ABSTRACT BOOK

3RD INTERNATIONAL CONGRESS ON POLITICAL, ECONOMIC AND MANAGEMENT SCIENCES
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NOBEL SCIENCE
“SCIENCE CENTER OF TURKEY”
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Dear Colleagues,

Welcome to the official website of the 3rd International Congress on Political, Economic and Management Sciences (ICPEMS) which will be held on 08 - 12 November 2017 in Belgrade, Serbia.

The ICPEMS’ 2017 topic areas mainly focus on economics, political, business and management sciences which include public economy, public governance etc. The aim of the conference is to gather leading academicians, policy makers, independent scholars and researchers to share their knowledge, new ideas as well as to discuss future development in these fields.

An additional goal of the ICPEMS’ 2017 is to offer an opportunity for young researchers, academicians and practitioners with multidisciplinary interests related to business, economics and social sciences to meet and interact with members inside and outside their own particular disciplines.

The ICPEMS is organized every year in different Balkan, Far East and Europe Countries to present an ideal platform to share views and research results in economics, business, management, social sciences and related areas.

We look forward to see you in Belgrade at the ICPEMS’ 2017.

Best regards,

Prof. Dr. Cengiz ANIK
Marmara University, TURKEY
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HEALTHCARE INFORMATION MANAGEMENT CHALLENGES IN EMERGING MARKETS; A FIELD STUDY IN TURKEY, KINGDOM OF SAUDI ARABIA, UNITED ARAB EMIRATES AND EGYPT

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Abstract:
Today, information management is one of the key drivers almost in every industry, improving business success. Information management in healthcare is even more critical as it concerns for human health and is strongly linked with management of big data in healthcare. Consequently, in the broader scope, management of big data in healthcare is vital for the implementation of e-health in that country. Despite many advantages encountered by use of big data in healthcare, impacting the consequences of public health policies positively, there are still considerable challenges for infrastructure, interoperability and mainly for patient privacy globally. This threat is noteworthy in many developing countries where governments have initiatives for e-health implementation and utilization. Patient privacy is questionable due to regulations and standards that are not properly in place.

This unique field study aims to evaluate the challenges of information management and use of big data in healthcare regarding four emerging markets; Turkey, Kingdom of Saudi Arabia, United Arab Emirates and Egypt based on user insights. This research is conducted by user questionnaires and face to face interviews of healthcare professionals.

Results indicate the crucial role of trust for big data in e-health regarding patient privacy and present the significant contribution of regulations and infrastructure for information communications technology. The outcomes of the study also present clinical and cultural adaptations of users to information management systems in healthcare essentially contribute to the development of e-health.

Keywords: Healthcare Information Management, E-Health, Big Data, Patient Privacy

SERBIA’S BID FOR EU MEMBERSHIP AND THE QUESTION OF KOSOVO: A NEW DISCOURSE IN BELGRADE?

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Abstract:
The paper aims to analyze what is ‘new’ in Serbia’s discourse towards the Kosovo in post-Milosevic era in association with Belgrade’s bid for EU membership. It is possible to divide Belgrade’s position on the issue over three separate periods: pre-2008, 2008 and post-2008. During the period of 2000-2007, Kosovo became the issue of regime conflict regarding the competitive political scene divided the political parties into two sects as pro-Europeans (reformists) and anti-Europeans (nationalists). After Kosovo declared its independence in 2008, Serbia’s position has remained unchanged, always asserted that Kosovo is an integral part of Serbia which symbolizes Serbian heroism, martyrdom, and struggle. However, after the landslide victory of the coalition ‘For a European Serbia’ in 2008 elections, a partial change and softening came to fruition in Belgrade’s discourse. Although the ‘normalization of the relations with Kosovo’ still remains unresolved, occupying the agenda of Serbian-EU relations since 2008, governments followed a strategy not to tie the two issues (Kosovo vs. EU accession) together. It is likely to argue that current policy is a postponement of an unknown resolution, which also undermines the future of negotiations, having risks and vulnerabilities in ongoing Europeanization process. The milestone agreement in 2013 between Kosovo and Serbian governments seem to open candidacy door for Serbia still causes an unknown process due to the Kosovo question.

