Book of Abstracts of the 25th International Academic Conference
OECD Paris, France
06 September – 09 September 2016

Published by
International Institute of Social and Economic Sciences
Mailing address: Trebesovska 2038/14, Prague, 193 00, Czech Republic,
Website: www.iises.net

Publication Type: E-book
Published in: Prague, Czech Republic
Edited by: Jiri Rotschedl

Copyright © 2016

The authors of individual papers are responsible for technical, content, and linguistic correctness.
## Table of Content

<table>
<thead>
<tr>
<th>Authors</th>
<th>Title</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADAM MUHAMMAD, TABRANI MIRZA</td>
<td>THE IMPACT OF MARKET ORIENTATION, BRAND IMAGE AND INTERNAL MARKETING ON BRAND ORIENTATION AND STRENGTHENING BRAND</td>
<td>1-1</td>
</tr>
<tr>
<td>AKANDERE GOKHAN</td>
<td>THE EFFECT OF LOGISTIC BUSINESSES' GREEN WAREHOUSE MANAGEMENT PRACTICES ON BUSINESS PERFORMANCE</td>
<td>2-2</td>
</tr>
<tr>
<td>ALDUWAILA ABEER E. J. S.</td>
<td>INFLUENCE OF FAMILY ROLE ON POLITICAL PARTICIPATION INTENTION AMONG UNIVERSITY STUDENTS IN THE STATE OF KUWAIT</td>
<td>3-3</td>
</tr>
<tr>
<td>ALDUWAILAH ALIAH</td>
<td>PRINCIPALS’ TRANSFORMATIONAL LEADERSHIP BEHAVIOURS IN PUBLIC SECONDARY SCHOOLS IN THE STATE OF KUWAIT: A COMPARISON BETWEEN MALE AND FEMALE PRINCIPALS</td>
<td>4-4</td>
</tr>
<tr>
<td>ALOTHMAN MOHAMMAD</td>
<td>CORPORATE GOVERNANCE CHARACTERISTICS AND CORPORATE SOCIAL DISCLOSURE: AN EMPIRICAL STUDY ON INDUSTRIAL FIRMS</td>
<td>5-5</td>
</tr>
<tr>
<td>ARAT AYŞE</td>
<td>PROTECTION OF STEP CHILDREN IN THE TURKISH CIVIL LAW</td>
<td>6-6</td>
</tr>
<tr>
<td>ARAT TUGAY</td>
<td>A STUDY ON TRAVEL BLOGS AND WORD OF MOUTH COMMUNICATION</td>
<td>7-7</td>
</tr>
<tr>
<td>BAS KIEWICZ NICOLETTA, ŁĘGOWIK-MALOLEPSZA MAŁGORZATA, DZIADKIEWICZ MICHAŁ, PACHURA ANETA</td>
<td>NETWORK STRUCTURES AS A FACTOR STIMULATING INNOVATIVE CHANGES IN ENTERPRISES</td>
<td>8-8</td>
</tr>
<tr>
<td>BEDI EMMANUEL YOA</td>
<td>CASE STUDY TO SOLID WASTE MANAGEMENT PRACTICES AT TEIMAN IN THE LA—NKWANTA NANG MADINA MUNICIPALITY, ACCRA GH</td>
<td>9-9</td>
</tr>
<tr>
<td>BOSE MAUSUMI</td>
<td>PROTECTION OF PRIVACY FOR RESPONDENTS IN A RANDOMIZED RESPONSE SURVEY WITH A CONTINUOUS RESPONSE VARIABLE</td>
<td>10-10</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>--------------------------------</td>
<td>----------------------------------------------------------------------------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>BUTCHER CYRIL</td>
<td><strong>DESIGNING TAX POLICY TO PROMOTE AGRICULTURAL COOPERATIVES AND ENVIRONMENTAL PROTECTION IN CHINA</strong></td>
<td>11 - 11</td>
</tr>
<tr>
<td>CHAN SYAFRUDDIN</td>
<td><strong>APPLICATION OF IMPORTANCE PERFORMANCE ANALYSIS IN ASSESSING THE SERVICES QUALITY OF PASSANGER FERRY SERVICES</strong></td>
<td>12 - 12</td>
</tr>
<tr>
<td>CHAOUCHE SALOUA NASSIMA, TOUMACH RACHID</td>
<td><strong>TAYLOR RULES AND THE INTEREST RATE BEHAVIOR IN ALGERIA</strong></td>
<td>13 - 13</td>
</tr>
<tr>
<td>CHARALAMPIDOU ANASTASIA</td>
<td><strong>ECONOMICS OF PIPELINES: THE UNITED KINGDOM CONTINENTAL SHELF (UKCS) AND THE CASE FOR GOVERNMENT INTERVENTION</strong></td>
<td>14 - 14</td>
</tr>
<tr>
<td>CHAULAGAI BISHAL</td>
<td><strong>MANAGEMENT EDUCATION IN NEPAL: STATUS, SPATIAL DISTRIBUTION AND GENDER DIVERSITY</strong></td>
<td>15 - 15</td>
</tr>
<tr>
<td>CHOI JAE-SIK</td>
<td><strong>A COMPARATIVE STUDY ON THE LAW OF REMEDY SYSTEM FOR PATENT INFRINGEMENT IN US AND KOREA</strong></td>
<td>16 - 16</td>
</tr>
<tr>
<td>CHUCHEEP PIYAPORN</td>
<td><strong>FACTORS AFFECTING SUCCESS OF KNOWLEDGE MANAGEMENT IN THAI AGRIBUSINESS ORGANIZATIONS</strong></td>
<td>17 - 17</td>
</tr>
<tr>
<td>DAS PLABITA</td>
<td><strong>THE MANUFACTURING OF PROGRAMS - AN OVERVIEW OF INDIAN MEDIA</strong></td>
<td>18 - 18</td>
</tr>
<tr>
<td>DJALIL MUSLIM ABDUL, TABRANI MIRZA, JALALUDDIN JALALUDDIN</td>
<td><strong>THE EFFECT OF EARNINGS PER SHARE, BOOK VALUE AND SYSTEMATIC RISK ON EQUITY VALUATION IN MANUFACTURING COMPANY LISTED ON INDIAN STOCK EXCHANGE FOR THE YEAR 2011-2014</strong></td>
<td>19 - 19</td>
</tr>
<tr>
<td>DZIADKIEWICZ MICHAŁ, BRENDZEL-SKOWERA KATARZYNA, ŁĘGOWIK-ŚWĄCIAK SYLWIA, BASKIEWICZ NICOLETTA</td>
<td><strong>SOCIAL HOUSING ASSOCIATIONS AS AN EXAMPLE OF SOCIAL HOUSING MANAGEMENT – CASE STUDY</strong></td>
<td>20 - 20</td>
</tr>
<tr>
<td>ECONOMOU AGIS ILAOS, MITOULA ROIDO</td>
<td><strong>SUSTAINABLE URBAN DEVELOPMENT IN THE COASTAL AREA OF VOUTIAGMENI IN ATTICA</strong></td>
<td>21 - 21</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------------</td>
</tr>
<tr>
<td>ELTOBGY AHMED, AL-TEMANI ABDULLAH, ABDELHAFIZ IBRAHIM, ALHARBI ASMA, AL NOMASI WAAD, AL-RWAILI ASHWAG</td>
<td>INTEGRATION OF PRECISION MEDICINE INTO FAMILY AND COMMUNITY MEDICINE PRACTICE: PROBLEMS AND CHALLENGES.</td>
<td>22 - 23</td>
</tr>
<tr>
<td>ESMER YUSUF, DAYI FARUK</td>
<td>ENTREPRENEURIAL LEADERSHIP: A THEORETICAL RESEARCH</td>
<td>24 - 24</td>
</tr>
<tr>
<td>FIDROVSKA MARIA</td>
<td>HOW WAS CREATED A SOUL</td>
<td>25 - 25</td>
</tr>
<tr>
<td>GABRIELA ALINA ANGHEL, GABRIEL GORGHIU</td>
<td>CONSIDERING RESPONSIBLE RESEARCH AND INNOVATION IN SCIENCE EDUCATION TEACHING APPROACHES AT PRIMARY LEVEL</td>
<td>26 - 26</td>
</tr>
<tr>
<td>GEORIEVSKI BOJAN, MOSTERT JACQUES</td>
<td>THE PREVALENCE OF SUICIDALITY DURING THE 2008 ECONOMIC CRISIS IN PORTUGAL, ITALY, IRELAND, GREECE AND SPAIN.</td>
<td>27 - 27</td>
</tr>
<tr>
<td>GHANBARI BASTAM, KHANI MOHAMAD REZA, JANGI ZAHRA</td>
<td>BIO-MODELING AND OPTIMIZATION OF MOVING BED BIOFILM SEQUENCING BATCH REACTOR (MBS BR) TO BIODEGRADATION OF INDU</td>
<td>28 - 28</td>
</tr>
<tr>
<td>GIULIANI GIULIANA, DUVANDER ANN-ZOFIE</td>
<td>CASH-FOR-CARE POLICY IN SWEDEN: A STUDY OF ITS CONSEQUENCES ON FEMALE EMPLOYMENT</td>
<td>29 - 29</td>
</tr>
<tr>
<td>GREUEL CHRISTIAN, MURRAY JOHN, ZIKER CINDY, YARNALL LOUIS E, KERNBAUM ALEXANDER</td>
<td>INTELLIGENT COACHING SYSTEMS IN HIGHER-ORDER APPLICATIONS: LESSONS FROM AUTOMATED CONTENT CREATION BOTTLENECKS.</td>
<td>30 - 31</td>
</tr>
<tr>
<td>GRONDYS KATARZYNA, Sukienik Katarzyna, Wiśniewska-Salek Anna, Sikora Konrad</td>
<td>EVALUATION OF THE LEVEL OF A COURIER SERVICES BY INDIVIDUAL CUSTOMERS</td>
<td>32 - 32</td>
</tr>
<tr>
<td>GROTHENHUIS RENÉ</td>
<td>NATION BUILDING IN FRAGILE STATES</td>
<td>33 - 33</td>
</tr>
<tr>
<td>KAYA MUSTAFA GÖKTUĞ, KAYA PERihan HAZEL</td>
<td>RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN TURKEY AFTER THE GLOBAL FINANCIAL CRISIS</td>
<td>34 - 34</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>-------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>KHIEWPAN RACHAPONG</td>
<td>THE ELEMENTS OF EVENT SPORTS TOURISM MANAGEMENT OF FOOTBALL CLUBS IN THAI PREMIER LEAGUE</td>
<td>35 - 35</td>
</tr>
<tr>
<td>KONGRUNGCHOK ARUS</td>
<td>THE EFFECTIVENESS OF PERSONAL FINANCIAL PLANNING OF RUBBER FARMERS IN THAILAND: CASE STUDY OF SURATTHANI PROVINCE</td>
<td>36 - 36</td>
</tr>
<tr>
<td>KONIK ADRIAN, KONIK INGE</td>
<td>RESPONDING TO RECENT STUDENT PROTESTS AT SOUTH AFRICAN UNIVERSITIES THROUGH CURRICULUM DEVELOPMENT</td>
<td>37 - 37</td>
</tr>
<tr>
<td>KORDOŠ MARCEL, VOJTOVIĆ SERGEJ</td>
<td>THE CHALLENGES OF INDIA ECONOMY IN CURRENT INTERNATIONAL ECONOMICS ENVIRONMENT</td>
<td>38 - 38</td>
</tr>
<tr>
<td>KOWHAKUL MUKDA</td>
<td>PERSONAL FACTORS AFFECTING TO THE SAVING BEHAVIOR OF PEOPLE IN BANGKOK METROPOLITAN REGION, THAILAND</td>
<td>39 - 39</td>
</tr>
<tr>
<td>KOZŁOWSKA MAGDALENA</td>
<td>THE ORGANIZATION ACQUIRING FOREIGN DIRECT INVESTMENT BY POLAND</td>
<td>40 - 40</td>
</tr>
<tr>
<td>LALLEY CHRISTOPHER, HOUSTON JOHN</td>
<td>ESTIMATING DEMAND FOR NEW GRADUATES IN THE UK 1999 - 2015</td>
<td>41 - 41</td>
</tr>
<tr>
<td>LEWIS ROBERT A.</td>
<td>FRIEND OR FOE? A CONCEPTUALISATION OF THE EFFECTS OF TELEWORK ON THE WORK ENVIRONMENT</td>
<td>42 - 42</td>
</tr>
<tr>
<td>LÓPEZ LIRA ARJONA ALFONSO, VÁZQUEZ ZACARIAS MANUEL, DÁVILA AGUIRRE MARIO</td>
<td>STRENGTHENING BUSINESS ECOSYSTEMS BY BRIDGING SOCIAL CAPITAL: AN APPROACH FOR SOCIAL ENTREPRENEURS</td>
<td>43 - 43</td>
</tr>
<tr>
<td>MATTO SO LUIZ H C</td>
<td>THE POTENTIAL FOR DEVELOPING NEW MATERIALS FOR A SUSTAINABLE BIOECONOMY</td>
<td>44 - 44</td>
</tr>
<tr>
<td>MAWUTO R JOHN, ADAM MAJ EED, ABDUL-LATEEF ABUBAKAR</td>
<td>ASSESSMENT OF LEADERSHIP STYLES’ INFLUENCE ON ACADEMIC PERFORMANCE OF SCHOOLS IN GHANA: “A STUDY OF KASOA COMM</td>
<td>45 - 45</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>-------</td>
</tr>
<tr>
<td>MIDILIÇ MURAT, FRÖMMEL MICHAEL</td>
<td>DAILY CURRENCY INTERVENTIONS IN EMERGING MARKETS: INCORPORATING RESERVE ACCUMULATION</td>
<td>46 - 46</td>
</tr>
<tr>
<td>MURRAY JESSICA</td>
<td>GENDERING UTOPIA: A FEMINIST LITERARY ANALYSIS OF MARGE PIERCY’S WOMAN ON THE EDGE OF TIME</td>
<td>47 - 47</td>
</tr>
<tr>
<td>NOBARI NAZAK, ASKARI AZAD MAHMOUD</td>
<td>ECONOMIC GROWTH IN IRAN THROUGH LABOR PRODUCTIVITY GROWTH</td>
<td>48 - 49</td>
</tr>
<tr>
<td>NOUBAT ABDELKADER</td>
<td>ECONOMIC TRANSITION IN ALGÉRIA: A REVIEW IN WAKE OF THE RECENT OIL CRISIS</td>
<td>50 - 50</td>
</tr>
<tr>
<td>NUCHPRAYOOL BAJ RAWAN</td>
<td>LEGAL IMPROVEMENT ON PUBLIC-PRIVATE PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT OF BASIC INFRASTRUCTURES IN CLMV COUNTRIES</td>
<td>51 - 51</td>
</tr>
<tr>
<td>PAHVLEVI HERU, ARFAN MUHAMMAD, HAFIDAH HAFIDAH</td>
<td>THE INFLUENCE OF DIVIDEND PAYMENTS, PROFITABILITY, LIQUIDITY AND FIRM SIZE FOR CASH HOLDINGS – CASE OF INDONESIAN MANUFACTURING COMPANIES</td>
<td>52 - 52</td>
</tr>
<tr>
<td>PANDEY DHUNDI RAJ</td>
<td>FEMALE PARTICIPANT IN HIGHER EDUCATION IN NEPAL</td>
<td>53 - 53</td>
</tr>
<tr>
<td>PARK SUNG-UK</td>
<td>CASE STUDIES IN OPEN SCIENCE OF SOUTH KOREA</td>
<td>54 - 54</td>
</tr>
<tr>
<td>PISITKASEM P HAT</td>
<td>EFFECTS OF LOGISTICS CAPABILITIES ON EFFICIENCY OF AUTOMOTIVE PARTS INDUSTRY IN THAILAND</td>
<td>55 - 55</td>
</tr>
<tr>
<td>RAGA PANJ I, HAMZAH NURDINIAH ANDESITA</td>
<td>INDONESIA’S EFFORTS TOWARDS MALAYSIA’S CULTURE CLAIM</td>
<td>56 - 56</td>
</tr>
<tr>
<td>RAHMAN NABILA</td>
<td>POTENTIAL OF USING NZVIA AS A DYE REMOVAL METHOD IN THE CONTEXT OF BANGLADESH</td>
<td>57 - 57</td>
</tr>
<tr>
<td>ROSENBERG JACOB</td>
<td>UNEMPLOYMENT AND LABOR MARKET FLEXIBILITY</td>
<td>58 - 58</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>---------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>SAMAK ABEDI MEHRNOOSH, GHANBARI BASTAM</td>
<td>MODELING AND SIMULATION OF DETERGENT REMOVAL FROM WASTEWATER USING ADVANCED OXIDATION PROCESS</td>
<td>59 - 59</td>
</tr>
<tr>
<td>SALEK ROBERT, SZCZEPANIK TOMASZ, ŁĘGOWIK-MAŁOLEPSZA MAŁGORZATA, JASIŃSKI JAROSŁAW</td>
<td>INNOVATIVE PROCESSES IN MANAGING THE PRODUCTION ENTERPRISE</td>
<td>60 - 60</td>
</tr>
<tr>
<td>SHAMS GHOLAMREZA</td>
<td>THE IMPACT OF SECURE-BASE LEADERSHIP ON JOB SATISFACTION: THE ROLE OF LEADERSHIP EFFECTIVENESS</td>
<td>61 - 61</td>
</tr>
<tr>
<td>SON HEEKYUNG</td>
<td>TRUST, ECONOMIC GROWTH AND IMPORTANCE OF THE INSTITUTION</td>
<td>62 - 62</td>
</tr>
<tr>
<td>SUKIENNIK KATARZYNA, SZCZEPANIK TOMASZ, SALEK ROBERT, SKIBIŃSKA WIOLETTA</td>
<td>MANAGEMENT TRANSPORT AT USING INNOVATIVE FORWARDING TOOLS</td>
<td>63 - 63</td>
</tr>
<tr>
<td>SZCZEPANIK TOMASZ, SUKIENNIK KATARZYNA, GRONDYS KATARZYNA, KADŁUBEK MARTA</td>
<td>THE USE OF IT SYSTEMS IN THE DISTRIBUTION OF COURIER SERVICES AND CUSTOMER SERVICE</td>
<td>64 - 64</td>
</tr>
<tr>
<td>TABRANI MIRZA, DJ ALIL MUSLIM ABDUL</td>
<td>THE EFFECT OF CORPORATE REPUTATION ON COMMITMENT, TRUST, AND LOYALTY AND ITS IMPACT ON CUSTOMER BEHAVIOR OF GARUDA INDONESIA AIRLINE PAssengers IN BANDA ACEH, INDONESIA</td>
<td>65 - 65</td>
</tr>
<tr>
<td>TAMANG MIN KUMAR, GURUNG USHA</td>
<td>ALIENATION AND CAPITALISM</td>
<td>66 - 66</td>
</tr>
<tr>
<td>TEULINGS RUTGER, KLAASSEN FRANC</td>
<td>UNTANGLING FIXED EFFECTS AND CONSTANT REGRESSORS</td>
<td>67 - 67</td>
</tr>
<tr>
<td>THINOTAI THUNYAMAI</td>
<td>RESPECT DIFFERENCES: ROLE OF NATIONAL CULTURES IN SUBSIDIARY AUTONOMY IN GLOBAL PRODUCT DEVELOPMENT</td>
<td>68 - 68</td>
</tr>
<tr>
<td>Authors</td>
<td>Title</td>
<td>Pages</td>
</tr>
<tr>
<td>---------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td>--------</td>
</tr>
<tr>
<td>WILD CHARLES, BERGER DAN</td>
<td>USING THE SOCRATIC METHOD TO ENHANCE STUDENT ENGAGEMENT AND REDUCE THE BME ATTAINMENT GAP</td>
<td>69-69</td>
</tr>
<tr>
<td>WIŚNIEWSKA-SAŁEK ANNA, ŁĘGOWIK-ŚWIĄCIK SYLWIA, STEPIEŃ MARCIN</td>
<td>BUILDING THE ATTRACTIVENESS OF THE SECTOR BASED ON SOLID CO-OPERATION RELATIONS</td>
<td>70-70</td>
</tr>
<tr>
<td>YILDIZ MUAMMER, SEZER BAYRAKTAR AYSEGUL, AKKURT DENIZLI ZEYNEP, GUNER NECDET</td>
<td>WHAT DO EDUCATIONAL SUPERINTENDENTS THINK ABOUT MATHEMATICS REFORM IN TURKEY?</td>
<td>71-72</td>
</tr>
<tr>
<td>ZULFIAN ZULFIAN, FAHREZA HARIŚ</td>
<td>AN ASSESSMENT OF THE THERMAL COMFORT PREFERENCE IN OPEN LAYOUT BUILDING IN WARM-HUMID ACEH, INDONESIA</td>
<td>73-73</td>
</tr>
<tr>
<td>ŁĘGOWIK-MAŁOLEPSZA MAŁGORZATA, SALEK ROBERT, BUBEŁ DAGO MARA, BASKIEWICZ NICOLETTA</td>
<td>DISRUPTIONS OF FLOW OF INFORMATION IN COMPANY MANAGEMENT</td>
<td>74-74</td>
</tr>
<tr>
<td>ŁĘGOWIK-ŚWIĄCIK SYLWIA, DZIADKIEWICZ MICHAŁ, WIŚNIEWSKA-SAŁEK ANNA, BUBEŁ DAGO MARA</td>
<td>HOW NETWORKS MODERATE RETURN ON SALES IN A LOGISTICS ENTERPRISE - CASE STUDY OF UPS</td>
<td>75-75</td>
</tr>
</tbody>
</table>
MUHAMMAD ADAM  
FACULTY OF ECONOMICS & BUSINESS, SYIAH KUALA UNIVERSITY, INDONESIA

