


# World Conference

## on Business, Economics and Management

26 - 28 April 2019

Grand Park Lara & Hotel Convention Center - Turkey

# Program Book

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# **8th World Conference on Business, Economics and Management (BEM-2019)**

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**Grand Park Lara Hotel Convention Center  
Antalya, Turkey  
26 – 28 April 2019**

# **DRAFT PROGRAM**

# Organization

## Organized by

Association for Human, Science, Natura, Education and Technology

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## Keynotes



### Prof. Dr. Fatma Gülrüh Gürbüz

Prof. of Management and Organization  
Marmara University, Turkey

**Bio:** She studied at English High School for Girls. She graduated from Marmara University, Faculty of Economics and Administrative Sciences, Department of Business Administration (in English) in 1988. She received her master's degree from Human Resources Management Program (in English) of Marmara University Social Sciences Institute (1991), and Ph.D. degree from Business Administration Program (in English) of Marmara University Social Sciences Institute (1994). She became Assistant Prof. in 1998,

Associate Prof. in 2004 and full professor in 2009. She was the Department Head of Tourism at Cyprus International American University (1996-1997). She was the Director of Marmara University Social Sciences Institute (2014-2017). Still, she is the Department Head of Management and Organization in Business Administration Department (in English) of Marmara University, Faculty of Business Administration and Director of Management and Organization MA and PhD programs (in English) of Marmara University Social Sciences Institute.

**Keynote Title:** "Soft Skills for Employability and The Role of Higher Education Institutions in Providing Them"

**Abstract:** The 21st century has experienced the highest level of globalization. The world of employment has changed, technology is impacting practices and experiences while societies are becoming more global and multicultural. Therefore, the priority now is to equip students with 21st century skills so that they can quickly adapt and be successful in highly competitive workplace. These skills mostly include knowledge skills, work habits and character traits that are critically important for success. Employers who visit universities for recruitment indicated that students do not have the essential skills needed for the job market. Employers seek applicants with capabilities, skills, abilities, and personality attributes appropriate for their work environment. Studies have demonstrated a skills gap between employers' needs and the skill sets of university graduates. This skills gap has been observed across nations and across disciplines. So, employability is becoming one of the main goals for education systems.

Employability is about having the capability to gain initial employment, maintain employment and obtain new employment if required. Employability skills include two categories of skills: hard ( technical ) and soft skills. The term soft skills, used interchangeably for nontechnical skills such as communication, teamwork, leadership, conflict management, negotiation, professionalism, , ethics and is defined as the interpersonal, human, people or behavioral skills needed to apply technical skills and knowledge in the workplace.. Technical skills are also referred to as hard skills, which can be acquired through training and education or learned on the job. The complement of soft and technical skills is known as employability skills. The lack of hard skills is easier to manage as it can be learned by on-the-job retraining, but the lack of proper soft skills creates barriers and distortion in communication in the workplace

The universities' mission is spreading knowledge among the younger generations. Students attend to university to learn a profession and improve their employment opportunities .While technical skills are a part of many excellent educational curricula, soft skills need further emphasis in the university curricula so that students learn the importance of soft skills and develop them at the early stages of their academic programs before they begin their business career.



[Dr. Sue L. Greener](#)

Brighton Business School, University of Brighton, UK  
Higher Education Pedagogies and Policy

Research and Enterprise Group Editor,

Interactive Learning Environments

**Keynote Title:** “Learning and Teaching with Digital: Fashion or Vocation?”



# DRAFT PROGRAM

## IMPORTANT EVENTS

25.04.2019 14:00 – 19:00	Registration Desk Open	Lobby
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26.04.2019 10:00 – 10:20	Opening Ceremony	Hall 1
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TIME	TITLE	SPEAKER	HALL NAME
26.04.2019 10:20 – 11:10 <b>Keynote 1</b>	“Learning and Teaching with Digital: Fashion or Vocation?”	<b>Dr. Sue L Greener</b> Brighton Business School, University of Brighton, UK Editor, Interactive Learning Environments	1

TIME	TITLE	SPEAKER	HALL NAME
26.04.2019 11:30 – 12:30 <b>Keynote 2</b>		<b>Prof. Dr. Fatma Gülrüh Gürbüz</b> Prof. of Management and Organization Marmara University, Turkey	1

26.04.2019 21:30 – 23:00	Networking and Show Time	Hall 1
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TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 09:00 – 09:40 <b>Workshop</b>	“Publication of the article in Interactive Learning Environments: Questions and answer”*	<b>Dr. Sue L Greener</b> Editor, Interactive Learning Environments	1

TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 11:30 – 13:10 <b>Panel</b>	“Getting published in high impact scholarly journals”	<p><b>Chair:</b> <b>Huseyin Uzunboylu, Ph.D.</b> Near East University, Cyprus <i>Editor-in-Chief</i>, Cypriot Journal of Educational Sciences (Indexed in Scopus and ERIC)</p> <p><b>Çetin Bektaş, Ph.D</b> Gaziosmanpasa University, Turkey <i>Editor-in-Chief</i>, Global Journal on Business, Economics and Management</p> <p><b>Jesus Garcia Laborda, Ph.D.</b> Alcala University, Spain <i>Editor-in-Chief</i>, Global Journal of Foreign Language Teaching Special Issues Editor.</p> <p><b>Ezgi Pelin Yıldız, Ph.D</b> Kafkas University, Turkey <i>Co-editor</i>, World Journal of Educational Technology: Current Issues (ERIC and Scopus)</p>	1

TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 14:00 – 15:40 Workshop 1	“Designing of Course with Moodle LMS”	<b>Ezgi Pelin Yıldız, Ph.D</b> Kafkas University, Turkey	1

TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 16:00 – 18:00 Workshop 1	“Mendeley usage of during a scientific research”	<b>Biröl Çelik</b> Near East University, Turkey	1

27.04.2019 18:00 – 18:20	<b>Closing Ceremony</b>		
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28.04.2019 09:00 – 18:00	<b>Historical Places and Shopping Tour.</b>		
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## 26/04/2019, Friday

26.04.2019 07:00 – 09:00	<b>Breakfast</b>			<b>Hall 1</b>
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26.04.2019 10:00 – 10:20	<b>Opening Ceremony</b>			<b>Hall 1</b>
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TIME	TITLE	SPEAKER	HALL NAME
26.04.2019 10:20 – 11:20 <b>Keynote 1</b>	“Learning and Teaching with Digital: Fashion or Vocation?”	<b>Dr. Sue L Greener</b> Brighton Business School, University of Brighton, UK Editor, Interactive Learning Environments	1

11:10 – 11:30	<b>Coffee Break</b>		
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TIME	TITLE	SPEAKER	HALL NAME
26.04.2019 11:30 – 12:30 <b>Keynote 2</b>		<b>Prof. Dr. Fatma Gülrüh Gürbüz</b> Prof. of Management and Organization Marmara University, Turkey	<b>WCBEM</b>

12:30 – 14:00	<b>Lunch</b>		
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**Session 1**  
**14:00 – 15:40**

**WCBEM 1**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Career management of Different Generations: career management of generation Y in the Information Technology (IT) sector	Gita Statnickė, Asta Savanevičienė, Ignas Šakys, <i>Kaunas University of Technology</i> , Lithuania
2	Evaluation of the Fiscal decentralization in the Baltic countries	Neringa Slavinskaite, <i>Vilnius Gediminas Technical University</i> , Lithuania
3	The impact of qualitative determinants on lags in audit reporting: Evidence from Pakistan	Maliha Baig, <i>Bahria University</i> , Pakistan

**WCBEM 2**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Economic Value Added (EVA), Traditional Financial Performance Measures and Stock Market Returns: Evidence from Pakistan	Aneela Khan, <i>Iqra University</i> , Pakistan
2	A New Strategy for Portfolio Management	Kocherlakota Satya Pritam, Trilok Mathur, Shivi Agarwal, <i>Birla Institute of Technology and Sciences</i> , India
3	Institutional framework's moderation of the effects of cultures' fit on allies' trust: Case of international alliances	Imen Jayari Chakroun, Tunisia
4	Knowledge' influence on supply chain performance under moderating effect of absorptive capacity: towards the high-tech industry in Brazil	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil

15:40 – 16:00	Coffee Breaks, Snacks near the poolside
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**Session 2**  
**16:30 – 18:00**

**WCBEM 1**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Determinants of the Defense Expenditure: Case Study in the Republic of Indonesia	Eduardo Edwin Ramda, <i>Indonesian Defense University</i> , Indonesia
2	The Importance of Employee Incentives and Their Effectiveness in Improving Employee Performance: A Case Study in Agricultural Credit Corporation	Khaled Bataineh, Jordan
3	The law applicable to international labor contract	Maria João Mimoso, <i>Portugalense Institute for Legal Research Portugalense University</i> , Portugal

