

WCBEM-2024

12TH WORLD CONFERENCE ON BUSINESS
ECONOMICS AND MANAGEMENT

www.wc-bem.org



18 - 20 JANUARY 2024 | GRAND PARK LARA HOTEL | ANTALYA - TURKEY



PROGRAM & ABSTRACTS BOOK

WCBEM-2023 Participants Flags



taegcenter taeg_center taegcenter taeg_center



12th World Conference on Business, Economics and Management

**Online and Face to Face International Conference
Grand Park Lara Hotel
Antalya, Turkey
January 18-20, 2024**

Main Theme: The United Nations 17 Sustainable Development Goals

Program and Abstracts Book

Organizing Committee

Organized by

Bucharest University of Economic Studies, Romania
The Academic Events Group

Program Chair

Andreea Claudia Serban, Bucharest University of Economic Studies, Romania

International Program Committee

Ana Cláudia Carvalho Campina, Universidade Fernando Pessoa, Portugal
Blerta Prevalla Etemi, Rochester Institute of Technology, Kosova
Carlos Rodrigues, Universidade Fernando Pessoa, Portugal
Fatma Duygu Gürbüz, Marmara University, Turkey
Gulnara Nurmukhanova, Turan University, Kazakhstan
Gulzhanat Tayauova, Turan University, Kazakhstan
Yunkang Yue, Business College of Shan Xi University, China
Wenjian Zou, *JiangXi Institute of Economic Administrators*, China

International Organizing Committee

Tahir Tavukcu, Ataturk Teacher Training Academy, Cyprus
Beria Gokaydin, Near East University, Cyprus
Zeynep Genc, Istanbul Aydın University, Turkey
Daniel Sekyere-Asiedu, Near East University, Cyprus
Florijeta Hulaj, AAB College, Kosova
Metin Berk Odabası, Warwick University, UK
Tolga Savaskurt, Istanbul Aydın University, Turkey

General Conference Coordinator

Beria Gokaydin, *B.Sc., M.A., PhD. Candidate*

International Advisory Board

Ayşe Can Baysal	<i>Istanbul Kultur University</i>	<i>Turkey</i>
Erhan Ada	<i>Izmir Economy University</i>	<i>Turkey</i>
Gratiela Boca	<i>North University of Baia Mare</i>	<i>Romania</i>
Mehmet Tanyaş	<i>Maltepe University</i>	<i>Turkey</i>
Nabsiah Abdul Wahid	<i>University of Sains Malaysi</i>	<i>Malaysia</i>
Rezan Tatlıdil	<i>Ege University</i>	<i>Turkey</i>
Roberto J. Santillán-Salgado	EGADE Business School (Monterrey Tec)	Mexico
Suat Teker	<i>Istanbul Technical University</i>	<i>Turkey</i>
Tiberiu Socaciu	<i>University of Suceava</i>	<i>Romania</i>
Yakup Selvi	<i>Istanbul University</i>	<i>Turkey</i>
Angel Garrido,	<i>Universidad Nacional de Educación,</i>	<i>Switzerland</i>
Des Raj Bajwa,	<i>Kurukshetra University</i>	India
Jeffrey Soar	University of Southern Queensland	Australia
Sónia Nogueira	Polytechnic Institute of Bragança	Portugal

Keynotes



Keynote Title: “Internationalization in Higher Education”

Abstracts: Will be announce...

Bio: Huseyin 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.



Jesus Garcia Laborda

Full Prof. of Language Education // C.U. de Didáctica de la Lengua y la Literatura

Dean of College of Education // Decano/a de la Facultad de Educación

Keynote Title: “The 17 Sustainable Development Goals through assessment”

Biodata: Dr García Laborda has a MA in ESL (University of Georgia), MA in English Language and Literature (University of Wisconsin), PhD in English Philology (Universidad Complutense de Madrid) and European Doctorate in Didactics (Universidad Complutense de Madrid). He has been Visiting Scholar at Penn State University and the University of Antwerp, and he has taught postgraduate courses in Lithuania, Cyprus, Turkey, Colombia and Brazil. He has also been the main researcher in four R&D projects and participated in eight more. In 2017-2018 he was Acting Director of the TAEG Knowledge Center (Cyprus) where he currently holds different positions. He has more than 270 published works. Since 2019 he has been the Dean of the Faculty of Education of Universidad de Alcalá, and before that he was the Director of the Department of Modern Philology of the same university (2016-2019). He is currently president of the European Language Association for Specific Purposes. Additionally, he is Editor in Chief of Revistas Encuentro (ESCI / web of Science), Global Journal of Foreign Language Teaching (ESCI / SCOPUS requested), Internal Journal of Learning & Teaching (ESCI / SCOPUS

requested) and co-editor of Computer Assisted Language Learning Electronic Journal (SCOPUS), as well as a member of the scientific committee or evaluator of 15 other impact journals (JCR / SCOPUS / ESCI). He is a specialist in language teaching, assessment, educational technology and bilingual education.

Abstract: Assessment has been commonly used just for measuring students' performance. However, it is common to neglect its powerful effect in improving the students (and to a large extension, the citizenship) quality of life through a good calibration of the students' potential and needs. Obviously, when addressing groups of population, this leads to a lack of envision of how to improve their lives (objectives 1, 5, 8). Thus, it is necessary to revise the benefits of assessment in education from the individual to collective evaluations to achieve better learning (objective 4). Therefore, on one side, we leave behind the traditional perspective of validation for commercial purposes; on the other, the traditional vision of assessment as a weapon for individual performance. In conclusion, to empower the education of countries where sustainable education is a need, we need to revise the procedures we follow in assessment at all levels.



Prof. Dr. Ana Campina
University Fernando Pessoa, Portugal



Prof. Dr. Carlos Rodrigues
University Fernando Pessoa

Keynote Title: “Anti-Tax Evasion Rules and the “Autonomous Taxation” of Companies in Portugal”

Abstract: It is well known that States, in their tax systems, create anti-tax evasion rules to try to eliminate the possibility of taxpayers engaging in behavior that harms the state in collecting the taxes that each citizen or company owes. Anti-tax evasion rules also aim to ensure that everyone contributes to public spending according to their real ability to pay, thus respecting the principle of equal contribution based on real and effective economic and financial capacity. Aware that there are companies that carry out harmful acts and thus reduce their economic and financial capacity in order to try to reduce their tax burden in terms of “Corporate Income Tax”, the Portuguese legislator introduced “Autonomous Taxation” in “Corporate Income Tax” in the “Corporate Income Tax Code” to try to eliminate belligerent behavior on the part of companies. Our work will demonstrate that we are dealing with authentic anti-abuse rules and that the “Autonomous Taxation in Corporate Income Tax” is a tax that taxes company expenses in an attempt to minimize possible tax evasion; Finally, and based on statistics from the Tax and Customs Authority – AT, we demonstrate the financial burden on companies that bear this type of taxation and compare it with the “Corporate Income Tax” charged annually by the State.



Assoc. Prof. Dr. Melis Seray Özden Yıldırım
Istanbul Kultur University, Department of
Psychology, Istanbul, Turkey

Keynote Title: The Importance of Resilience within the scope of the “health and quality life” goal in line with the global goals for Sustainable Development

Biodata: Melis Seray Ozden Yildirim is an Associated Professor in Istanbul Kultur University, which she presently works since 2007. She is a graduate of Istanbul University, department of Psychology and has a PhD degree in Psychology. Her main research interests are family psychology and cyberpsychology. She worked as a head of Psychology Department between 2017-2018 and 2021-2022. She is still the member of the faculty board of faculty of science and letters. Her books are “Dyadic Adjustment in Marriage: Examining Developmental Aspects with Case Examples”, “First Interviews in Infant, Child and Adolescent Cases in Clinical Psychology”, “Family Psychology: Current Issues with Case Studies”. Her articles were published and presented in national and international conferences. She continues carrying out her studies about applied psychology, clinical and developmental psychology.

Abstract: The United Nations’ 2030 Agenda and the sustainable development goals were adopted in 2015. The agenda comprises the 17 sustainable development goals, in total comprising 169 Target and 232 unique indicators. Sustainability refers to the three pillars of sustainability, which refers to environmentally sound decisions, economically viable decisions, and socially equitable decisions. These goals are titled as follows; no poverty, zero hunger, good health and well-being, quality education, gender equality, clean water and sanitation, affordable and clean energy, decent work and economic growth, industry, innovation and infrastructure, reduced inequalities, sustainable cities and communities, responsible consumption and production, climate action, life below water, life on land, peace, justice and strong institutions, partnerships for the goals. Among these goals, especially health and quality life goal is among the basic subjects of psychology.