MIRZA TABRANI  
FACULTY OF ECONOMICS & BUSINESS, SYIAH KUALA UNIVERSITY, INDONESIA

THE IMPACT OF MARKET ORIENTATION, BRAND IMAGE AND INTERNAL MARKETING ON BRAND ORIENTATION AND STRENGTHENING BRAND PERFORMANCE

Abstract:

Brand performance related concepts, such as brand strength and brand equity have been proven out to provide several positive outcomes for a firm. This research study aims to estimate the impact of market orientation, internal marketing and brand image on brand orientation and strengthening brand performance. The study tests whether market orientation, internal marketing and brand image affects brand orientation and in turn whether brand orientation affects brand performance in coffee industry of Aceh - Indonesia. A standardized questionnaire was distributed among different people pertinent to coffee industry (distributors, whole sellers, retailers, sales force and employees etc). A total of 200 questionnaires were used by random sampling technique. A model with hypotheses of the relationships between the constructs was built. The results of the structural equation model suggest that market orientation and internal marketing, has positive effect on brand orientation, while brand image has a non-significant effect. Moreover, the study concludes that brand orientation has a substantial impact on strengthening brand performance. Results of this study can help organizations to improve their company performance through more awareness of the determinants of brand performance.

Keywords:

market orientation, internal marketing, Brand Image, brand orientation, brand performance

JEL Classification: M31, M39, M38
THE EFFECT OF LOGISTIC BUSINESSES’ GREEN WAREHOUSE MANAGEMENT PRACTICES ON BUSINESS PERFORMANCE

Abstract:
Due to the inevitable effect that businesses are living organisms, the concepts of sustainability and green have become the main values for many businesses. Today, the concept of sustainable green warehouse is commonly related with integration, balancing and management of economic, environmental and social inputs and outputs of operations in warehouses with green buildings. Sustainable green warehouse can be defined as the cluster of technological and organisational solutions designed for the efficiency of warehouse processes by maintaining the highest social standards and minimizing the effect on nature in terms of financial efficiency. However, businesses are aware that it is difficult to get effective and efficient warehousing and distribution services as third party logistics (3PL) for flows in supply chain in the present business environment. In this context, companies offering warehousing and distribution services should have values that provide them with competition advantage, increase their brand equities, and decrease operation costs such as green buildings, lighting systems with motion and time sensors, automatic handling equipment that uses renewable energy, natural ventilating systems, solar panels, water treatment systems, ISO standards, and 5S philosophy. In near future, it will be understood that maintaining economic and operational efficiency, minimising damage to environment, and creating appropriate working environments can only be possible, and permanent via efficient management of green warehouses. The present study investigates the practice of sustainability principles in terms of warehouse, warehousing and distribution management. This paper explores the GWM practices and performance of the business an empirical analysis of logistic enterprises within Turkey.

Keywords:
Green warehouse management, Green warehousing, Performance, Green Supply Chain Management, Environment
INFLUENCE OF FAMILY ROLE ON POLITICAL PARTICIPATION INTENTION AMONG UNIVERSITY STUDENTS IN THE STATE OF KUWAIT

Abstract:
Political socialisation has seemingly wrought significant changes in political attitudes and associated behavioral paradigms. This could be reflected in how the political inclination of the youngsters is normally perceived to be reflective to that of their parents/guardians. In the Kuwaiti context, there is minimal empirical knowledge since there are hardly any research and related studies exploring the causal mechanisms of how the political attitudes and behaviour of the younger generation is influenced by their parents. Therefore, this paper aimed at investigating how familial roles play an important role on the political participation intention among university students in Kuwait. The participation in the study consisted of 635 undergraduate students from both public and private higher educational institutions in the State of Kuwait. The findings derived upon a structural equation model (SEM) revealed that parental participation in politics had a direct effect on the younger generation. Besides, it is further considered that the intergenerational transmission of political thoughts and ideologies through parents is considered as a indirect effect on the younger generation via the political discussions conducted within family, the positive attitude about politics within family and the personal interest of the individual, respectively. To conclude, the intergenerational transmission and associated processes impacting the inclination of the younger generation to participate in the political process is significantly affected both directly and indirectly as a function of the political attitudes and environment within the family as a whole via process of family socialisation.

Keywords:
Family Role, Political Participation Intention, University Students, Kuwait
ALIAH ALDUWAILAH  
University of Southampton, United Kingdom

PRINCIPALS' TRANSFORMATIONAL LEADERSHIP BEHAVIOURS IN PUBLIC SECONDARY SCHOOLS IN THE STATE OF KUWAIT: A COMPARISON BETWEEN MALE AND FEMALE PRINCIPALS

Abstract:
The paper reports an empirical study investigating transformational leadership practices among principals in public secondary schools in the State of Kuwait, as perceived by secondary-school teachers. This research adopted the taxonomy of the transformational leadership paradigm and the conceptual model for school restructuring proposed by Leithwood (1994) and Janie and Leithwood (1995). The respondents consisted of 682 teachers from 118 public secondary schools in six educational regions in Kuwait. The second-order confirmatory factor analysis revealed that the core transformational leadership dimensions of principals are: (I) cultivating extensively shared visions; (ii) constructing consensus about school goals and priorities; (iii) having high performance expectations; (iv) modelling behaviours; (v) providing personal support to teachers and school staff; (vi) providing intellectual stimulation; (vii) consolidating a school culture; and (vii) constructing a collaborative school structure. Such finding on transformational leadership behaviours in the Kuwaiti school context are highly consistent with the original model proposed by Leithwood (1994) and Janie and Leithwood (1995). In addition, the result on the measurement invariance showed that there was not statistical difference between male and female principals' transformational leadership model.

Keywords:  
Principals' Transformational Leadership; Public Secondary Schools; Confirmatory Factor Analysis, The State of Kuwait
MOHAMMAD ALOTHMAN
Tishreen University, Syria

CORPORATE GOVERNANCE CHARACTERISTICS AND CORPORATE SOCIOECONOMIC DISCLOSURE: AN EMPIRICAL STUDY ON INDUSTRIAL FIRMS

Abstract:

ABSTRACT
Purpose – The aim of this article is to examine the effects of board characteristics on the level of corporate social disclosure in Jordan. Design/methodology/approach – The article employs multiple regressions on a sample of 124 companies listed on the Amman Stock Exchange for the year 2011, to examine the relationships between the board characteristics, ownership structure, and the level of corporate social disclosure. As well as, the content analysis method was used to extract the items of corporate social disclosure from the company’s annual reports.
Findings – The empirical results suggest that, board characteristics (board size, INED, and CEO duality) are each positive and significant relationship with the level of corporate social disclosure. Although the result regarding ownership structure managerial ownership, and foreign ownership are not statically significant with corporate social disclosure. This results contradicts the findings of some developed country studies, they are consistent with recent emerging market studies.
Research limitations/implications – The sources of data in this study were company’s annual reports. The findings of this study are limited to the Jordanian public listed companies.
Practical implications – The study is useful to Authority bodies and organizations to identifying the board characteristics and ownership structure that may improve the level of corporate social disclosure, where the level of corporate social disclosure in the Middle East generally low, particular in Jordan context, as shown in previous studies. Thus, this study will emphasize the level of corporate social disclosure to address the importance of wider disclosure in that can assisting the understanding and solving the social and economic problems confronting Jordan.
Originality/value – This article exploits a unique data set of board characteristics and ownership structure in an emerging market, as well as provides additional evidence on the relation between corporate governance and corporate social disclosure. Results of this research provide useful information for policy makers and legislators to understand the environment for corporate control in developing countries.

