ICOBAS-2024

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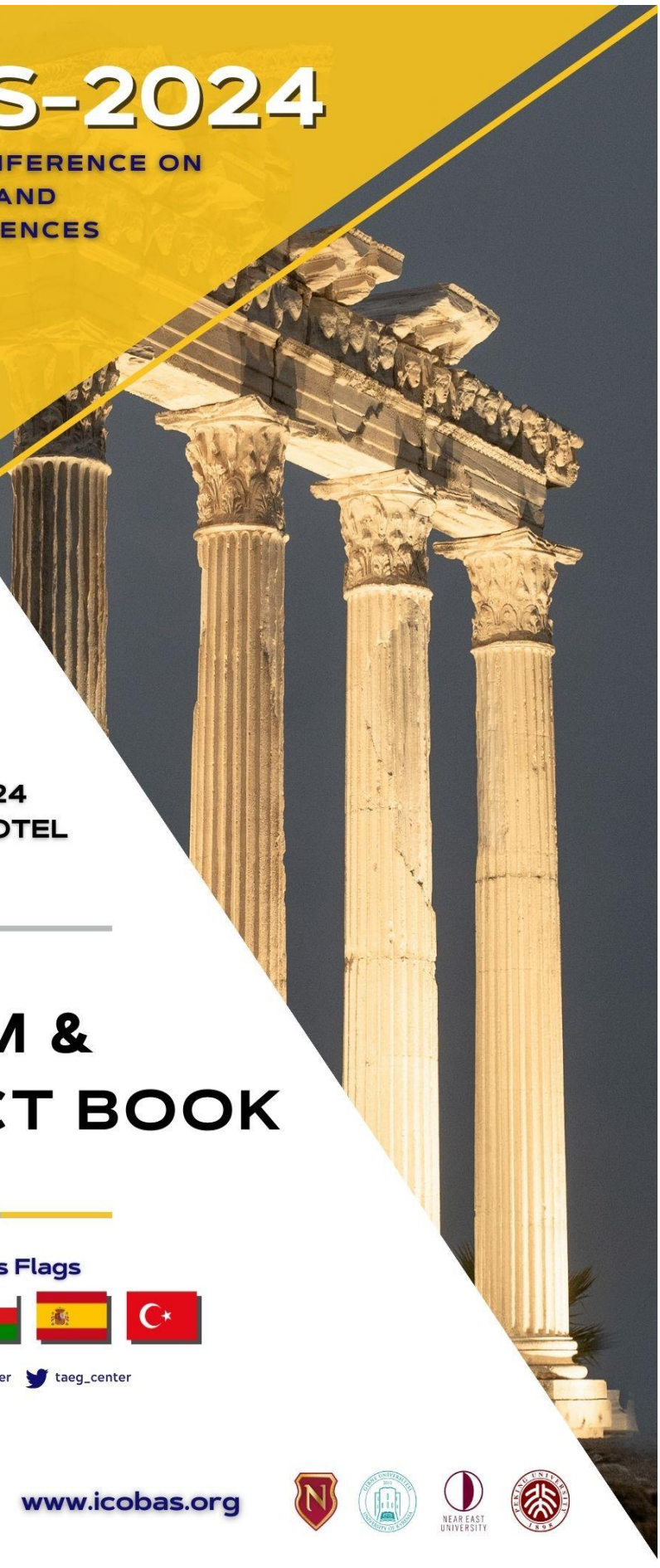

22 - 24 FEBRUARY 2024
GRAND PARK LARA HOTEL
ANTALYA - TURKEY

PROGRAM & ABSTRACT BOOK

ICOBAS-2024 Participants Flags

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9th International Conference on Business, Finance and Administrative Sciences
(ICOBAS – 2024)

Antalya Grand Park Lara Hotel, Antalya, Turkey
22-24 February 2024

Online and Face to Face International Conference

Main Theme: The United Nations 17 Sustainable Development Goals

Program and Abstract Book

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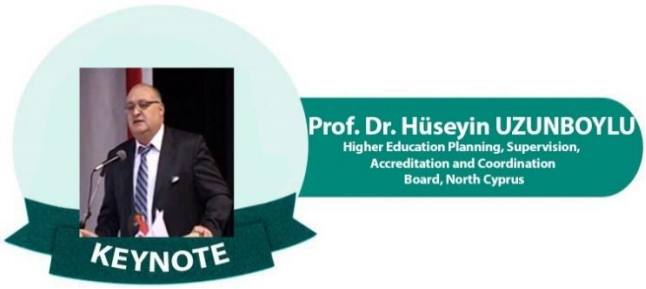
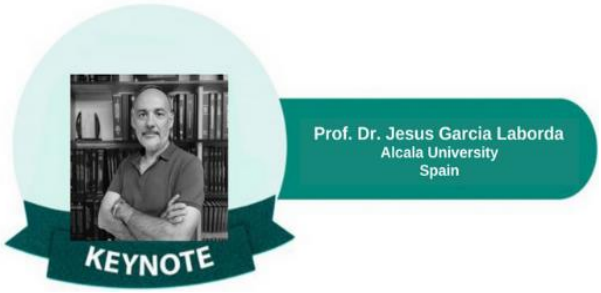
Keynotes



