

9th World Conference of Business Economics Management



Porto, Portugal
01-03 October 2020

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ABSTRACTS
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9th World Conference of Business Economics
Management
(WC-BEM - 2020)

Porto, Portugal
01-03 October 2020

ABSTRACTS

BOOKS

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KEYNOTES



Prof. Dr. Çetin Bektaş

Tokat Gaziosmanpaşa University, Turkey

Keynote Title: “How to Reach Organizational Creativity Using Individual Skills in Management?”

Abstract: The concept of talent is usually a concept that identifies with people. Ability; it is the feature of reasoning in accordance with the knowledge, skills and experiences of the individual. There are some basic components that make up the skill. These; leadership, creativity, success and practical thinking skills. Effective use of individual skills will create new ideas and products in the organization. As it is known, one of the five basic inputs of production is the labor called “labor”. Unlike other production inputs, the workforce is the only production input with efficiency. Therefore, it is the primary responsibility of the human resources department to discover and reveal the individual talents of the staff. Organizational synergy will be achieved when the individual talents used effectively are brought together. The identification and evaluation of individual talents play an important role in ensuring organizational creativity. The emergence of individual ability is directly related to the individual’s knowledge, skill and job motivation. Individual talents alone are insufficient to provide organizational creativity. For this, the necessary resources must be provided to the individual talents. However, organizational motivation and management need to provide the appropriate working climate. Organizational creativity will be achieved when applications that reveal individual talents and creative management practices come together. Organizational creativity will contribute to increasing efficiency and efficiency in the business as it will create an environment for commercialized ideas. In addition, internal and external customer satisfaction will increase and the organization will gain competitive advantage in many areas.



María Teresa Ballestar

ESIC Business & Marketing School

Keynote Title: “Will automation and robotics increase knowledge and gender bias in companies?”

Abstract: As Smit et al. (2020) point out, the COVID-19 pandemic is going to increase the presence of automation and its relevance in industry, but its contribution is going to be heterogenous across regions and groups of population. This keynote speech aims are to shed light on which levels of education are going to benefit from this process and their impact according to gender. Higher education levels not related to STEM studies will possibly be one of the first casualties of these changes, especially in European countries, where the numbers of students in those areas, have been slowly going down over the last few decades.

Bio: María Teresa Ballestar is researcher at ESIC Business & Marketing School. She has developed her professional career in different sectors such as IT consultancy, banking, startups and pharma. She spent more than seven years as IT consultant and later more than eleven years in areas related with data analysis in banking, such as risk, finance, marketing and data science. She has been holding managing positions, driving digitalization, innovation and data analytics in start-ups and pharmaceutical companies. She is currently Associate Director of Data Analytics in Spain in one of the world's largest pharmaceutical firms.

She holds a B.A in Statistics and a M.Sc. in Marketing & Market Research, a M.A in Information and Knowledge Society and also a PhD. in Applied Economics. Her research focus on applying data science, big data and AI to understand, evaluate and predict customer behaviour in e-commerce, the impact of public policies on productivity, business and economic phenomena and the impact of digital transformation in companies, where she has published several papers in top tier journals within the last years.



Sasa Drezgic, PhD

Associate professor of Faculty of Economics
University of Rijeka, Croatia

Keynote Title: “Will be announce”



Prof. Dr. Ana Cláudia Carvalho Campina

PhD Human Rights; Political Scientist; University Professor in Law Department; Researcher in IJP Portucalense Institute for Legal Research; Vocational Trainer; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair (BR).

Keynote Title: “The influence of COVID-19 in the Social Wellbeing”

Abstract: Since the beginning of 2020 the emergence of the World Pandemic by Covid-19 has imposed on Humanity a period of sharp decline in living standards due to the paralysis of the world economy and which is visible from the abrupt fall in the GDP.

In order to demonstrate the global quality of life drop, we will analyze the influence of the drop-in world GDP through COVID-19, caused by unemployment, health, education and the level of increased poverty.

