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11th
**World Conference on Business,
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**Turan University
Almaty, Kazakhstan
06-07 October 202**

**ABSTRACTS
BOOKS**

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wcbem.info@gmail.com

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KEYNOTES



Dr. Natalya Khokholova

Kazakh National and Pedagogical University, Almaty,
Kazakhstan

Keynote Title: “Implementation of sustainable development goals in the training of science teacher”

Abstract: Coined by the Russian formalist Mikhail Bakhtin, the term chronotope in 1937 helps the reader scholars to understand the context of the time and socio-economic conditions in which the given text was conceived. Chronotope is an interaction between time and space that provides the full tempo and progression of the provided story. Thus, consideration of this semiotic field generated by the amalgamation of time and space aids readers in understanding the development of the narrative and appreciating its emotion-fused rhythmic effects. The same approach of acknowledging time and space to recognize the issues in Education is advisable to eliminate or deal with them. There are three main issues in the World right now: Crisis in Education, CoVid-19, and Climate Change. Although there is a palpable and overwhelming crisis in Education, it is hard to define this tendency’s specific reasons and chronological line. Contemporary Issues in Education began earlier than the pandemic of CoVid-19 that caused distancing and isolation and made the classroom teaching/learning experience redundant. And perhaps, it is contemporary to Climate Change, an outcome of the inhumane and exploitative methods of men harvesting and using the planet’s natural resources to their dangerous short-term gain. However, the recent studies reveal that the issues in or with Education began with the occurrence of the new language: a language of coding, a digital linguistic unit, the one that can create and augment the alternative and virtual reality, and is making the classical languages subsidiary. This post-millennia phenomenon affected the learners’ ability to keep their focus long enough to tolerate the entire standard fifty- minutes lecture or to finish reading Leo Tolstoy’s masterpiece War and Peace (1869). Therefore, the solution is to come to terms with accepting the new norm, the illusory digital dominance, and by interconnecting it with the traditional methods of searching for the ultimate truth.

Bio: Dr. Natalya Khokholova holds a position of Associate Professor at Yeosu Technical Institute in Tashkent, at the Department of Humanities and also performs her duties as an examination assessment specialist for the Quality Assurance Board. She teaches a variety of courses from Teaching methods of ESL to the Introduction to Economics for the Art and Design department. She received her Ph.D. degree in 2015, from University of Illinois, Urbana-Champaign from the Department of Slavic Languages and Literature.

She is the author of articles on financial adventures of characters of the 19th century Russian novels, and the matters of gender in Soviet film, in Sergei Eisenstein's aesthetics.



Prof. Dr. Jesus Garcia Laborda
Dean of the College of Education
Universidad de Alcala

Keynote Title: "Changes and trends in Teacher Education after the COVID pandemic"

Abstract: This presentation deals with the current challenges that are imposed in the training of teachers in the World. Based on experiences in European teacher training seminars, this paper will review some of the totally necessary aspects such as internships, formative and summative assessment, transnational policies, and significant changes in training in the upcoming situation after the COVID pandemic.

Bio: Jesús García Laborda has a Master's in ESL (University of Georgia), a Master's in Comparative Language and Literature (University of Wisconsin), a Ph.D. in English Philology (Complutense University of Madrid) and a Ph. European in Didactics (Complutense University of Madrid). He has been an assistant professor at the University of Georgia and the University of Wisconsin. He has also been a Visiting Scholar at Penn State University and the University of Antwerp and has taught courses in Colombia, Lithuania, Cyprus, Turkey, and Brazil. He has been principal investigator in four R&D projects and participated in seven more. He has also directed five teaching innovation projects at the University of Alcalá and the Polytechnic University of Valencia. He was director of the Department of Modern Philology at the University of Alcalá (2016-19) and since 2019 he is Dean of the Faculty of Education at the same university. He is also Editor-in-Chief of the journals Global Journal of Foreign Language Teaching, Internal Journal of Learning & Teaching and co-editor of Computer Assisted Language Learning Electronic Journal (SCOPUS), as well as a member of the scientific committee or evaluator of another 15 impact journals (JCR/SCOPUS/ESCI). He is a specialist in language teaching, assessment, educational technology and bilingual education. He has published more than 85 articles indexed in SJR / SCOPUS / WOS <https://www.uah.es/es/estudios/profesor/Jesus-Garcia-Laborda/>