Keynote Title: "The adventure of publishing quality scientific articles"

Abstract:

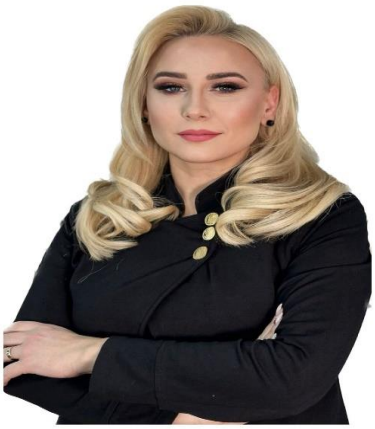
Bio: Huseyin Uzunboylu graduated from Anadolu University, completing a degree in BSc Educational Communicating and Planning in 1991. He graduated from Ankara University; completed a degree in MA Curriculum and Instruction in 1995 and completed PhD in the area of Educational Technology in 2002. He became Assistant Professor in 2013, Associate Professor in 2015 and Professor of Educational Technology in 2010 at Cyprus Near East University. He was elected to member of "Higher Education Planning, Supervision, Accreditation and Coordination Board" by the Republican of Parliament in November in 2019.



Keynote Title: "Artificial Intelligent to improve academic performance!"

Abstract: This presentation addresses the benefits, applications and concerns of the use of AI for higher education students. In so doing, the paper looks at Artificial Intelligent (AI) tools and points out the strengths and weaknesses of the use of AI in university. The significant issue of ethics is also addressed.

***Biodata*:** Dr García Laborda has a MA in ESL (University of Georgia), MA in English Language and Literature (University of Wisconsin), PhD in English Philology (Universidad Complutense de Madrid) and European Doctorate in Didactics (Universidad Complutense de Madrid). He has been Visiting Scholar at Penn State University and the University of Antwerp, and he has taught postgraduate courses in Lithuania, Cyprus, Turkey, Colombia and Brazil. He has also been the main researcher in four R&D projects and participated in eight more. In 2017-2018 he was Acting Director of the TAEG Knowledge Center (Cyprus) where he currently holds different positions. He has more than 270 published works. Since 2019 he has been the Dean of the Faculty of Education of Universidad de Alcalá, and before that he was the Director of the Department of Modern Philology of the same university (2016-2019). He is currently president of the European Language Association for Specific Purposes. Additionally, he is Editor in Chief of Revitas Encuentro (ESCI / web of Science), Global Journal of Foreign Language Teaching (ESCI / SCOPUS requested), Internal Journal of Learning & Teaching (ESCI / SCOPUS requested) and co-editor of Computer Assisted Language Learning Electronic Journal (SCOPUS), as well as a member of the scientific committee or evaluator of 15 other impact journals (JCR / SCOPUS / ESCI). He is a specialist in language teaching, assessment, educational technology and bilingual education.



Dr. Sonila Daiu
Tirana Metropolitan University, Albania

Keynote Title: "Artificial Intelligence Influence in Education"

Bio: Sonila Daiu is the Dean of Students and a lecturer at University Metropolitan Tirana, where she lectures and conducts the management and coordination of academic and social activities, alumni relations, and student admissions in a higher education institution. This includes providing academic and social support, assisting alumni, defining admission policies, developing the campus environment, collaborating with student clubs, managing administrative tasks, and monitoring student performance. Graduated as an English Language Teacher in 2002 from the Department of English Language, Faculty of Foreign Languages, Aleksandër Xhuvani University, Elbasan and Postgraduate specialization in Methodology - Linguistics at the University of Tirana, Faculty of Foreign Languages, Department of English Language, in 2009. In 2013, she enrolled in a Ph.D. program in Linguistics at the Department of English Language, University of Tirana, and in September 2016, she earned a Ph.D. in Linguistics. Her work has focused on expertise in public communication, linguistics, ESP (English for Specific Purposes) focused on the specific and professional needs of the learners. It includes areas such as English for Business, English for Medical Purposes, English for Academic Purposes, and many other specialized field, self-confidence, and writing structure. In addition to her educational skills, she has several years of experience training students in ideation, structuring, and implementing their ideas in the startup world. She provides specialized assistance and guidance to help students develop successful ideas, organize their structure, and apply them in practice through personalized training. She has participated in and presented at various national and international conferences and has a considerable number of scholarly publications. She is also engaged in Erasmus+ projects. Her main research interests include corpus linguistics and the application of corpus methods in the study of language and writing, native and foreign language correctness from a practical and innovative perspective in interaction with today's technological developments.