This Study is developed based on the logical deducted analyze through world statistics.



Prof. Dr. Carlos Rodrigues

PhD European Tax Law; University Professor in Law; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair (BR); Vocational Trainer; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.

Keynote Title: “The influence of COVID-19 in the Social Wellbeing”

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In order to demonstrate the global quality of life drop, we will analyze the influence of the drop-in world GDP through COVID-19, caused by unemployment, health, education and the level of increased poverty.

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ABSTRACTS

The level of entrepreneurship in Polish regions and the state of the business cycle

PAWEŁ ZASADZKI, University of Warmia and Mazury in Olsztyn

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Damian Opalach, University of Warmia and Mazury in Olsztyn

Abstract

There are many factors that determine the broadly understood socio-economic development of the state. One of them is the level of entrepreneurship. The economic development of individual regions is conditioned by the functioning of strong and prosperous enterprises in their area. Enterprises are the key element in the chain of creating gross domestic product. Nowadays, more and more attention in research is paid to the issue of the relationship between the level of entrepreneurship and the state of the economic situation. The theory indicates at least two justifications for the relationship between the business cycle and the activity of entrepreneurs, although they indicate the opposite directions of dependence. The first is related to Schumpeter's theory, while the second is the theory of recessive pushing towards entrepreneurship (refugees effect). Due to the existence of a research gap in the discussed issue in Poland, it was important to verify it. The main aim of the study was to diagnose the relationship between the level of entrepreneurship in 16 Polish voivodships (NUTS 2) and the business cycle of the country. The authors analyzed the correlation between the entrepreneurship indicator and the cyclical economic growth component. The study covered the years 2005-2018. The conducted analysis does not provide an unambiguous answer in the case of a diagnosis of correlations between the examined variables at the national level. However, some dependencies can be seen in voivodship terms, which could be influenced by the observed diversification of the socio-economic situation of the regions.

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The Role of Implementing KPIs to the Faculty Members in enhancing Higher Education Quality in Lebanon

Moetaz Soubjaki, Jinan University

Radwan Choughri, Jinan University

Hussein Al Jardali, Jinan University

Abstract

The application of key performance indicators (KPIs) within institutions has proven to be difficult task. Until now, its effective implementation is considered one of the key determinants to the performance and success of a business. This research will explore the role of implementing KPIs for faculty members within higher education (HEI) in Lebanon. This study will seek to explore two key hypotheses (i) there is no statistically significant role of Key Performance Indicators (KPIs) for faculty members in quality assurance in higher education in Lebanon and hypothesis and (ii) there is a statistically significant role of Key Performance Indicators (KPIs) for faculty members in quality assurance in higher education in Lebanon. Hypothesis (ii) will prove to be true with the results for hypothesis one showing to be incorrect. A total of 200 participants from across different higher education institutions within Lebanon will be involved within the study.

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Determinants, entry mode choice and barriers to the internationalisation of tourism companies: The case study of two Portuguese hotel groups

Rui Vieira, University of Aveiro

Zélia Breda, University of Aveiro

Filipa Brandão, University of Aveiro

Abstract

This research examines the determinants that influence the decision making about the entry mode into foreign markets in the internationalization process of Portuguese hotel groups, as well as the difficulties experienced in the process. For this purpose, this research is based on an extensive literature review on the internationalization process of companies and in a semi-structured interview applied to the two major hotel groups in Portugal: Pestana and Vila Galé. From the results, it is concluded that the entry mode choice is mainly influenced by the company's internal factors and external factors related to the destination market. The brand image, prestige, and reputation are key attributes for establishing a management contract for the hotel groups. The desire to seek new markets, new resources and strategic assets are the main reasons for internationalization. As the main difficulties of the process are pointed out the limited market knowledge, bureaucracy, corruption, human resources' training, cultural differences, complex legal systems, and excessive taxes.

