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26 – 28 April 2019

Grand Park Lara & Hotel Convention Center - Turkey

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# **8th World Conference on Business, Economics and Management (BEM-2019)**

**Grand Park Lara Hotel Convention Center**

**ANTALYA, TURKEY**

**26 – 28 April 2019**

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# ABSTRACTS

## LIFE CYCLE ASSESSMENT (LCA) AS TOOL OF MODERN ECOLOGICAL EDUCATION

**Adrianna Dybikowska**, University of Zielona Góra

**Leszek Kaźmierczak-Piwko**, University of Zielona Góra

### Abstract

The article presents the issues of the Life Cycle Assessment (LCA) use in contemporary ecological education, in relation to the problem of sustainable development. Based on the analysis of the literature, legal norms and strategic documents, the theoretical aspects of LCA as a tool used in numerous areas and environmental management processes were discussed and the significance of its use in the process of shaping ecological awareness of both the whole society and enterprises was demonstrated. The role of using computer programs based on LCA technology (such as SimaPro) in the teaching process at the higher education level was also emphasized.

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# IMPACT OF HUMOROUS ADVERTISING ON PURCHASE DECISION: IN CONTEXT OF PAKISTAN'S TELECOM INDUSTRY

**Abbiha Waqar**, Lahore School of Economics

## **Abstract**

**RESEARCH OBJECTIVE:** This paper aims to evaluate whether television ads are effective when they use humorous appeal in order to positively impact purchase decision of its customers, especially in Pakistan's Telecom industry. **SCOPE OF INVESTIGATION:** Role of advertisement is very important, it helps in differentiating products and services being offered. In Pakistan, telecom companies are investing a lot on electronic media to consolidate their customer base. The purpose was to study the impact of humorous advertisement on purchase decision, to analyze the impact of Ufone ads (which are solely based on humorous appeal) on customer's purchase decision as compared to other mobile network ads which are being aired. **METHODOLOGY:** To achieve this objective, mobile users of Pakistan filled the questionnaires which were administered via distributing hard copies and online through google forms from January 2017 to January 2018 and studied their preferences and attitude towards humorous advertisement. Secondary data was collected using different research journals which included JStor, science direct and google scholar. The planned sample size is 127 respondents. The data collected was analyzed using SPSS software. **FINDINGS AND RESULTS:** Results showed that humorous advertisement is one of the appeals which surely breaks the clutter and grabs viewer's attention. The recall rate is also very high for ads based on humorous appeals as compared to other. Hence, Ufone's ads are effective and are helping the company grow. The future research should be based on categorization of humor and how those categorizes might impact the purchase decision.

**Key Words:** Advertisement effectiveness, Humorous Advertisement, Purchase Decision, Telecom Companies

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# Social Economic in the International Scenery: Politic(s), Culture(s) and Power(s)/Pressure(s) Manipulation

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**Maria Manuela Silva**, Universidade Portucalense Infante D. Henrique

## **Abstract**

We live a dangerous world “scenery” due ideas and ideologies manipulation / proliferation, the inherent social perceptions and the consequently tampered behaviors engaged in violence. If the Humanity is a complex context, States, Governments, politic, politics, societies, cultures, religions, ideological groups (social, ethnic, legal, illegal, declared and unknown), the Media... all have a powerful action being important “actors” which actions should be careful and critically studied. The manipulation is a riskily reality being disproportionate developed with the worst consequences. Discourses are the easiest instrument to analyze, with insidious messages, considered “normal” but being a simple manipulated information generating tampered and seriously dangerous violent actions is the question of the Religions and the Terrorism. For instance, it’s absolutely unacceptable when Islamism is presented or blended with the violence and the terrorist attacks responsible; when the Human Rights are violated by Catholics or Jewish, but it is strategically hidden, there are strong “pressures” concealed acting to promote wrong ideas and ideologies having as consequence serious problems. This is a reality adapted strategies to the context and place, but the Social Education is being manipulated which consequences are not only for today society, but the discrimination and xenophobia are being learned and will be frighteningly felt in future generations. It’s urgent to invest in the equality and “construct” the respect for all religions, cultures, specially promote the education for the different thinking, way of living and face the realities.