PROGRAM
22/02/2024, Thursday

IMPORTANT EVENTS

22.02.2024 10:00 – 10:15	**Opening Ceremony**	

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 1 22.02.2024 10:15 – 11:00	"The adventure of publishing quality scientific articles "	**Prof. Dr. Hüseyin Uzunboylu,** Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, Cyprus	DAPHNE & ONLINE

11:00 – 11:20	**Coffee Break**

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 2 22.02.2024 11:30 – 12:10	"Artificial Intelligent to improve academic performance!"	**Prof. Dr. Jesus Garcia Laborda** Alcala University, Madrid, Spain	

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 3 22.02.2024 12:10 – 13:00	"Artificial Intelligence Influence in Education"	**Professor Sonila Daiu** Faculty of Computer Science and IT Tirana Metropolitan University, Albania	

23.02.2024 12:45 – 13:00	**CLOSING CEREMONY**

24.02.2024 09:30 – 17:00	**HISTORICAL PLACES AND SHOPING TOUR**

22/02/2024, Thursday

22.02.2024 10:00 – 10:15	**Opening Ceremony**	

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 1 22.02.2024 10:15 – 11:00	"The adventure of publishing quality scientific articles "	**Prof. Dr. Hüseyin Uzunboylu,** Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, Cyprus	DAPHNE & ONLINE

11:00 – 11:20	**Coffee Break**

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 2 22.02.2024 11:30 – 12:10	"Artificial Intelligent to improve academic performance!"	**Prof. Dr. Jesus Garcia Laborda** Alcala University, Madrid, Spain	

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 3 22.02.2024 12:10 – 13:00	"Artificial Intelligence Influence in Education"	**Professor Sonila Daiu** Faculty of Computer Science and IT Tirana Metropolitan University, Albania	

13:00 – 14:00	**Open Buffet Lunch**

Session – 1
14:00 – 16:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	Fortifying Institutional Cybersecurity: A Comprehensive Analysis of Active Directory Security	Hafzullah İş, Batman University, Turkey
2.	Qualitative Study on the Effect of Elevation Angle on Dream Gaussian Outputs	Selcuk Anil Karatopak, Deniz Sen, Huawei Türkiye R&D Center, Turkey
3.	Towards Robust Cheating Detection: Exploring the Power of Multimodal Learning in Online Exam Proctoring	Merve Elmas Erdem, Rabia Bayraktar, Huawei Türkiye R&D Center, Turkey
4.	Sound Event Detection Mastery: Unraveling the Impact of Hyperparameters in Convolutional Neural Network Training	Rabia Bayraktar, Merve Elmas Erdem, Huawei Türkiye R&D Center, Turkey
5.	Comparison of State-of-the-Art CNN and Transformer Approaches for Road Segmentation from Aerial Images	Batuhan Sariturk, Huawei Türkiye R&D Center, Turkey
6.	A novel Approach to the 3-dimensional Bin Packing Problem	Emmet Brickowski

16:00 – 16:30	**Coffee Break**

Session – 2
16:30 – 17:30

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	OECD countries' main contributors to families emerging above the poverty line	Felipe Oyarzo, Saint Jude Research Hospital, United States
2.	Sustainable supply chain management is driven through management capability: The Tesco case, UK	Trang Pham, Duong Doan, Duong Doan
3.	From vision to Action: Innovative Finance Strategies for Achieving the Global Sustainable Development Goals	Mayssa Ahmed Ben Belgacem, Oman
4.	The Bibliometric Analysis of the Relationship between Dynamic Capabilities and Digital Transformation	Elif Sis Atabay, Tugba Kaplan, Trabzon University; Karadeniz Teknik University, Turkey
5.	Democracy and Entrepreneurial Motivations in the Context of ICOs	Esra Bulut, Trabzon University, Turkey

End of the Day

23/02/2024, Friday

Session – 3
10:00 – 13:00

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 Solitions, 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 Evidences from Albania	Milena Shehu, Areti Stringa, Statistics & Applied Informatics, Albania