Dr. Kulyash Kaimuldinova

Doctor of Geographical Sciences, Professor
Director of the Institute of Natural Sciences and Geography
Abai Kazakh National Pedagogical University, Kazakhstan

Keynote Title: "Implementation of sustainable development goals in the training of science teachers"

Abstract: "Will be announced"

Bio: Date of birth - July 25, 1966

Professional experience

- ❑ **Assistant Lecturer** Physical Geography dept. Abai Kazakh Pedagogical Institute, Almaty. Sep 1988 – September 1997
- ❑ **Senior Lecturer** Regional Geography dept. Abai Kazakh National Pedagogical University, Almaty. September 1997 – September 2002
- ❑ **Associate Professor** and Senior researcher Regional Geography dept. Abai Kazakh National Pedagogical University, Almaty. September 2002 – September 2006
- ❑ **Head of the Department of Regional Geography and Tourism.** Abai Kazakh National Pedagogical University, Almaty. September 2006 – March 2016
- ❑ **Director of the Institute of Natural Sciences and Geography** Abai Kazakh National Pedagogical University, Almaty. March 2016 - the current time

Education

Doctor of Geographical Sciences, Physical geography **June 2010**
Institute of Geography of the Ministry of Education and Science of Kazakhstan, Almaty, Kazakhstan

Candidate of Geographical Sciences (PhD), Nature protection **December 1998**
Al-Farabi Kazakh National University, Almaty, Kazakhstan

Higher education **1983-1988**
Abai Kazakh Pedagogical Institute, Almaty, Kazakhstan



Prof. Dr. Huseyin Uzunboylu

Professor of Educational Technology

Member, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, **CYPRUS**

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

Keynote Title: "Internationalization in Higher Education"

Abstract: "Will be announced"

Bio: Prof. Dr. Huseyin Uzunboylu he had completed high school at 20 Temmuz High School in Cyprus. In 1995, his higher education career began by winning the Anatolia University, Department of Communication and Planning on Education in Turkey. And after he had completed his preparatory education in one year and he has completed his undergraduate degree in 1991. Prof. Dr. Huseyin Uzunboylu has started his graduate education in Ankara University, the Department of Curriculum and Instruction in 1993 and graduated in 1995. He was accepted into the doctoral program in the same university, Educational Technology Department of Educational Sciences in 1995 and he has completed his PhD degree in 2002. In 2003, he became an Assistant Professor in the Department of Computer Education and Instructional Technology at the Near East University, he was an Associate Professor in 2005 in Ataturk Faculty of Education, and in December 2010, with respect to the members of juries he was appointed as a professor. After doctoral studies he started working at the Near East University, Faculty of Arts and Sciences Department of Psychology in 1996 and he taught courses that educational sciences and research methods. He coordinated of 'Pedagogy Certificate Program' which was conducted by the University from 1997 to 1999, and since he conducted Chairman of the Department of Computer Education and Instructional Technology from 2004 to 2013. From 2013 to 2018, he serves as a Dean of Faculty of Education.

Since 23 October 2019, he is appointed to member of Higher Education Planning, Supervision, Accreditation and Coordination Board by President of North Cyprus (TRNC). Prof. Dr. Uzunboylu has five academic books published by Turkey's respected publishing firms; he has supervised five doctoral and 63 master's theses up to now. He has 103 high-level articles that searching by Web of Science (SSCI, SCI, SCI-Expanded, ESCI); He has 27 searching article and published papers are presented on the international or national conferences. He is editor-in-chief of the Cypriot Journal of Educational Sciences; also, Prof. Dr. Uzunboylu serves as the boards of many journals referee within the searching in the Social Sciences Citation Index. Since 2004, he is taking place on the list as founders, and he is president of the Cyprus Educational Sciences Association (KEB-DER). In 2010, Prof. Dr. Uzunboylu has a major role

representing KEB-DER and put effort on being a full member of European Educational Research Association.