In recent years the whole world has been facing many different challenges. The climate changes, demographic imbalances, the wars, migration pressures, economic crises and lately the Covid-19 pandemic are the main ones. Resilience is defined not only as the ability to withstand and cope with difficulties, but also as the ability to go through all lifespan crises with a state of complete well-being.

PROGRAM

18/01/2024, Thursday

IMPORTANT EVENTS

18.01.2024 10:00 – 10:15	Opening Ceremony	
------------------------------------	-------------------------	--

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 1 18.01.2024 10:15 – 10:45	“Anti-Tax Evasion Rules and the “Autonomous Taxation” of Companies in Portugal”	Prof. Dr. Carlos Rodrigues, & Prof. Dr. Ana Campina University Fernando Pessoa, Portugal	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 2 19.01.2024 09:00 – 09:40	“Internationalization in Higher Education”	Prof. Dr. Hüseyin Uzunboylu, Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, Cyprus	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 3 19.01.2024 09:40 – 10:10	“The importance of resilience within the scope of the “health and quality life” goal in line with the global goals for sustainable development”	Assoc. Prof. Dr. Melis Seray Özden Yıldırım, Istanbul Kultur University, Turkey	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 4 19.01.2024 10:10 – 10:40	“The 17 Sustainable Development Goals through assessment”	Prof. Dr. Jesus Garcia Laborda, Alcala University, Spain	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 5 19.01.2024 12:30 – 13:00	“Global Governance of Migrations and International Organized Crime: Reality vs Justice”	Prof. Dr. Ana Campina & Prof. Dr. Carlos Rodrigues, University Fernando Pessoa, Portugal	DAPHNE & ONLINE

19.01.2024 16:45 – 17:00 ONLINE	CLOSING CEREMONY	
---------------------------------------	-------------------------	--

20.01.2024 09:30 – 17:00	HISTORICAL PLACES AND SHOPING TOUR	
-----------------------------	---	--

18/01/2024
Thursday

18.01.2024 10:00 – 10:15	Opening Ceremony	DAPHNE & ONLINE
-----------------------------	-------------------------	--------------------

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 18.01.2024 10:15 – 10:45	“Anti-Tax Evasion Rules and the “Autonomous Taxation” of Companies in Portugal”	Prof. Dr. Carlos Rodrigues & Prof. Dr. Ana Campina, University Fernando Pessoa, Portugal	DAPHNE & ONLINE

10:45 – 11:00	Coffee Break
---------------	--------------

WC-BEM Session - I
11:00 – 13:00
DAPHNE & ONLINE

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	"Extraordinary Circumstances" as a Ground for Exclusion of Airlines' Liabilities. What Future Lies Ahead?	Maria João Mimoso, <i>Portucalense University, IJP-Research Center</i> , Portugal
2.	Navigating the Euro Sphere: A Systematic Review of Strategic Alliances, Creative Synergy, and Innovation in European Union Collaborations	Maha Tichetti, <i>Ibn Tofail University</i> , Morocco
3.	Leveraging Generative Ai for Establishing Brand Identity for Designing Name Brand Voice Assistants (NBVAs)	Janardan Krishna Yadav, <i>Jindal Global Business School, O.P. Jindal Global University</i> , Sonapat, Haryana, India
4.	Calculating the Carbon Footprint of a University	Serdar Çelik, Şeyda Ok, <i>OSTIM Technical University</i> , Turkey
5.	Sustainable Innovation Policy in Non-Walled Technoparks	Banu Ozkeser, <i>Koluman Otomotiv Endüstri A.Ş.</i> , Turkey
6.	A Research on the Effect of Perceptions of Teachers Regarding Innovation Management and Entrepreneurship on Organizational Commitment in Project Schools	Özgür Uygur, <i>Isparta İl Milli Eğitim Müdürlüğü</i> , Turkey

13:00 – 14:00	Lunch
---------------	-------

WC-BEM Session - II
14:00 – 15:40
DAPHNE & ONLINE

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	Towards a Universal Leadership Framework	Iftikhar Ahmed Khan, <i>Naval Forces Institute, United Arab Emirates</i>
2.	Relational Social Capital and Women Entrepreneurs' Performance: The Role of Women Entrepreneurs' Satisfaction and Innovation Mindset	Belgacem Bchini, <i>Higher Institute of Management of Tunis, Tunisia</i>
3.	The Impact of Flood Events on Residential Property (Terrace) Values in Kelantan, Malaysia: A Study of Microeconomics and Macroeconomics Indicator	Abdol Samad Bin Nawı, <i>Universiti Teknologi Mara, Malaysia</i>
4.	Public Education and the Environment	Fatma Safi, <i>Sfax University, Tunisia</i>
5.	Active Labor Market Policies and Institutional Quality of Governance: Evidence from OECD Countries	Marwa Sahnoun, <i>Sfax University, Tunisia</i>
6.	Examination of the Relationship between Competitive Work Environment and Employees' Openness to Knowledge Sharing	Mohammed Laid Ouakouak, Nour Al-Buloushi, Noufou Ouedraogo, Gertrude I. Hewapathirana, <i>Gulf University for Science & Technology, Kuwait</i>

15:40 – 16:00	Coffee Break
---------------	---------------------

WC-BEM Session - III
16:00 – 18:45

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	The Teacher-Researchers' Citizenship Behaviour as a Predictor of University Performance: A Moroccan Case Study	Kenza Ennida, Saif Allah Allouani, <i>Sidi Mohamed Ben Abdellah University (National School of Business and Management of Fez), Morocco</i>
2.	Business incubators in Croatia: Resources and results	Mia Črep, Irena Konecki, <i>University of Zagreb, Croatia</i>
3.	Examining the Local Government Financial Pressure on Housing Price: Evidence from China	Wang Danni, Lei Guangmei, <i>Universiti Malaysia Sabah, Malaysia</i>
4.	A Research Proposal to Examine Psychological Factors Influence on Financial Planning for Retirement in China	Ren Han, Lim Thien Sang, <i>Chang Chun University; University of Malaysia Sabah, Malaysia</i>
5.	Purchasing Behaviour of Consumers over 60 years of age: The Case of Turkey	Güzide Öncü Eroğlu Pektaş, <i>Istanbul University, Turkey</i>
6.	The Relationship Between Economic Policy Uncertainty and Entrepreneurship in US states	Sedat Ors, <i>Ankara Yıldırım Beyazıt University, Turkey</i>
7.	A Model Proposal and Roadmap Example for Sales Operation Planning (S&OP) to be Handled According to Company Size	Eyüb Rahmi Aydın, Özge Nalan Bilişik, <i>Yıldız Technical University, Turkey</i>
8.	The Optimization of the Flight Dispatchers Workload in the Turkish Aviation Industry	Burak Güner, <i>Ibn Haldun University, Turkey</i>

18:30	End of the day
-------	-----------------------

19/01/2024, Friday**Session IV
09:00 – 10:20**

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 19.01.2024 09:00 – 09:30	“Internationalization in Higher Education”	Prof. Dr. Hüseyin Uzunboylu , Higher Education Planning, Supervision, Accreditation and Coordination Board, Nicosia, Cyprus	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 19.01.2024 09:30 – 10:00	“The importance of resilience within the scope of the “health and quality life” goal in line with the global goals for sustainable development”	Assoc. Prof. Dr. Melis Seray Özden Yıldırım , Istanbul Kultur University, Turkey	DAPHNE & ONLINE

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 19.01.2024 10:00 – 10:30	“The 17 Sustainable Development Goals through assessment”	Prof. Dr. Jesus Garcia Laborda , Alcala University, Spain	DAPHNE & ONLINE