Keywords:
Corporate social disclosure, Board characteristics, Ownership structure
PROTECTION OF STEP CHILDREN IN THE TURKISH CIVIL LAW

Abstract:
Step children are viewed pity for all cultures. Even foster parents are always evil in tales. In real life, the situation is not the same for all step children, but there is no doubt that this is a sensitive subject.
The rule of law has brought protective provisions in favor of children because they are incapable. So that parents' custody on children has been limited to various provisions against abuse. The striking one among these limiting provisions is a provision for interest and pay attention to spouses minors of the stepchildren (TCC. Art. 338). This is relatively new in terms of the provisions of Turkish law, not only leads to the emergence of a set of results but also for an advice. The beginning of these results, if step parents' behavior violates obligation of care and his own mother or father condone this, the custody of child's can be removed and even care obligating violation of a defective behavior for spouses' divorce.
In our study, according to the Turkish Civil Law provisions in the general framework of the protection of children, in particular the step child protection and violation of care obligations to the step children the sanctions that may arise are evaluated.

Keywords:
Step-child, Protection of Step-child, Stepchild at the Turkish Civil Law.
TUGAY ARAT  
Selcuk University Faculty of Tourism, Turkey

A STUDY ON TRAVEL BLOGS AND WORD OF MOUTH COMMUNICATION

Abstract:
Nowadays, consumers see tourism as an experience and while they are deciding which experience they want to live, they give more importance to past experiences. In addition, past experiences are more comprehensive and reliable. Blogs which are a major contribution to the tourism sector are used by more and more consumers; it is understood from the comments and from the counter. Because consumers want to make the right decision while they are purchasing a product. Moreover blogs have become extremely important for the customers to provide the opportunity for dialogue among themselves. In particular, travel blogs exchange information among tourists; it offers real information about the approach of market places and business destinations. With the perspective of a tourist, blogs; getting ideas from other travel-related consumer products is digitized word of mouth communication.
The purpose of this study is type of communication and word of mouth work to examine the effects of these forms of communication. In this study, the best trip blogs is examined with analysis of web pages contents. The scope of content analysis is limited to the first fifty travel blog sites obtained from the google search engine.

Keywords:
Word of mouth communications, Trip blogs, Tourism
NETWORK STRUCTURES AS A FACTOR STIMULATING INNOVATIVE CHANGES IN ENTERPRISES

Abstract:
Network functioning covers all kinds of formal and informal relationships between individuals and organizations. Network structure allows enterprises to reach knowledge quickly, while saving time and money which becomes the determining factor in the changes made in enterprises. In order to define a network one can assume that it includes customers, competitors, suppliers, research organizations, schools, institutions, non-profit organizations that are linked one to another and create innovation. The nature of the network lies in the innovation process, which means creating new technical and organizational solutions as well as their transfer and application in the economy. This is possible thanks to the knowledge generated in the network, which is the result of a process of interaction and cooperation between the participants in the network. The objectives of this paper are to determine the following: what forms of cooperation are taken in business practice that entrepreneurs take together in the network and to what extent this network affects its participants.

Keywords:
network structures, factors stimulating innovative changes, innovative changes

JEL Classification: M21
CASE STUDY TO SOLID WASTE MANAGEMENT PRACTICES AT TEIMAN IN THE LA—NKWANTANANG MADINA MUNICIPALITY, ACCRA GH

Abstract:
The study was about solid waste management in Teiman Township. Solid waste in the Teiman township is poorly managed this prompt me to carry out the research in the area. The respondent view on the pertinent issues such as knowledge level of the people on management of solid waste, the importance management of solid waste and the dangers associated with indiscriminate disposal of solid waste. From the findings, it was concluded that poor solid waste management practice was as a result of lack of health education, the inability of the District Assembly to supply the people with communal dust bins and the inability of the Chief to supply them with a final disposal site.

Keywords:
Waste, Solid Waste Management practices Indiscriminate disposal
PROTECTION OF PRIVACY FOR RESPONDENTS IN A RANDOMIZED RESPONSE SURVEY WITH A CONTINUOUS RESPONSE VARIABLE

Abstract:
In some socioeconomic surveys, the interviewer has to collect information on variables which are sensitive or stigmatizing in nature. For example, one may need to ask about the respondent’s criminal activities or convictions, the amount of income unreported to tax authorities, the duration of alcohol or illegal drug addiction, and similar other incriminating issues which could nevertheless be socially and economically relevant. The interviewer cannot ask direct questions on these issues for fear of getting either no response or incorrect responses. A preferred option in such surveys is the use of randomized response techniques where the reported responses are generated via a randomization device, and thus, the privacy of the respondent is protected. In this talk, we propose a measure for the amount of privacy protection accorded to a respondent through the use of a randomized response technique. We show that given a desired level of privacy protection, we can choose the parameters of our randomization method in such a way that this given level of protection can be achieved and also efficient estimates for the parameter of interest may be obtained. It is expected that respondents will be willing to participate in such surveys if they can be assured a certain level of protection of their privacy.

Keywords:
linear model, posterior distribution, privacy, product model, randomized response

JEL Classification: C83
DESIGNING TAX POLICY TO PROMOTE AGRICULTURAL COOPERATIVES AND ENVIRONMENTAL PROTECTION IN CHINA

Abstract:
The Chinese government has among its critical policies two clear policy imperatives – 1. to protect and improve its natural environment and 2. to encourage membership of agricultural cooperatives and ensure their development.

On one hand, there can be a tension between these two objectives, as an increase in agricultural cooperatives could lead to greater environmental degradation through more damaging farming methods such as greater mechanisation and increased use of chemical fertilisers. On the other hand, there are potential synergies between the two goals as well-operated cooperatives can bring environmental benefits through such improvements as efficiencies of scale, more sophisticated farming practices and greater education on soil and water conservation. This paper examines, with a primary focus on tax policy, the Chinese government’s role in setting where the balance between these two potential outcomes – tension or synergy - will ultimately fall.

The paper describes the history of agricultural cooperatives in China and considers why the Chinese government would wish to encourage their development. It then, with a view to identifying what incentives the government might offer, considers what factors motivate farmers to join cooperatives. It considers the role of tax policies, drawing on case studies from three provinces at different stages of development for insights on the impact of local variations, and examines the recently introduced draft Environmental Tax Law and considers what part it could play in the role of agricultural cooperatives in environmental protection.

Keywords:
China
Environment
Tax Policy
Agricultural cooperatives

JEL Classification: K34, K32
SYAFRUDDIN CHAN  
Economic and Business Faculty, Syiah Kuala University, Indonesia

APPLICATION OF IMPORTANCE PERFORMANCE ANALYSIS IN ASSESSING THE SERVICES QUALITY OF PASSANGER FERRY SERVICES

Abstract:
The purpose of this study was to analyze the performance of services passenger ferry boat in Indonesia. Things related to be analyzed associated with indicators and sub variable of the Service Quality offered by the company to the passengers. The population of this study were those passengers that took Ferry to reach Banda Aceh from Sabang and vice versa. The questionnaire was distributed to 156 respondents who participated in this study. The finding of this study was the performance of the services provided by the Ferries have been good enough. Cartesian graph used to analyze the findings of this study described the item in quadrant 4 were the indicators to be intervened by Ferry manager serving Banda Aceh - Sabang routes. There are 6 indicators contained in quadrant 4 to be intervened by the manager Ferry, because all those 6 of these items were a source of customer frustration. So it desperately needs to be improved. The sixth item or indicators most urgent to be improved in order to increase the quality of service were passengers to be notified if there is a delay, staff have sufficient knowledge to answer passenger questions, the staff provide you with information related to the services, they should understand the passenger needs when you ask a question, providing on time Ferry services and dependability in handling services (item number 2,4,5,7,10,11). By looking at other Cartesian graphs, we also know that the sub variables No. 1 and No. 3, the Security and Reliability are the sub-variables that need to be intervened also by Ferry service management of Banda Aceh - Sabang route. This was because the two sub-variables were in quadrant number 4, which is the source of customer dissatisfaction

Keywords:
Passenger Ferry Services, Banda Aceh, Sabang, Service Quality, Assurance, Empathy, Reliability, Responsiveness, Tangibles, Comfort, Connection, Convenience. Customer Dissatisfaction
TAYLOR RULES AND THE INTEREST RATE BEHAVIOR IN ALGERIA

Abstract:
The Taylor rules represent a guideline for central bank while setting their monetary policy in the aim to ensure the macroeconomic stability. The estimated Taylor rule and McCallum rule can be considered as a benchmark explicit formula for the central bank to follow when making monetary policy decisions. The Taylor rules capture the essential of the monetary authority’s behavior, and determine the level of short term interest rates compatible with price stability, keeping the output at its potential level. The gap between the rule’s rate and the observed one is used as an indicator of the appropriate monetary policy with respect to inflation targeting and output gap targeting.

In this work, we tried to asses if the short term interest rates announced by the Algerian Central Bank, fit the different version of The Taylor rule. It is an attempt to assesses the operational performance of three version of the Taylor rules in Algeria over the period 1996-2011 using quarterly data, with a view to analytically informing the conduct of monetary policy. The different estimations showed that the Taylor rule can be somehow and in some version the appropriate predictor of interest rate behavior in Algeria.

Keywords:
Monetary policy, Taylor’s rule, Interest rate, Forward-looking, Smoothing Interest rate, Backward-looking

JEL Classification: A10, A00
Abstract:
In the UK Continental Shelf (UKCS), private negotiations determine the terms of third party access to infrastructure and often hinder high complexity. Given the fact that the market is vertically integrated, where the infrastructure owners are also developers in their own producing fields, a misalignment of commercial and technical interests is observed. Considering the high capital cost of replicating existing infrastructure, the infrastructure owners, who are natural monopolies within their geographical market, find themselves gaining the bargaining advantage in the negotiations charging in several cases disproportionately high fees.

In general, natural monopoly in capital intensive industries is linked with the concept of economies of scale- a situation where one firm can produce the market’s desirable output at a lower average cost comparing to two companies operating in a smaller scale. Therefore, economic literature views competition in the industry as socially undesirable as the existence of a large number of firms would result in needless duplication of capital equipment. Many authors emphasise also the fact that the extensive need for capital is probably the most important exogenous structural barrier. However, although production efficiency arguments suggest that network infrastructure should be provided by a single firm, economic inefficiencies, such as pricing to access, may arise due to unregulated market outcomes creating a case for government intervention in order to ensure that high levels of output grown are achieved.

This research work is concerned with the economics of the UKCS oil and gas infrastructure, the ownership of transportation structures and the market inefficiencies under the existing regulatory environment. The issue of third party access is analysed by applying the economics of regulation of natural monopoly to the case of the pipeline transportation infrastructure in the North Sea. The economic and structural challenges the ultra-mature UK basin faces can have a potential negative effect on exploration outcomes not allowing, the full utilisation of the remaining reserves.

The issue of access to UKCS infrastructure seems to adversely affect new entrants for undertaking exploration activities. The possibility for government intervention is linked with the maturity of the basin which changes the efficiency of natural monopoly that might require additional supervision. The market of oil and gas infrastructure networks could be efficient for the current participants but unable to attract new entrants. This research aims to analyse the effect of access in oil and gas infrastructure on exploration under the presence of incomplete contracts.

Keywords:
oil and gas industry, pipeline economics, natural monopoly, government intervention
BISHAL CHAULAGAI
Trinity International College, Nepal

MANAGEMENT EDUCATION IN NEPAL: STATUS, SPATIAL DISTRIBUTION AND GENDER DIVERSITY

Abstract:
Development of management education is fairly new phenomenon in Nepal. Within a life of about six decades it has witnessed many important developmental phases. As of 2009/10 a total of 568 institutions are providing higher education in management and the number is expected to increase further as Nepal has adopted multi-university policy and invited private sectors and communities to invest in education development. With the increasing global competitiveness because of globalization and technological advancement, management education in Nepal is struggling meet the standard. This paper analyzes status and spatial distribution of management institutions and gender diversity of management students in Nepal. The results conclude that management institutions are confined in the central region, dominated by private sectors in numbers of institutions while public institutions hold more than 80 percent students and gender disparity is decreasing but still males are dominating.

Keywords:
Management, Nepal, Gender Diversity
A COMPARATIVE STUDY ON THE LAW OF REMEDY SYSTEM FOR PATENT INFRINGEMENT IN US AND KOREA

Abstract:
The purpose of this presentation is to review the right of patentee put in a statutory form in Korea patent law compared with that of USA and Japan patent law. The focus is a regular patent protect system, especially in criminal suit regarding patent infringement. The IP (“Intellectual Property”) protection should be strengthened as much as possible, rather than impeded, if economies seek to move up the global innovation value chain. And the most effective remedy for damages of patent infringement is the criminal penalties and sanctions for IP rights infringement. That is the reason why the U.S. Chamber International IP Index includes the indicators of “Criminal standards including minimum imprisonment and minimum fines.” Therefore, comparative analysis of remedy system of US and Korea for the patent infringement is performed. In US, as you see in the statement of “Except as otherwise provided in this title, whoever without authority makes, uses, offers to sell, or sells any patented invention, within the United States, or imports into the United States any patented invention during the term of the patent therefore infringes the patent”, the definition of the patent infringement is only stated comprehensively and there is no criminal punishment for patent infringement. When the damages are not found by a jury, the court shall assess them. In either event the court may increase the damages up to three times the amount found or assessed. On contrast, in the case of Korean patent infringement claims, both civil and criminal remedies are available. Patent Law enacted in 1961 for patent infringement when penalties are explicitly stipulated increasingly so criminal remedies have been strengthened. In the Patent Act of Korea, Any person who infringes a patent right or exclusive license shall be punished by imprisonment not exceeding seven years or by a fine not exceeding 100 million won. Furthermore, If a representative of a juristic person, or an agent, an employee or any other employed person of a juristic person or individual has committed an offense under Articles 225 (1), 228 or 229 with respect to the duties of the juristic person or individual, not only shall the offender be punished, but also the juristic person shall be punished by a fine under any of the individual shall be punished by a fine referred to in the relevant provisions in Korea, which is named as “Joint Penal Provisions.”

