

9th World Conference of Business Economics Management



Porto, Portugal
01-03 October 2020

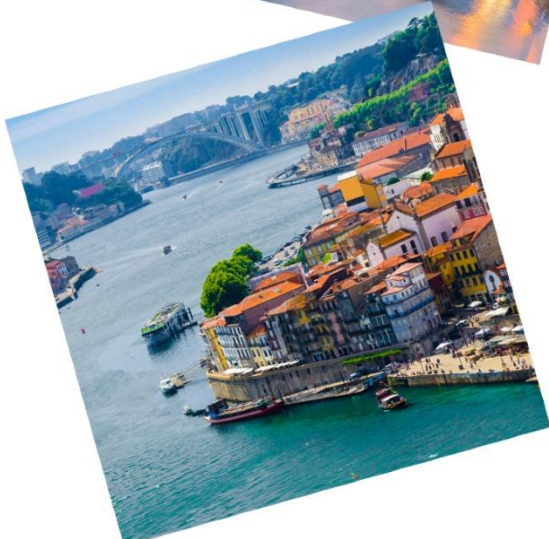
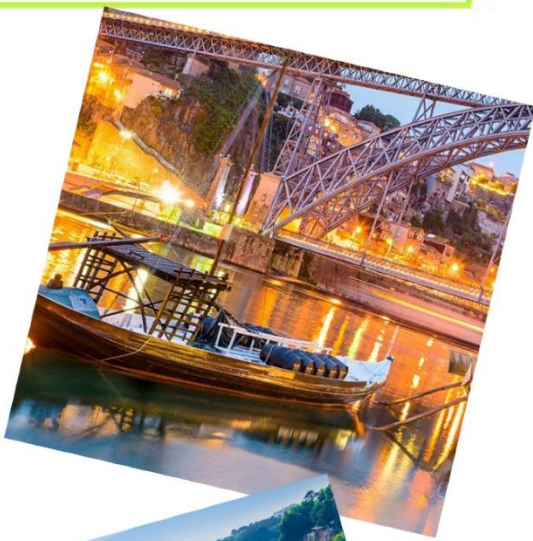
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DRAFT PROGRAM

WCBEM - 2019

Participants Flags





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

Porto, Portugal
01-03 October 2020

Draft Program

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The Academic Events Group

Organized by

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Prof. Dr. Ana Cláudia Carvalho Campina & Prof. Dr. Carlos Rodrigues

Universidade Portucalense, Porto, Portugal

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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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DRAFT PROGRAM

IMPORTANT EVENTS

01.10.2020 10:00 – 10:15	Prof. Dr. Hüseyin Uzunboylu , <i>Higher Education Planning, Supervision, Accreditation and Coordination Board</i> , Nicosia, North Cyprus Prof. Dr. Çetin Bektaş Tokat Gaziosmanpaşa University, Turkey	
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TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 10:15 – 11:00 Keynote 1	“Will automation and robotics increase knowledge and gender bias in companies?”	Teresa Ballestar ESIC Business & Marketing School	1

11:00 – 11:20	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 11:20 – 12:00 Keynote 2	“Will be announce”	Sasa Drezgic, PhD Associate professor of Faculty of Economics University of Rijeka, Croatia	1

12:00 – 13:00	Lunch
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TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 09:30 – 10:10 Keynote 3	“The influence of COVID-19 in the Social Wellbeing”	Prof. Dr. Ana Cláudia Carvalho Campina , <i>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).</i> 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.	1

10:10 – 10:20	Coffee Break
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02.10.2020 19:00 – 19:20	Closing Ceremony	
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**01/10/2020, Thursday
(Porto Time, GMT-2)**