Keywords: Serbia, Kosovo, European Union, Discourse.
SOVEREIGN CREDIT DEFAULT SWAPS PREMIUMS AND BOND SPREADS IN PORTUGAL IN THE AFTERMATH OF THE 2008 FINANCIAL CRISIS

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Abstract:
This paper uses daily data of credit default swaps premiums and sovereign bonds spreads in Portugal from 2008 to 2015 to analyze the dynamics of each market in the price discovering process in the aftermath of the financial crisis. Based on the identification of structural changes and cointegration analysis we estimate Autoregressive Distributed Lag Error Correction models for the sub periods prior and after the structural change and for the 2-years and 5-years maturities. Evidence for other Euro Zone highly indebted countries as well as for other European countries perceived as less risky countries is also provided. The results reveal the existence of cointegration between both markets over all sub periods, but the financial crisis dictated changes of the leadership in the price discovery process, which belongs to the credit default swaps market over periods of higher distress and in the longer maturity segment. This result is common to other high indebted countries which exhibit similar adjustment speeds towards long-run equilibria.

Keywords: Credit Default Swaps, Sovereign Bonds, Credit Risk, Cointegration, Price Discovery.

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CRITERIA TO BE USED IN LAND VALUATION REDUCTION WITH PRINCIPAL COMPONENT ANALYSIS AND GIS INTEGRATION

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Abstract:
Impartial, accurate and actual valuation of real estate is of great significance to the economy of any country among the issues that are studied most diligently today. The valuation of real estates is taken into account in a number of fields including taxation, banking transactions, expropriation and buying and selling.

Within the context of our study, the survey was conducted in Ankara, Konya and Kayseri in Turkey in order to determine the criteria affecting the land value. The form of the survey was regulated at Five-Point Likert Scale by considering 116 criteria affecting the value of land. It was answered by a total of 2,531 participants. According to the results of the survey based on the PCA, the number of components was reduced to 11 and the number of criteria to 30. The study area was determined within the boundaries of Konya province in order to examine the success of the criteria obtained according to the PCA method in predicting land value in market conditions. The data set was prepared consisting of all the criteria and values of 558 sample of land that are the subject of purchase and sale in this area. The two models were estimated by using MRA. The R2 values for all the criteria and reduced criteria were calculated as 0.815 and 0.712. Both applications were compared and the results were integrated into the GIS to compare the spatial distributions of land and the values obtained from two models and the market.

Keywords: Land Value, Principal Component Analysis, Geographic Information System
SLOVENIA - PART OF THE CENTRAL EUROPE?

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Abstract:
Slovenia, former Yugoslavian country, is supposed to be the border state between Central and Southeastern Europe. However, for a long time in history the area of Carniola used to be a part of Habsburg monarchy. Thus, the cultural and historical influence of Austria and Catholicism is evident till the present time. Nevertheless, the 20 century brought geopolitical movement of Slovenia to the Balkan region. After the fall of communism and the dissolution of Yugoslavia there were first attempts Slovenia became part of the cooperation in Central Europe. In 1996 Slovenia joined CEFTA, however other form of cooperation with Visegrad countries was limited as well as cooperation with Austria which joined EU in 1995. Only after joining the EU in 2004 the cooperation in Central Europe has been deepening in many other aspects, even economical. In last 13 years Central European countries have become the most important trade partners for Slovenia. While the exports and imports with Germany, Austria and Visegrad countries have increased twice and more, the international trade with Balkan countries, except Croatia, has gone trough stagnation. Slovenia is now often invited on the meetings with Visegrad countries which also help exchange and increase the investments. Luka Koper is the most important port for Visegrad countries regarding the international trade. Visegrad countries together with Austria are also the most important political partners. Although it is sometimes difficult where are the borders Central and Southeastern Europe, it seems Slovenia is now closer to first one.

Keywords: Slovenia-Central Europe-Visegrad Countries-Trade-Cooperation

LEADERSHIP IN MUSIC TEACHING

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Abstract:
This research aims to determine the leadership behaviors frequently exhibited by the music teachers in the schools that they work in Mersin city center and the effects of these behaviors in the organization, the relationship between the consistency of purpose and communication / collaboration within the organization.

In the study, the purposes of the research, limitations and key definitions were explained. "Leader" and "Leadership" concepts were discussed with the finest details, Leadership styles and leadership theories were mentioned, the difference between management and leadership was scrutinized and the importance of the leaders in the organization was highlighted.

The "Multi-Factor Leadership Scale" developed by Avolio and Bass (1999) was used in the research. In addition, the questionnaire which consists of "Consistency of Purpose within the Organization" and "Communication/Collaboration within the Organization" developed by Yalinkilinc (2010) was used in this study.