Keywords:
comparative study, remedy system for patent infringement, criminal penalties

JEL Classification: K11, K14, K00
FACTORS AFFECTING SUCCESS OF KNOWLEDGE MANAGEMENT IN THAI AGRIBUSINESS ORGANIZATIONS

Abstract:
This research aims to study organizational characteristics and factors that have effects on the success of knowledge management in Thai agribusiness organisations. Questionnaires were used as a data collection instrument and 400 questionnaires were sent to selected agribusiness organizations in Thailand. Descriptive and inferential statistics were conducted for data analysis. The highest number of responders was the organizations with the registered capitals of more than 50 million Baht, operation period of more than 15 years, Thai nationality, and the number of employees of 101-500 persons. Preliminary results from questionnaires indicated that overall opinion on factors affecting the success of knowledge management was at the “High” important level, and the first highest scores on organizational, personal, and knowledge management process factors were technology, motivation, and knowledge application, respectively.

Hypothesis tests indicate that differences in organizational characteristics (i.e., registered capitals, operation period, nationality, and the number of employees) affect the success of knowledge management in Thai agribusiness organization differently at a significance level of 0.05. Moreover, organizational, personal and knowledge management process factors have linear relationships with overall success of knowledge management.

Keywords:
Success Factors, Knowledge Management, Agribusiness Organizations

JEL Classification: M10
THE MANUFACTURING OF PROGRAMS- AN OVERVIEW OF INDIAN MEDIA

Abstract:
Never in the history of India, has the media been so much in focus and controversy as is today. In the wake of what we may call the post globalised and liberalised economy of the 1990s, the advent of information technology era has brought about a host of those radical changes, the socio-familial repercussion of which are considerably and unfavorably polluting very rich cultural, moral and ethical values of the people in the country. It cannot be denied that the pain, agony and atrocities of modern men have woefully increased with the expansion of the media, whether it is print media or visual one.

News studios have gradually become a site where news is ‘manufactured’. Indeed television is more interested in a bid to increase their TRP ratings (Television Rating Points) are resorting to sensationalised journalism with a view to earn a competitive edge over the others.

In this paper, I will try to assess how electronic media especially television has given journalism a new nature in India. Because it is a reason of major concern as people has witnessed frequent failure of the media to keep their responsibility to the people and their needs, aspirations and ambitions.

Keywords:
Media, Globalisation, Television, Culture, Manufacturing news
Abstract:

The objectives of this research are to measure the partial and simultaneous influence of: the Earning Per Share (EPS) on Equity Valuation, Book Value on Equity Valuation, and Systematic Risk on Equity Valuation.

With a quantitative model employed, the data collected in this research are hence based on secondary sources of which are derived from audited financial statements published by the capital market reference centre at the Indonesia Stock Exchange. The research used random sampling method in selecting the researched sample. From the population of all manufacturing companies of 2011-2014 that consistently listed in Indonesian Stock Exchange, it was selected 96 mixed manufacturing companies as the research sample. This research used multiple linear regression equation to test the researched hypotheses and employed SPSS statistical software for data processing.

The outcome of research indicated that Earning Per Share (EPS) partially has a significant positive influence on Equity Valuation; Book Value partially has a significant negative influence on Equity Valuation; Systematic Risk partially does not have a significant influence on the Equity Valuation; and Earning Per Share (EPS), Book Value, and Systematic Risk have a simultaneous influence on Equity Valuation.

The using combined three variables of EPS, Book Value, and Systematic Risk influencing on Equity Valuation in the context of a combined type of manufacturing companies as a theoretical research framework with data sample from a listed manufacturing companies’ audited financial statements as far as the researcher’s concerned is the novelty of this research. The major limitations of the research that it does not reflect deeply the performance of the industry and unable to capture the individual managerial perceptions involved in the industry.

Keywords:

Earning Per Share (EPS), Book Value, Systematic Risk, and Equity Valuation, Manufacturing Company

JEL Classification: G10
SOCIAL HOUSING ASSOCIATIONS AS AN EXAMPLE OF SOCIAL HOUSING MANAGEMENT – CASE STUDY

Abstract:
The article raises the issue of public governance in the context of the housing economy. The characteristics of tasks, which were imposed upon units of the local government at the municipal level in this respect, have been presented herein. Local government units, responsible for meeting diverse needs of the community, play a significant role in creating the quality of life of the citizens. Within the aspect of the housing economy, this task relates to two planes: building new flats and managing the already existing housing stock. The article presents models of managing the housing resources that are used in Poland, with particular emphasis on social housing associations. This solution involves the transfer of the municipal property management into the hands of private partners. The essence of this approach is exemplified by Zakład Gospodarki Mieszkaniowej Towarzystwo Budownictwa Społecznego w Częstochowie sp. z o.o. (i.e. Department of Housing Management Social Housing Association in Częstochowa LLC). This article is based on a review of reference books and on the own study carried out in 19 Polish cities as well as the case study

Keywords:
housing management, public governance, local government units, social needs, social housing associations

JEL Classification: M21
AGISILAOS ECONOMOU  
National Technical University of Athens, Greece  
ROIDO MITOULA  
Harokopio University, Greece  

SUSTAINABLE URBAN DEVELOPMENT IN THE COASTAL AREA OF VOULIAGMENI IN ATTICA  

Abstract:  
Coastal urban areas face a number of environmental problems. They have implemented policies for solving these problems, which aimed at sustainable development and the general quality of life of residents. In the context of sustainable development of urban centers, the European Policy has exercised great influence through European projects and other actions.  
This research refers to the coastal urban area of Vouliagmeni in Attica region. Specifically, companies, tourism development, projects and actions that have been carried out for the sustainable development of the area as well as the measures of environmental protection are investigated. To conduct this study a method of personal interviews with the local authorities and an in situ research took place.  
The results showed that Vouliagmeni has considerable natural resources as well as a number of economic and environmental problems. As a result, the natural resources threatened by degradation. The major economic problems that the country has faced over the past few years, have affected to some extent the projects and actions of local authorities, which aimed at the coastal area management, at further development and general protection. The adjustment of the local community to new economic situation is necessary to ensure the sustainable development of the area.  

Keywords:  
Environmental management, coastal urban area, Vouliagmeni
INTRODUCTION OF PRECISION MEDICINE INTO FAMILY AND COMMUNITY MEDICINE PRACTICE: PROBLEMS AND CHALLENGES

Abstract:
Introduction: Doctors have long observed that their patients vary in their symptoms, their side effects from medications, and their responses to treatments. Therefore, guidelines for treatment and medication were based on what worked for the average person. Precision Medicine (PM), on the other hand, matches each patient with the treatment that will work best for them. It takes individual variation into account: variation in genes, environment, lifestyle, and even in the microscopic organisms. Beyond treating diseases, PM includes approaches to diagnostics, prevention, and screening. PM includes the concept of individualized or personalized medicine at a more exact level through advances in science and technology, such as genetics and genomics sequencing. The technology to undertake Precision Medicine Initiative (PMI) exists today, but many scientific, legal, economic and ethical problems and challenges about its practice remain unanswered. The active role and participation of family and community medicine specialty must be emphasized in regarding to big data management, geographical information systems, quality biomedical information and population based studies.

Study Objectives: The study aimed to identify, describe and prioritize major implementation and challenges of PM model integration into family and community medicine practice.

Materials and Methods: Internet literature survey has been conducted to identify and define the pertinent study independent (6 main physicians ‘characteristics) and dependent variables (28 problems and 15 challenges). A cross-sectional analytical design was adopted in which the multi-stage random sampling technique has recruited 300 physicians from 3 different medical colleges and 6 hospitals and they were requested to complete a self-administrated pre-coded questionnaire. The simple scoring system was used for priority assignment of PM implementation problems and challenges. The quality of the collected data was ensured and sufficient descriptive and analytic statistical analyses were done.

Results: Top priority PM problems were pharmaceutical industry (1st), PM costs (2nd) and regulation of diagnostic tests (3rd). Meanwhile, the most important challenges were research issues (1st), knowledge systems (2nd) and ethical practice (3rd).
Conclusion: The future of medicine based on PM is promising and a value-based healthcare model. While there is much optimism, there is also a great need for changing the current health system, solving most of the existing problems and meeting the facing challenges. What is needed now is a broad research program to encourage creative approaches to PM, test them rigorously, and ultimately use them to build the evidence base needed to guide clinical practice.

**Keywords:**
Precision Medicine, Family and Community Medicine, PM Problems, PM Challenges

**JEL Classification:** I00, I10, I19
YUSUF ESMER  
Sinop University Vocational School, Turkey  
FARUK DAYI  
Kastamonu University Tosya Vocational School, Turkey

ENTREPRENEURIAL LEADERSHIP: A THEORETICAL RESEARCH

Abstract:
In today’s business world, having just leadership qualities by business managers is not enough in order to maintain growth, development and sustainability of enterprises. In addition to this, business managers should be able to seek innovations, opportunities around them and take some risks. Managers with these qualities have both leadership and entrepreneurship characteristics. At this point, the concept of entrepreneurial leadership emerges. Entrepreneurial leadership can be defined as a leader, who is also have the skills of entrepreneurship. In other words, entrepreneurial leadership refers to the managers who can take risks, seize opportunities, pursue innovation and be innovative, producing, interchanging and strategic. In addition, entrepreneurial leadership is creating new products, new processes and expansion opportunities in existing businesses, working in social institutions and dealing with ignored social issues, participating in social and political movements, contributing to the change of current services and policies implemented by civil society organizations and governments. Entrepreneurial leaders know themselves and their environment very well and find new opportunities creating value for businesses, stakeholders and society. The main motivation of leaders is their desire to create social, environmental and economic opportunities. Today, the need for entrepreneurial leaders in businesses is increasing every passing day and the subject of entrepreneurial leadership should investigated by researchers. In this regard, in this study, the concepts of leadership and entrepreneurship are briefly defined in accordance with the earlier studies conducted in this field and the concept of entrepreneurial leadership, which has become increasingly important in the business world, is discussed and the characteristics and dimensions of entrepreneurial leadership and its importance for businesses is emphasized.

Keywords:  
Leadership, Entrepreneurship, Administration, Entrepreneurial Leadership

JEL Classification: L26, L20, M10
HOW WAS CREATED A SOUL

Abstract:
For many scientists and of course for you it would be interesting what is soul and how it was created, how it appeared and what should be considered as soul. We should gladden you we made a grate philosophical opening. We understood first of all what is the soul and second of all how and with which it was created thus how it is possible to create soul. Of course it is fundamental opening and it would be worth Nobel prize if it would be given in the area of philosophy. It is distinctive opening and it is ground on we should note on our philosophical opening and our philosophical searches that is it is not based on the systems of famous philosophers but is only our private invent and our artificial searches.

Keywords:
soul creation sensation opening

JEL Classification: H00
CONSIDERING RESPONSIBLE RESEARCH AND INNOVATION IN SCIENCE EDUCATION TEACHING APPROACHES AT PRIMARY LEVEL

Abstract:
The paper targets to identify the potential of Responsible Research and Innovation (RRI) in the teaching-learning process specific for science education, designed to primary students (3rd and 4th forms). In this respect, a specific case study is analyzed: a unit dedicated to natural nanomaterials, having the objective of increasing the students’ awareness related to the existence and usage of such materials. During the lessons, experimental approaches were introduced with the view to emphasize the nanoparticles in natural nanomaterials, but also to establish correlations between their structure and function.

The overall objective of the research was to analyze advantages and limitations of the teaching strategy which tried to consider RRI dimensions in science lessons. Specific research objectives are oriented on: analysis of the efficacy of the teaching methods used in the classroom - mostly of the 6E Model: Engage, Explore, Explain, Elaborate, Exchange, Evaluate (OS1), and analysis of the way in which RRI becomes efficiency in the educational process (OS2). The data collection process took into consideration the learning objects proposed by the teaching unit and the semi-structured interview conducted with the primary teachers. The whole analysis and the interpretation led us to the following conclusion: introducing RRI dimensions in the teaching strategy - even from early ages - positively motivates students and stimulates their active participation during the science lessons, determining so an intense process of deep learning of the related scientific content and developing of a desirable social behavior in relation to social and educational environment.

Keywords:
Responsible Research and Innovation, science education, primary level, 6E model, IRRESISTIBLE Project

JEL Classification: I21, I29
THE PREVALENCE OF SUICIDALITY DURING THE 2008 ECONOMIC CRISIS IN PORTUGAL, ITALY, IRELAND, GREECE AND SPAIN.

Abstract:
Stressful life experience are one of the causative factors in suicide among men between the ages of 35 and 55. The financial crisis in Portugal, Italy, Ireland Greece and Spain has shown a pattern of contraction in GDP followed by rising unemployment numbers. Financial crisis represents a crash of the financial system and a collapse of the prices of assets including bankruptcy of a bank or other financial institutions which enables people and companies to obtain credit in order to pay their obligations. A descriptive multiple-case study design in established a deeper understanding of the impact of the prevalence of suicide during the financial crisis shows a correlation between increased suicides recorded by the world Health Organization and rising unemployment in these countries. Suggestions to negate increased suicides include free and easily accessible financial support and advice lines, national mental health services should train and implement support services to assist families who have been impacted policy makers consider positive psychology and resilience campaigns with a progressive message during financial crises.

Keywords:
Suicides, Financial crisis. European Economic Crisis, PIIGS countries, Portugal, Greece, Ireland, Spain, Italy

JEL Classification: A14, I10, I15
BASTAM GHANBARI  
Islamic Azad University, Iran  

MOHAMAD REZA KHANI  
Islamic Azad University, Iran  

ZAHRA JANGI  
Islamic Azad University, Iran  

BIO-MODELING AND OPTIMIZATION OF MOVING BED BIOFILM SEQUENCING BATCH REACTOR (MBSBR) TO BIODEGRADATION OF INDU  

Abstract:  
Very important health effect including absorption through skin contact, brain damages, damage to the central nervous system, eyes, and joints, toxicity, etc. and pollution of environment make necessary ethylene glycol (EG) removal from industrial wastewater. A moving bed biofilm sequencing reactor (MBSBR) was utilized to treat wastewater containing different concentrations of EG (600-1800 mg/L) in cycle times (CT) of 2, 2.5, 3, 3.5 and 4 h. The OLR and SLR were varied between 1.8-10.8 Kg/m3.day and 7.2-43.2 g/m2.day. The experimental results showed that MBSBR reached well EG and COD removal efficiency, so in term of COD removal the system showed 84.7 to 94.2% performance at highest CT (CT=4h) and 70.3 to 86.9% at lowest CT (CT=2h). After this stage the kinetic modeling was run using two well-known model including: modified Stover–Kincannon and Grau second-order. To evaluate the best simulation model, a statistical error indicator named normalized root mean square error (NRMSE) was utilized and results shows second order model was the best optimization tool (error < 6%). The MBSBR was successfully optimized with this approach for higher concentration (EG=2600 mg/L) with consideration of the environmental regulations, treatment time and cost. Due to good removal efficiency and other benefits like simplicity of operation, lower reactor volume and etc. it is highly recommended to use this type of optimized reactor for industrial wastewater containing EG.  