10:30 – 10:45	Coffee Break		
---------------	---------------------	--	--

**Session V
10:45 – 12:30**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	Machine Learning Based Anomaly Detection in Android Network Flows for Ransomware Identification	Firas Hanna Salim Zawaideh, <i>Irbid National University, Irbid, Jordan</i>
2.	Leveraging Artificial Intelligence for Enhanced Business Operations: Challenges and Opportunities	Motaswem AbuDawas, <i>Irbid National University, Irbid, Jordan</i>
3.	An Integrated Fuzzy MCDM Method for the Evaluation Data Warehouse Model Selection	Eyüp Tolunay Küp, Şevval Ece Gençay, Funda Samanlıoğlu, Alaeddin Türkmen, <i>Kadir Has University; HepsijET, Turkey</i>
4.	Online Education in Organizations: The Corporate Culture Variables that Support Learning Analytics	John Velandia, <i>Catholic University of Colombia, Colombia</i>
5.	Why do I do MOOCs for whom? - The Experiences of a Leader of the MOOCs Development	John Velandia, <i>Catholic University of Colombia, Colombia</i>
6.	Learning Analytics: The Following Challenges in Online Education	John Velandia, <i>Catholic University of Colombia, Colombia</i>
7.	Enhancing Human Resources in Raja Ampat Tourism through Contemporary Educational Strategies	Dania Aprianti, <i>Pertamina University, Indonesia</i>
8.	Networked Interaction: Recognizing the Virtual World in Childhood Education	Saeed Azadmanesh, <i>Allameh Tabataba'i University, Iran</i>
9.	Investigation of Neurological Feedback Method of Treatment Efficiency and Hyperactivity Level in Children	Buse Damdelen, Yağmur Çerkez, Mukaddes Sakallı Demirok, <i>Near East University, Cyprus</i>

TIME	TITLE	SPEAKER	HALL NAME
Keynote Speaker 5 19.01.2024 12:30 – 13:00	“Global Governance of Migrations and International Organized Crime: Reality vs Justice”	Prof. Dr. Ana Campina & Prof. Dr. Carlos Rodrigues , University Fernando Pessoa, Portugal	DAPHNE & ONLINE

13:00 – 13:45	Lunch
---------------	--------------

**Online Session VI
13:45 – 16:45**

1.	Factors Affecting Surname Manipulation Techniques	Ali Barış Öz, <i>Istanbul Technical University, Turkey</i>
2.	Drainage of Cyber Sovereignty? The Security Implications of China's Digital Silk Road Project	Subrat Kumar Ratha, <i>University of Kerala, India</i>
3.	Challenges Relating to the Protection of Citizens when Faced with Automated Administrative Procedures	Barbara Magalhaes, <i>Portugalense University; Minho University Researcher of IJP - Institute for Legal Research, Portugal</i>
4.	Facial Emotion Recognition Through Image Processing	Yusuf Erdem Demir, Şakir Bingöl, Burak Erdem, Hakan Demir, İdris Akalın, İlkay Koç, İsmail Hanifi Nal, Kağan Argon, Mazlum Taş, Mehmet Açar, <i>Marmara University, Turkey</i>
5.	Crafting Blended Learning Environments with Web 2.0 for Increased Social Presence	Sibel Ergün Elverici, <i>Yıldız Technical University, Turkey</i>
6.	The Effect of Curriculum in Education	Zahra Talebi
7.	Motivation and Self-regulated Learning among University Students from Different Disciplines	Ee How Heng, Shamsatun Nahar binti Ahmad, <i>Tunku Abdul Rahman University of Management and Technology, Malaysia</i>
8.	OECD Countries' Main Contributors to Families Emerging above the Poverty Line	Felipe Oyarzo, Trixi Asher, Chris Harrison, Shannon Smith, Erika DuBose, <i>Rogers State University, Oklahoma, United States</i>
9.	Adults' Experiences of Moral Regret	Yahya Aktu, <i>Siirt University, Turkey</i>

**POSTER Session
10.00-13.00**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1.	Applications and Challenges of Autonomous Functionalities in Maritime Industry, a Short Review	Mehmet Oguz Salis, <i>Master in Science Student, Turkey</i>
2.	Women can Celebrate Their Abortions just as They can Regret Rhem: The Difference in Women's Emotions after an Abortion	Maoxin Xia, <i>University of California, Berkeley, United States</i>
3.	Combinatorial Effects of Caffeine and L-theanine on Planning and Decision-Making Skills	Onur Tunc Yildiz, <i>Bahcesehir University, Turkey</i>

19.01.2024 16:45 – 17:00 ONLINE	CLOSING CEREMONY
---------------------------------------	-------------------------

**20/01/2024, Saturday
(09:15 Entrance Door of the Hotel)**

20.01.2024 09:30 – 17:00	HISTORICAL PLACES AND SHOPING TOUR
-----------------------------	---

ABSTRACTS

Examining The Local Government Financial Pressure on Housing Price: Evidence from China

Wang Danni, Lei Guangmei, University Malaysia Sabah, Malaysia

Abstract

The study examines the influence and mechanism of local government financial pressure on average real estate sales price. Annual data of Chinese National Bureau of Statistics from 2000 to 2020 were analysed based on the vector autoregressive model. Additionally, fixed asset investment and growth rate of population were included as moderators to analyse their moderating effects on the relationship between local government financial pressure and average real estate sales price. Evidently, local government fiscal pressure has a significant positive impact on the average real estate selling price, fixed asset investment and population growth rate are negatively correlated with average real estate sales price. Population growth rate has a negative moderating effect on the relationship between local government fiscal pressure and the average real estate selling price. Therefore, this paper suggests reducing the fiscal revenue and expenditure gap faced by local governments, alleviating the financial pressure of local governments, increasing the proportion of residential land supply, maintaining demographic dividend, and limiting the dependence of local governments on land finance, so as to restrain the price fluctuation of real estate market.

Keywords: Financial, local governments, real estate market

ADDRESS FOR CORRESPONDENCE: Wang Danni, University Malaysia Sabah, Malaysia

E-Mail Address: wongdanyxx@gmail.com

Towards a Universal Leadership Framework

Iftikhar Ahmed Khan, Naval Forces Institute, United Arab Emirates

Abstract

Leadership is rightly considered to be a 'make or break' factor in success of any organization, and hence has always remained in lime light of formal academic research, professional discourse and popular literature. Despite of very powerful theories, there is a continuous notion of 'not enough' that creates a vacuum, usually filled up by confusions and misperceptions. The primary reason for this vacuum is that, despite being powerful in their own context, no single leadership theory takes a holistic account of leadership, leading to lack of understanding of leadership in its holistic perspective. Efforts to provide a holistic / universal view of leadership also do not capture all the aspects that could explain leadership in its complete and universal sense. Therefore, the scarcity remains for a model that could explain leadership in its complete sense. This study by the author endeavours to develop a framework that could fill up the gap. It critically analyses the existing theories of leadership for gaps and synthesizes the existing literature into a fundamental framework, which may have the potential of becoming a universal leadership framework. This framework will help in gathering all the existing theories of leadership in one place, link these to the parts of leadership framework which they focus on, making leadership literature meaningful and relevant to the bigger picture. Such a framework could also guide further research by presenting research done so far, gaps and opportunities for further knowledge add-on.

Keywords: Leadership, leadership, framework

ADDRESS FOR CORRESPONDENCE: Iftikhar Ahmed Khan, Naval Forces Institute, United Arab Emirates

E-Mail Address: ift.khan@yahoo.com

A Research Proposal to Examine Psychological Factors Influence on Financial Planning for Retirement in China

Ren Han, Lim Thien Sang, University of Malaysia Sabah, Malaysia

Abstract

The life expectancy rate of individuals worldwide has risen, and China is not excluded. Combined with an aging population, increasing pressure on pension fund system, and a lack of savings, it poses a significant challenge to financial security unless measures are taken to improve individuals' planning and financial well-being in retirement. To that end, quality financial planning for retirement (FPR) is becoming one of the keys to successful aging, which warrants further research. Although much research is available on retirement planning, the advent of behavioural finance and the integration of psychological concepts into financial planning and saving behaviour has made the phenomenon more critical. It is necessary to examine which psychological factors lead to insufficient saving by individuals. This study aims to examine the psychological factors that influence individuals' FPR, thereby expanding the explanatory models for retirement savings decisions and behaviours. Using the CWO Model and supported by image Theory and 3M Model, this research focus on how the interaction between future time perspective, risk tolerance, retirement goal clarity, subjective financial literacy and objective financial literacy as psychological characteristics influence individuals' FPR. To obtain meaningful results, back translation was used to check the accuracy of the preliminary translation of research instruments. This translation method was also combined with the pretest method of expert reviews and cognitive interviews to increase the validity of the survey questionnaire. A purposive sampling technique will be applied to collect data from adults who are over 23 years old and have certain income stream in six cities in China. The Structural Equation Modelling software will be used to examine the hypotheses of direct and mediating effects. This study has implications for financial market regulators, policy makers, and consumers.