And the universe and sample of the research were mentioned and required explanations regarding the collection and analysis of data were addressed. the research findings were assessed and commented. The results were evaluated. The extent of the relationship among dimensions were determined that make up the leadership approach, consistency of purpose, communication and cooperation.

It is also one of the aims of this research to determine whether the music teachers’ leadership behaviors vary according to their demographic characteristics.

Keywords: Leadership, Consistency Of Purpose, Communication/Collaboration
LEADERSHIP IN MUSIC TEACHING (THE CASE OF MERSIN PROVINCE)

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Abstract:
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Keywords: Leadership, Consistency Of Purpose, Communication/Collaboration

THE PRESIDENCY OF RELIGIOUS AFFAIRS TOWARDS SOCIAL CONTROL IN TURKEY

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Abstract:
The Presidency of Religious Affairs (Diyanet) is a religious institution officially established in 1924 by Mustafa Kemal Atatürk. As a state institution, the Diyanet has become a political instrument for social control by the authority –from one of to contain Muslim’s protest or support in a secular ideology state to that of promoting mainstream Hanafi Sunni Islam conservative lifestyle during the Justice and Development (JDP) ruling. Therefore, this article is going to discuss the transformation that has taken place by inspecting the historical timeline. Focus of discussion will be on legal aspect and the changes occurred. It has been found the changes is based on the ideology of the current state authority.

Keywords: Ideological Control, Social Control, The Diyanet
SEMANTIC HARMONIZATION OF CONCEPTS IN ISLAMIC FINANCE AND BANKING

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Abstract:
Semantic harmonization calls for common conceptual model within a particular domain, with the inclusion of merging and alignments of sense-level dictionaries and thematic ontologies. Cultural influences must be captured in both the dictionary and ontology. Semantic harmonization regulates the interconnections of standards between knowledge domain and languages. The knowledge representation of Islamic Banking and Finance has been developed in the form of concepts that are actually still requiring improvements of annotations. Other issues include terminology alignment between Islamic Banking and Finance and the conventional Banking and Finance, further complicated when implemented parallel in the public community. There has been a problem in the coherence side of Islamic Banking and Finance, as it has been a multicultural approach affecting the semantic interoperability when the domains community of different cultures convenes. The research objectives are: to extract concepts from articles and books on Islamic Finance and Banking; to categorize these concepts into TRIZ trend phases (innovation, growth, maturity and decline); and to construct an ontology from the Industry and Academic's perspectives. Methodology includes concepts extraction from 500 journal articles and 30 books; survey and interview with three experts at operational and visionary levels; and ontology development and evaluation. Selected concepts are run on WiSeMantiQ\textsuperscript{®} Search Engine. Findings revealed a total of 270 concepts categorized under three TRIZ phases, with a total of 500 instances. The 270 concepts have also been semantically harmonized into four broad classes: green finance, social inclusion, impactful investment and responsible finance. A list of competency questions was improved.

Keywords: Semantic Harmonization, Islamic Finance, Ontology, Industry, Publications

SOCIAL MEDIA THROUGH DATA ANALYTICS (GRAPH-BASED HASHTAGS CLASSIFICATION)

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Abstract:
The advent of social media has created a new world for people to share personal opinions, preferences and thoughts with the society. Social media has evolved as a major driving force for communication and information sharing. This situation lead researchers to further study & analyze the content of social media to provide us with the idea on what is happening in the “cyber world” right now. The researchers hereby take the challenge to study the condition of social media through data analytics. The researchers choose Twitter as main platform because it is the most popular microblogging platform. RStudio (with R-language) is the main platform to be used in this research. We make full use of the existing hashtags in the Twitter data for building training data. From the hashtags, a graph-based hashtags will be constructed. From the graph, the researcher can build a model for classifying the tweets into positive, negative or neutral groups.
At the end of this research, the findings will be useful as reference source to scholars in order to understand how our communities use social media. Then, they can predict on what to with the result whether the community promote truth, knowledge, and good deeds or create happiness in between them in social media.

Keywords: Social Media, R Language, Graph-Based, Hashtags, Twitter
ONLINE CONSUMER RESPONSES TO GLOBAL PRODUCT FAILURES: A COMPARATIVE ANALYSIS OF 5 CASES-

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Abstract:
Individual product/service failures or large-scale product harm crises leading to consumer complaints and negative WOM pose a threat for companies ever since and they have attracted academic interest for the past four decades. Lately, thanks to social media (SM) channels, discontent of consumers can spread to markets where the product or the service is neither available nor failed. Major SM channels or specialized platforms empower consumers for claiming redress or apologies, for product recalls. Mishandling failures can irremediably damage brand equities on a global scale.