23.02.2024 12:45 – 13:00	**CLOSING CEREMONY**

24/02/2024, Saturday

24.02.2024 09:30 – 17:00	**HISTORICAL PLACES AND SHOPING TOUR**

ABSTRACTS

A Novel Approach to the 3-Dimensional Bin Packing Problem

Emmet Brickowski

Abstract

Generalized 3-dimensional bin packing (hereafter 3DBP) is known to be strongly NP-complete. This can be proven by reducing the 3-partition problem to 3DBP. The intractability of 3DBP has led to a proliferation of polynomial-time approximation algorithms. Prior literature [Vazinari et al. 2013] has claimed that no such algorithm with an approximation ratio smaller than 3/2 can exist unless P=NP. This paper presents a novel approach to 3DBP using bricks of size S= {2x1, 2x2, 3x2, 5x5}. Our Brick Oriented Overpacking Binsolver (hereafter BOOB) yields a ratio of ln(|S|) =ln (4) < 3/2, therefore proving P=NP.

Keywords: Novel Approach, 3-dimensional, packing problem

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Qualitative Study on the Effect of Elevation Angle on Dream Gaussian Outputs

Selcuk Anil Karatopak, Deniz Sen, Huawei Türkiye R&D Center, Turkey

Abstract

Many species face the threat of extinction, which harnesses the importance of preserving biodiversity. As a result of the rare occurrence of these endangered species, the sparsity of related data occurs, which makes generative AI inapplicable to the domain, due to the requirement of extensive amounts of data. We aim to study the feasibility of generating consistent and real-like 3D models of the endangered animals, which suffer from the problem of absence of large amounts of data related to them. Such phenomenon leads us to utilize zero-shot stable diffusion models that can generate a 3D model out of a single image of the target species. This paper investigates the intricate relationship between elevation angle and the output quality of 3D model generation, focusing on the innovative approach presented in Dream Gaussian. Dream Gaussian, a novel framework utilizing Generative Gaussian Splatting along with novel mesh extraction and refinement algorithms, serves as the focal point of our study. We conduct a comprehensive analysis, analysing the effect of varying elevation angles on Dream Gaussian's ability to reconstruct 3D scenes accurately. Through an empirical evaluation, we demonstrate how changes in elevation angle impact the generated images' spatial coherence, structural integrity, and perceptual realism. We observed that giving a correct elevation angle with the input image significantly affects the result of the generated 3D model. We hope this study to be influential for the usability of AI to preserve the endangered animals; while the penultimate aim is to obtain a model that can output biologically consistent 3D models via small samples, the qualitative interpretation of an existing state-of-the-art model such as Dream Gaussian will be a step forward in our goal.

Keywords: Qualitative, elevation, dream gaussian

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Towards Robust Cheating Detection: Exploring the Power of Multimodal Learning in Online Exam Proctoring

Merve Elmas Erdem, Rabia Bayraktar, Huawei Türkiye R&D Center, Turkey

Abstract

This paper explores the efficacy of multimodal learning techniques in the context of online proctoring applications, specifically focusing on the joint analysis of audio-visual modalities. The study investigates the impact of employing transformer-based detection methods on both visual-only and audio-visual data for identifying cheating activities during online exams. In this study, the OEP (Online Exam Proctoring) dataset is utilized for training and evaluation, encompassing five distinct activity categories. In this study we used web-cam videos from this dataset with associated audio files for all 24 different subjects. Each modality undergoes a preprocessing stage, and data alignment is achieved by maintaining a consistent sampling frequency. The research addresses the central question of whether joint learning methods enhance the accuracy of cheating detection compared to more common unimodal approaches. To answer this question, the paper presents a comprehensive analysis of the application of multimodal learning techniques, highlighting the effectiveness of combining visual and auditory features for identifying instances of forbidden actions. The methodology involves the implementation of joint learning models using different cross-model attention layers and a comparison with isolated unimodal models. Results indicate that cross-model attention improves accuracy by an average of 4% in detecting cheating activities compared to independent learning from individual modalities. This study contributes to the ongoing discourse on enhancing the reliability of online proctoring systems, showcasing the potential of multimodal learning in improving cheating activity detection accuracy.