Keywords:  
Modeling, optimization, wastewater, ethylene glycol, biofilm
GIULIANA GIULIANI  
European University Institute, Italy  
ANN-ZOFIE DUVANDER  
University of Stockholm, Sweden

CASH-FOR-CARE POLICY IN SWEDEN: A STUDY OF ITS CONSEQUENCES ON FEMALE EMPLOYMENT

Abstract:
In 2008, Sweden introduced a cash-for-care benefit consisting of a flat-rate sum paid by municipalities to parents of children between the ages of one and three who did not use publicly subsidized childcare. The main object of the reform was to increase parents’ ‘freedom to choose’, but the policy was criticized because of its potentially negative effects on gender equality and mothers’ employment. This study focuses on the effects of cash-for-care on female employment in Sweden. The study shows that the adoption of this policy had negative effects on female employment, although only in rural areas. Cash-for-care was abolished in Sweden in 2016. To evaluate the effects that the policy had on female employment during the time it was in place is important as it indicates what may happen if the policy is introduced again.

Keywords:
cash-for-care, family policy, female employment

JEL Classification: J13
INTELLIGENT COACHING SYSTEMS IN HIGHER-ORDER APPLICATIONS: LESSONS FROM AUTOMATED CONTENT CREATION BOTTLENECKS

Abstract:
Intelligent virtual environments hold promise for improving learner-directed instruction in context. These systems trace the progress of learners performing tasks and can insert immediate coaching to focus learner attention, link knowledge to activity, and accelerate the shift from abstract to concrete learning. Such technology has been used to improve self-directed learning of hands-on procedures, but also shows promise for higher-order applied fields, such as engineering.

To realize this vision, research must address the formidable bottlenecks around content creation and build understanding of the types of reusable content libraries relevant to the subject domains. This presentation describes two projects for interactive training that developed prototypes for automated content creation. A third project is presented that illustrates a suite of learning object libraries to support engineering instruction.

The first project, SAVE, uses a 3D browser-based simulation environment not only for hands-on training in equipment maintenance, but also for automating the generation of instructional exercise solutions. SAVE allows a subject matter expert to use the interactive simulation for modeling the correct steps of a procedure, thus providing a rapid way to extract their knowledge. The system collects a trace of the expert’s activity, which becomes the reference against which learner activity is compared in automated assessment.

The second project, AR Mentor, delivers augmented reality overlays in head-mounted displays worn by student mechanics while learning to maintain terrestrial vehicles. An automated speech system interacts with the students as they perform equipment adjustments and troubleshoot system faults. To deliver audible step-by-step guidance, a prototype text-to-speech translator was developed to convert steps as written in the technical manual into the voice of a virtual coach.

The third project, SiMPLE, developed a library of engineering computation objects to allow learners to construct electromechanical simulations, and provides an intelligent coaching system to allow
novice engineers to iteratively refine their design specifications. When a working simulation is achieved, the system is linked to a 3D printer for physical prototype production.

The first two projects demonstrate methods of using virtual intelligent technologies to accelerate training content production in hands-on domains: expert model tracing and technical manual translation. The third project provides the tools needed to support engineering instruction: object libraries with embedded computations, as well as scripts for design coaching, design testing, and physical prototyping.

Together, these projects illustrate the wide range of available, reusable libraries and the extensive opportunities for automating content creation in many socio-technical fields.

**Keywords:**

Intelligent coaching systems, Augmented reality, Interactive sociotechnical training, Automated educational content creation

**JEL Classification:** C63, I21
EVALUATION OF THE LEVEL OF A COURIER SERVICES BY INDIVIDUAL CUSTOMERS

Abstract:
The market of logistics services in Poland has developed very rapidly in recent years. Making cooperation between enterprises and logistic companies creates new opportunities for development and improvement of individual customer service. In the area of outsourcing the most popular in the retail sector is a courier service. High competition and increased customer demands are forcing courier companies to seek still new value added to the standard services. In order to assess the level of service quality of the final consumer conducted a survey among customers of online shops who using courier services. The purpose of the research was to identify the key criteria for quality of service and meet customers' preferences in the area of activities of courier companies in the domestic market. As a result of the analyzes indicated factors of on-time delivery, price and the ability to track shipments as determining the choice of courier company.

Keywords:
courier services, customer service, outsourcing, sector KEP

JEL Classification: M21
Abstract:

Fragile states will remain the main challenge for the international community to eradicate poverty and to contribute to just and inclusive societies as aimed for in the SDG’s (OECD State of Fragility 2015). In the fragile states agenda the focus is on the state building agenda: building institutions and systems to strengthen the state, to make sure that the delivery of security, justice and basic social services is guaranteed.

Without questioning the relevance and urgency of this institutional strengthening, there is a need to complement this strategy with a nation-building strategy that focuses on building social cohesion and a sense of belonging in fragmented and conflict ridden countries: what makes people to identify with their nation-state as their community they belong to. People in fragile states identify with and relied on their ethnic, religious, linguistic community and it is important to understand how people can identify with their nation-state as basis for their acceptance of and loyalty to this nation state when it relates to taxation, justice and economic development.

Including nation-building into the fragile states discourse and policies is based on the model of fragility that identifies three drivers of fragility: lack of authority, lack of capacity, lack of legitimacy. Whereas state-building focuses on solving the lack of authority and capacity, nation building addresses the lack of legitimacy and supports the process of legitimacy-building that is necessary for stability.

Nation-building does not fit the traditional log-frame model for development interventions. Input-output-outcome sequence is difficult to define at the beginning of the process and the role of international actors is less prominent compared to the state building and institution building agenda.

In order to break the often vicious cycle of conflict in fragile states, we need to invest in nation-building as complementary to state building. Nation-building is not a magic wand for the solution of conflicts, but it should be part of a comprehensive agenda for the international community.

The research to be presented in the presentation is connecting policy, practice and science and it is interdisciplinary, drawing on cultural anthropology, political sciences, religious studies, sociology and social psychology.

Keywords: fragility, nation-building, state-building, social cohesion, sense of belonging.

JEL Classification: D74, F35, F59
RELATIONSHIP BETWEEN FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN TURKEY AFTER THE GLOBAL FINANCIAL CRISIS

Abstract:
With the globalization process, economic, commercial and technological boundaries have become uncertain and in this way capital transfer has been possible between different countries. Capital transfers which is realized through short term portfolio investment and foreign direct investment are very important for the countries. In this study on existence of a potential relationship between economic growth (GDP) and foreign direct investment (FDI) was examined for the period of 2008-2015 quarterly for Turkish economy after the global financial crisis. The mentioned relationship was investigated using stationary test, Johansen-Juselius co-integration test, Granger causality test and variance decomposition. As a result, Granger causality test, variance decomposition showed that there exist a uni-directional causality relation running from GDP to FDI.

Keywords:
Foreign Direct Investment, Economic Growth, Turkish Economy, Co-Integration Test

JEL Classification: A10, C01, E00
THE ELEMENTS OF EVENT SPORTS TOURISM MANAGEMENT OF FOOTBALL CLUBS IN THAI PREMIER LEAGUE

Abstract:
Many Thai association football clubs in Thai Premier League have become sports tourism attractions to captivate sports tourists’ attention to visit. However, some football clubs have still not reached an achievement. Thus, this study aims to investigate the goals and the elements of sports event tourism management of the football clubs in Thai Premier League so as to enhance the effectiveness of sports event tourism management which could lead to an economic drive, revenue distribution to local communities, and eventually the creative economic development as stated in the National Tourism Development Plan 2012-2016 of Ministry of Tourism and Sports. The methodology used in this study was a qualitative case study with the association football clubs competing in Thai Premier League and the unit of analysis was sports event tourism management.

The results revealed that the goals of organizing sports events should be to create physical motives, interpersonal motives, and cultural motives. Such sports events were arranged by considering nonresidential tourists’ curiosity to experience new environment and factors affecting tourist decision making. The elements of sports event management were administration, design, marketing, operation, and risks. The operational methods were carried out under the conceptual frameworks of sports management, tourism management, and event management with the aim to achieve the goals of sports event tourism management.

Keywords:
Elements of Management, Sports Tourism Events, Thai Premier League

JEL Classification: M10
THE EFFECTIVENESS OF PERSONAL FINANCIAL PLANNING OF RUBBER FARMERS IN THAILAND: CASE STUDY OF SURATTHANI PROVINCE

Abstract:

The primary objective of this study was to investigate factors that have left to personal financial weakness of Thai rubber farmers who have currently had defective financial position. Questionnaires (Cronbach's alpha = 0.914) were used for collecting data from 391 Thai rubber farmers in Suratthani province while 17 volunteered interviewees were interviewed through semi-structured interviews. Statistical techniques were employed to analyze the questionnaires while interview transcripts were analyzed through content analysis technique by using a phenomenological research approach. As a result of this study discovered that Thai rubber farmers have not concentrated on budget allocation of incomes to expenses in a same period while a private accounting has not been prepared to recognize cash inflow, cash outflow and cash balance, these situations have always left to ineffective personal financial planning in terms of a lack of savings for spending on emergency incidents; revenues' cessation from discontinuous rubber harvests; a lack of clear life target in the future; a lack of systemic investment; and an inappropriate planning of debt management. Furthermore, the results revealed that the budget allocation of revenues to expenditures, the preparation of private accounting, the savings for spending on emergency incidents, the systemic investment, the clarity of life target planning in the future, the revenues' cessation from discontinuous rubber harvests, and the systematically debt management have positively had the direct relationships to and influenced the effectiveness of personal financial planning of Thai rubber farmers at significant level of 0.01. The results of this study should be sent to Thai government and related parties with solving the fundamental poverty of Thai farmers especially Thai rubber farmers and could be then applied to other farmers if it has been possible. By the way, the knowledge and training (the workshop) should basically be given to those farmers by Thai government in terms of the basic personal financial knowledge as well.

Keywords:

Effectiveness; Personal Finance; Financial Planning; Thai Rubber Farmers.
RESPONDING TO RECENT STUDENT PROTESTS AT SOUTH AFRICAN UNIVERSITIES THROUGH CURRICULUM DEVELOPMENT

Abstract:

South Africa has recently seen escalating student protests at universities, involving calls for the thorough ‘decolonization’ of university curricula and the related dismantling of ‘white privilege.’ Yet, what has emerged on the ground is that these protests – increasingly characterized by intimidation, violence, and the destruction of university property – represent the concerns of a relatively small segment of the student body. Furthermore, while the student protesters employ many of the tropes and images of the erstwhile anti-apartheid struggle when articulating their grievances, they persistently ignore the disconnect between such sentiments and the politico-economic transformation of South Africa over the last two decades. Transformation that has seen previous struggle leaders, now in government, actively endorse the neoliberal organization of South Africa, while also benefiting many black South Africans through mechanisms such as Black Economic Empowerment (BEE), which have contributed to the rapid rise of a black middle class. Admittedly, this has come at the expense of much of the black working class, who have faced workforce rationalization, and contract rather than full-time employment, along with heavy-handed reprisals when workers protest low wages – of which the Marikana massacre is an example. Yet instead of recognizing the related continued socio-economic suffering as deriving largely from neoliberal policies implemented by a predominantly black government - headed by the African National Congress (ANC) - the protesters continue to blame South African socio-economic ills on ‘whiteness’ and/or ‘whites.’ This much is evinced in calls by participants in the #RhodesMustFall and #FeesMustFall movements for the removal of white thinkers from university curricula and indeed white professors from universities. This paper argues that such calls can be understood in existential terms, as part of a process of mourning the loss of the ‘new South Africa’ dream. This is a dream woven in the euphoria of 1994 from assumptions of precolonial harmony and related expectations of an imminent better life for all, but one with little historical basis and one that has not been able to withstand the exigencies of South Africa’s imbrication within the global economy. In the interest of contributing to socio-political stability in South Africa, what is advanced is the importance both of recognizing the pain that such loss entails, and of incorporating such recognition into university curricula, while at the same time avoiding the potential pitfalls of identity politics.

Keywords:
neoliberalism; #RhodesMustFall; #FeesMustFall; decolonization; curriculum; identity politics

JEL Classification: I24, A00, D74
THE CHALLENGES OF INDIA ECONOMY IN CURRENT INTERNATIONAL ECONOMICS ENVIRONMENT

Abstract:
In the past few years India’s economy has got economic growth 5 percent a year. Despite the country’s economic view is unpredictable. On one hand India has strong economic growth and healthy market. On the other hand the country’s development is being complicated by insufficient infrastructure, higher budget deficit, low foreign direct investments flow and slow employment growth. The second most populated country of the world with huge natural resources amount has the potential to come back in world economic development where it used to be. Thus the main aim of this paper is by means of current status and development analysis of India’s economy at present times and in the past to determine its future position and leeway in the international economics system.

Keywords:
Global political economy, economic growth, labor force, international business, BRICS countries

JEL Classification: F50, F59, F68
PERSONAL FACTORS AFFECTING TO THE SAVING BEHAVIOR OF PEOPLE IN BANGKOK METROPOLITAN REGION, THAILAND

Abstract:
The objectives of this study were to investigate the personal factors which affect and have a relationship to the saving behavior of selected people. The study was a research survey that used questionnaires to collect data from 400 samples of people with income. The descriptive statistics relate to the following: frequency, percentage, and inferential statistics – particularly use of the Chi-Square to analyze the data. In the study, the samples which responded to the questionnaire shared the following characteristics: There were females, age between 18-28 years old, single status, having the master degree of education; most of them are employees in private companies which have a lower or equal amount of 20,000 baht income, and have expenditures of 10,001-15,000 baht. In the matter of savings behavior, it was found that the majority of the samples in question have some type of savings in account with commercial banking (both saving and fixed accounts); they have proportionate savings and income per month, in a setting of available money remaining with a value of more than 5,000 baht. The main reason for saving was precaution, and the time of saving was 1-5 years wherein they have made the decision themselves. From the hypothesis testing, the inferential statistics revealed that demographic factors in the case of career, education and income have significance in a relationship with the saving behavior in every dimension, excepting age, status and expenditure have no relationship with the saving behavior in the proportion of saving and saving decision-maker, also the gender has no relationship in every dimension except the amount of saving at level 0.05.