Keywords: Financial planning for retirement, financial literacy, psychological factors, financial decision-making, CWO model

ADDRESS FOR CORRESPONDENCE: Ren Han, University of Malaysia Sabah, Malaysia

E-Mail Address: renhan0607@sina.com

Relational Social Capital and Women Entrepreneurs 'Performance: The role of Women Entrepreneurs' Satisfaction and Innovation Mindset

Belgacem Bchini, University of Tunis; Institut Supérieur de Gestion de Tunis, ARBRE
Laboratory, Tunis

Abstract

The aim of this research is to study the impact of relational social capital on the performance of women entrepreneurs, taking into account innovation mindset as a mediating variable and women's satisfaction as a moderating variable. After interviewing 260 Tunisian women entrepreneurs, we were able to validate the hypotheses using the MACRO PROCESS. Our findings can be summarized as follows: relational social capital has a positive and significant effect on women entrepreneurs' performance and innovation mindset. In turn, innovation mindset has a positive and significant effect on the performance of women entrepreneurs. The direct effect and the indirect effect of social capital on innovation mindset are moderated by women entrepreneurs' satisfaction. After discussing the results found, this research concludes with a presentation of the implications, both theoretical and managerial.

Keywords: Entrepreneurship, innovation mindset, women, relational social capital, tunisia

ADDRESS FOR CORRESPONDENCE: Belgacem Bchini, University of Tunis; Institut Supérieur de Gestion de Tunis, ARBRE Laboratory, Tunis

E-Mail Address: belgacembchini7@gmail.com

The Impact of Flood Events on Residential Property (Terrace) Values in Kelantan, Malaysia: A Study of Microeconomics and Macroeconomics Indicator

Abdol Samad Bin Nawi, University Technology Mara, Malaysia

Abstract

This research study examines the impact of floods on property values in Kelantan, Malaysia, with a specific focus on terrace houses. Terrace houses, commonly located in flood-prone areas near rivers, face significant challenges due to flood-related damage. The objective of the study is to investigate the effects of floods on terrace house values and identify the factors influencing property prices in flood-prone regions. The research employs a mixed-methods approach, combining quantitative data analysis and a comprehensive literature review. Using a hedonic price model, the study analyses the relationship between property values and various independent variables, including flood occurrences, overnight policy rates (OPR), employment rates, median income, and population. Data is sourced from reliable organizations such as the Department of Statistics Malaysia, Bank Negara Malaysia, and National Property Information Centre. The findings indicate that floods have a significant negative impact on terrace house values in Kelantan. The regression analysis reveals that flood occurrences and OPR exert a negative influence on property values, while employment rates, income levels, and population positively affect property prices. The model demonstrates a strong fit, with an R-squared value of 0.972, indicating that approximately 97.2% of the variation in property values can be explained by the independent variables. This research contributes to the existing literature by incorporating flood occurrences as an additional variable in the hedonic price model for property valuation. It sheds light on the unique challenges faced by terrace house owners in flood-prone areas and provides insights into the factors influencing property prices in Kelantan. The study emphasizes the significance of government interventions and policies to mitigate flood risks, enhance market resilience, and ensure housing affordability. The findings have practical implications for policymakers, developers, and residents in flood-prone areas. The study recommends the implementation of comprehensive flood mitigation measures, improved infrastructure, and innovative policy interventions to protect property owners and maintain housing affordability. Furthermore, the study suggests further research on long-term property market trends and resilience in flood-prone areas, as well as the perceptions and experiences of property owners. In summary, this research enhances our understanding of the complex relationship between floods and property values, offering valuable insights for policymakers and stakeholders involved in housing and flood risk management.

Keywords: Flood-prone, management, market

ADDRESS FOR CORRESPONDENCE: Abdol Samad Bin Naw*i*, University Technology Mara, Malaysia

E-Mail Address: samad252@uitm.edu.my

Public Education and the Environment

Fatma Safi, University of Sfax, Faculty of Economics and Management, Department of Economics, Tunisia

Abstract

This paper investigated, in an overlapping generations model highlighting two-period lived households, the influence of education and environmental awareness on physical capital and environmental terms by sketching, at the stable steady state equilibrium, the comparative static examination. According to this approach, the study has shown that public education policy can neither boost environmental quality standard nor the capital stock. We figured out also that larger environmental awareness as young results in upper capital accumulation and upper environmental quality. As for the individuals' environmental awareness at old age, we revealed that it leads from one hand to less physical capital accumulation and from the other hand to a better environmental quality only in the case where the value of the environmental awareness at young age is 10 and the value of environmental awareness at old age is greater than or equal to 40.

Keywords: Public education, overlapping generations, environmental quality, environmental awareness, capital accumulation

JEL Classification: D62, Q20, Q28, Q56

ADDRESS FOR CORRESPONDENCE: **Fatma Safi**, University of Sfax, Faculty of Economics and Management, Department of Economics, Tunisia

E-Mail Address: fatma_safi@yahoo.fr

Active Labor Market Policies and Institutional Quality of Governance: Evidence from OECD Countries

Marwa Sahnoun, Unit of Research (C.O.D.E.C.I), Faculty of Economics and Management, University of Sfax, Airport Road Km 4, Sfax 3018, Tunisia

Abstract

The purpose of this paper is to evaluate the efficiency of Active Labor Market Policies (ALMP) expenditures of OECD countries taking into account the institutional quality of governance. The emphasis is on the quality of governance that affects the supply and demand of employment and the ability of governments to master public spending. Using the general method of moments (GMM) for 31 OECD countries over the 2000/2020 period, we show that measures of institutional quality such as Control of Corruption, the Effectiveness of Governance and the Regulatory Quality affects significantly the efficiency of ALMP on unemployment rate. This result is found consistent using Institutional Quality Index 'IQI'. The influence of institutional quality on the link between ALMP expenditure and unemployment rate suggest the importance for policy makers to enhance institutional quality. They consider it as a possible instrument for improvement results in labour market of OECD countries.

Keywords: Active labour market policies, institutional quality of governance, unemployment, OECD countries

JEL Codes: J01, J08, J10, H53, H55

ADDRESS FOR CORRESPONDENCE: Marwa Sahnoun, Unit of Research (C.O.D.E.C.I), Faculty of Economics and Management, University of Sfax, Airport Road Km 4, Sfax 3018, Tunisia

E-Mail Address: marwa.sahnoun1@gmail.com

Examination of the Relationship between Competitive Work Environment and Employees' Openness to Knowledge Sharing

Mohammed Laid Ouakouak, Gulf University for Science & Technology, Kuwait

Nour Al-Buloushi, Gulf University for Science & Technology, Kuwait

Noufou Ouedraogo, Macewan University, Canada

Gertrude I. Hewapathirana, Kuwait

Abstract

The purpose of this study is to investigate the effect of competitive work environment on openness to knowledge sharing. A conceptual model, drawing on the existing literature, is developed to analyze how a competitive work environment contributes to openness to sharing knowledge among employees in organizations. The conceptual model includes coworker desire to learn as a mediating variable and incentives to knowledge sharing and job security as moderating variables. Data collected from eight banks with a total of 237 employees is used to test the research hypotheses using structural equation modelling techniques. The results show that coworker desire to learn mediates the relationship between competitive work environment and openness to knowledge sharing, and both incentives to knowledge sharing and job security moderate the effect of competitive work environment on openness to knowledge sharing. We make theoretical and practical contributions in knowledge management by showing the mechanism through which competitive work environment contributes to openness to share knowledge in organizations.

Keywords: Competitive workplace, openness to knowledge sharing, coworker desire to learn, incentives to knowledge sharing, job security

ADDRESS FOR CORRESPONDENCE: Mohammed Laid Ouakouak, Gulf University for Science & Technology, Kuwait

E-Mail Address: ouakouak.m@gust.edu.kw

"Extraordinary Circumstances" as a Ground for Exclusion of Airlines' Liabilities What Future Lies Ahead?