Keywords: Robust, multimodal learning, online exam

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Sound Event Detection Mastery: Unraveling the Impact of Hyperparameters in Convolutional Neural Network Training

Rabia Bayraktar, Merve Elmas Erdem, Huawei Türkiye R&D Center, Turkey

Abstract

Sound Event Detection (SED) is a critical research topic for both signal processing and Artificial Intelligence (AI) researchers, as it plays a significant role in various applications such as surveillance, acoustic monitoring. In this study, we present a comprehensive approach that uses both signal processing and AI methods to address the sound classification problem, which is a crucial aspect of the SED field. To achieve this, we analyzed 4-second sound clips from three different categories, namely scream, explosion, and casual. We extracted Logmel features from sounds in each category and used them to train a Convolutional Neural Network. We conducted sequential experiments to analyze the impact of different hyperparameters on the model's performance. The precision-recall f-score values of each experiment were recorded and analyzed to develop the best hyperparameter set for similar problems. The experiments showed that the model trained with the Adam optimizer using 3k data achieved an impressive f-score of 0.95 and a recall of 0.93. These results demonstrate that the comprehensive approach combining signal processing and AI methods can effectively solve the sound classification problem in SED. Furthermore, the study highlights the importance of selecting the right hyperparameters for model training, as it significantly affects the model's performance. This study provides valuable insights into the application of signal processing and AI methods in solving the sound classification problem in the SED field. The findings can help researchers and practitioners in developing more effective SED systems that can accurately detect and classify sound events in various applications.

Keywords: Sound event detection, hyperparameters, neural network training

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Comparison of State-of-the-Art CNN and Transformer Approaches for Road Segmentation from Aerial Images

Batuhan Sariturk, Huawei Türkiye R&D Center, Turkey

Abstract

Road segmentation from aerial images is a crucial task for application areas such as smart cities, sustainable urban planning, autonomous driving, and intelligent transportation. In recent years, various methods, especially those based on deep learning, have been proposed and have achieved significant success in accurate road segmentation. These deep learning methods have surpassed conventional image processing and machine learning approaches in terms of accuracy. However, challenges persist, including occlusions, complex backgrounds, high computational complexity, and insufficient training data. Therefore, road segmentation remains a formidable challenge. In this study, 18 CNN-based and Transformer-based models were trained and evaluated on three public road segmentation datasets. Alongside Residual-Inception U-Net (RIU-Net), Swin U-Net, and Trans U-Net, U-Net-based models with ResNet, ResNeXt, and MiT encoders, DeepLabV3+-based models with ResNet, ResNeXt, MobileOne, and MobileNet encoders, and U-Net++-based models with ResNet, ResNeXt, MobileOne, MobileNet, EfficientNet, ResNeSt, Inception-ResNet, and Inception encoders were generated. Models were trained on the training set prepared using Istanbul Road Dataset Zoom Level 15, and evaluated on four different test sets prepared using Istanbul Dataset, DeepGlobe Road Extraction Dataset, and Massachusetts Roads Dataset. On the Istanbul test set, U-Net++-based models and Trans U-Net achieved the best results among all approaches. U-Net++ with ResNeSt-200e provided the highest F1 and IoU scores with 0.970 and 0.940, respectively. This model is followed by U-Net++ with ResNet-50 and Trans U-Net Micro models. On the DeepGlobe test set, U-Net++ with ResNeSt-200e provided 0.373 F1 score and 0.207 IoU score, followed by DeepLabV3+ with ResNet-50 and MobileOne-S4. On the Massachusetts test set, U-Net++ with ResNeSt-200e provided a 0.297 F1 score and 0.167 IoU score, followed by Swin U-Net and RIU-Net Mini approaches. Lastly, on the DeepGlobe + Massachusetts test set, U-Net++ with ResNeSt-200e again provided the highest scores with 0.362 F1 and 0.203 IoU scores, followed by DeepLabV3+ with MobileOne-S4 and ResNeXt-50_32x4d encoders. Upon examining the results, it has been observed that models utilizing residual connections have achieved higher success compared to others. The results show that U-Net++ architecture with the ResNeSt-200e encoder consistently achieved the highest scores across all four test sets, establishing itself as the most successful approach. In addition, DeepLabV3+-based models demonstrated notable success on test sets containing samples from multiple regions, indicating a strong generalization ability. Furthermore, U-Net++-based models excelled in providing the highest recall values across all test sets, showcasing their proficiency in detecting positive values. Lastly, according to the results, it's crucial to emphasize that, no matter how comprehensive the datasets are, successful performance still relies on the training data from the relevant study area. This remains true even when datasets include various road types like the Istanbul Road Dataset or images from different regions like the DeepGlobe+Massachusetts dataset. The performance of the model still decreases when tested in a different region from where it was trained.