Keywords:
Personal Factors, Saving, Saving Behavior, Bangkok Metropolitan Region.

JEL Classification: M19
MAGDALENA KOZŁOWSKA
University of Economics, Poland

THE ORGANIZATION ACQUIRING FOREIGN DIRECT INVESTMENT BY POLAND

Abstract:
Attracting foreign direct investment (FDI) by the country depends on the existing investment atmosphere, natural conditions, but also on activities such as the promotion of the country abroad and the support of foreign investors.
It can be argued that since the beginning of the transformation of the economic system in Poland, the organization of obtaining FDI has improved.
The primary objective of the study is to analyze the changes in the promotion of Poland and the quality of service of foreign investors since the turn of the transformation.
The secondary objectives are: identification of institutions involved in the acquisition of FDI and characteristics of their activities, and finally evaluation of the effectiveness of promotional activities in Poland.
The study was mostly prepared on the basis of material obtained in the State Foreign Investment Agency (PAIZ) and the website of the Polish Agency for Information and Foreign Investment (PAIiIZ), and also based on interviews with employees of these institutions.

Keywords:
acquisition of foreign capital, the promotion of the country, handling foreign investors, agencies for foreign investment

JEL Classification: A10, F00
CHRISTOPHER LALLEY  
Glasgow Caledonian University, United Kingdom  

JOHN HOUSTON  
Glasgow Caledonian University, United Kingdom  

ESTIMATING DEMAND FOR NEW GRADUATES IN THE UK 1999 - 2015  

Abstract:  
Our paper aims to estimate the demand for new graduates in the UK labour market. Using UK macroeconomic data from 1999 to 2015 on gross domestic product, gross capital formation, and the volume of different forms of labour (based on age and qualifications) we estimate a dynamic Cobb Douglas Function as the basis for our model. From this we estimate and plot differences in the marginal productivity of new graduate labour and use this information to estimate the respective demand for new graduates over a series of four and five year time brackets. Combining the respective demand curves for graduate labour enables us to establish a picture of how the demand for new graduates has evolved over the last 16 years and enables us to make assumptions regarding the potential consequences for wages and employability given the shifts in demand we observe. From our results we observe 3 distinct patterns, the most prominent being a general state of consistency as the demand for graduates appears relatively fixed for the duration of our analysis. We also observe evidence of graduate labour hoarding defined by a distinct peak in the demand for graduates during the recession. This result confirms the commonly held expectation of the behavior of employers during the recession. Lastly we observe a slump in demand in our final time period as demand reaches its lowest levels within our period of analysis. This may be in response to a combination of both the recession, a counter and corrective response to the peak in demand that proceeded the decline, or a natural response to the market indicating that given an excess number of graduates that the demand is now saturated with excess graduates who are no longer in as high demand as they were in the past. From our results we consider the potential policy implications for higher education institutions, the government and prospective and graduating students within the UK.  

Keywords:  
Labour Economics  
Returns to Education  
Labour Demand  

JEL Classification: I24, J23, J24
ROBERT A. LEWIS
Les Roches Gruyère University of Applied Sciences, Switzerland

FRIEND OR FOE? A CONCEPTUALISATION OF THE EFFECTS OF TELEWORK ON THE WORK ENVIRONMENT

Abstract:
This paper discusses the conceptual effects of telework usage on the work environment. Discussions focus on three perspectives: those of teleworkers, their colleagues, and their employers. Telework, in this paper, is defined as work that is carried out using some type of information technology (IT) at a distance from the traditional workplace. This paper argues that telework can alter understandings of work because it reshapes conventional perceptions of work location, time, and perceived values in organisational settings. From the viewpoint of non-teleworking colleagues of teleworkers, telework modifies understandings of equity and perceptions of work carried out in teams, due to decreased face-to-face interaction. From an employer viewpoint, telework alters understandings of hierarchy and organisational cultural norms. This paper is limited to discussions based on the available literature and does not support generalisation, but rather suggests areas for further empirical investigation.

Keywords:
Telework, Work environment

JEL Classification: J29
STRENGTHENING BUSINESS ECOSYSTEMS BY BRIDGING SOCIAL CAPITAL: AN APPROACH FOR SOCIAL ENTREPRENEURS

Abstract:
Social entrepreneurship has been defined as the generation of new ventures involving economic, social and environmental value. In that sense, social impact is aimed through the introduction of products, services, technologies or processes targeted for the improvement of the well-being of the poor, access to education, health services, water, energy, among others. However, social entrepreneurs usually lack the resources to sustain their ventures; thus, inter-firm alliances are often sought for resource provision. Although such alliances are a step towards the achievement of sustainability regarding the new social venture, the main argument of this study relays upon goal alignments among all the pertaining partners towards creating community value through a business ecosystem. Then, contributions of all actors involved could be focused around visions, ideas, volunteering, and resources exchanges. This study presents a conceptual model based on the development of a business ecosystem through bridging social capital with diverse key players (e.g. universities, government, Non-Governmental Organizations, Multinational Corporations, or institutions) in order to assure resource provision for social firms. The model proposes that greater transfer of resources among the players strengthens the sustainability of the new social venture.

Keywords:
Social Entrepreneurship; Social Capital; Business Ecosystems

JEL Classification: L31, L14, L14
THE POTENTIAL FOR DEVELOPING NEW MATERIALS FOR A SUSTAINABLE BIOECONOMY

Abstract:
There is a great potential for using bio-based feedstocks and waste to develop new materials for a wide range of applications, in industries sectors such as chemical, automobile, electronic and others. This responds to a great demand for substituting petroleum-based resources for renewable ones. Besides contributing to the carbon sequestration, these new materials can also lead to products that are environmentally more friendly, such as biodegradable plastics, which are essential for a sustainable bioeconomy approach. In this presentation, it will be shown several techniques for developing new materials from renewable sources, including continuous casting and solution blow spinning. Their applications in bio-plastics, edible films, bionanocomposites, sensors, biosensors, tissue engineering, regenerative medicine and controlled release systems for fertilizers, pesticides and pharmaceuticals will be also discussed.

Keywords:
Bioeconomy, green chemistry, bio-based products, renewable resources, sustainability, new materials

JEL Classification: Q00, Q16, Q01
JOHN MAWUTOR  
University of Professional Studies, Accra, Ghana

MAJEED ADAM  
Sikim Manipal University, Ghana

ABUBAKAR ABDUL-LATEEF 
University of Professional Studies, Accra, Ghana

ASSESSMENT OF LEADERSHIP STYLES' INFLUENCE ON ACADEMIC PERFORMANCE OF SCHOOLS IN GHANA: "A STUDY OF KASOA COMM"

Abstract:

ABSTRACT

The study revisits existing scholarly debate on whether or not the head teacher’s leadership style has effect on academic performance. Both direct effect and indirect effect as well as relationship with other intervening factors were discussed. The leadership styles under study were the transformational, transactional and passive/avoidant leadership styles using the full range Multi-factor leadership attributes. This quantitative study analysed and examined the extent to which head teachers in public and private basic schools directly affect the schools’ examination performance. The results revealed a minuet effects in the analysis confirming earlier research findings on limited direct effect linking academic performance with academic performance. Class size as an intervening factor has negative direct effect on academic performance confirming earlier research findings of possible indirect effects of head teacher’s leadership style interacting with other intervening variables to affect academic performance. It is recommended that basic schools in general should have smaller class sizes as much as possible, that transactional leadership attributes in private schools should be considered by head teachers for improvement of performance.

Keywords:

Leadership styles, transformation leader, Transactional leader, Head teachers, Academic performance, Improvement.

JEL Classification: A00
DAILY CURRENCY INTERVENTIONS IN EMERGING MARKETS:
INCORPORATING RESERVE ACCUMULATION

Abstract:
This study considers international reserve management motivation of emerging market central banks in foreign exchange market interventions. Emerging market central banks use currency intervention as a policy tool against exchange rate movements and accumulate international reserves as an insurance against sudden-stops in capital flows. To account for both of these motivations, a model of infrequent interventions only with exchange rates is extended to include international reserves-to-gross domestic product (GDP) ratio at the daily frequency. Daily values of the ratio are forecast using the Mixed Data Sampling (MIDAS) model and exchange rate returns. The model is estimated by using the floating exchange rate regime period data of Turkey. Compared with the benchmark model, it is shown that the MIDAS model does a better job in the forecasting of the reserve-to-GDP ratio. In addition to that, there are breaks in the interventions policy in Turkey, and the extended intervention model performs better than the model only with exchange rates especially in predicting purchases of US Dollar.

Keywords:
currency intervention, international reserves, emerging markets, Turkey, mixed data sampling

JEL Classification: F31, E58, G15
JESSICA MURRAY  
University of South Africa, South Africa

GENDERING UTOPIA: A FEMINIST LITERARY ANALYSIS OF MARGE PIERCY’S WOMAN ON THE EDGE OF TIME

Abstract:

In Woman on the Edge of Time, Marge Piercy offers a utopian revisioning of a society in which gender, mothering, madness and social organization are all radically reconstructed. By means of a feminist literary analysis of the ways in which the text revisions some of the most urgent gendered challenges that continue to plague contemporary societies, this article seeks to shed light on the utopian future that feminist theorists and activists continue to strive towards. The novel represents the experiences of Connie, a Mexican American woman who periodically escapes from her oppressive existence in contemporary American society by entering the alternative, utopian society of Mattapoisett. Piercy does not simply accept the traditional view of man and woman, individual and community, heterosexual and homosexual, mad and sane as polar opposites. Rather, in her construction of utopia, she sees them as constitutive elements of a harmonious whole. In her utopia, it becomes clear that patriarchy does not only oppress women and the reader sees male characters basking in the joy of parenting and children flourishing in communal caregiving environments. Through her literary vision of a new type of society, Piercy suggests that a reconfiguration of gender can benefit all members of such a new, utopian society.

Keywords:
Gender; utopia; science fiction; mothering; madness
ECONOMIC GROWTH IN IRAN THROUGH LABOR PRODUCTIVITY GROWTH

Abstract:
Economic growth is a fundamental measurement to assess a country's performance and productivity. For this reason, growth and productivity are in policy agenda of many countries especially success economic countries. Based on some studies and reports (e.g., those by UK parliament, 2016; OECD, 2012), labor productivity in developed countries is analyzed and considered as a secondary economic growth.

In this study, we investigated the relationship between economic growth and change of labor productivity in Iran and their challenges. Our object was to answer to two questions: 1) Is any relationship between level of GPD and labor productivity in Iran? ; 2) What are the driving forces (effective factors) behind the growth of labor productivity?

To answer to question 1, economic data from national and international information bank gathered. Relation between GDP and labor productivity examined by calculating some ratios and finally, trends and behavioral patterns analyzed. Patterns drew on Iran’s economic status compared with 10 other countries in regional category (such as USA, Japan, Turkey, and France).

Therefore, the study findings revealed that there is a direct relationship between GDP and labor productivity in Iran.

To answer to the question 2, initially we developed a conceptual model based on theories and considered labor productivity as complex and multi-dimensional phenomenon (Economic and social dimensions) and assumed labor productivity as a function of internal (organizational) and external (environmental) factors.

According to find effective factors, a questionnaire based on conceptual model designed and before evaluating the reliability and validity of questionnaire, it reviewed with 15 academic and professionals. Data collected through questionnaires that distributed to 250 managers and employees from government and non-government sectors.

Structural Equation Modeling (SEM) employed, which reported significant and positive relationship between the labor productivity and driving forces such as: competitiveness, size of government sector, unemployment, corruption, social security system (external factors) and Wage/salary, work culture, employee adaptability, employee knowledge and skill, team working, performance appraisal system, career management (internal factors). Whereas, the association between labor productivity and some variables such as sex, age, post and position, sector were not supported. Eventually, challenges based on driving forces that are identified as more effective, discussed.

As conclusion findings can be applied by policy makers and managers to make policies to improve labor productivity and increase economic growth rate in Iran.

Keywords:
labor productivity, Economic Growth, Effective Factors, Modeling, planning
**JEL Classification**: J24, O53, O20
ABDELKADER NOUIBAT  
University of M'sila, Algeria

ECONOMIC TRANSITION IN ALGERIA: A REVIEW IN WAKE OF THE RECENT OIL CRISIS

Abstract:
The sudden and sharp fall in oil prices, in the summer of 2014, triggered a new debate about the ‘bleak future’ that awaits Algeria. Many asked whether the country would experience another economic and political crisis similar to that of the 1980s. In the ongoing debate, some blame the failure of the state for not having a clear and conscience economic policy to deal with this multidimensional crisis, while others refer to the inadequacies of the reforms put in place for the country’s transition from socialism to a market economy as the cause of the crisis. Proponents of the economic argument, see the recent crisis in Algeria as a manifestation of the contradiction between the accumulated wealth and the dire economic situation that the country periodically finds itself in because of the instability of oil prices. Political views, on the other hand, differ according to political affiliations, however most political parties call for a “smooth transition” in order to enhance the existing democratic practices and put the country’s economy on the “right truck.” This paper will not try to foresee Algeria’s near future, but rather to look back at the experience of the country in terms of (1) the economic and political conditions under which the country made its transition from ‘socialism’ to ‘market socialism’, then its struggle to make the transition from ‘market socialism’ to a ‘market economy’, (2) the reform programs that were deemed necessary to make these transitions, and (3) the economic and political dynamics behind the failure of these reforms that many hoped they would help Algeria to become industrialized nation in the 1980s and an emergent country in the first decade of this century.

Keywords:  
Algeria, Dutch Disease, Economic Reforms, Economic Transition, Market Socialism, Market Economy,

JEL Classification: O20, P27, P35
LEGAL IMPROVEMENT ON PUBLIC-PRIVATE PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT OF BASIC INFRASTRUCTURES IN CLMV COUNTRIES

Abstract:
Legal improvement on Public-Private Partnership for sustainable development of basic infrastructures in CLMV countries

According to Master Plan on ASEAN Connectivity, cooperation among member countries leads ASEAN to Highly Competitive Economic Region. Therefore, development of basic infrastructures is one of the key factors for the closing gap and connecting member countries together. In order to enhance people's quality of life, governments of member countries have a mission to improve basic infrastructures such as public transportation services, energy and water supply, and telecommunications. Especially, the governments of countries in CLMV region (Cambodia, Laos, Myanmar and Vietnam) in which a total number of citizens of these countries is almost 170 million people and Economic Growth Rate is 6-8%. Nowadays, investment policies are now focusing more on foreign investors in developing transportation services and public utilities, resulting significant increase number of foreign investors in the past period of economic crisis in Asia.