Prof. Dr. Ablet Kamalov
Turan University, Kazakhstan

Keynote Title: “Will be announced”

Abstract: “Will be announced”



Prof. Dr. Serik Akhanov
Chairman of the Board of the Association of Financiers of
Kazakhstan, Turan University, Kazakhstan

Keynote Title: “Will be announced”

Abstract: “Will be announced”



Prof. Dr. Boris Japarov
Member of European Academy of Science and Arts, Turan
University, Kazakhstan

Keynote Title: “Will be announced”

Abstract: “Will be announced”

University Business Incubators and Opportunities for Collaboration with Companies within the Start-Up Supporting Process

Saken Kazhenov, Politecnico di Milano

Abstract

This paper aims to find the possibilities for collaboration between university business incubators and companies. Business incubators based on the university mainly target social impact by creating opportunities for job creation, and profit is not the primary objective. However, companies are doing business, and there should be strong reasons to attract them in collaboration with the university. To achieve the purpose, we used the data from the scientific articles. The review is based on the content analysis of the relevant papers in the three-level approach (individual, organizational and institutional). Like other entrepreneurship supporting organizations, university business incubators connect the start-ups with mature companies or industry leaders to allow faster growth for new ventures. This research illustrates that the most significant types of collaboration for all three levels (individual, organizational and institutional) are mentorship and networking. The suggestions of this paper give an overview of the incubation process to entrepreneurship researchers. Additionally, management of the high educational institutions could benefit by applying insights from this research to fulfill the "third mission" and by providing knowledge more relevant to the real business world.

ADDRESS FOR CORRESPONDENCE: Saken Kazhenov, Politecnico di Milano
E-Mail Address: saken.kazhenov@polimi.it

STUDY ON THE IMPACT OF RISK MANAGEMENT PRACTICES ON THE LOANS AND ADVANCES OF SELECTED BANKS

Sharad Kumar, University of Commonwealth Caribbean

Abstract

The issue of risk management in banks has turned into the focal point of discussion after the new monetary emergencies. A few endeavours have been made to further develop the risk management and execution of banks including presenting the Basel Accords just as risk management rules by national banks. Thus, the State Bank of India has given risk management rules to fortify the risk management framework and to work on the exhibition of the neighbourhood banks.

Keywords: Risk , Management, Practices , Loans , Advances, Banks

ADDRESS FOR CORRESPONDENCE: Sharad Kumar, University of Commonwealth Caribbean

E-Mail Address: saxenasharadk@yahoo.com

Malaysian Student's Attitude Towards Organic Food Buying Behaviour

Mohamed Bilal Basha, Higher College of Technology, Sharjah, United Arab Emirates

Abstract

The primary purpose of this study is to investigate the key determinants and their impact on the organic food purchase intentions of university students in Kuala Lumpur, Malaysia. Random sampling was carried out of 329 university students and quantitative questionnaire data was generated to inform the research about their attitude towards organic food. Multiple regression analyses show four determinants have a significant influence on purchase intention. This study found out that environmental concern, convenience and price, subjective norms and religious intent and belief were discovered to be inherent motivating factors driving a growing preference for organic food over the conventionally grown food. In contrast, factors such as health and government support policy failed to show any significant influence towards organic food purchase intention amongst the university students.

ADDRESS FOR CORRESPONDENCE: Mohamed Bilal Basha, Higher College of Technology, Sharjah, United Arab Emirates

E-Mail Address: mbilal@hct.ac.ae

The impact of Nationalization policies on the design of HR Information Systems.