Keywords: State-of-the-art, transformer approaches, aerial images

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Fortifying Institutional Cybersecurity: A Comprehensive Analysis of Active Directory Security

Hafzullah İş, Batman University, Turkey

Abstract

This paper aims to provide a thorough examination of the cybersecurity landscape within institutions, with a specific focus on the role of Active Directory (AD). By assessing the potential vulnerabilities, risks, and best practices associated with AD, this paper aims to contribute valuable insights for institutions striving to enhance their cybersecurity posture. In the article, Active Directory infrastructures of 12 universities with critical infrastructures were analyzed. The scope of access rights of each academician, administrative staff and student has been examined. Corporate policies used to manage user identities, access controls and network structures were examined. Active Directory structures were subjected to stress testing to ensure the durability of the cyber security infrastructures of these universities. In the tests, it was determined that 75% of all students, academics and staff in the institutions, except the system administrators, could access the network with the same privileges. It has been determined that 80% of these institutions do not create DMZ zones for critical systems. It has been tested that 65% of these institutions do not include public devices such as printers and laboratory computers in the Active Directory structure, leaving critical cyber security vulnerabilities. In the article, critical recommendations are given regarding the system infrastructures, user policies and access policies that should be established for these institutions to improve their Active Directory-based cyber security. It has been proven through experimental tests that the system infrastructures of institutions that implement these policies are 92% protected against cyber-attacks.

Keywords: Fortifying institutional cybersecurity, comprehensive, active directory security

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Training of Teaching Staff in Conditions of Dual-Oriented Education

Seitalieva Alima

Abstract

In the modern educational space, dual-oriented training is an important method of forming highly qualified teaching staff. This article explores the process of training pedagogical specialists in the conditions of dual-oriented education, considering its basic principles, goals and methods. In addition, the study examines in detail key issues in the preparation of future educators, including practice, on-the-job learning, and educational research. Finally, the article evaluates the effectiveness of dual-oriented training and its impact on the quality of teacher education.

Keywords: Training, teaching, dual-oriented

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ChatGPT as a Potential German Language Learning Tool: A Thematic Analysis of the Perspectives of Non-Linguistic University Students

Ahmet Tanır, Iskenderun Technical University, Turkey

Abstract

This study was an attempt to explore how ChatGPT, an artificial intelligence chatbot developed by Microsoft-backed OpenAI, was perceived by learners of German as a foreign language (GFL). The participants consisted of thirty-six students who were doing a BA program at a state technical university in Türkiye. They were selected in equal numbers from four different academic programs (aviation management, gastronomy and culinary arts, tourism guidance and tourism management) with three different German language levels (A1, A2 and B1). The aim was to gain a deeper insight into the intentions and behaviours of students with different profiles to use ChatGPT as a language learning tool in the GFL learning process. In this regard, all students were interviewed online. To analyse the interviews, a six-stage thematic analysis developed by Braun and Clarke (2006) was followed. The findings revealed that all students had positive attitudes towards ChatGPT and were willing to use it for learning German in the future. According to the majors, students' perspectives on using ChatGPT were similar. However, students from different language levels differed in their intentions and behaviours in using it. Accordingly, students at A2 and B1 German levels emphasized that they used ChatGPT to translate, learn vocabulary and improve their German pronunciation skills, while those at A1 level stated that they used ChatGPT especially to cheat in online German exams. Moreover, they reported that it was more effective, user-friendly and encouraged individual learning than tools and mobile apps that offer multilingual neural machine translation services.

Keywords: Language, thematic, non-linguistic

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The Bibliometric Analysis of the Relationship between Dynamic Capabilities and Digital Transformation

Tuğba Kaplan, Karadeniz Teknik University, Turkey
Elif Sis Atabay, Trabzon University, Turkey

Abstract

The dynamic capability's view is an important tool to understand how firms gain sustainable competitive advantage. The dynamic capabilities of firms can facilitate their digital transformation process. Digital transformation affects many sectors, facilities innovation practices, new business models, and customer relations. Digital transformation has become a necessity as a result of the COVID-19 pandemic and the difficulties in keeping people together. However, it is still less clear the relationship between dynamic capabilities and digital transformation. This study aims to investigate the connections between the literature on dynamic capabilities and digital transformation. For this purpose, the Scopus database was searched using the keywords "dynamic capabilities", "digital transformation", and "digitalization". According to the search findings, a total of 329 studies between 2015-2024 in the fields of business, management and accounting, social sciences, decision sciences, economics, econometrics, and finance constituted the research sample. The data set obtained from this sample was analyzed in the "Biblioshiny" application in the RStudio program. The bibliometric analysis offers a multidisciplinary perspective through mapping and co-word and co-citation analysis. The results of the analysis revealed that the development of the field was realized through articles, and the most frequently used keywords were "digital transformation", "dynamic capabilities", "digitalization", "dynamic capability", and "industry 4.0". 74.16% of the published publications are articles, 5.47% are book chapters, and 12.15% are papers. The average number of citations per publication is 28.25. In the context of the authors, the mentioned scientific publications were written by 887 researchers, 30 of these authors preferred to publish with a single author. The results obtained from the distribution of publications by years, the interest shown in studies dealing with dynamic capabilities and digital transformation between 2015-2019 is partially lower, but there has been an increasing trend in the number of publications since 2019. The journals in which most of the studies were published are "Sustainability", "Technological Forecasting and Social Change", "IEEE Transactions on Engineering Management", "Journal of Business Research", and "International Journal of Production Economics" journals. The main contribution of this study is to highlight the relationship between dynamic capabilities and digital transformation theoretically.