This research has applied qualitative methods, including research study and comparative of different laws, regulations, and economic development plans. Moreover, quantitative approaches have been applied as to determine the trend of investment in public services from aspects of investors and politically related decisions.

From research study, the result shows that it is significant to promote a policy allowing private entities to invest in the government's projects. With professional management plan, skilled resources and advance technology, these together bring great benefits to the government. Furthermore, promoting Public-Private Partnership can spur economic growth, resulting strong commitment between public and private sectors in developing the country. However, laws regarding investment in the government's project and granting processes for private entities of CLMV countries are different and constantly amended. Especially, investment patterns and requirements of each member state are vague and lack of laws for controlling investments of private entities. Problems as stated, thus, affect investor confidence and incoming of investment funds from local and foreign investors. As member countries, standardizing requirements and conditions, as well as clarifying implementation and legal processes should be implemented as to be in line with economic development plan of each member country. As a result, it will lead to the sustainable economic development and satisfied Economic Growth Rate.

Keywords:
Public Service, Infrastructure, Private Investment, Foreign Investment Law, Public-Private Partnership (PPP), ASEAN community, CLMV countries

JEL Classification: K23, K40, K00
HERU PAHLEVI  
Syiah Kuala University, Indonesia

MUHAMMAD ARFAN  
Syiah Kuala University, Indonesia

HAFIDAH HAFIDAH  
Syiah Kuala University, Indonesia

THE INFLUENCE OF DIVIDEND PAYMENTS, PROFITABILITY, LIQUIDITY AND FIRM SIZE FOR CASH HOLDINGS - CASE OF INDONESIAN MANUFACTURING COMPANIES

Abstract:
This study is aimed at examining the influence of dividend payments, profitability, liquidity, and firm size for cash holdings in manufacturing companies. The population of this study was manufacturing companies listed in Indonesia Stock Exchange between 2010 and 2014. The population of this study was manufacturing companies that listed in Indonesia Stock Exchange which published financial statements by December 31st and paying dividend payments respectively during the observation period (2010-2014). This study used census method and collected cross-sections data. Thus, 32 companies were selected or 160 observation data were analysed. The data was collected from published financial statements. The analysis method used in this study was multiple linear regression. This study found that dividend payments, profitability, liquidity, and firm size both collectively and individually have an effect on cash holdings in the manufacturing companies. Therefore, the results are consistent with previous research findings, although it was carry out in a single industry and in a developing country.

Keywords:  
Dividend Payments, Profitability, Liquidity, Firm Size, Cash Holdings

JEL Classification: G21
FEMALE PARTICIPANT IN HIGHER EDUCATION IN NEPAL

Abstract:
This research paper tries to explore issue of the female participation in higher education in the context of the rural parts of Nepal by examining the traditional social cultural and economic view in relation to the female education. However, there have been equal opportunities to receive the education in the world. This research paper argues that there is still discrimination in getting the higher education between the male and female in our country even the world has developed a lot in the education sector. More importantly, this paper also argues that the backgrounds and beliefs systems of Nepalese society were reported as significant constraints to female pursuing their higher education for their careers.

Keywords:
female participation, social cultural,rural parts,opportunities etc

JEL Classification: A22, A21, A20
CASE STUDIES IN OPEN SCIENCE OF SOUTH KOREA

Abstract:
According to European Commission, as scientific research becomes a more open endeavor, all stakeholders of the research ecosystem must redefine their role and their approach to science. Researchers will have to adapt to new possibilities, new tools, and new responsibilities. The innovation ecosystem will also change by embracing more openness and being more inclusive. Funders, academic institutions, and policy makers will need to fund, inform, and legislate to accelerate the transition.

Open Science practices are breaking barriers that prevent the free flow of knowledge produced by researchers. The adoption of such practices is bound to redefine the relationships between the stakeholders of research ecosystem and between researchers and society.

In this paper, I studied about Open Science include Open Access, Open Data, and Open Collaboration. Especially, I suggested the National Science & Technology Information Service (NTIS) with Open Science Case in South Korea.

Keywords:
Open Science; Open Access; Open Data; Open Collaboration; NTIS

JEL Classification: D80
PHAT PISITKASEM
Rangsit University, THAILAND

EFFECTS OF LOGISTICS CAPABILITIES ON EFFICIENCY OF AUTOMOTIVE PARTS INDUSTRY IN THAILAND

Abstract:
This research aims to study the effects of logistics capabilities in terms of customer services, flexibility, and technology on the efficiency of automotive parts industry in Thailand and its efficiency in terms of costs, time, and reliability. 408 questionnaires were sent to selected automotive parts companies in Thailand listed in “Thai Automotive Industry Directory 2014” agribusiness organizations in Thailand. Descriptive and inferential statistics were conducted for data analysis including percentages, averages, standard deviations, and multiple regressions.

Of 408 responders, most organizations have the registered capitals of less than 50 million Baht, Thai nationality, average number of employees of 173.4, and average operation period of 18.95 years. Most responders are assistant managers, male, bachelor degree, and average age of 30.15 years old with 10.12 years of experiences.

Hypothesis tests indicate that customer service capability has an effect on cost and reliability efficiencies, flexibility capability have an effect on time efficiency, and information technology capability has an effect on cost, time and reliability efficiencies.

Keywords:
Logistics Capabilities, Efficiency, Automotive Parts Industry

JEL Classification: M10
INDONESIA’S EFFORTS TOWARDS MALAYSIA’S CULTURE CLAIM

Abstract:
This research is aimed to explain the efforts of Indonesia’s government to maintain national culture towards Malaysia’s culture claim through qualitative method. The disputes between Malaysia and Indonesia have been happened for many years ago. Culture’s issues become one of the important case that caused the disputes. The misunderstanding about culture owned has triggered a conflict. Therefore, to prevent a military conflict, those countries’ governments has been done many efforts. In this abstract, the writers would like to emphasize the efforts that has been done by the Indonesian government point of view. There are a lot of efforts that have been done by the government of Indonesia. First, active in attending international forum, making related regulations concern to protect local culture and the last efforts is register Indonesia’s culture in international organization such as UNESCO. Those efforts would be important to keep the relations between that countries. By implementing those efforts, the writers believe that the settlement of that disputes would be through in a piece way.

Keywords:
Knowing the efforts of Indonesian government to maintain its culture.

JEL Classification: A13, A13
POTENTIAL OF USING NZVI AS A DYE REMOVAL METHOD IN THE CONTEXT OF BANGLADESH

Abstract:
Bangladesh is one of the top garment exporting countries of the world. In FY 2014-2015, 81.69% of Bangladesh’s export industries was comprised of ready-made garments. Dyeing industries are an integral part of most of these garment industries. Unfortunately, majority of the effluents from these dyeing industries are responsible for severe water pollution and environmental degradation as they are often discharged with no or minimal treatment. This has dire consequences as Bangladesh is a densely populated country with a soaring figure of 1252 per km2 as of 2016, based on the latest United Nations estimates. Additionally, it is a chiefly rural and river centric country and 66% of its population are directly dependent on its rivers for either their livelihood (e.g. fishermen, oarsman) or other household activities such as washing, bathing, cooking and sometimes even drinking. This has led to an outburst of diseases like cholera, dysentery, diarrhea, hepatitis A, lead poisoning, malaria, etc prevailing for the last few years, creating a catastrophic impact on public health. This has made it imperative for wastewater to be treated properly before its release into the water bodies. Although there are a number of techniques available, most of them are expensive and so the local industries are reluctant to use these methods. In this study, it has been attempted to find a cheap and suitable method for removing dyes from these effluents. NZVI (Nano-scale Zero Valent Iron) seems to have a great potential in this aspect. It is cheap, easy to make and has a high efficiency in degrading dyes. Furthermore, only a small amount is sufficient to remove a relatively large amount of dyes, which makes it an attractive treatment method for Bangladesh.

Keywords:
Garment industries, dyeing industries, effluent, Bangladesh, NZVI, public health
Abstract:

Unemployment and Labor Market Flexibility
Jacob Rosenberg - Bar-Ilan University, Israel

ABSTRACT (For the full abstract please see the attached file)
Labor market flexibility
In recent years the Israeli labor market has undergone major changes that have increased considerably the labor market's flexibility, becoming a market that rapidly adjusts itself to the changing economic environment. "Most of the changes and reforms were intended to make it easier for employers to adjust the workforce to their changing needs, by simplifying, and reducing the costs, of the hiring and dismissal processes. One notable change was the managing of employment through companies specializing in providing manpower. This method provides employers with freedom of action and saves the costs inherent in managing human resources. Another prominent change took place with the development of the high technology industries sectors in which employment through personal contracts then became routine. The new form of employment was accompanied by a decline in the unionization rate of employees (from about 65 percent of the economy in 1992 to about 24 percent in 2012) and limited the power of the General Federation of Labor in negotiations with employers"*

Two opposite effects on unemployment.
The increase of labor market flexibility may have two opposite effects. On one hand, because of the lower costs of firing, more workers will be dismissed when firms anticipate bad business conditions for the near future. This tends to increase the unemployment rate. On the other hand, being aware of the easiness for employers to adjust the workforce to their changing needs, firms will not hesitate to hire new workers when economic conditions start to improve even if uncertainty about the future still exist. The higher level of hiring rate shortens the duration of unemployment, reducing the unemployment rate. Moreover employers may not make much use of their capability to dismiss employees because of the relatively high level of flexibility in wages during crisis

A theoretical model and empirical findings
The paper presents a theoretical model illustrating the conflicting effects of increasing labor market flexibility on unemployment. It shows that for a reasonable magnitude of the parameters, labor market flexibility reduces the unemployment rate.
We show that this conclusion is supported by evidence from the Israeli labor market.
(Please see also the attached file)

Keywords:
Labor Market ; Flexibility ; Unemployment

JEL Classification: E24
MEHRNOOSH SAMAK ABEDI  
Islamic Azad University, Iran  
BASTAM GHANBARI  
Islamic Azad University, Iran

MODELING AND SIMULATION OF DETERGENT REMOVAL FROM WASTEWATER USING ADVANCED OXIDATION PROCESS

Abstract:
Linear alkyl benzene sulfonate (LAS), the most widely surface active agents where used in industrial and domestic detergent and cleaner structure. Many environmental problems such as: eutrophication, negative effects on aquatic life, destruction of aquatic ecosystems, soil pollution, mutagenic and xenobiotic effects, reducing the oxygen level in the water, and so on have been reported related with LAS. In this study, ozone as an advanced oxidation method was used for the treatment of LAS containing wastewater. For this purpose, the impact of contact time (CT) and pH variations (3, 5, 7, 9 and 11) on LAS removal efficiency were determined at different initial concentration (75, 100, 150, 200 and 250 mg/L). Modeling and simulation was done based on removal rates via CT (0-120 min) using first-order and second order kinetic models. Best removal efficiency results was achieved at pH=11 and CT=90 min for C=250 and C=75mg/L tantamount to 80.78 % and 90.33% respectively. Moreover LAS removal will follow the first-order kinetics with very good correlation coefficient (R2=0.99). According to the results ozone can be an excellent option for LAS containing wastewater treatment. On the other hand increasing the initial concentration has a negative impact on the reaction rate.

Keywords:  
Modeling, simulation, Linear alkyl benzene sulfonate (LAS), detergent, ozone, advanced oxidation, kinetics
Abstract:
Market activity within the context of its ongoing globalization causes that individual strategies of multinational companies can share a common goals. They rely on consistent efforts of "supply structures refreshing" by using the newest technology, organizational and economic innovation and rationalization of production by lowering its costs. Innovativeness perceived technologically, organizationally and economically is a driving force to competition and competitiveness of industry and its market presence, is an important factor contributing to economy growth. An important element of industrial sectors innovativeness, is recognition of its importance not only from the perspective of a physical product and/or technology, but also from the perspective of its rational management. This is an important element of executives which must: on the one hand, to develop industrial innovative activities e.g. production, construction and/or services, on the other hand to develop around industrial innovative activities such as management of new technology financing, technological development of warehouses. This article presents a theoretical approach of same innovation in the innovative plane perspective, as well as the determinants of innovative processes for a deeper understanding of its management dimension from the industrial enterprises point of view.

Keywords:
innovation processes, management, industry

JEL Classification: M21
THE IMPACT OF SECURE-BASE LEADERSHIP ON JOB SATISFACTION: THE ROLE OF LEADERSHIP EFFECTIVENESS

Abstract:
The present study aimed at investigating the impact of secure-base leadership on employees' job satisfaction through leadership effectiveness at Shahid Beheshti University. The study is a descriptive-correlation one. The study samples were selected through stratified random sampling. Three questionnaires including "secure-base leadership", "leadership effectiveness" and "job satisfaction" (researcher-made) were employed to collect the data. Validity of the questionnaires was confirmed by university professors and their reliabilities calculated by the use of Cronbach's Alpha which were 0.91, 0.93, and 0.83, respectively. To analyze the data, one-sample t-test, Pearson's correlation coefficient, stepwise multiple regression and structural equation modeling through SPSS and LISREL software, were employed. Results showed that secure-base leadership and leadership effectiveness scores were higher than average and the job satisfaction scores were average. Correlation coefficients showed that secure-base leadership had a significant and positive relationship with leadership effectiveness and job satisfaction. On the other hand, results showed that secure-base leadership directly and through leadership effectiveness had a major impact on job satisfaction. Moreover, leadership effectiveness had an impact on job satisfaction.

Keywords:
Secure-base leadership, leadership effectiveness, job satisfaction
TRUST, ECONOMIC GROWTH AND IMPORTANCE OF THE INSTITUTION

Abstract:
To keep making economic development continuously these days, there is a newly widespread awareness that it is definitely important to accumulate not only the physical and human capital but also the social capital. Many people have been paying attention to the trust which is one of the most representative factors in the social capital from an economic point of view as there are increasing empirical evidences to demonstrate pretty convincingly that the social capital significantly contributes to the economic growth.

In order to analyze how the social capital has an impact on the economic growth and what kind of factors make the level of trust changed, I adopted the Corruption Perception Index (CPI) as the indicator representing the "trust" so as to compare its CPI with those of other countries and analyzed data of the CPI from 34 OECD member countries from 2001 to 2013. As for the analysis of the variable factor for the level of trust, I made use of detailed institutional variables such as the political stability, the level of law and order, whether corruption is controlled or not, economic freedom and so on.

