



# 10<sup>th</sup>

## WORLD CONFERENCE ON BUSINESS, ECONOMICS AND MANAGEMENT

- W C B E M - 2 0 2 1 -

**19 - 21 May 2021**  
**University of Kyrenia**  
**Kyrenia, Cyprus**



# ABSTRACTS BOOK



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WCBEM-2021 Participant Flags



**10th World Conference on Business, Economics and  
Management (WC-BEM 2021)  
ONLINE INTERNATIONAL CONFERENCE**

**University of Kyrenia, Kyrenia,  
Cyprus 19-21 May 2021**

**ABSTRACTS PROGRAM**

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SVT Faculdade, Brazil

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[wcbem.info@gmail.com](mailto:wcbem.info@gmail.com)

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# KEYNOTES



**Prof. Dr. Çetin BEKTAŞ**

Tokat Gaziosmanpaşa University  
Faculty of Economics and Administrative Sciences  
Department of Business Administration

**Keynote Title:** Transformation of Human Resources Management In Digital Era

**Abstract:** The digital era we are in causes changes in management as well as in many other fields. This transformation started with the use of the steam machine in production in the 18th century. After the steam machine, electrical machines were used as a new technological movement in the industry. The use of computers in the period after that caused a great change and development. In this process, other information and communication tools were used besides the computer. This period, called Industry 4.0, has caused revolutionary transformations in all functions of the business. With all these developments, artificial intelligence has played an important role in management activities.

These major transformations in management and production systems have also transformed human resources management. Because using old business models and traditional methods, businesses today do not have a chance to compete at the business world. In the digital age we are in, “human resources management” should also use digital tools effectively. Because digital tools are spreading very quickly in all areas of life. Human resources managers also have to adapt to this transformation. Along with digitalization; the rate of movement of capital, knowledge and workforce increased. However; flexible working hours, ways of doing business independent of time and place, demographic changes, women’s roles in business life are changing rapidly. Depending on all these changes, managers should follow the digitalization process in human resources management. Using digital methods; all functions such as job analysis, human resources planning, selection and training of human resources, performance management, career management, wage management can be applied more effectively. With digital transformation, businesses have many advantages.

**Keywords:** Digital Age, Human Resources Management, HRM Transformation.



**Prof. Dr. Ana Cláudia Carvalho Campina**  
Portugal

**Keynote Title:** The Game – Between private addiction and taxes – Case study – Portugal

**Abstract:** The current states use all manifestations of expenses that people make in their private lives to tax them and, in this way, obtain public revenues to pay the expenses of the public treasury. This study analyzes the expenses that people make with different types of games that are legally allowed and demonstrates how the Portuguese state obtains tax revenues from gambling, that is, it takes advantage of a private addiction to obtain public revenues.

**Keywords:** Game; Tax; Taxation; Addiction; Public Revenue.

**Short Bio:** PhD Human Rights; Political Scientist; Professor in Law Department – Universidade Portucalense (UPT), Porto; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair – Brazil.

**Email:** [ana.campina@gmail.com](mailto:ana.campina@gmail.com) – ORCID (Researcher ID): <https://orcid.org/0000-0003-0820-1280>



**Prof. Dr. Carlos Rodrigues**  
Portugal

**Keynote Title:** The Game – Between private addiction and taxes – Case study – Portugal

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**Keywords:** Game; Tax; Taxation; Addiction; Public Revenue.

**Short Bio** Carlos Rodrigues: PhD European Tax Law; Professor in Universidade Fernando Pessoa (UFP), Porto, Portugal; Visiting Professor in SVT Faculdade – Brazil; Researcher in IJP

Portugalense Institute for Legal Research; Lecturer of Gonalves Dias Chair – Brazil; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.

Email: [carlos.rodrigues.2502@gmail.com](mailto:carlos.rodrigues.2502@gmail.com) – ORCID (Researcher ID): <https://orcid.org/0000-0003-0966-6274>



**Prof. Dr. Hüseyin Uzunboylu**

Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, North CYPRUS

Editor-in-Chief, Cypriot Journal of Educational Sciences (ERIC& SCOPUS)

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

[huseyin.uzunboylu@gmail.com](mailto:huseyin.uzunboylu@gmail.com)

**Keynote Title:** will be announced...

**Bio:** Hüseyin 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 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.





# EVALUATION OF WORK ACCIDENTS AND OCCUPATIONAL DISEASES IN THE CONSTRUCTION SECTOR ACCORDING TO 2018-2019

Zeynep Feride OLCAY, İstanbul Aydın University

## Abstract

The numerical data of occupational accidents in our country are unfortunately very high when compared to European and World countries. Considering the data of the Social Security Institution (SGK) in the Construction Sector, which is Turkey's 3rd largest sector in terms of employment, work accidents, occupational diseases and death rates are quite high. Occupational accidents and occupational diseases in our country can cause many workers to become ill, injured, disabled and even lose their lives. The reason for the constant change of working conditions in the construction sector can be given. Nevertheless, all kinds of preventive measures should be taken for the quality of life of the employees. The issue of occupational safety and health (OHS) should be above all else. In order to prevent occupational accidents, accident cases were investigated. In this study, data on occupational accidents in the construction industry in Turkey in 2018 and 2019 were examined and evaluated.

Keywords: Occupational Health and Safety, Construction industry, Occupational accidents, Occupational disease Statistics.