Maria João Mimoso, Portucalense University; Researcher at IJP, Instituto Jurídico Portucalense

Abstract

Air transport did not go unscathed through the 4th industrial revolution. This phenomenon has also been felt in the intensification of air traffic, especially if we think about the time it saves us. As a result, new business practices have emerged with a particular aim at boosting the air transport sector, making it accessible to all or almost everyone. The importance of this means of transport was evident, however, it potentiated the appearance of several problems related to the passengers protection and the diversity of occurrences. In this context was created the Regulation (EC) No. 261/2004 of the European Parliament and of the Council of 11 February 2004 establishing common rules on compensation and assistance to passengers in the event of denied boarding and cancelled or long delay flights. The main concern is the injured passenger, in relation to the provision of the service supplied by the airlines, which must be compensated as a matter of urgency. While laying down harmonised rules on compensation and assistance to passengers on the grounds of denied boarding, cancellation or delay of flights, it also provides the possibility for the operating air carrier to escape its responsibilities. The appeal to the undeterminate concept of "extraordinary circumstances" is undoubtedly a hallmark of the airlines. The Court of Justice (of the European Community and currently of the European Union) has a decisive role in the understanding of the concept of "specific circumstances". It can also be seen that the diversity of the issues requires clarification on the situations in which passengers can assert their rights. We will focus our approach on liability for company non-compliance. We will conclude with a critical analysis of the impasse over the amendment of the Regulation in question. Twenty years after its term, and despite the fact that the dynamics of air transport have changed substantially, the passengers protection remains, allowing constant violations of their rights.

Keywords: Cancellation, delay, liability, flight

ADDRESS FOR CORRESPONDENCE: Maria João Mimoso, Portucalense University; Researcher at IJP, Instituto Jurídico Portucalense

E-Mail Address: mjm.mral.23@gmail.com

Purchasing Behaviour of Consumers over 60 years of age: The Case of Turkey

Güzide Öncü E. Pektaş, Istanbul University, Turkey
Özlem Salman, Turkey
Kahraman Eroğlu, Turkey

Abstract

This is a multidisciplinary study at the intersection of marketing and social work. This quantitative study examines the purchasing behaviour of Turkish consumers over the age of 60. It is a well-known fact that the elderly in our country are afraid of spending money due to the economic deprivation they have experienced in the past and that they constantly accumulate goods / money in order to secure their future. Indeed, similar results were found in the research. The results show that basic needs (food, health, fees/bills, fuel, etc.) are at the forefront, while luxury consumption (holidays/travel, culture/art, durable consumer goods, etc.) remains in the background. In fact, the majority of respondents feel that their income is insufficient and their purchasing behaviour is in a vicious circle. In conclusion, the purchasing behaviour of older consumers is linked to their income level and qualities (price, utility, quality, etc.) are considered important.

Keywords: Consumer behaviour, elderly, purchasing behaviour, social worker

ADDRESS FOR CORRESPONDENCE: Güzide Öncü E. Pektaş, Istanbul University, Turkey

E-Mail Address: guzide.pektas@iuc.edu.tr

Calculating the Carbon Footprint of a University

Şeyda Ok, Serdar Çelik, OSTIM Technical University, Turkey

Abstract

The release of greenhouse gases into the atmosphere as a result of human activities leads to serious issues such as global warming and climate change. In order to measure and comprehend these harmful effects, the concept of carbon footprint has emerged. Defined by the Kyoto Protocol, this concept is based on calculating the unit carbon dioxide (CO₂) equivalents of different activities' greenhouse gas impacts. Through these calculations, the production amount of carbon and its potential harm to the environment can be determined. Globally, various efforts are underway to reduce carbon footprint. These endeavors are rooted in fundamental principles such as raising awareness among individuals, adopting sustainable consumption habits, and prioritizing renewable energy sources. In the scope of this study, carbon footprint calculations for the year 2023 of a university located in the capital of Turkey were conducted using specific equations. The calculation considered various parameters, including total electricity consumption, energy consumption for heating purposes, and daily transportation data of staff and students. According to the results obtained, the highest carbon emission values stem from electricity consumption. The findings of the study include recommendations for energy conservation measures and the promotion of renewable energy production to reduce carbon dioxide emissions at the university.

Keywords: Carbon footprint, greenhouse gases, university

ADDRESS FOR CORRESPONDENCE: Serdar Çelik, OSTIM Technical University, Turkey

E-mail Address: serdar.celik@ostimteknik.edu.tr

A Model Proposal and Roadmap Example for Sales Operation Planning (S&OP) to be Handled According to Company Size

Eyüb Rahmi Aydın, Özge Nalan Bilişik, Yildiz Technical University, Turkey

Abstract

Sales and Operations Planning (S&OP) is a critical process that harmonises the sales, marketing, operations and finance units of an organisation to achieve its business objectives. This process enables the company to make decisions and allocate resources effectively by balancing supply and demand. It is also part of this process to review demand forecasting according to changing market conditions and to organise regular meetings between departments. S&OP offers a number of advantages to companies. First and foremost, it increases cohesion and co-operation between departments by ensuring that all employees work towards a common goal. At the same time, S&OP contributes to risk management by providing a stable and predictable planning environment. In addition, S&OP helps to optimise inventory levels, reduce waste and identify bottlenecks in the supply chain, thereby improving overall efficiency. Finally, S&OP allows the company to quickly adapt to changing market conditions in a dynamic business environment, which is critical. However, implementing S&OP is not an easy task. Achieving operational excellence is essential in the modern business world to support inclusive and sustainable industrialisation and foster innovation. S&OP is critical in this context. However, company size, industry and market dynamics can influence S&OP practices.

Keywords: Sales, Operations Planning, S&OP

ADDRESS FOR CORRESPONDENCE: Eyüb Rahmi Aydın, Yildiz Technical University, Turkey

E-Mail Address: rahmi.aydin@std.yildiz.edu.tr

Navigating the Euro Sphere: A Systematic Review of Strategic Alliances, Creative Synergy, and Innovation in European Union Collaborations

Maha Tichetti, Management Sciences Ph.D. Candidate of Ibn Tofail University, Morocco

Abstract

In the European Union (EU), where economic, political, and cultural ties converge, strategic alliances play a pivotal role in shaping the collaborative landscape. This paper embarks on a journey into the Euro Sphere, offering a comprehensive analysis review that unravels the dynamics of these alliances within the European context. The focus is specifically directed towards understanding their profound impact on creative synergy and innovation among teams. In our analysis, we provide theoretical explanations for key terms such as "creative synergy" and "strategic alliances." We outline various types of competitive strategies, delve into the motivations prompting the formation of strategic alliances, and critically examine the success and failure factors in these kinds of collaboration. Additionally, we explore the goals achievable through strategic alliances, especially in the context of external growth. A central focus of this paper focus on how strategic alliances can significantly impact creative synergy within the European landscape. Through a theoretical lens, we explore the interplay between collaborative strategies and the enhancement of creative thinking within teams engaged in strategic alliances. The article goes beyond theoretical frameworks to present a tangible example of a strategic alliance emerging in the European market. This case study illuminates how such alliances have empowered European companies to enhance their competitive positions on the global stage while concurrently fostering creative synergy among their teams. This comprehensive review not only contributes to the theoretical understanding of strategic alliances and creative synergy but also offers practical insights for businesses navigating the collaborative landscape within the Euro Sphere. As we unravel the complexities of these alliances, we uncover valuable lessons and opportunities for future research, providing a roadmap for those seeking to harness the full potential of strategic collaborations in the dynamic European context.

Keywords: EU, economic, political

ADDRESS FOR CORRESPONDENCE: Maha Tichetti, Management Sciences Ph.D Candidate of Ibn Tofail University, Morocco

E-Mail Address: maha.tichetti@uit.ac.ma

Do We Need Alexa or Alex? Leveraging Generative Ai for Establishing Brand Identity for Designing Name Brand Voice Assistants (Nbvas)

Janardan Krishna Yadav, Ashish Kumar Gupta, Jindal Global Business School, O.P. Jindal Global University, Sonipat, Haryana, India

Abstract

This paper explores the literature around the effect of voice on brand-personality and if name-brand voice assistants posit an opportunity for the brands to create a unique brand identifier for easy recall and thus a long-term competitive advantage against the firms which choose to adopt the generic voice-based assistants like Alexa or Siri. We conclude that there are a few things that we can leverage from the previous literature and there is a need to do further research to explore the unanswered questions.