Keywords: Dynamic Capabilities, Digital Transformation, Digitalization, Bibliometric Analysis, Bibloshiny

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Sustainable Supply Chain Management is Driven through Management Capability: The Tesco Case, UK

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Abstract

Almost all organizations are nowadays experiencing some change, and it can be confident that there will be more, not less, change in organizations in the future. Strategic transformation refers to the issues of culture, empowerment, business process engineering, and total quality. However, other change initiatives are driven by the need for the organization so that the organization has to reposition itself (Balogun, 2001). Strategic change can be used to explain these initiatives since it indicates the actions undertaken by an organization in its pursuit of competitive advantage, and the organization which is undergoing strategic change moves from its current operation and posture to an altered state to facilitate the achievement of competitive advantage (Sutherland and Canwell, 2004). Responsible business, in turn, is becoming an increasingly popular business concept, especially in Western nations such as the USA and the UK (Amaechi et al., 2008). Strategic transformation refers to the issues of culture, empowerment, business process engineering, and total quality. However, other change initiatives are driven by the need for the organization so that the organization has to reposition itself (Balogun, 2001). Strategic change can be used to explain these initiatives since it indicates the actions undertaken by an organization in its pursuit of competitive advantage, and the organization which is undergoing strategic change moves from its current operation and posture to an altered state to facilitate the achievement of competitive advantage (Sutherland and Canwell, 2004). Responsible business, in turn, is becoming an increasingly popular business concept, especially in Western nations such as the USA and the UK (Amaechi et al., 2008). Nowadays, nearly everyone has heard of the idea of CSR. Almost all companies have policies or strategies for implementing parts of CSR because they already understand that business benefits are enormous (Aras and Crowther, 2012). Businesses can acquire competitive advantage and sustainable development in the efficiency of operation, enhancing the relation communication among stakeholders and contribution to society. Thus, corporate social responsibility should be an essential factor when undertaking the process of strategic change. In this paper, there will be four sections. Initially, it will introduce the sources of strategic change and corporate social responsibility based on the previous research. In the second place, the issues, which need to be considered when involving the process in the context of CSR and in relation to strategic change, are in terms of institutions and corporates. Thirdly, the description of two different tool management about strategic change management will be attached within its organizational and competitive environment. Finally, there will be an organizational analysis of Tesco based on the two tools.

Keywords: Management, Tesco case, UK.

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From Vision to Action: Innovative Finance Strategies for Achieving the Global Sustainable Development Goals

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Abstract

This paper explores the fusion of sustainable finance and the United Nations' 17 sustainable Development Goals (SDGs), serving as both composer and conductor, innovative sustainable finance coupled with eco-friendly investments, can combat the challenge against different universal issues ranging from climate change to poverty and inequality. Through a comprehensive analysis, this research investigates how financial strategies can play a pivotal role in overcoming diverse global challenges, steering the trajectory towards the attainment of sustainable goals. This article aims to inspire, educate, and inform policymakers, investors, and finance professionals about the collective journey toward a green future through innovative financial practices and sustainable investments. Enriching the narrative, this study integrates diverse global case studies highlighting the journey of translating visionary financial strategies into impactful actions for a sustainable and equitable Future.

Keywords: Eco-friendly Investment, Green Finance, Innovation, financial strategies, SDGs.

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Democracy and Entrepreneurial Motivations in the Context of ICOs

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Abstract

Drawing on signaling theory, I propose that the democratic quality and entrepreneurial motivations of an ICO's country of origin can be taken as signals by which investors evaluate the potential success of an ICO. Using a hand-collected sample of 1,541 ICOs from between 2017 and 2020 and regression models, I confirm that a country's democratic quality and entrepreneurial motivations, in terms of cultural and social norms, education, and public policies, are important determinants of that country's number of ICOs and their success. This research highlights the importance of a country's democratic quality and entrepreneurship-supportive motivations in solving the financing problems of blockchain-based ventures.

Keywords: Initial coin offerings, blockchain, democracy, culture, entrepreneurship.