**WCBEM 2**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Audit Committee, Internal Audit, and Firm Performance	Abdulaziz Alzeban, <i>King Abdulaziz University</i> , Saudi Arabia
2	Impact of Humorous Advertising on Purchase Decision: In Context of Pakistan's Telecom Industry	Abbiha Waqar, <i>Lahore School of Economics</i> , Pakistan
3	Framework for Strategic Cost Management Based on Target Cost, Activity-based costing, and Product Life Cycle in Product Development Process	Selma Oliveira, Maísa Martins Ferreira, Arlindo Freitas Oliveira, <i>Federal Fluminense University</i> , Brazil
4	Exploring relationship between radicalness of product innovation, absorptive capacity and sustainable business performance	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil

## Poster Presentation

14:00 – 18:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Utilization of a certified wood in wood processing companies in Czechia	Andrea Sujova, Jakub Michal, <i>Mendel University in Brno</i> , Czech Republic
2	Comparative Efficiency of Wood Sources Utilization in Selected European Countries	Robert Babuka, Andrea Sujová, <i>Mendel University in Brno</i> , Czech Republic
3	Case Study as a Research Method to Understand E-Commerce Business Patterns for Startups in the Context of Pakistan	Muhammad Asim Zafar, <i>Chung Hua University</i> , Taiwan
4	Examining the Relationship between Consumption of Counterfeit Apparels and Construction of Self-Identity:A Study on Pakistani Women	Abdullah Hafeez, <i>Bahria University</i> , Pakistan

26.04.2019 19:00 – 21:00	Dinner	Hall 1
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26.04.2019 21:00 – 23:00	Networking and Show Time	Hall 1
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26.04.2019 23:00 – 24:00	Late dinner	Hall 1
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27/04/2019, Saturday

### IMPORTANT EVENTS

27.04.2019 07:00 – 09:00	Breakfast	Hall 1
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TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 09:00 – 09:40 <b>Workshop</b>	“Publication of the article in Interactive Learning Environments: Questions and answer”	<b>Dr. Sue L Greener</b> Editor, Interactive Learning Environments	1

**Session 3**  
09:40 – 11:10

### WCBEM 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Fundamental Right of the Services of General Economic Interest: The Universal Service Guarantee	Maria Rosário Anjos, Portugal
2	Sustainable manufacturing practices in smart industry: How different practices affect business outcomes performance? Empirical evidence from USA	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
3	Exploring the impact of eco-innovation capacity on the innovative factories performance	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
4		

## WCBEM 2

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Cryptocurrencies: a political and a fiscal analysis	Carlos Rodrigues, Ana Campina, Graziela Moraes, <i>Universidade Portucalense Infante D. Henrique</i> , Portugal
	Corporate governance among the Jordanian companies and the dimensions of CSR disclosure	Husam Ananzeh, <i>Western Sydney University</i> , Australia
2	Social Economic in the International Scenery: Politic(s), Culture(s) and Power(s)/Pressure(s) Manipulation	Ana Campina, Maria Manuela Silva, <i>Universidade Portucalense Infante D. Henrique</i> , Portugal
3	Economic Opportunities in Digitized Time or How to Become Rich in Kazakhstan	Galiya Mertai kyzy Berdykulova, Kazakhstan

11:10 – 11:30	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 09:00 – 09:40 Workshop	“Publication of the article in Interactive Learning Environments: Questions and answer”	<b>Dr. Sue L Greener</b> Editor, <i>Interactive Learning Environments</i>	1

TIME	TITLE	SPEAKER	HALL NAME
27.04.2019 11:30 – 13:10 Panel	“Getting published in high impact scholarly journals”	<p><b>Chair:</b> <b>Huseyin Uzunboylu, Ph.D.</b> Near East University, Cyprus <i>Editor-in-Chief</i>, <i>Cypriot Journal of Educational Sciences</i> (Indexed in Scopus and ERIC)</p> <p><b>Çetin Bektaş, Ph.D</b> Gaziosmanpasa University, Turkey <i>Editor-in-Chief</i>, <i>Global Journal on Business, Economics and Management</i></p> <p><b>Jesus Garcia Laborda, Ph.D.</b> Alcala University, Spain <i>Editor-in-Chief</i>, <i>Global Journal of Foreign Language Teaching</i> Special Issues Editor.</p> <p><b>Ezgi Pelin Yıldız, Ph.D</b> Kafkas University, Turkey <i>Co-editor</i>, <i>World Journal of Educational Technology: Current Issues</i> (ERIC and Scopus)</p>	1