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Tourist routes and user profiling in recommender systems: an analysis of Northern Portugal visitors

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Filipa Brandão, University of Aveiro

Zélia Breda, University of Aveiro

Abstract

Today, mass tourism is being challenged by more individualized typologies. In a context of high competition between destinations, individualization is an appropriate way of responding to changes in consumer preferences. Segmentation has emerged as a powerful tool for marketing goods and services to segmented markets and groups. An emerging form of tourist service can be provided through mobile recommendation systems that, considering travelers' preferences, aim to guide them, recommend places to visit and present tourism routes. Mobile apps can provide support in the route planning process by combining the most appropriate tourism products on a route. The study proposes to demonstrate that the specific characteristics of tourists influence the structuring of routes. It is intended to characterize the profile of the visitor of the North of Portugal, in what is related to the realization of routes and use of recommendation systems. The work begins with a theoretical and conceptual reference, based on the literature review, which served as support for the construction of the analytical model, from which the research hypotheses were formulated. These were tested using a quantitative methodology, which involved the construction of a questionnaire, applied in the form of an online survey for the region's visitors. The primary data collected was subjected to descriptive and inferential statistical analysis. The results of this study allowed to draw a profile of the visitors and to demonstrate that the distinct characteristics influence the type of routes and tools used. Knowledge of the specific characteristics of tourists visiting the region enables managers to design tourism products and services and develop strategies accordingly, aimed at specific targets. It also provides a basis for destinations to develop innovative tourism products and services capable of delivering memorable and authentic experiences.

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The enhancers of the internationalization strategy and its relation with business performance – the Portuguese case.

Carla Azevedo Lobo, Universidade Portucalense

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Abstract

Internationalization theories have been growing interest among researchers. However, as they mainly focused on the internationalization process of big and mature firms, it was thought that they need some other approaches that consider the challenges of small and younger firms. A growing flow of research on international new ventures (INV) has sought to understand the causes, processes and outcomes of the decision of smaller and younger firms to enter in foreign markets. The INV model states that some young SME's rapidly internationalize exporting to distant markets practically since birth. Thus, instead of following the internationalization process theory, that states that firms enter new markets gradually, slowly compromising their resources in the development of export activities, these INV enter international markets almost immediately, without waiting until they have acquired experience in the domestic market with success. The perspective on international new ventures thus emphasizes the role of individual knowledge to argue that international ventures do not need organizational experiences, routines or capabilities to succeed in external markets. On the contrary, the international experiences of founders and other key managers can replace such shortcomings. In other words, the entrepreneur's role can define the company's ability to acquire and operationalize its resources, thus being able to influence business performance, especially of international businesses. The growing popularity of this new perspective on international new ventures has created a body of literature on this issue and of its influence on international business performance. Aiming to analyze the existence of an association between international business performance and the factors that act, on the entrepreneur perspective, as enhancers of the internationalization strategy, an online questionnaire survey was conducted with several variables, based on the literature review. The questionnaire was sent to all companies registered in the AICEP database of Portuguese internationalized companies, by sending a link via e-mail and using the Google Forms tool between May 2019 and January 2020. Data collected from the 338 valid responses (Portuguese international firms) were treated by IBM SPSS Statistics 26.0 software through a quantitative approach based on a descriptive, exploratory and inferential analysis. In accordance with International New Ventures Theory, the Strategic Choice view and Network theory, we expect to find evidence of the correlation between international experience of the employees and the percentage of business that resulted from internationalization. We also intend to ascertain if there is any evidence of the importance of the enhancing factors related to skills, knowledge and networks in international business performance.