Keywords: Voice Assistants (VA), name-brand voice assistants (NBVA), brand personality, branding

ADDRESS FOR CORRESPONDENCE: Janardan Krishna Yadav, Jindal Global Business School, O.P. Jindal Global University, Sonipat, Haryana, India

E-Mail Address: jkyadav@jgu.edu.in

The Relationship Between Economic Policy Uncertainty and Entrepreneurship in US states

Sedat Ors, Abdullah Tirgil, Ankara Yıldırım Beyazıt University, Turkey

Abstract

This study investigates the relationship between economic policy uncertainty (EPU) and entrepreneurship in the United States, utilizing a panel data approach from 1996 to 2021. While previous research has examined the impact of uncertainty on entrepreneurship, this study focuses on a comprehensive analysis at the state level, considering all 50 U.S. states. Entrepreneurship, particularly in the form of small and young businesses, plays a pivotal role in the economic growth of both developed and emerging economies. This research sheds light on the nuanced relationship between monetary policy uncertainty and entrepreneurial activity, contributing to the existing literature in the field. The study employs the Economic Policy Uncertainty Index to quantify uncertainty at the state level. Additionally, data from the Kaufman Indicators of Entrepreneurship measure entrepreneurial activity. The analysis considers control variables such as GDP per capita and employment to account for broader economic conditions. Results from fixed effect and random effect estimations consistently indicate a significant negative relationship between EPU and entrepreneurship. Specifically, a 1% increase in EPU is associated with a notable decrease in entrepreneurial activity. Furthermore, the study reveals that higher employment levels positively impact entrepreneurship. This research is a valuable resource for policymakers and stakeholders interested in fostering entrepreneurship, particularly during periods of economic uncertainty. By understanding how EPU influences entrepreneurial decisions, policymakers can develop strategies to mitigate its adverse effects and promote economic growth. In conclusion, this study underscores the detrimental impact of economic policy uncertainty on entrepreneurship, emphasizing the importance of creating a stable economic environment conducive to entrepreneurial endeavours.

Keywords: Economic policy uncertainty, entrepreneurship, economic growth

ADDRESS FOR CORRESPONDENCE: Sedat Ors, Ankara Yıldırım Beyazıt University, Turkey

E-Mail Address: sedatorsecon@gmail.com

Sustainable Innovation Policy in Non-Walled Technoparks

Banu Ozkeser, R&D Center, Koluman Otomotiv Endustri A.S., Turkey

Abstract

Sustainability is the unique factor that lies in the background of every brand and each activity in a foundation serves to this vision to keep alive. Meanwhile, the government in different countries encourages these kinds of activities so as to make their domestic brands open to worldwide. This means both increasing in export and prestige in a representation of the country. Due to the similar meaning of sustainability is growth in learning, all ways going to this way intersect one phenomenon, called innovation. The more investment in innovation, the more value the company can gain. The nature of innovation consists of newness in products or services, therefore; the developments start to occur as if ordinary activities as long as the organizational climate is founded with the base of innovation culture. In Turkey, the government has increased the financial support of sustainable innovation management for more than 20 years. Especially, the last five years the budget of ministry is widened so as to keep going in growth. The grant incentives given for R&D centers and Design centers, also called non-walled techno parks, are two main examples of this encouragement. This study is framed on a big scale company's growth by the help of the R&D or Design Center. The financial and performance-based milestones in the R&D center road map lead the company to follow and invest in technology. This also means to take advantage in the international competition in 360 degrees. Not only is financial performance increased by gaining incentives, but also qualification of human resources is going up and up. The results show how sustainable innovation policy influences deeply in business activities.

Keywords: R&D Center, design center, sustainable innovation, brand

ADDRESS FOR CORRESPONDENCE: Banu Ozkeser, R&D Center, Koluman Otomotiv Endustri A.S., Turkey

E-Mail Address: banuozkeser@gmail.com

The Teacher-Researchers' Citizenship Behavior as a Predictor of University Performance: A Moroccan Case Study

Kenza Ennida, Saif Allah Allouani, National School of Business and Management of Fez, Morocco

Abstract

When employees experience job satisfaction, they are more likely to be committed to their work. This commitment fosters improved organizational citizenship behavior (OCB), which subsequently enhances performance. This study examines positive attitudes towards organizational behavior, with a particular focus on Organizational Citizenship Behavior (OCB). OCB is known for its beneficial influence on individual, organizational, and societal growth, primarily observed in academic settings. This paper aims to explore citizenship behavior in higher education and its impact on individual and organizational performance, drawing on the theories of social exchange and the psychological contract. The paper provides an overview of the study's context, problem statement, objectives, significance, and research questions. It then critically reviews the relevant literature and outlines the social constructivist methodology used to address the research questions. A theoretical and conceptual framework is developed based on the reviewed literature, providing a foundation for empirical investigation. The study contributes to the existing literature on Organizational Citizenship Behavior (OCB) among teacher-researchers in Morocco. This fills a notable gap as no prior studies have explored this area.

Keywords: Conceptual study, career path, organizational citizenship behavior, university, performance

ADDRESS FOR CORRESPONDENCE: Kenza Ennida, National School of Business and Management of Fez, Morocco

E-Mail Address: ennida.kenza@gmail.com

A Research on the Effect of Perceptions of Teachers Regarding Innovation Management and Entrepreneurship on Organizational Commitment in Project Schools

Özgür Uygur, MEB Erünel Sosyal Bilimler Lisesi, Turkey
Nezihe Tüfekci, Süleyman Demirel University, Turkey

Abstract

The purpose of this research is to determine to what extent the levels of teachers' working in Educational Institutions that implement Special Programs and Projects (Project Schools) organizational commitment affect their perception of innovation on school principals and entrepreneurship competencies of school principals. Therefore, the screening model was used in this research. The target population of the research consists of 1135 teachers working in the official 20 project schools under the National Education Ministry in Antalya Province in the academic year of 2019-2020. The research continued with the data set obtained from 434 teachers. Within the research, 'Management of Innovation Scale in Educational Institutions by Bülbül (2012)', 'Organizational Commitment Scale' developed by Balay (2000) and 'School Administrator Entrepreneurship Scale' developed by Köybaşı (2016) were used as data collection tools. In the analysis of the data collected from the participants, using the SPSS 25.0 program and the AMOS 21.0 package program, frequency, percentage, t-test, one-factor variance analysis (One-way ANOVA), correlation analysis, multiple regression analysis were used. According to the results of the research, teachers are of the opinion that school principals have entrepreneurial spirit, can take risks, develop methods for understanding of competition, can be a role model in studies for new ideas, and can take the responsibility for maintaining their goals with the existence of the school. When the responses given to the sub-dimensions of the organizational commitment scale are examined, it can be seen that the teachers are able to express themselves in terms of work environments, duties and responsibilities, motivation factors related to their schools, and they are in environments where high motivation is provided under appropriate conditions for their work. As a result of the research, it has been observed that teachers' innovation management and entrepreneurship concepts with respect to the demographic features do differ significantly in terms of only school type and age. It has been observed that school principals' entrepreneurial competencies predicted 24% of the effect of teachers' organizational commitment and 16% of the effect of innovation management on teachers' organizational commitment.

Keywords: Project schools, innovation management, innovation, entrepreneurship, organizational commitment, school principal, teachers

ADDRESS FOR CORRESPONDENCE: Nezihe Tüfekci, Süleyman Demirel University, Turkey

E-Mail Address: nezihetufekci@gmail.com

Business Incubators in Croatia: Resources and Results

Mia Črep, Irena Konecki, University of Zagreb, Croatia

Abstract

The main objective of this study is to examine the resources that business incubators in Croatia have at their disposal and to analyse the business dynamics and financial performance of their tenant enterprises. Unlike the previous studies that mainly employed a survey of business incubators, this study, in addition to a survey of 24 business incubators in Croatia, also uses firm-level data of tenant enterprises. Findings indicate small management teams of business incubators and high demand of tenant enterprises for mentoring services. Policymakers should take these empirical findings into consideration and support investments in knowledge, skills and mentoring capabilities of business incubators' management teams. The main limitation of the research is that it did not include the data from tenant enterprises on perceived quality of services provided by business incubators. However, the financial analysis of tenant enterprises is the first of that kind and will enable more straightforward evaluation of business incubators' success and, thus, better control over public spending.