Lawal Yesufu, Higher Colleges of Technology United Arab Emirates

Abstract

Purpose: The objective of this paper is to examine the effect of nationalisation policies on the design of human resource information systems (HRIS) among Gulf Cooperative Council (GCC) member states. In the last three decades, Middle Eastern countries have recognised that their economies were over reliant on expatriate labour which could adversely impact the long-term socio-political, economic and cultural climate of each of the affected countries. The GCC member states have each started the process of nationalising their workforce. Human resource management information systems (HRIS) is the integration databases, programmed computer logic, software and hardware, applied in the collection, management, transmission and manipulation in the management of human resource data. To ensure the success of nationalisation, human resource managers need to have the ability to adhere to the GCC governments' regulations on nationalisation as well the organisational policies on human resource management (HRM). HRIS applications enable the operational management of HR data, information management as well as the strategic management of knowledge in the execution of nationalisation and HR policies. The design of any information system is the most fundamental step in the system development life cycle (SDLC), the design phase includes business design, the point at which business rules and business requirements are defined. This study investigated the challenges and outcome of defining business rules and business requirements within the context of nationalisation. Also, the study was aimed at identifying the gaps between nationalisation policies and the functionality designed into enterprise resource planning (ERP) applications and finally to determine if HRIS could operationally function with two tiers of employees within the same application; GCC nationals and non-nationals. **Methodology/approach:** The article includes a critical review of the theoretical literature in the areas of nationalisation in the GCC, HRIS and SDLC. Document and systems analysis were executed on design documents of HRIS applications, business requirement documents, system design documents for HRIS applications and nationalisation regulations and policies. Gap analysis was applied to determine the gaps between the business rules built into HRIS application and the nationalisation policies. In addition, the analysis was aimed at identifying gaps between the HRIS applications and business rules in managing nationalisation. **Findings:** The results of the analysis is used to support the development of a conceptual model and propositions for further empirical studies on the subject. The findings indicate that there is a gap in the functionality of existing HRIS applications and the business rules extrapolated from nationalisation policies. Second, existing HRIS applications are unable to manage both nationalisation policies for citizens and HR policies for non-citizens within the same application. Third, the to fully implement nationalisation policies into an HRIS system two set of business rules must simultaneously be designed into HRIS to cater for the difference in HR policies for GCC nationals and non-nationals. **Research Implications:** Existing research has focused on the implementation of HRIS applications. There have been very few research that investigated the design process in HRIS application and even fewer have investigated the business design phase in the SDLC. Considering that design errors and gaps in the business design will carry on through the entire SDLC, the business design is the most fundamental phase in system implementation. The finding of the study encourage further empirical research into the experiences of business analyst and project managers in the inclusion of nationalisation policies in the design of HRIS applications. **Practical Implications:** HRIS applications enable HR managers operations and strategic management of employees' data, national and organisational policies. The findings in this study would enable the creation of clear business and systems design that would enable the creation of two-tier HRIS to manage nationalisation policies relating GCC nationals and HR policies relating to nationals and non-nationals.

ADDRESS FOR CORRESPONDENCE: Lawal Yesufu, Higher Colleges of Technology United Arab Emirates

E-Mail Address: yesufu@hct.ac.ae

TÜRKİYE'DE CDS RİSK PRİMİ İLE DOĞRUDAN YATIRIMLAR, BIST-100 ENDEKSİ, DÖVİZ KURU İLİŞKİSİ ÜZERİNE AMPRİK BİR İNCELEME

ZEYNEP TOPALOĞLU, Nevşehir Hacı Bektaş Veli University

MELEK KIDEMLİ, Nevşehir Hacı Bektaş Veli University

Abstract

Kredi temerrüt swapları (CDS) bir kredinin geri ödenmeme durumuna karşı, belirli bir tutar karşılığında alacaklı tarafı koruma altına alan kredi türev enstrümanı şeklinde tanımlanmaktadır. Özetle, kredi riskine karşı yapılan bir sigorta işlemi olarak ifade edilebilir. kredi temerrüt swapları (CDS)'ler kredi riskini eş anlı olarak göstermesi nedeniyle piyasa katılımcıları tarafından yakından takip edilen bir risk göstergesi olmakla birlikte, yatırımcılara da ülkelerin kredibilitesi hakkında önemli bilgiler sunar. Bu çalışma 2008-2022 dönemi kapsamında yurt dışında yerleşik kişilerin Türkiye'deki doğrudan yatırımları, BIST 100 endeksi, efektif döviz kuru ile CDS risk primi arasındaki döngüsel ilişkiyi belirlemek amacıyla yapılmıştır. Söz konusu ilişkinin belirlenmesi için kredi temerrüt swapları (CDS), yurt dışında yerleşik kişilerin Türkiye'deki doğrudan yatırımları, BIST-100 endeksi ve efektif döviz kuruna ait aylık veriler kullanılmıştır. Değişkenler arasındaki ilişkinin belirlenmesinde Autoregressive Distributed Lag Model(ARDL) ve Error Correction Model(ECM) analizinden yararlanılacaktır.