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Digital HR: A study on how game-based assessments can attract more talent

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Mine Afacan Fındıklı, Beykent University

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Abstract

Internationalization theories have been growing interest among researchers. However, as they mainly focused on the internationalization process of big and mature firms, it was thought that they need some other approaches that consider the challenges of small and younger firms. A growing flow of research on international new ventures (INV) has sought to understand the causes, processes and outcomes of the decision of smaller and younger firms to enter in foreign markets. The INV model states that some young SME's rapidly internationalize exporting to distant markets practically since birth. Thus, instead of following the internationalization process theory, that states that firms enter new markets gradually, slowly compromising their resources in the development of export activities, these INV enter international markets almost immediately, without waiting until they have acquired experience in the domestic market with success. The perspective on international new ventures thus emphasizes the role of individual knowledge to argue that international ventures do not need organizational experiences, routines or capabilities to succeed in external markets. On the contrary, the international experiences of founders and other key managers can replace such shortcomings. In other words, the entrepreneur's role can define the company's ability to acquire and operationalize its resources, thus being able to influence business performance, especially of international businesses. The growing popularity of this new perspective on international new ventures has created a body of literature on this issue and of its influence on international business performance. Aiming to analyze the existence of an association between international business performance and the factors that act, on the entrepreneur perspective, as enhancers of the internationalization strategy, an online questionnaire survey was conducted with several variables, based on the literature review. The questionnaire was sent to all companies registered in the AICEP database of Portuguese internationalized companies, by sending a link via e-mail and using the Google Forms tool between May 2019 and January 2020. Data collected from the 338 valid responses (Portuguese international firms) were treated by IBM SPSS Statistics 26.0 software through a quantitative approach based on a descriptive, exploratory and inferential analysis. In accordance with International New Ventures Theory, the Strategic Choice view and Network theory, we expect to find evidence of the correlation between international experience of the employees and the percentage of business that resulted from internationalization. We also intend to ascertain if there is any evidence of the importance of the enhancing factors related to skills, knowledge and networks in international business performance.

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AN ANALYSIS ON BIST30 INDEX DURING COVID-19 PANDEMIC IN TURKEY: THE EFFECTS OF BOND, USD CURRENCY AND VIX INDEX

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Zeynep Evin Topalođlu, Nevsehir Haci Bektas Veli University

Abstract

In this study throughout COVID-19 pandemic in Turkey has been examined relationships between BIST30 index with yield on bonds, US dollar rate and VIX index indeed. In this study the first case of diagnose due to pandemic between 11.03.2020 to 11.08.2020 belong to period of 5 months daily data. This study has two purposes; First, Turkey in the process of pandemic COVID-19, BIST30 index impact of yield on bonds, US dollar rate and VIX index has research with Autoregressive Distributed Lag Bounds Test (ARDL). Second the results obtained with ARDL Dynamic Ordinary Least Squares (DOLS), Fully Modified Ordinary Least Squares (FMOLS), Canonical Cointegrating Regression (CCR) to verify and support with the results of their methods. According to the empirical findings maintained with the ARDL methods; it is concluded that yield on bonds, US dollar rate and VIX index have a negative effect on the BIST30 index. Also evidences maintained with DOLS, FMOLS and CCR methods support this result.

Key words: BIST30, Bond, USD Currency, VIX Index, COVID-19.

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Partiküler Madde (PM10) Miktarına Etki Eden Faktörlerin Belirlenmesi: Eskişehir İl Merkezi Örneği

Hüseyin Gürbüz, Turkey

Halime Arslan Gürdal, Turkey

Hasan Durmus, Turkey

Abstract

Artan enerji kullanımı ile birlikte çarpık kentleşme, ısınmada halen yüksek kükürt oranına sahip kömürlerin kullanılması, doğanın tahrip edilmesi ile iklimin olumsuz etkilenmesi özellikle büyük kentlerde hava kirliliğini önemli bir sorun haline getirmiştir. Eskişehir de hava kirliliğinden önemli ölçüde etkilenmektedir. Bu çalışmada Eskişehir ilindeki Partiküler Madde (PM10) miktarının ne durumda olduğu saptanacak ve bu miktara etki eden faktörler araştırılmıştır. Eskişehir Meteoroloji İl Müdürlüğünden alınan meteorolojik verilerle, Çevre ve Şehircilik İl Müdürlüğünden alınan veriler kullanılmıştır. Alınan verilere, bağımlı değişkenin iki veya daha fazla kategorili olduğu durumlarda kullanılan lojistik regresyon analizi uygulanmıştır. Analizde PM10 miktarı bağımlı değişken olarak alınırken, bağımsız değişken olarak ortalama sıcaklık, ortalama nisbi nem, basınç, rüzgar hızı, ortalama bulutluluk, güneşlenme süresi, buhar basıncı, rüzgar yönü ve doğalgaz kullanımı kullanılmıştır. Yapılan lojistik regresyon analizi sonrasında PM10 miktarı üzerinde en etkili değişken doğalgaz kullanımı olarak bulunmuşken, diğer bağımsız değişkenlerin de etkili olduğu saptanmıştır. Çalışma sonucunda Eskişehir ilinin hava kalitesinin daha iyi duruma getirilmesi için çözüm önerilerinde bulunulmuştur.