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The 'Globitalized' Instructional Discourse: Positives and Negatives of Globalizing the Language Teaching Methodology through Digitalization

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Abstract

In a world globalized by the language of digitization, using digital tools in education can easily enable educators and instructors to share course materials, connect with students remotely, provide immediate feedback, and monitor progress in real-time. Learners, in their turn, can access a vast range of educational resources and content anytime, anywhere, and at their own pace. Moreover, digital learning tools foster collaborative and interactive learning experiences that promote active engagement, critical thinking, and problem-solving skills. They also facilitate gamification, which activates, according to Nechifor & all. (2022), the 3F dimension (friendly, familiar and fun) making learning fun, engaging, and challenging. Thus, digital learning tools have opened up endless possibilities for education, making it more accessible and effective. By embracing these tools, educators and learners can enhance their teaching and learning experiences and achieve better learning outcomes. However, challenges occur on the way, capitalizing on the two-folded framework under which the educational continuum develops nowadays, in what foreign language teaching is concerned: communicative and digital. Consequently, from the way in which mixed research teams work together to harmonize two different fields, i.e. IT and applied linguistics, in order to create cohesive mobile language applications (see Nechifor and Dimulescu, 2021), to the way in which the cultural element is still dealt with and integrated as a possible 5th skills of the language acquisition process (see Nechifor and Borca, 2016 and 2020) and, moreover, to the degree of usefulness the integration of AI can bring to language and humanities classes, the global system of activity types characterizing the educational discourse of the digital times needs a pragmatic lens to scrutinize its positives and negatives. Subsequently, the implementation of gamification into FL teaching classes, as analyzed by the research team of the GIRO national project in Romania, the work with CALL, MALL, TELL and WALL in class, as viewed by the international team of the LanGuide Erasmus+ project, alongside a return to the principles of neurodidactics, as approached by the specialists of the TeachME Erasmus+ project, all this against the background of the greatest challenge the world of education may face, that of artificial intelligence and its tools, are all worth debating next to the external factors that influence the use of digital tools in the academia, in the opinion of, for example, first year students from Transilvania University of Brașov.

Keywords: Globitalized, language teaching methodology, digitalization.

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Analysis of the Features of Turkish-accented English and Its Comprehensibility

Vefa Türeli

Abstract

While contributing to diversity in language, accents make comprehension harder for L1 and L2 speakers. This is caused by non-native speakers pronouncing said language's phonemes different in a way that's rooted in the non-native speaker' languages' cross-language phonetic differences. This study aims to describe phenomena like these that occur with native Turkish speakers' pronunciation of English. The study was conducted with Turkish high-schoolers who had completed a preparatory year in English. They were asked to read 2 texts and a list of words while being recorded, these recordings were transcribed using the IPA and compared with the General American accented counterparts using the Levenshtein algorithm. Volunteer American high-schoolers in southern United States listened to and were surveyed about the recordings. The comprehension survey yielded results agreeing with the previous claims on the accent's properties. As for the comprehensibility of Turkish-accented English, the answers claimed the accent to be mainly comprehensible.

Keywords: General American English, Istanbul Turkish, phonology, Levenshtein algorithm

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E-rubrics to Improve the EVAU in Spain

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Abstract

The use of digital rubrics facilitates the homegeneization of the University Entrance Examination English paper. This presentation states how and why.

Keywords: E-rubrics, improve, EVAU

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Cheatingin the Secondary Classroom in the Digital Era

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Abstract

Cheating due to genial is becoming more and more common. This presentation addresses the facilities for the students and the challenges for the teachers. We also recommend how to avoid that cheating habit from the teacher's perspective.

Keywords: Cheatingin, secondary classroom, digital era.

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Acting Techniques in the Context of Primary Education

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Abstract

This article discusses an experiment in the implementation of acting techniques, conducted within the framework of the discipline “Children’s Literature with a Workshop on Expressive Reading” among undergraduate students in the educational program of Primary Education. With the development of AI and its introduction into the learning process, the problem of raising a child and the approach to teaching remains important. The article’s authors see this problem not only in the information provided but also in the quality of the acquired knowledge and experience of the future primary school teacher. The art in this study is acting techniques developed by famous directors in the theater field. As indicated in this article the acting techniques were studied, processed, and applied within the framework of the discipline “Children’s Literature with a Workshop on Expressive Reading”. To conduct research within the framework of this discipline, practical tasks, and student’s independent work (SIW) based on acting techniques were developed. The study is divided into two stages. The first part is conducting practical classes during the discipline “Children’s Literature with a Workshop on Expressive Reading”, where students became familiar with acting techniques, and exercises for stage performance. The second part is the final event, where students demonstrated their stage skills based on previously learned techniques and experience. The article offers conclusions and ways to solve problems in the development of future primary school teachers.

Keywords: Acting, technique, art, creativity, children’s literature, skill, education quality, primary.

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