Keywords: Business incubators, entrepreneurial infrastructure, tenant enterprises, incubators for entrepreneurship, incubators for new technologies

ADDRESS FOR CORRESPONDENCE: Irena Konecki, University of Zagreb, Croatia

E-Mail Address: irena.konecki@foi.unizg.hr

The Optimization of the Flight Dispatchers Workload in the Turkish Aviation Industry

Burak Güner, Ibn Haldun University, Turkey

Abstract

This study aims to focus on the increased costs related to the workload of flight dispatchers in the aviation industry, and on the air traffic flow management (ATFM) delays that constitutes a significant part of the operational costs in the airlines. We use flight data of a Turkish airline company from June to September 2022 on flights to West Europe, Central Europe, and Great Britain, as these regions experience high rates of ATFM delays. We analyze the benefits of optimizing flight dispatcher workload in reducing ATFM delays and its associated costs by employing Decauwer's Temporal Bin Packing Problem methodology. The year 2022 is a post-pandemic period and witnesses significant international event, like the closure of Ukraine's airspace, that have affected the air traffic between Turkey and Europe, creating new challenges and opportunities for flight dispatchers and airlines. The findings show that applying the workload metrics of the off-season to the high season generates net savings of €940,800 in the ATFM delay costs. The results provide valuable insights for the airlines to enhance operational efficiency, reduce costs and develop efficient strategies.

Keywords: Air traffic flow management, flight dispatcher, Turkish aviation

ADDRESS FOR CORRESPONDENCE: Burak Güner, Ibn Haldun University, Turkey

E-Mail Address: bguner991@gmail.com

Drainage of Cyber Sovereignty? The Security Implications of China's Digital Silk Road Project

Subrat Kumar Ratha, University of Kerala, India

Abstract

Maintenance of domestic cyberspace has been an essential dimension to counter the impediment against the cyber sovereignty of the state; in particular, such domestic policy has a colloquial tradition in the present globalised world order. Cyber security gives a distinct ground to examine a sovereign state's domestic capability against a foreign entity's cyber expansion; moreover, the security dimension in the context cyber space allows the sovereign state to prepare regulations regarding cyber management. With the Digital Silk Road (DSR) project, since 2015, the People's Republic of China has been expanding the tech infrastructure inside the countries included in the historic Belt and Road Initiative (BRI). The official intention behind the DSR project was to provide technical assistance for the proper execution of BRI. China's tech hubs are being operated in South, Central and South East Asian countries to improve the digital capability and competency in order to articulate the Anti-Western model. Such an anti-western attitude of DRC was designed to establish a Chinese cyber regime in the shadow of connectivity measures. Driven by the Chinese networks and digital connectivity, almost all countries have accepted the long-term technical assistance of China despite the huge drainage of state-controlled mechanisms to prevent cyber surveillance. Under the theoretical framework of liberalism in International Relations Studies, the state actors are expected to be inclined toward interdependence and mutual economic interface. Unlike Realism, Liberalism allows the state to pursue cooperative relations in order to gain stable economic development; moreover, the liberal tradition refutes the anarchic situation at the global level and allows the state to make alignment for a cooperative international system. Driven by the economic and political motive, China's effort in the digital sphere would have a serious consequence in the Asia and the globe as a whole. The free trade environment and interdependent economic exchange, from the Chinese DSR perspective, have been trying to influence the member state. Having been affected by the Chinese economic model and the flagship BRI project, more than 140 countries have agreed to open up their cyberspace for Chinese tech products and connectivity facilities. Apart from that, several MoU has been signed between the BRI partners and China, which enables China to expand the digital networking equipment such as fibre-optic cables, surveillance system, telecom equipment and 5G network. It seems to be an imperative task for the research community to identify the risk area which might be able to damage the cyber security of the member states; furthermore, despite the consent of the countries who are incorporated in the DSR project, they would be under suspicion for the erosion of cyber sovereignty. This paper will address the issues relating to the cyber domination of China through the DSR project. The paper will be answering three major research questions; First, how does the Digital Silk Road project influence the state-behaviour through penetration of digital infrastructure inside the member states? Second, Does the Digital Silk Road project prevent the member state from maintaining authority over their domestic cyberspace? Third, what are the plausible grounds for countering the Chinese cyber expansion before the member states? Apart from these research questions, this paper would like to analyse, from the perspective of China's DSR project, the justification of liberal internationalism in a digital platform and the feasibility of interdependency at the global level at the cost of domestic authority. The study is based on the mixed approach of both empirical and normative methods; the former method will be used to get the quantifiable data and numerical information about the DSR project from different think tanks and government agencies, and the latter one will be engaged to analyse the normative ideas such as sovereignty, state behaviour and security perspective with the support of secondary data drawn from journals, articles and books.

Keywords: Drainage, cyber sovereignty, security

ADDRESS FOR CORRESPONDENCE: Subrat Kumar Ratha, University of Kerala, India

E-Mail Address: subratratha78@gmail.com

Challenges Relating to the Protection of Citizens when Faced with Automated Administrative Procedures

Barbara Magalhaes, Portucalense University and Minho University Researcher of IJP, Portugal

Abstract

Artificial intelligence has had a considerable impact on the various branches of legal knowledge, and Administrative Law has proven to be equally permeable to all the technological changes that have emerged in the legal reality, a context intensified by the needs that arose during the COVID-19 pandemic. With regard to Procedural Administrative Law, the imperative needs for efficiency, economy, speed and effectiveness, in short, good administration, impose a constant and growing disruptive process with the traditional methods of decision and the use of automated administrative decisions. However, from the use of these mechanisms arise some questions that constitute challenges to their use, namely issues relating to the protection of legally ensured rights and interests, as well as the protection of the guarantees of citizens. The Portuguese Code of Administrative Procedure, in its art. 14th paragraph 3 provides for the need to maintain equal guarantees between traditional procedures and electronic forms of administrative action, which in some situations is not the case. The compatibility between the need to implement the values enshrined within the principle of good administration and the safeguarding and guarantee protection of citizens has not proven acceptable in some areas, causing difficulties in complying with fundamental values inherent to administrative action. However, with the use of these means we are faced with numerous challenges that have repercussions on the guarantee sphere of citizens, starting from the difficulty that some citizens may encounter when using electronic mechanisms, both from an economic point of view as well as a practical point of view, which will result in serious discrimination in access to justice. On the other hand, we find several obstacles of a technical legal nature that deal in particular with the attribution of responsibility in the case of automated administrative decisions or even with the conceptual inadequacy of traditional defects in the administrative act, necessarily requiring new concepts of defects. We propose to analyze all the challenges listed, pointing out applicable solutions under Portuguese and European Law, as well as seeking to respond to the challenges posed.

Keywords: Protection of citizens, automated administrative, procedures

ADDRESS FOR CORRESPONDENCE: Barbara Magalhaes, Portucalense University and Minho University Researcher of IJP, Portugal

E-Mail Address: barbaram@direito.uminho.pt

Factors Affecting Surname Manipulation Techniques

Ali Barış Öz, Central Bank Republic of Turkey, Banking and Financial Institutions, Umraniye, Istanbul Turkey

Abstract

This analysis offers an important perspective to understand the surname manipulation strategies of researchers publishing in the academic world. It shows that being at the beginning of the author list in multi-author studies provides a significant advantage for the author in terms of academic visibility. On the other hand, researchers whose surnames' initials at the end of the alphabet are in a disadvantaged position. Researchers who want to overcome this situation can use strategies such as avoiding multi-author studies, publishing in journals that do not follow alphabetical order, or manipulating the initial of the surname. The extent to which these strategies were implemented by the authors was evaluated, and it was determined that there was no strong tendency for the first two strategies. The main focus of our analysis was to understand the factors affecting the use of surname manipulation strategies and we conducted a regression analysis accordingly. In this context, regression was established on the factors affecting the First Alphabetic Surname and Two Last Names strategies. The findings obtained in this regression concluded that variables such as the number of authors, female gender, and being a citizen of countries with many names and surnames, such as Spain, Portugal, and Brazil, increased the use of the mentioned strategies, and that these strategies did not hurt the author's reputation. In conclusion, this study takes a step towards understanding the complexity of surnames' initial techniques. The findings show that surname strategies are a complex behaviour and that there are various factors that influence the likelihood of choosing these strategies. Therefore, we can say that various strategies are used among different departments and the tendency towards these strategies increases as a result of the existence of various factors.