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Yüksek Bağlamlı İletişim - Düşük Bağlamlı İletişim Ayırımının Doğrulayıcı Faktör Analizi (DFA) İle İncelenmesi: Üniversite Öğrencileri Üzerine Çalışma

ASLI GÜNER, Eskişehir Osmangazi University

HÜSEYİN GÜRBÜZ, Eskişehir Osmangazi University

Abstract

Bu çalışmada, hâlihazırda öğrenci olan bireylerin, iletişim biçimleri açısından farklı kültürleri karşılaştırmada en çok kullanılan yöntemlerden birisi olan Edward Hall'ın iletişimde Yüksek Bağlam-Düşük Bağlam ayrımı çerçevesinde incelenmiştir. Veri toplama metodu olarak anket yöntemi seçilmiş ve söz konusu iletişim türleriyle ilgili olarak, anketi cevaplayan bireylerin içine dâhil olacakları iş hayatlarında karşılaştacakları yöneticilerinin veya kendileri yönetici oldukları zamanki iletişiminin nasıl olmasını istediklerine ilişkin algılarını belirlemek için hazırlanan anket, üniversite öğrencilerine uygulanmıştır. 218 kişi ankete katılmış olup; 162 anket kabul görmüştür. Çalışmada iletişim türleri ile demografik özellikler arasındaki ilişkiler de incelenmiş; bu özelliklerin iletişim türlerinde anlamlı farklılıklar oluşturmadığı bulunmuştur. Elde edilen verilere Yapısal Eşitlik Modeli (YEM) aracılığıyla birinci düzey Doğrulayıcı Faktör Analizi (DFA) uygulanmıştır. Doğrulayıcı faktör analizi ile elde edilen sonuçlara göre; "Yüksek Bağlamda İletişim (Y)" faktörü-nün sekiz gözlenen değişkeni olduğu ve bunlardan en yüksek faktör yükünün "YBi5: İletişimde "kızım sana söylüyorum, gelinim sen anla" yöntemi kullanılır. (0,80)" ifadesi olduğu görülür. "Düşük Bağlamda İletişim (D)" faktörünün yedi gözlenen değişkeni vardır. Bunlardan en yüksek faktör yükü 0,77 ile DBi2'dir. DBi2'de "İnsanlarımız verdikleri mesajlarda açık ve net ifadeler kullanırlar." ifadesi ölçülmüştür. Buradan hareketle, Yüksek Bağlamlı İletişim gizil değişkenini en iyi açıklayan anket sorusunun "İletişimde "kızım sana söylüyorum, gelinim sen anla" yöntemi kullanılır." ve Düşük Bağlamlı İletişim gizil değişkenini en iyi açıklayan anket sorusunun da "İnsanlarımız verdikleri mesajlarda açık ve net ifadeler kullanırlar." olduğu belirlenmiştir.

Anahtar Kelimeler: Yüksek Bağlamlı İletişim, Düşük Bağlamlı İletişim, Yapısal Eşitlik Modeli (YEM), Doğrulayıcı Faktör Analizi (DFA).