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# Cryptocurrencies: a political and a fiscal analysis

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**Ana Campina**, Universidade Portucalense Infante D. Henrique

**Graziela Moraes**, Universidade Portucalense Infante D. Henrique

## Abstract

It's very well known that in the beginning of 2009 Satoshi Nakamoto started the creation of the cryptocurrencies with the invention of the first non-official virtual currency, the Bitcoin – BTC and the production of the first 50 BTCs. This reality had caused a real revolution in the financial world what was demonstrated by the indicators that shows the existence of 2116 cryptocurrency. This contrasts with the fact that, in January, the Bank of Portugal just considered the exchange world rates level as the existence of 115 states official currencies. It's important to be aware that in the cryptocurrency the traded top of the ranking are: (i) bitcoin – with the penetration quote in that market 52,4%; (ii) XRP; (iii) ethereum; (iv) bitcoin cash and (v) EOS. Considering the cryptocurrency world daily transactions, it's possible to state that in 24 hours only, for instance between 02h50 - 24/01 and 02h50 25/01/2019, in cryptocurrency were negotiated the equivalent to the € 13.025.863.931. The cryptocurrency problems are faced in different levels, namely, the juridical nature, the interference to the nuclear context of the law within the States to generate, coin and control the emission of their own currency; the implications in the States Budgets, especially concerning the fiscal revenues to face the expenses; in the States relationships complications due the international commercial exchanges and consequent payment in currency types, as their conversion to the currency of the export State. If we revue the positions already assumed by different bank outbound currency institutions, those who are the currency controllers in multiple States, we face, for instance, positions in a total interdiction in the cryptocurrency utilization as a payment method; there are others that alert to the structural risks of the coins especially emitted; others assume these types of virtual currency as commodities, this means, there is a limbo due a reality and the integration in the national, regional and world market, obviously, ruled. So, it's urgent that States, through their internal legislations and their Taxation Authorities, decide and adopt their position concerning the taxation of these facts, with capacity to generate the receipt to their budgets, preserving the principles of the contributive capacity and the equality, without impose and demand to the owners of the incomes, wealth and patrimony in cryptocurrency the same participation in the expenses with the public purse, as they use to do with people who are in same circumstances, but that was made with the official currency. It's very well known that in the beginning of 2009 Satoshi Nakamoto started the creation of the cryptocurrencies with the invention of the first non-official virtual currency, the Bitcoin – BTC and the production of the first 50 BTCs. This reality had caused a real revolution in the financial world what was demonstrated by the indicators that shows the existence of 2116 cryptocurrency. This contrasts with the fact that, in January, the Bank of Portugal just considered the exchange world rates level as the existence of 115 states official currencies. It's important to be aware that in the cryptocurrency the traded top of the ranking are: (i) bitcoin – with the penetration quote in that market 52,4%; (ii) XRP; (iii) ethereum; (iv) bitcoin cash and (v) EOS. This study aims to achieve and present the analysis of the Fiscal State characteristic and its inherent privative function of issue currency, aiming ensure the pursuit of ensure their constitutional duties. So, the study includes the constitutionally and the validity of a competitive currency to achieve the analysis of their implication in the States Budgets by the issue currency without a national or international authority with competence recognized by the States.

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# Utilization of a certified wood in wood processing companies in Czechia

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**Jakub Michal**, Mendel University in Brno

## Abstract

The present business environment offers a wide scale of production and it is increasingly difficult to find a product standard which can distinguish the producer from competitors. The pressure of lobby groups and legislation arrangements force the society to reflect a need of ecologic and sustainable thinking. The current trend and also requirements of EU is implementation of certified systems and production of wooden products from certified wood. The paper is focused on the present situation in supply of products from certified wood. The aim of the paper is to analyse an exercitation of eco philosophy in business of wood processors, the rate of manufacturing of certified wooden products, reasons and benefits of certified production. The paper presents selected results of primary research carried out in Czechia which was focused on investigation of economic impacts of wood products manufacturing from certified raw wood. All presented results emphasize the need of voluntary market tools with ecologic character which are preferred today especially in aim of preserving nature and building an ecologic goodwill.