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**ADDRESS FOR CORRESPONDENCE:** Zeynep Feride OLCAY, İstanbul Aydın University

E-Mail Address: [zeynepolcay@aydin.edu.tr](mailto:zeynepolcay@aydin.edu.tr)

# Current Studies on Storage Location Assignment Problem

**Ercan Şenyiğit**, Erciyes University  
**Murat Suat Arsav**, Erciyes University

## **Abstract**

Although operations seem more important than everything in a business operation, warehouse management has great importance on the success of a business operation. Storage location assignment is very important since the uncertainty of the number of incoming products, the necessity of answering unknown customer demands, and the speed rate of response for customer demands. Besides, several factors affect warehouse management. Assigning products to appropriate locations are one of the most important and complex one. We present recent academic works in this paper on the storage location assignment problem published from 2018 to 2021. These problems are assigned accordingly. Methods of solution, goals, and some related considerations are considered while investigating works. In the end, recommendations are provided in the future research section.

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**ADDRESS FOR CORRESPONDENCE:** Ercan Şenyiğit, Erciyes University

E-Mail Address: [senyigit@erciyes.edu.tr](mailto:senyigit@erciyes.edu.tr)

# BREXIT, UNITED KINGDOM'S NEW TRADE AGREEMENTS AND ANALYSIS OF AGRICULTURAL TRADE AGREEMENT BETWEEN TURKEY AND THE UK

**Özlem Toplu Yılmaz**, İstanbul Yeni Yüzyıl University

## **Abstract**

This study reviews the Brexit period and the free trade agreements of the United Kingdom. The main aim is to examine the trade relations and the trade agreement between Turkey and the United Kingdom in order to comment on further trade relations by analysing the free trade agreement signed on December 2020. According to the agreement, it can be revealed that there is limited free trade in agricultural goods. Some goods benefit from the preferential tariffs applied by the UK, but some Turkish export goods have limited preferential tariffs and will enter the UK's market within the quota limits. The United Kingdom also has limited preference in the Turkish market. It can be concluded that this free trade agreement may not foster the trade relations between the countries as expected.

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**ADDRESS FOR CORRESPONDENCE:** Özlem Toplu Yılmaz, İstanbul Yeni Yüzyıl University

E-Mail Address: [ozlem.yilmaz@yeniyuzuil.edu.tr](mailto:ozlem.yilmaz@yeniyuzuil.edu.tr)

# Management and innovation models in teaching hospitals. Case study - Hospital-Escola da Universidade Fernando Pessoa (HE)

**Bruno Soares**, University Fernando Pessoa

**Antonio Cardoso**, University Fernando Pessoa

**João Pinto**, University Fernando Pessoa

## Abstract

Historically, hospitals were run by religious, doctors, nurses, or people from the communities where they were located, because they were not recognized as companies. In Portugal, hospitals that make up the public and private health service supply network adopt two distinct legal regimes: the 'traditional' model (Public Service) or the 'company' hospital model whose legal status allows for the introduction of mechanisms flexible and competitive management systems, without neglecting the importance of the public service it provides. In this context, the research problem was translated by the following question: What is the role of management models in the innovation process of an organization, namely, a teaching hospital? This starting point, as well as the research hypotheses and other methodological processes, were the starting point for the case study at HE-UFP, seeking to highlight the role that human resources and their actors (managers and employees) play in the organizational innovation process. The present investigation intends to analyze and evaluate the management model adopted by HE-UFP and how it is reflected in hospital innovation. A quantitative study was carried out based on a questionnaire that was answered by 292 employees of HE. The results show that the management model adopted has an impact on the creation, proposition and innovation in the collection of value and are in line with the studies identified in the literature review.

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**ADDRESS FOR CORRESPONDENCE:** Bruno Soares, University Fernando Pessoa

E-Mail Address: [bsouares@ufp.edu.pt](mailto:bsouares@ufp.edu.pt)

# The Impact of the COVID-19 Pandemic on Personal Engagement of Employees of Different Generations in Lithuanian Organisations

Gita Šakytė-Statnickė, Klaipėda State University of Applied Sciences

## Abstract

For the second year in a row, the whole world is living in quarantine, and most scholars emphasise that the global COVID-19 pandemic affected the activities of many business sectors, and in particular, human resource management in organisations. According to the “Eurostat” data, in Lithuania, the share of employees who have worked from home at least occasionally before the COVID-19 pandemic comprised only 5 %, i.e., before the pandemic, teleworking was often a motivating measure, a model of employer’s flexibility rather than a necessity. With the increasing number of organisations moving their activities to virtual reality and employees working remotely, communication with colleagues and managers as well as productivity of work are changing, employers are facing the need to increase telework efficiency, the work-life balance is being distorted, the level of stress is increasing, etc. The changing work environment and the “new reality” have an impact on personal engagement of employees of different generations, which is described as a deeply meaningful and motivating momentary psychological state; a way to reveal one’s “self” in fulfilling the role of an employee. Scientific literature emphasises that personal engagement reflects the extent to which and how an individual expresses himself / herself cognitively, emotionally and physically. The study used William Strauss and Neil Howe’s Generation Theory for the distribution of generations. Examining the impact of the COVID-19 pandemic on personal engagement of employees of different generations in Lithuanian organisations it was found that the transition to telework was most difficult for the Baby Boom generation; personal engagement of Generation X was the greatest, with Generation Y, which found telework least problematic, dropping slightly behind. While previous personal engagement studies have shown that meaningfulness of activity has the greatest impact on personal engagement (especially for Generation Y), during the period of the COVID-19 pandemic another factor that has an important impact has emerged – fear of losing a job, which is strongly affecting personal engagement of older generations (employees of the Baby Boom generation and Generation X).

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**ADDRESS FOR CORRESPONDENCE:** Gita Šakytė-Statnickė, Klaipėda State University of Applied Sciences

E-Mail Address: [g.statnicke@kvk.lt](mailto:g.statnicke@kvk.lt)