IMPORTANT EVENTS

01.10.2020 10:00 – 10:15	Prof. Dr. Hüseyin Uzunboylu , <i>Higher Education Planning, Supervision, Accreditation and Coordination Board</i> , Nicosia, North Cyprus Prof. Dr. Çetin Bektaş Tokat Gaziosmanpaşa University, Turkey	
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TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 10:15 – 11:00 Keynote 1	“Will automation and robotics increase knowledge and gender bias in companies?”	Teresa Ballestar ESIC Business & Marketing School	1

11:00 – 11:20	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 11:20 – 12:00 Keynote 2	“Will be announce”	Sasa Drezgic, PhD Associate professor of Faculty of Economics University of Rijeka, Croatia	1

12:00 – 13:00	Lunch
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**Session 1
13:00 – 15:00**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	New Challenges in Teaching and Learning of Administrative Studies – Digitalisation and Innovative Pedagogies	Oana Iucu, <i>University of Bucharest</i> , Romania
2	Perceptions of The Impact of Transformational Leadership on Human Capital Within the Disruptive Business Environment of Academia	Ayman Abu-Rumman, <i>Ahliyya Amman University</i> , Jordan
3	Tourist Routes and User Profiling in Recommender Systems: An Analysis of Northern Portugal Visitors	Sara Araújo, Filipa Brandão, Zélia Breda, <i>Polytechnic Institute of Porto</i> , Portugal
4	Consumers' Attitudes Towards Discount Stores' Private Brands	Tamer Baran, Ahmet Bardakci, <i>Pamukkale University</i> , Turkey
5	The Transformative Role of Human Resources (Hr) In the Digitalisation of Companies: A Study on How Game-Based Assesments Can Attract More Talent in The Recruiting Processes	Uğur Gürbüz, Mine Afacan Fındıklı, Şebnem Özdemir, <i>Bahçeşehir University</i> , Turkey
6	Enhancing Employee Retention in Supervisory Support Context: Role of Person-Organizations Fit and Career Commitment	Hafiz Ghufuran Ali Khan, <i>International Islamic University</i> , Islamabad Pakistan

15:00 – 15:20	Coffee Break
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Session 2
15:20 – 17:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Evolving Understanding of Bureaucracy and The Developments in Management Accounting	Helena Costa Oliveira, Lúcia Lima Rodrigues, <i>Polytechnic of Porto</i> , Portugal
2	The Value of Insolvency: Liquidation Value and Creditors Recovery	Eduarda Duarte, Cristiana Cerqueira Leal, <i>EEG - University of Minho</i> , Portugal
3	Assessment Of Factors Determining VAT Gap – Lithuania	Egidijus Bikas, Gabija Malikonyte, <i>Vilniaus university</i> , Lithuania
4	Participatory Budgeting From The Perspective Of The Budget and Finances of The Municipality of Mirandela	Sónia P. Nogueira, Lucas Maciel, <i>University of Minho</i> , Portugal
5	Identifying the Environmental Impact of Public Private Partnership Projects in Nigeria	Afeez Sanni, <i>University of Jos</i> , Nigeria
6	Generation Expression and Identification in Lithuania	Gita Šakytė-Statnickė, <i>Klaipėda State University of Applied Sciences</i> , Lithuania

02/10/2020, Friday
(Porto Time, GMT-2)

IMPORTANT EVENTS

TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 09:30 – 10:10 Keynote 3	“The influence of COVID-19 in the Social Wellbeing”	Prof. Dr. Ana Cláudia Carvalho Campina , <i>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).</i> Prof. Dr. Carlos Rodrigues <i>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.</i>	1