Keywords: certification system; certified wood; wood processing; eco philosophy;

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# On dynamics of tax competitiveness between EU member states

**Askoldas Podviezko**, Mykolas Romeris University

**Lyudmila Parfenova**, P. G. Demidov Yaroslavl State University

**Andrey Pugachev**, P. G. Demidov Yaroslavl State University

## Abstract

We demonstrate that dynamics of tax competitiveness in the EU has doubtlessly gained a new higher level. The shift in competition can be noted after new countries have joined the EU. Both positive and negative effects of tax competitiveness are discussed in the paper and the question of tradeoff between the strong tax competitiveness of a country and magnitude of its tax revenue is raised. Evaluation of chosen countries using multiple criteria decision aid methods (MCDA) shed more light on the opposition of two groups of countries, the old and new members of the EU, provided details on how tax competitiveness is currently being attained. The evaluation methodology can be successfully used for monitoring the current state of tax competitiveness of a country. In the paper criteria of quantitative evaluation are proposed; weights of criteria are provided. TOPSIS and PROMETHEE II methods of MCDA evaluation are used. The methodology is flexible in terms of altering the set of criteria, evaluation is made swiftly, it involves small costs.

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# OUT-OF-POCKET HEALTHCARE EXPENDITURES: THE CASE OF MUĞLA PROVINCE IN TURKEY

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## Abstract

As the share of healthcare financing from public funds was increasing in Turkey, the utilization of the healthcare services has also increased, dramatically. Despite of universal coverage, the result of this trend causes to rise the incidence of making out of pocket expenditures between the households. The aim of this study is to evaluate the determinants of households' health expenditures in Mugla province of Turkey. A total of 204 households living in the central district of Mugla were surveyed and questioned both for their total consumption and health expenditures, as well as their health status and demographic characteristics. A logistic regression analysis was used for identifying the factors that affect the incidence of out of pocket payment.

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# Career management of Different Generations: career management of generation Y in the Information Technology (IT) sector

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## Abstract

Today it is very important to consider generational differences in career management, because the differences observed between generations can also be attributed to their career stages (Twenge, 2010). A key formative characteristic for generation Y is early and frequent exposure to technology (Immordino-Yang et al., 2012; Bolton, et al., 2013). In scientific literature, in terms of generation Y, six features are distinguished: the ability to do a variety of tasks, the desire for structure, result oriented, technological insights, focus on the team and seek attention and feedback (Farrell, Hurt, 2014). Highlights, that Generation Y (or Millennials) are considered the most tech-savvy of the current generations in the workplace. Information Tehnology is constantly evolving and generation Y, more than any other generation in the workforce, can quickly pick up new technology and master it. A professional career in the Information Technology (IT) sector range from the highly technical and requiring good business awareness. Careers in Information technology IT) sector deal with the design, creation, management and maintenance of the varied components of the system, including software, hardware, networks, systems integration and multimedia. Career management of generation Y in the Information Technology (IT) sector is a very important part of their professional development. The main purpose of the article is to analyze career management of different generations, i.e. to reveal career management opportunities of generation Y in the Information Technology (IT) sector.

**Keywords:** career management, different generations, generation Y, Information Technology (IT) sector.

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# LIFE CYCLE ASSESSMENT (LCA) AS TOOL OF MODERN ECOLOGICAL EDUCATION

**Adrianna Dybikowska**, University of Zielona Góra

**Leszek Kaźmierczak-Piwko**, University of Zielona Góra

## **Abstract**

The article presents the issues of the Life Cycle Assessment (LCA) use in contemporary ecological education, in relation to the problem of sustainable development. Based on the analysis of the literature, legal norms and strategic documents, the theoretical aspects of LCA as a tool used in numerous areas and environmental management processes were discussed and the significance of its use in the process of shaping ecological awareness of both the whole society and enterprises was demonstrated. The role of using computer programs based on LCA technology (such as SimaPro) in the teaching process at the higher education level was also emphasized.

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# The law applicable to international labor contract

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## Abstract

This study focuses on the law applicable to international labor contract. We will discuss the EC Regulation 593/2008 of 17 June 2008 on the law applicable to contractual obligations (Rome I). This instrument has replaced the Rome Convention signed on June 19, 1980 (80 / 934CEE). Globalization has enhanced the increased international business activity and hence the international movement of workers. New ways of working have emerged, and in particular cyber-employment or telecommuting. These factors allowed the expansion of companies to other markets and a growing increase in international labor relations. In the context of international labor contracts, there has also been a great deal of concern on the part of the European Union to establish common rules at the level of conflict law. Legal mechanisms for protecting workers were established. Following this, the Rome I Regulation, Article 8, takes the idea behind the solutions adopted by Article 6 of the Rome Convention. One example of this is the enshrinement of the private autonomy of the will in Article 8 (1), allowing the parties to choose the law applicable to the international labour contract. However, points out that this freedom is not absolute. We will use the deductive method to analyze the literature on the subject as well as the interpretation of the law in order to determine the specifics of the designation of the law applicable to international labor contract and and the cases law. We will also add our critical view of the problem.