Anahtar Kelimeler: CDS (Kredi Temerrüt Swapları), Doğrudan Yatırımlar, BIST-100 Endeksi, Efektif Döviz Kuru, Autoregressive Distributed Lag Model (ARDL)

ADDRESS FOR CORRESPONDENCE: ZEYNEP TOPALOĞLU, Nevşehir Hacı Bektaş Veli University

E-Mail Address: zeynolgun@gmail.com

Kazakhstan's Experience of Venture Financing of Technological Entrepreneurship

Akbota Nuralim Esenkyzy, Turan University, Almaty, Kazakhstan

Abstract

The Kazakhstan venture capital market of the country is on the way of formation. Venture funds finance mainly in legal entities.

ADDRESS FOR CORRESPONDENCE: Akbota Nuralim Esenkyzy, Turan University, Almaty, Kazakhstan

E-Mail Address: 21220763@turan-edu.kz

An Investigation of Design Management Applications in the Textiles and Apparel Industries

Reham A. Sanad, Damietta University

Abstract

This study is concerned with identifying and classifying the design management research approaches and concepts with a focus on textiles and clothing industries. This is to illustrate areas of studies that have been addressed by textile design researchers. Three main levels of design management were the basis of this study namely strategy, tactical and operational levels. The approach and methodology adopted in several research studies were reviewed and then classification was carried out. It was found that strategy-level studies focused on consumers' needs, preferences, perception, and collection of design information. The tactical/processes level reflected areas of staff development, creation of tools, systems, and frameworks employed in production stages. Developing knowledge systems resources and mass customization to meet consumer needs were highlighted in these research studies. At the operational/implementation level, research studies were focused on actions conducted in day-to-day operations such as chemical and physical techniques used in manufacturing processes and quality control. Creativity and inspirations driving the making process of designs were addressed at this level.

ADDRESS FOR CORRESPONDENCE: Reham A. Sanad, Damietta University

E-Mail Address: reham_sanad@hotmail.com

The importance of Economics in Education trends

Jesus Garcia Laborda, Universidad de Alcala

Abstract

Usually, teachers tend to ignore the importance of economics to set educational guidelines in general and higher education. This presentations addresses this topic by paying special attention in the latest research in the topic. The main outcome is that educational stakeholders should pay more attention to economics and that specific studies in many parts of the world are necessary.

ADDRESS FOR CORRESPONDENCE: Jesus Garcia Laborda, Universidad de Alcala

E-Mail Address: jesus.garcialaborda@uah.es

Theoretical approach to talent management: a literature review

Cristina Holban, Alexandru Ioan Cuza University of Iasi

Abstract

Lately, the industrial revolution, high technological development and global labour markets opening have brought new challenges to labour markets and stimulated human resources deal with the barriers that tested their adaptation skills, quick decision-taking, and easiness in solving urgent problems under tight deadlines. Human resource policies, strategies and good practices have become insufficient for the current requirements of the global markets, triggering the appearance of a new area of research, namely, talent management. To bring theoretical clarifications, we have reviewed the literature in the field for the 2015-2021 period by overviewing the studies published in research journals and databases in order to investigate how talent and talent management have been defined, and which practices have been used globally. The studies showed that the field has not been researched enough due to difficulties encountered in formulating an unanimously accepted definition by both academics and practitioners, due to conceptual ambiguities and lack of extended empirical studies focused on private and public institutions that would bring the evidence supporting the value and the necessity of implementing talent management practices in organisations.

ADDRESS FOR CORRESPONDENCE: **Cristina Holban**, Alexandru Ioan Cuza University of Iasi

E-Mail Address: cristina.holban@uaic.ro