13:10 – 14:00	Lunch
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## Session 4 14:00 – 15:40

### WCBEM 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Effectiveness of the Domestic Savings Rate: Macro Determinants of the Private Pension Contribution Level in Turkey	Mohammad Ismayl Al Masud, Turkey
2	The role of Motivation, employee relation and employee behavior and attitude on Employee Turnover in the FMCG Industry, Pakistan	Syed Haider Ali Shah, Bahria University Islamabad Pakistan, Pakistan
3	Impact of technological eco-innovation capacity on innovation performance: Evidence from most innovative companies in the USA	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
3	Exploring the influence of sustainable innovation capacity on the innovation performance: Empirical evidence from most innovative factories in USA	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil

15:40 – 16:30	Coffee Breaks, Snacks near the poolside
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## Session 5 16:30 – 18:00

### WCBEM 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The impact of strategic planning and control on performance in small and medium-sized enterprises: Evidence from Turkey	Hande Karadağ, <i>MEF University</i> , Turkey
2	Out-Of-Pocket Healthcare Expenditures: The Case of Muğla Province in Turkey	Bilge Senturk, Cisel Ekiz Gökmen, Aysun Danisman Isik, <i>Mugla Sitki Kocman University</i> , Turkey
3	The Relationship Between Psychological Capital and Emotions and Emotional Labor: A Research On Hotel Staff	Selin Dönmez, Turkey
4	The Importance of University-Industry Cooperation in Developing University's Entrepreneurship Capabilities	Çetin BEKTAŞ; <i>Tokat Gaziosmanpaşa University</i> , Turkey

## Virtual Presentation 14:00 – 18:00

TIME	TITLE	AUTHOR, AFFILIATION and COUNTRY
14:00 – 14:20 Saturday	On dynamics of tax competitiveness between EU member states	Askoldas Podvieszko, Lyudmila Parfenova, Andrey Pugachev, <i>Mykolas Romeris University. P. G. Demidov Yaroslavl State University</i> , Lithuania
14:20 – 14:40 Saturday	To what extent corporate sustainability may be understood as a sustainability approach?	Roberth Andres Villazon Montalvan, Roberta Costa, Armando Calabrese, <i>Univesrità degli Studi di Roma "Tor Vergata"</i> , Italy
14:40 – 15:00 Saturday	Using materiality analysis to reduce information asymmetry and improve sustainability reporting	Calabrese Armando, Roberta Costa, Nathan Levialedi Ghiron, Tamara Menichini, <i>Univesrità degli Studi di Roma "Tor Vergata"</i> , Italy
15:00 – 15:20 Saturday	Barriers and drivers to eco-innovation for SMEs: evidences from the EU context	Stefano Brogi, Tamara Menichini, <i>University of Rome "Niccolò Cusano"</i> , Italy
15:20 – 15:40 Saturday	Stock price index prediction using ARIMA and genetic programming	Gulder Kemalbay, Ozlem Berak Korkmzaoglu, <i>Yildiz Technical University</i> , Turkey
15:40 – 16:00 Saturday	The importance of landscape spatial plans for the shaping of urban green areas	Piotr Dubicki, Piotr Kulyk, <i>University of Zielona Góra</i>
16:00 – 16:20 Saturday	Green conceptions for the development of cities in the light of a sustainable development paradigm	Piotr Kulyk, Piotr Dubicki, <i>University of Zielona Góra</i>
16:20 – 16:40 Saturday	Life Cycle Assessment (LCA) as Tool of Modern Ecological Education	Adrianna Dybikowska, Leszek Kaźmierczak-Piwko, <i>University of Zielona Góra</i> , Poland
16:40 – 17:00 Saturday	The use of LCA to assess the global ecological competitiveness of selected economies in the area of production of goods	Leszek Kaźmierczak-Piwko, Grzegorz Ganczewski, Adrianna Dybikowska, <i>University of Zielona Góra</i>

27.04.2019 18:00 – 18:20	Closing Ceremony
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27.04.2019 19:00 – 21:00	Dinner	Hall 1
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27.04.2019 21:30 – 23:00	Life music	Hall 1
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27.04.2019 23:00 – 24:00	Late dinner	Hall 1
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## 28/04/2019, Sunday

28.04.2019 07:00 – 09:00	Breakfast	Hall 1
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28.04.2019 09:00 – 18:00	Historical Places and Shopping Tour.	
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