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Comparison of Foreign and Domestic Companies in Terms of Investment Measurement and Management

Martina Kánová, Technical University in Zvolen

Abstract

The study analyses selected area of business management, it compares companies in use of investment measurement and management models and methods. Aim of the paper was to find out dominant differences in investment tools linked with possible positive effects in business performance. The research tested the business entities in transitional economy of Slovakia in Central Eastern Europe. Statistical analysis of contingency as appropriate testing method for categorical variables was applied in the research. Findings demonstrated better business performance in companies with partly or fully foreign ownership. Results present statistically significant differences in use of individual investment tools between foreign firms against local firms as well as comparison in automotive, engineering, and other industries.

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The value of insolvency: liquidation value and creditors recovery

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Abstract

This paper studies the Portuguese companies that faced insolvency in sequence of the 2008 great recession. Our study covers the period 2008-2016, in which insolvencies exhibit a massive growth that reached the pick in 2012. We analyze the liquidation of a company as a tool for creditors' compensation, by comparing book values, claimed credits and creditors recovered values. As we aim to observe the liquidation value of the company, we focus on companies that have fixed assets equal or larger than 1 million euros (to avoid micro and small companies with no or low liquidation value). During the period under analysis 593 companies with fixed assets larger than 1 million euros faced an insolvency process, which is the universe under analysis. Our data sample encompasses 147 companies for which we collect the court process information as well as financial information. The court procedure declared the liquidation for 65% of these companies and restructuring for the remaining. We compare financial indicators – return on equity, return on assets, debt, solvency, liquidity - of both groups and we find no relevant difference between them, which means that the financial situation of the companies is not the main predictor of the court decision. Both groups were in technical insolvency and facing severe financial distress. Moreover, in our central analysis, we compare the liquidation value with the book value and claimed credits. We find that the value from the liquidation of the company represents, on average, 9% of the company book value on assets and that the recovery rate for creditors is, on average, 5%. We perform several detailed and robustness analyses, considering the sector, size, number of workers, and region of the company. Overall, the findings represent a huge loss of value to creditors and to the economy as a whole, which loses installed productive capacity and, consequently, jobs, knowledge, and skills.

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Generation Expression and Identification in Lithuania

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Abstract

In the social sciences, generation is described as a group of people of the same age, united by a certain memorable historical event (The Theory of generations). Generation is a culturally conditioned phenomenon, i.e. different generations typically have certain interests, beliefs and tendencies, meanwhile, inside the generation, a struggle is taking place in time regarding cultural and economic resources. In the scientific literature, an individual is usually assigned to a certain generation by the date of birth. It is assumed, that one generation covers a period about 20 years. Here, however, one of the main problems arises due to insufficient systemic research on generations in different European and other countries, there is a lack of a uniform categorization into generations. Although, the most frequently applied the Theory of Generations in practice is The Strauss-Howe Generational Theory if compared to the categorization of generations suggested by other scholars, the beginning and or end periods of the assignment to certain generations do not always match, and there are also cases when some periods overlap. This study helps to identify the generations and reveal the expression of the generations in Lithuania. While, of course, every person is unique and there are exceptions to all generalizations, this helps to understand the rather massive generational divide that exists in Lithuania.

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FinTech Companies: A Bibliometric Analysis

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Abstract

The financial technology industry is a fairly new concept that has become the center of attention for all sectors in recent years. This concept moves beyond the traditional financial system by combining technology with finance to design and offer new and unorthodox technological financial services in various fields. This study presents an important network analysis that provides detailed information and assessments within the scope of the FinTech concept. The study shows that FinTech studies are concentrated in four areas: computer sciences, business management, economics, and social sciences. FinTech research also focuses on financial services, financial inclusion, and financial technology, where FinTech is at the centre, and on cryptocurrency, bitcoin, and smart-contracts where blockchain is at the centre. The term FinTech, which is defined in terms of its use in the literature, has become generalized. The results provide a systematic mapping of the subject that shows the current situation while playing a pathfinder role for future research.

Key Words: FinTech., Financial innovation, Blockchain, Literature review, Financial services

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