As a result, the CPI has a positive correlation with the growth rate of the real GDP per capita in the pooled OLS and random effect panel analysis while it has a negative correlation with them in the fixed effect panel analysis, which means there are a variety of regulations to control corruption and the more members of society put even more efforts to abide by social norms, the more negative the growth rate of the real GDP per capita gets as time goes by. I think that's why almost all of advanced countries already built such enough social norms and standards that they do not play any significant role in economy.

Keywords:
Social capital, GDP, Economic growth, Trust, Institution

JEL Classification: O43, C23
MANAGEMENT TRANSPORT AT USING INNOVATIVE FORWARDING TOOLS.

Abstract:
In the article was presented managing transport in the forwarding enterprise using modern tools. The transport process requires joining many crucial elements which in the direct way influence the quality of services provided and the position of the company on the competitive market. Customers more and more often before making a decision on the choice of the transit company draw on their own experience. At present the product should be delivered in the shortest time possible, at lowest costs and keeping the appropriate return quality of provided services. Forwarding tools used for managing transport are well-known in many companies. The process finding the competent transit company and delivering the parcel in the set time is time-consuming and requires having suitable experience and qualifications. Tools used in this process should be modernized what lets the possibility of the company increase. The main aim is to show the latest tools forwarding and ways to use them to improve the quality of transport services.

Keywords:
Management, transport, freight forwarding, forwarding tools, innovations

JEL Classification: M21
TOMASZ SZCZEPANIК
Częstochowa University of Technology, Poland

KATARZYNA SUKIENNIK
Częstochowa University of Technology, Poland

KATARZYNA GRONDYS
Częstochowa University of Technology, Poland

MARTA KADŁUBEK
Częstochowa University of Technology, Poland

THE USE OF IT SYSTEMS IN THE DISTRIBUTION OF COURIER SERVICES AND CUSTOMER SERVICE

Abstract:
The article describes the essence of information systems management to the needs of courier companies. The possibilities to use information systems to ensure the efficient flow of goods and information in the management of courier companies. Presented functionality DRP and CRM systems and the possibility of combining them with other systems available in the courier companies. The influence of the use of information systems in the distribution of courier services, and customer service. It shows the practical application of class systems DRP and CRM used in the processes of service delivery courier. Also examined the use of information systems and assess their suitability for delivery courier.

Keywords:
distribution, customer service, courier service, DRP, CRM

JEL Classification: M21
THE EFFECT OF CORPORATE REPUTATION ON COMMITMENT, TRUST, AND LOYALTY AND ITS IMPACT ON CUSTOMER BEHAVIOR OF GARUDA INDONESIA AIRLINE PASSENGERS IN BANDA ACEH, INDONESIA

Abstract:

The objective of research is to investigate the influence of corporate reputation on commitment, trust and loyalty and its impact on customer behavior of Garuda Indonesian Airline’s passengers. The research used passengers of Garuda Indonesian Airline in Banda Aceh, Indonesia as respondents. Its respondents are selected by using non-probability sampling procedures and the analytical model employed is SEM (Structural Equation Model) with Amos and as its statistical software. The outcome of research indicated that corporate reputation has a positive effect on commitment, trust, and loyalty; similarly, commitment, trust, and loyalty have a positive affect on customer behavior; lastly, commitment, trust, and loyalty mediate the relationship between the company’s reputation and customer behavior. The combined using of three intervening variables of commitment, trust, and loyalty to investigate the relationship between corporate reputation and consumer behavior in the context of airline industry as a conceptual research as far as the researcher’s concerned is the originality of this research and would contribute to the development of consumer behavior knowledge. The limitations of the research are that it does not capture a deep picture of the consumer behavior in the designated airline industry in Indonesia and varied education of passengers may have led to a biased response of questionnaire’s items.

Keywords:

Corporate Reputation, Commitment, Trust, Loyalty, Customer Behavior

JEL Classification: M00
MIN KUMAR TAMANG  
Kathmandu University, Nepal

USHA GURUNG  
Kathmandu University, Nepal

ALIENATION AND CAPITALISM

Abstract:
Alienation in general sense is the state of being isolation. There are many reasons for being so. But, in a commonly shared domain, capitalism is blamed to cause alienation among the people in society. Thus, this paper aims to highlight some of the causes and consequences of the same along with its effects. To be more precise, alienation is a process where people feel as if they belong to be foreign in the place they dwell in. It is a way of transformation of workers’ labour to the power that binds them by any kind of law either natural or human.

Keywords:
Alienation, Worker, transformation

JEL Classification: A30
UNTANGLING FIXED EFFECTS AND CONSTANT REGRESSORS

Abstract:
Fixed effects (FE) in panel data models overlap each other and prohibit the identification of the impact of "constant" regressors. Think of regressors that are constant across countries in a country-time panel with time FE. The traditional approach is to drop some FE and constant regressors by normalizing their impact to zero, such that the remaining parameters can be estimated. We introduce "untangling normalization", meaning that we orthogonalize the FE and, if present, the constant regressors. The untangled FE are much easier to interpret, because they do no longer overlap but are now in deviations with respect to each other. Moreover, the impact of constant regressors can now be estimated, and the untangled FE indicate to what extent the estimates reflect the true value. Our untangled estimates are a linear transformation of the traditional, zero-normalized estimates; no new estimation is needed. We apply the approach to a gravity model for OECD countries' exports to the US. The constant regressors US GDP, world GDP, and the US effective exchange rate explain 90% of the time FE. We use an F-test to show that the time FE are redundant, so the estimated impacts of the constant regressors indeed reflect the true value.

Keywords:
gridity model, fixed effects, multicollinearity, normalization, orthogonalization

JEL Classification: C18, C23, F14
RESPECT DIFFERENCES: ROLE OF NATIONAL CULTURES IN SUBSIDIARY AUTONOMY IN GLOBAL PRODUCT DEVELOPMENT

Abstract:
Food industry is an industry that has difficulty differentiating among products, so some product characteristics are easily copied by the competitors which lead a high failure rate among food products and a creativity crisis in the food industry. According to conventional wisdom, product localization with high local responsiveness is considered the lifeblood of establishing global competitiveness among food multinational corporations (MNCs). Within this perspective, a MNCs’ subsidiary is considerate as an important source of knowledge for MNCs to be able to pursue charter enhancement and reinforcement initiatives. The research presents two research questions: How the autonomy was granted to MNCs subsidiary according to the national culture? And how a food MNCs develops understanding in national culture for subsidiary autonomy determination in local product development? The purpose of this ongoing research is to raise the importance of respect differences in national cultures aspect for subsidiary autonomy determination.

Keywords:
global product development, subsidiary autonomy, national cultures, food industry

JEL Classification: M16
CHARLES WILD  
University of Hertfordshire, United Kingdom  

DAN BERGER  
University of Hertfordshire, United Kingdom

USING THE SOCRATIC METHOD TO ENHANCE STUDENT ENGAGEMENT AND REDUCE THE BME ATTAINMENT GAP

Abstract:
Teaching standards in UK higher education institutions are under unprecedented scrutiny. Following the Minister of State for Universities and Science's rather scathing observation at the UK Universities 2015 Annual Conference that the quality of University teaching is not only 'highly variable' but that 'there is lamentable teaching that must be driven out of our system', the government has pressed ahead with the introduction of a teaching excellence framework (TEF), currently outlined in the 2016 white paper 'Success as a Knowledge Economy: Teaching Excellence, Social Mobility and Student Choice.' Under this system Universities will be required to publish the gender, ethnicity and social backgrounds of their student intake, and will be assessed according to their institutional performance on student satisfaction, retention and graduate employment rates. Alongside this initiative, the Prime Minister has committed to 'increasing the number of BME students going into higher education by 20% by 2020'. However, to date, gentle taps at the door to the higher education sector, which have highlighted both the inequality of educational experience and the need for reform, have been largely ignored leading, ultimately, to the introduction of the Teaching Excellence Framework (TEF). The authors suggest that the time has come for higher education institutions to fundamentally rethink the way in which curriculum delivery should take place for the benefit of all students. Consequently, the authors assert that the proper and effective implementation of the classical Socratic Method could provide a viable response to the TEF's call of reform

Keywords:  
BME students, Attainment gap, Teaching Excellence Framework, Socratic Method, Critical thinking, Extra and co-curricular activities

JEL Classification: I28, I21
BUILDING THE ATTRACTIVENESS OF THE SECTOR BASED ON SOLID CO-OPERTITION RELATIONS

Abstract:
The analysis of the sector so the macroeconomic and microeconomic factors, are a source of valuable information for companies are wishing to be or being a part of the local economy. Making a profit in the sector is associated with demand and competition. Making a profit by the enterprises depends on creation of value for the customer in such way, that price the consumer is willing to pay, will be higher than the costs incurred by the company to produce these goods. Higher the competition in the sector, the significant part of the surplus goes to a competitor and a smaller part to producers. Companies profits in sector also depends on the producers’ bargaining power towards suppliers and buyers. It is important to build a solid relations with the closest environment and especially the closest competition. Creation of relationships in the sector to companies in the same industry is difficult. In order to bring competitive advantages results, it is worthwhile to examine co-opertition relations, especially in the context of attractiveness of industry in the same sector. The article presents an analysis of the furniture sector, as the industry which is one of 10 branches located in the newest strategy for Responsible Development in Poland.

Keywords:
coopertition, cooperation, industry

JEL Classification: M21
WHAT DO EDUCATIONAL SUPERINTENDENTS THINK ABOUT MATHEMATICS REFORM IN TURKEY?

Abstract:
Starting in 2004-2005 Turkish education system went through a reform starting with elementary school and moving up to all levels. The middle school (grades 6-8) mathematics curriculum in Turkey also changed in terms of its content, emphasis and pedagogy. This study aims to evaluate and compare the current curriculum with that used prior to 2005. Superintendents (n=47) working in Istanbul, participated in the study. Data of the study was collected through a questionnaire developed by the researchers based on related literature and experts’ opinions. The questionnaire consisted of 10 open-ended, eight multiple-choice and 31 Likert type questions.

According to the study findings, 80% of the superintendents agreed that with the mathematical activities offered in the new curriculum students develop critical thinking skills. Additionally, 85% of them agreed that the said mathematical activities develop independent thinking skills. Of the superintendents 87% agreed that students engage in higher order thinking skills during these activities. Only 9% of the superintendents thought that various teaching methods are being used in schools. Also 24% of the superintendents and 26% of them agree that teachers and students respectively had adopted to their new roles defined by the constructivist pedagogy. One major finding was that 18% of the superintendents agreed that the national curriculum takes the socio-economic level of students whereas that percentage was 13 with respect to the infrastructure of schools. Compared to the previous mathematics program, 47% of the superintendents thought that the new program was more successful in teaching mathematics. Furthermore 18% of the superintendents agreed that class size does not affect the applicability of the curriculum. Even though, half of the superintendents (49%) thought that teachers followed the new program’s recommendations in planning their lessons, 82% of them wrote that the most commonly used teaching method was lecturing. Thus, only 26% of them observed that the recommended teachings methods were used in classrooms. Moreover, 38% of the superintendents mentioned that teachers continued using conventional teaching methods; 15% of them voiced concern that parents, students, principals and even teachers did not truly accept the pedagogy endorsed by the new program. Though the new program puts an emphasis on use of mathematics in daily life, 19% of the superintendents found this aspect lacking in application. The findings of this study might be useful in future revisions and implementations of the national mathematics program.
Mathematics reform, superintendents, mathematics curriculum evaluation, mathematics education in Turkey

**JEL Classification:** I29
AN ASSESSMENT OF THERMAL COMFORT PREFERENCE IN OPEN LAY OUT BUILDING IN WARM-HUMID ACEH, INDONESIA

Abstract:
This study aims at assessing the acceptable thermal comfort for the local people in the warm-humid Aceh. The measurement was conducted based on ISO 7730 which is compared with adaptive thermal comfort method. In this research Aceh Tsunami Museum building, located in Banda Aceh Indonesia was assessed as a case study. The museum has an open lay out ground floor located in the city center of Banda Aceh. Being built in the crowded area such museum design has been utilised by the local people to have pleasant and fresh air; and shades. This study was conducted onsite using mechanical equipment and involving 138 respondents. The result shows that the comfort temperature calculated by mechanical equipment based on ISO 7730 is 23.14°C. This is in contrast with the result of the questionnaires that showed people in an open building design sense the air temperature up to 32°C as slightly cool. This condition is influenced by the mean air speed of 2.34 m/s and the mean relative humidity of 66.25% (RH). This finding agrees that obtaining the comfort air temperature especially in warm humid area merely from the prediction of comfort index in ISO 7730 is inaccurate since the respondents actually could adapt with the higher air temperature

Keywords:
Thermal Comfort, Tsunami Museum Building, ISO 7730

JEL Classification: Q54
Abstract:
The aim of this article is to present the disruptions of flow of information in company management. In the first part of the article the reasons of the disruptions of flow of information were discussed. In the second part of the article the barriers in flow of information were shown. Information has always been bargaining power in the efforts of entrepreneurs to best meet the needs of society. Proper information management is closely linked to the decision-making process in enterprise. The article underline the role of information in the whole process of enterprise management and shows also how different disruptions can be occured in the flow of information process.

Keywords:
information, company management, decision-making process

JEL Classification: M21
HOW NETWORKS MODERATE RETURN ON SALES IN A LOGISTICS ENTERPRISE - CASE STUDY OF UPS

Abstract:
The paper addresses the problem of the moderation role of networks in the area of return on sales, indicating its impact on effectiveness of the process of management in a logistics enterprise. The whole discussion presented in the paper was divided into two main parts. The first part of the paper presents planes of profitability of an enterprise operating in a network. The next, second part of the paper is a result of empirical studies providing the answer to the research question. The aim of the paper is to identify and assess the relationships between the moderation role of networks and return on sales in a logistics enterprise. In order to answer the research question, the results of empirical studies based on a case study were presented. The conclusions from the studies suggest that an enterprise cooperating in a network moderates return on sales of the different products and services provided by network participants. Through this paper we would like to contribute to discussion on the extent to which network enterprises should moderate return on sales in order to stay on saturated markets. The research methods applied to achieve the aim are literature studies, case study, trend analysis and analysis of return on sales. The issues of the moderation role of networks in the area of return on sales are important and topical due to their impact on effectiveness of management of network enterprises.

Keywords:
management, network enterprises, logistics

JEL Classification: M21