Keywords: applicable law; autonomy of the will; international labor contract; protection of the weakest party.

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# The importance of landscape spatial plans for the shaping of urban green areas

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**Piotr Kułyk**, University of Zielona Góra, Faculty Economics and Management

## Abstract

Urban greenery is an indispensable component of urban composition and can be an effective tool for solving problems related to shaping and organizing urban spaces. For the proper functioning of green areas, however, it is necessary to combine them into a functional system, which must be reflected in spatial planning documents. The most effective protection of urban green areas can be ensured by appropriate provisions in local spatial development plans. The aim of the paper is to assess the significance of local spatial development plans for Poland in shaping green areas. The number of local spatial development plans in individual voivodships in the years 2009-2017 will be analysed.

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# Green conceptions for the development of cities in the light of a sustainable development paradigm

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**Piotr Dubicki**, University of Zielona Góra, Faculty Economics and Management

## Abstract

The concept of sustainable development is adopted at various levels of territorial organization, including the city level as the basis for all activities. Modern cities should provide efficient public services in order to eliminate the lack of comfort resulting from an excessive urban sprawl, which is why the importance of ecological conditions in socio-economic development is increasingly indicated. The purpose of this article is to present selected concepts and indicate the conditions for the implementation of the city's sustainable development assumptions. The econometric modelling was used in the research process. The concept of sustainable development is adopted at various levels of territorial organization, including at the city level as the basis for all activities. Modern cities should provide efficient public services in order to eliminate the lack of comfort resulting from excessive urban sprawl, which is why the importance of ecological conditions in socio-economic development is increasingly indicated. The purpose of this article is to present selected concepts and indicate the conditions for the implementation of the city's sustainable development assumptions. The econometric modeling was used in the research process. Progressive urbanization is not possible without natural resources. However, it is important that the dynamic development of urban agglomerations disturbs the valuable nature reserves as little as possible. Meeting this urgent challenge is now the responsibility of the authorities of the cities and municipalities.

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# Comparative Efficiency of Wood Sources Utilization in Selected European Countries

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## Abstract

Wood is among the renewable, ecological resources used in many variants of primary and secondary production. The efficiency and effectiveness of using wood resources is therefore one of the important factors of sustainable economic development of the society. Each country should strive to maximize the efficiency and effectiveness of the use of raw materials. The aim of the paper is to evaluate the different levels of timber use in international comparison based on available information of timber resources, production, consumption, import and export in the primary processing in natural and value expressions of wood resources. The results indicate the efficiency of the use of wood resources both for the volume of the total woodworking production and the added value of the woodworking industry in selected countries.

**Key words:** wood sources; efficiency; added value; comparative analysis

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# The Relationship Between Psychological Capital and Emotions and Emotional Labor: A Research On Hotel Staff

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**Serdar Bozkurt**, Yıldız Technical University, Turkey

## Abstract

Individuals working in service sector usually arrange their emotions while in a relation with customers and they are forced to exhibit emotional labor to maximize customer satisfaction. Problem of the study is identification of the relationship between psychological capital and emotional labor acting strategies. Purpose of this study is investigation the influence of psychological capital on the relationship between emotions and emotional labor. Importance of this study is to contribute the literature of emotional labor and psychological capital terms and drawing attention effects of psychological capital on the relationship between emotions and emotional labor to catch attention of administrators. In this study, effect of psychological capital on the relationship between emotions and emotional labor is researched with individuals working in hospitality sector which includes intense emotional labor. In this study, questionnaire which is one of quantitative decision techniques is used to collect necessary data. The data which is collected from white collar employees working in hotels is analyzed by using IBM SPSS20.

**Keywords:** Emotion, Emotional Labor, Psychological Capital, Positive Psychology, Emotional Labor Acting Strategies

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