10:10 – 10:30	Coffee Break
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Session 3 10:30 – 12:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Strategic Environmental Assessment (Sea) Process for Business Economics and Management in Industry 4.0 Towards Sustainable Development	Vijayan Gurumurthy Iyer, India
2	Determination of Factors Affecting the Amount of Particulate Matter (PM10): Example of Eskişehir City Center	Hüseyin Gürbüz, Halime Arslan Gürdal, Hasan Durmus, Turkey
3	The Level of Entrepreneurship in Polish Regions and The State of The Business Cycle	Paweł Zasadzki, Łukasz Markowski, Damian Opalach, <i>University of Warmia and Mazury in Olsztyn</i>
4	The Role of Implementing Kpis To the Faculty Members in Enhancing Higher Education Quality in Lebanon	Moetaz Soubjaki, Radwan Choughri, Hussein Al Jardali, <i>Jinan University, Lebanon</i>
5	The Enhancers of The Internationalization Strategy and Its Relation with Business Performance – The Portuguese Case	Carla Azevedo Lobo, Carla Santos Pereira, Natércia Durão, <i>Universidade Portucalense Infante D.Henrique, Portugal</i>
6	Determinants, Entry Mode Choice and Barriers to The Internationalisation Of Tourism Companies: The Case Study of Two Portuguese Hotel Groups	Rui Vieira, Zélia Breda, Filipa Brandão, <i>University of Aveiro, Portugal</i>

13:00 – 14:00	Lunch
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TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 14:00 – 14:40 Keynote 3	“The right to decide the moment of ending life: the political duty of create the need conditions”	<p>Prof. Dr. Ana Cláudia Carvalho Campina, <i>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).</i></p> <p>Prof. Dr. Carlos Rodrigues <i>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.</i></p>	1

Session 4 14:40 – 16:40

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Fintech Companies: A Bibliometric Analysis	Gencay Tepe, Umut Burak Geyikci, <i>Manisa Celal Bayar University, Turkey</i>
2	Automation of Accounting Processes: Case Study of The Companies in Lithuanian	Neringa Slavinskaite, <i>Vilniaus kolegija/Applied Sciences of the University, Lithuania</i>
3	Changes in Perception of Business Risks Regarding the Threat of Corporate Bankruptcy Due To COVID-19	Martin Cepel, <i>Pan-European University in Bratislava, Slovakia</i>
4	Neo-Bureaucracy in Portuguese Public Sector Enterprise Health Care Management – An Institutional Logic Perspective	Helena Costa Oliveira, Lúcia Lima Rodrigues, <i>Polytechnic of Porto, Portugal</i>
5	An Analysis on Bist30 Index During Covid-19 Pandemic in Turkey: The Effects of Bond, Usd Currency and Vix Index	Hakan Kum, Melek Kidemli, Zeynep Evin Topaloğlu, <i>Nevşehir Hacı Bektaş Veli University, Turkey</i>

16:40 – 17:00	Coffee Break
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Session 5
17:00 – 19:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Examining High Context Communication - Low Context Communication Discrimination Using Confirmatory Factor Analysis (CFA): A Study on University Students	Asli Güner, Hüseyin Gürbüz, <i>Eskişehir Osmangazi University, Turkey</i>
2	Digital HR: A Study on How Game-Based Assessments Can Attract More Talent	Uğur Gürbüz, Mine Afacan Fındıklı, Şebnem Özdemir, <i>Turkish Economy Bank, Turkey</i>
3	Comparison of Foreign and Domestic Companies in Terms of Investment Measurement and Management	Martina Kánová, <i>Technical University in Zvolen, Slovakia</i>
4	Determining the Effective Factors influencing the Entrepreneurship and Sustainable Development of Maramureş Region	Gratiela Dana Boca, Rita Toader, Diana Ighian, Cezar Toader, <i>Technical University of Cluj Napoca, Romania, Switzerland</i> Diana Cezara Toader, <i>The University of Lausanne, Switzerland</i>
5	Digital Marketing for Sustainable Market Using Online Customers Respond	Diana-Cezara Toader, <i>The University of Lausanne in Lausanne, Switzerland</i> Grațîela Boca, Rita Toader, Mara Măcelaru, Cezar Toader, Diana Ighian, <i>Technical University Cluj Napoca, CUNBM</i>

02.10.2020 19:00 – 19:20	Closing Ceremony
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