only internally, but essentially externally, knowing how to listen to what tourists value in their decision-making when intending to visit a tourist destination sustainable; reinforcement of economic resilience policies and regulation to stimulate the circular economy; reinforcement of policies to improve society’s well-being and social responsibility, due to deficiencies in infrastructure in terms of reduced mobility and accessibility, given the aging of populations, both in the issuing markets and at national level; and, reinforcement of cultural diversity, heritage and identity as pillars for the promotion and enhancement of Madeira’s sustainable tourism product. In short, the results are relevant for a greater understanding of the phenomena inherent to the sustainability of the Madeira Tourist Destination, the weaknesses and challenges, and improvements in decision-making of policies for the development of Sustainable Tourism.

Keywords: Accessibilities, Madeira, Resilience, Decision-Making, Sustainable Tourism

Bio: José Manuel Vicente is an “Auxiliar” Professor at the Lusófona University - University Center of Lisbon, ECEO – Department of Civil Aviation and Airports, since 2009. PhD in Management (U. Évora) – Research Line Aeronautical Management, Master in Business Management (U. Évora), Executive MBA in Air Transport / Civil Aviation Management (ULHT / INAC I.P./ Cranfield University). Degree in Management (U. Nova de Lisboa). Consultant in Transport and Professional Experience in the Transport and Logistics Sector, since 2005. Participation in several national and international Congresses and has articles in the areas of management and aeronautics with Scopus indexing. Researcher at TRIE - Transdisciplinary Research Center for Entrepreneurship and Innovation Ecosystems, Lusófona University, Lisbon. Enthusiast for Island Studies of socioeconomic analysis and development, related to impacts in the areas of tourism, mobility, infrastructure management, transport and quality perception.

PROGRAM

29/03/2023, Wednesday

IMPORTANT EVENTS

29.03.2023 08:30 – 09:00	Opening Ceremony	Room 207
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Session -1

TIME	TITLE	SPEAKER	HALL NAME
Keynote 1 29.03.2023 09:00 – 09:40	“Internationalization in Higher Education”	Prof. Dr. Hüseyin Uzunboylu, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, CYPRUS	Room 207

TIME	TITLE	SPEAKER	HALL NAME
Keynote 2 29.03.2023 09:40 – 10:20 Room 207	“Why does economy affect education?”	Prof. Dr. Jesus Garcia Laborda, Universidad de Alcalá, Spain	Room 207

Session -2

TIME	TITLE	SPEAKER	HALL NAME
Keynote 3 10:30 – 11:10 30.03.2023	“The Challenges for the Development of Sustainable Policies for The Madeira Tourist Destination: an Empirical Study”	Prof. Dr. José Manuel Vicente, Universidade Lusófona, Lisboa - Portugal	1

10:20 – 10.35	Coffee Break
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12:30 – 13:00	LIGHT LUNCH
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30.03.2023 14:40 Room 209	CLOSING CEREMONY
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29/03/2023, Wednesday

29.03.2023 08:30 – 09:00	Opening Ceremony	Room 207
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Keynotes Session -1

TIME	TITLE	SPEAKER	HALL NAME
Keynote 1 29.03.2023 09:00 – 09:40	“Internationalization in Higher Education”	Prof. Dr. Hüseyin Uzunboylu, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, CYPRUS	Room 207

TIME	TITLE	SPEAKER	HALL NAME
Keynote 2 29.03.2023 09:40 – 10:20 Room 207	“Why does economy affect education?”	Prof. Dr. Jesus Garcia Laborda, Universidad de Alcala, Spain	Room 207

10:20 – 10:35	Coffee Break
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10:35 – 12:30

207

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Dispersion Characteristic Analysis of PCFs Based on Effective Index	Amirhassan Talebi, E. Azerbaijan Water and Wastewater Co., Energy Ministry, Islamic Republic Of IRAN
2	Architectural Plan Generation Experiments with Artificial Intelligence Interfaces: Frank Lloyd Wright	Tuğçe Çelik, Ostim Teknik University, Turkey
3	Contribution of Job Portals towards Employability Matching between Jobseekers and Employers Evidence from Albania	Milena Shehu; Areti Stringa, Albania
4	A Data Warehouse Architecture Proposal and ETL Analysis, Case study of an Albanian Banking System	Denisa MILLO; Nevila BACI; Shpresim TAHIRAJ, University of Tirana; University of Tirana; Oracle Soliticors, Albania
5	Applying developed genetic algorithm operators to the knapsack problems	Mustafa Kaya, Aksaray University, Turkey
6	Business Hub Implementation Proposal - Albanian Post Case	Gjergji Mulla, University of Tirana
7	Determination of Reinforcement Diameters of Reinforced Concrete Deep Beams with Genetic Algorithms	Mustafa Kaya, Aksaray University, Turkey
8	Developing a new Model for Context-Awareness in Ambient Intelligence	Berraouna Abdelkader, University of Souk Ahrasse, Algeria
9	Contribution of Job Portals towards Employability Matching between Jobseekers and Employers Evidence from Albania	Milena Shehu, Areti Stringa, Statistics & Applied Informatics, Albania

12:30 – 13:00	LIGHT LUNCH
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13:00 –	Sightseeing City Tour (Individually)
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30/03/2023, Thursday

Room 209

08:00 – 10:20

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Investigating Financial Behavior Through Self-control: Accessing the Role of Financial Literacy and Mental Accounting	Adnan of Bashir, University of Gujrat, Pakistan
2	A Study on Competitive Strategy and Vegetarian Restaurants' Performance in Indonesia: Mediation Impact of Customer Loyalty	Bornok Situmorang, Airlangga University, Indonesia
3	India's Export Potential in South Asia Under safta: an Augmented Gravity Model Analysis	Vipin Sharma, Chandigarh University, India.
4	The business of language learning abroad	Jesus Garcia Laborda, Universidad de Alcalá, Spain
5	The sustainable relationship between investments in human capital and M&A	Chiriac Irina, Alexandru Ioan Cuza University of Iasi, Romania
6	Croatian Environmental Tourism Policy – Success factors and risks in the Mediterranean	Jasmina Gržinić, professor of tourism and trade, Croatia
7	Consumer Behavior Insights: Factors and Preferences in the Mineral Water Market (Case of Georgia)	Eter Kharashvili, Ivane Javakishvili Tbilisi State University, Georgia
8	Deep Learning for Automatic Classification of Identification Documents	Blerina Vika, Elira Hoxha, University of Tirana, Albania

10:20 – 10.35	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
Keynote 3 10:30 – 11:10 30.03.2023	"The Challenges for the Development of Sustainable Policies for The Madeira Tourist Destination: An Empirical Study"	Prof. Dr. José Manuel Vicente, Universidade Lusófona, Lisboa - Portugal	Room 209

11.10 – 11:30	Closing Ceremony
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