Keywords: Alphabetization, citation analysis, surname initial techniques

ADDRESS FOR CORRESPONDENCE: Ali Barış Öz, Central Bank Republic of Turkey, Banking and Financial Institutions, Umraniye, Istanbul Turkey

E-Mail Address: alibarisoz@outlook.com.tr

An Integrated Fuzzy MCDM Method for the Evaluation Data Warehouse Model Selection

Şevval Ece Gençay, HepsijET, Turkey

Eyüp Tolunay Küp, Kadir Has University, HepsijET, Turkey

Funda Samanlıoğlu, Kadir Has University, Turkey

Alaeddin Türkmen, HepsijET, Turkey

Abstract

The data warehouse is a data management system that provides an environment for analytical applications and thus enables users to make decisions based on more accurate data. By modelling this system, detailed and summary information schemes are designed. One of the advantages of data modeling is that it provides speed and efficiency in database design and creation. It also facilitates data availability and communication between data engineers and business intelligence teams. In this study, three integrated triangular fuzzy multi-criteria decision-making (MCDM) methods, F-AHP-TOPSIS, F-AHP-EDAS, and F-AHP-VIKOR are applied, and the rankings provided by these methods are compared in order to select the best data warehouse dimensional modeling schema. In these integrated methods, the first F-AHP (Fuzzy Analytic Hierarchy Process) is applied to determine. The criteria weights and then utilizing these determined weights, F-TOPSIS (Fuzzy Technique of Order Preference Similarity to the Ideal Solution), F-EDAS (Fuzzy Evaluation based on Distance from Average Solution), and F-VIKOR (Fuzzy Vlekkriterijumsko KOMPromisno Rangiranje) are implemented to rank the data warehouse dimensional schema alternatives. In F-AHP-TOPSIS, F-AHP-EDAS, and F-AHP-VIKOR, high performance, accuracy, storage (historical data preservation), functionality, comprehensive architectural approach, and the ability to quickly present data to different departments are the main criteria that are taken into consideration and dimensional modeling, including star, snowflake, galaxy, and star-cluster are the alternatives that are evaluated by the database experts. By selecting the best model that meets these established criteria, reliable, long-lasting data without the need for complex queries and increasing data availability can be attained.

Keywords: Integrated fuzzy, MCDM method, warehouse model selection

ADDRESS FOR CORRESPONDENCE: Eyüp Tolunay Küp, Kadir Has University, HepsijET, Turkey

E-Mail Address: eyup.tolunay@hepsijet.com

Machine Learning Based Anomaly Detection in Android Network Flows for Ransomware Identification

Firas Zawaideh, Irbid National University, Jordan

Abstract

Ransomware continues to pose a significant challenge as it infiltrates networks and employs advanced techniques to encrypt data. In order to counteract such adversarial endeavors and mitigate any harm, prompt identification of ransomware operations is imperative. The primary objective of this research is to examine the viability of utilizing machine learning techniques for the identification of irregularities in network flows, specifically focusing on the identification of ransomware within Android ecosystems. The fundamental basis of this study is a comprehensive dataset comprising both benign and malicious instances of network traffic originating from several ransomware families. A neural network model is meticulously constructed and trained using a portion of the dataset, followed by thorough testing on novel data to assess its predictive performance. The model has exceptional performance across all classes, as seen by its high levels of accuracy, precision, recall, and F1 Score. Significantly, the model demonstrates a robust ability to extrapolate findings to several categories of ransomware and benign network activity, indicating its potential as a reliable solution for practical implementation. The efficacy of the provided model is further validated by comparing it with previous endeavors, thereby establishing its superiority or similarity. The findings of this research contribute to the continuing discourse surrounding the intersection of cybersecurity and artificial intelligence (AI) by emphasizing the benefits that machine learning can offer in combating ransomware specifically on the Android platform. This study establishes the foundation for future endeavors aimed at enhancing the model, exploring real-time detection alternatives, and integrating with comprehensive security solutions to establish an impregnable defense against ransomware in Android environments.

Keywords: Ransomware identification, android security, machine learning, anomaly detection, network flows, neural networks, cybersecurity, real-time detection

ADDRESS FOR CORRESPONDENCE: Firas Zawaideh, Irbid National University, Jordan

E-Mail Address: F.Zawaideh@inu.edu.jo

Leveraging Artificial Intelligence for Enhanced Business Operations: Challenges and Opportunities

Motasem Abu-Dawas, Irbid National University, Jordan

Abstract

Artificial Intelligence (AI) is emerging as a transformative technology in the enterprise environment. This paper examines the integration of AI into business operations and discusses its application, challenges, and workforce implications. Through case studies and analysis, this paper highlights the potential of AI to improve business competitiveness while addressing ethical and operational concerns.

Keywords: Artificial intelligence, business operations, transformative technology, AI applications

ADDRESS FOR CORRESPONDENCE: Motasem Abu-Dawas, Irbid National University, Jordan

E-Mail Address: motasem_dawas@yahoo.com

Applications and Challenges of Autonomous Functionalities in Maritime Industry, a Short Review

Mehmet Oguz Salis, Master in Science Student, Turkey

Abstract

This research extends the fundamental principles previously established, conducting a thorough examination of the dynamic relationship between international maritime law and the deployment of autonomous functionalities in maritime industry. The study rigorously investigates the complexities arising from the advent of autonomous navigation, with a particular focus on its ramifications for maritime legislation, which has historically been predicated on the presumption of human involvement aboard vessels. Furthermore, this paper methodically analyzes a range of case studies to assess the performance and potential areas of enhancement for path planning algorithms in the context of autonomous vessels. This analysis is increasingly relevant as the maritime sector progressively incorporates autonomous vessels into its international fleet, underlining the necessity for advanced, fail-safe algorithms that are adept at navigating the multifaceted and evolving conditions of the maritime environment. This scholarly review extends its focus to encompass the ethical dimensions associated with the deployment of autonomous vessels. It critically evaluates the implications of transferring decision-making responsibilities to artificial intelligence systems and deliberates on the appropriate frameworks for accountability in instances of navigational incidents. Additionally, the review rigorously assesses the environmental impacts of autonomous vessels, balancing their potential for reducing emissions against the risks of ecological disturbances. Furthermore, this analysis offers a prospective outlook on the evolution of autonomous technology, emphasizing the increasing significance of machine learning and artificial intelligence in augmenting autonomous functionalities. It also considers the transformative effects on the maritime workforce, as the emergence of ASVs is poised to redefine occupational roles and requisite skillsets within the sector. In summation, this comprehensive review not only combines the existing knowledge on autonomous technology and its regulatory landscape but also forecasts future trajectories, advocating for continued research and innovation in this field. It positions itself as a critical resource for a diverse array of maritime industry stakeholders, ranging from policymakers to engineers, facilitating informed decision-making in the nascent yet rapidly evolving domain of autonomous vessels integration.

Keywords: Autonomous functionalities, maritime industry, short review

ADDRESS FOR CORRESPONDENCE: Mehmet Oguz Salis, Master in Science Student, Turkey

E-Mail Address: oguzsalis@gmail.com

Facial Emotion Recognition Through Image Processing

Yusuf Erdem Demir, Şakir Bingöl, Burak Erdem, Hakan Demir, İdris Akalın, İlkay Koç, İsmail Hanifi Nal, Kağan Argon, Mazlum Taş, Mehmet Açar, Marmara University, Turkey

Abstract

Advances in facial recognition technology have led to a growing interest in emotion detection systems and their potential to transform fields like marketing and human-computer interaction. Machine learning showed potential, even if it was difficult to comprehend different types of emotional signals. Convolutional Neural Networks have been shown in recent research to achieve an amazing 87% success rate. In order to comprehend customer emotions and customize ads for optimal impact, this technology was actively being used. This emerging field presented interesting opportunities to improve our digital experiences and human-machine interactions. Three emotion recognition techniques were examined in my research: convolutional neural networks (CNNs), hidden markov models (HMMs), and linear analysis. Through the use of facial photo generation to create "Eigenfaces," linear analysis allowed for exact categorization. HMMs extracted hidden information in a variety of domains, and CNNs—which performed especially well when faced with sparse data—used structured layers to detect emotions with precision. These techniques provide a variety of trustworthy approaches to the study of emotions. As we worked, we realized how important filters are to image processing because they can handle things like edge detection and noise reduction. A subset of computer vision known as Facial Expression Recognition (FER) models was able to classify human emotions including anger, happiness, and surprise into different categories. Applications for these models were identified in the fields of entertainment, security, healthcare, and education. We became aware of the importance of varied datasets in terms of size and quality during the training and evaluation of FER systems, which emphasizes the need to match the selected dataset with particular research goals.

Keywords: Facial, emotion recognition, image processing

ADDRESS FOR CORRESPONDENCE: Yusuf Erdem Demir, Marmara University, Turkey

E-Mail Address: y.erdemdemir02@gmail.com