Previous studies on the complaint behavior and impacts of negative WOM about unsatisfactory product/service experiences focus on the characteristics of the consumer, attributions the consumers make, nature of the product, company’s response strategies in various products/markets. Our study seeks to explore the impact contextual valance of culture the on-line consumer responses from two countries (Germany and Turkey) to real-life cases of five global brands, all from different industries and countries-of origin. We will be analyzing the spontaneous comments posted about these brands on various user-generated content media platforms. The study suggests that in a high context culture, consumers seem to be at more ease to comment on topics without technical knowledge and actual experience. Therefore, the nature and scope of the comments made can disperse -some being irrelevant while others providing an un-thought of perspective. In the low context culture, although less in number, the comments in the low context culture seem to reflect more technical and experiential relevance.

Keywords: Product Failures, ON-Line WOM, High/Low Context Cultures

A COMPARATIVE FINANCIAL PERFORMANCE ANALYSIS STUDY IN AVIATION SECTOR

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Abstract:
The aviation sector is a sector that is constantly changing, evolving and experiencing very intense competition globally. Responding as quickly as possible to the global competition and the changes experienced in the sector are crucial for the companies which operate in the sector. In order to survive in the sector, the companies always should keep their performances at the highest level. From this point of view, a comparative performance analysis was conducted in this study on airline companies operating under the roof of strategic partnerships in the aviation sector. In the study, in addition to the traditional Data Envelopment Analysis (DEA) method, Assurance Region and TOPSIS methods were applied to the decision units and the answer was sought to the following question that if a new strategic partnership were established which companies would come to the forefront.

Keywords: Data Envelopment Analysis, Topsis, Aviation Sector, Financial Performance Analysis
THE EFFECT OF ANGLO - SAXON APPROACH TO TURKISH TAX ACCOUNTING:
SAMPLE OF ADIM UNIVERSITIES

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Abstract:
The controversial relationship between accounting rules and tax laws has become more prominent in recent years. The regulations of the Turkish Commercial Law are more suitable to Anglo-Saxon approach than Continental Europe approach in recent years. The subject of this study; Anglo-Saxon approach which gains a seat in law is how directs to accounting education in universities. For this purpose, the curriculum of the six accounting programmes have scanned in School of Applied Sciences of Adım Universities. And then courses have been identified interested in IFRS, TFRS and tax. Approach of this section were determined. And also in-depth interview technique was applied to Department heads and professionals of these programs that operate in the province of Uşak. This controversial relationship has been demonstrated in the size and solution proposals.

Keywords: Tax Accounting, Anglo-Saxon Approach, Accounting Education

CULTURAL EFFECTS ON DECISION-MAKING PROCESS IN DAILY JOB SITUATIONS

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Abstract:
Cultural studies identify cultural characteristic set of behaving ways and values, which differ among the nations. Cross-cultural studies do not involve only the methodical evaluations of different national cultures that aim to recognize differences of human behaviour, as it is influenced by national cultural perspective. The method how individuals and groups do trade and business, the way how they accomplish tasks and processes, may differ across the nations but also thwart the companies. Therefore, cultural studies also involve the methodical evaluations of the other cultural influences different as national culture, for example corporate cultural influences on various daily job situations, or on business decision-making processes. Behind the corporate culture, especially the effects of the so called professional culture, may have primary influence on processes of creation of decisions in daily job situations. In this work, the question is analysed, do companies within one national culture, develop they corporate culture according to values and ways of behaving which are considered as typical for the countries national culture. Furthermore the answer is given on question, does corporate culture or professional culture influence the decision making process of individuals stronger as the national culture, meaning that national culture has therewith only secondarily impact on individual decision-making process. In order to analyse this, secondary and primary analysis supported by Chi-squared test and correlation analysis is used.

Keywords: National Culture, Culture-Free, Culture-Specific, Corporate Culture, Professional Culture, Decision-Making
ACADEMIC INCENTIVE AS A CONTROL STRATEGY IN ACADEMIC LABOR PROCESS: A CASE STUDY FROM SOCIAL SCIENCES IN TURKEY

SELIN ATALAY*,

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Abstract:
In the era of monopoly capitalism, all areas including services which are subject to exchange relations are being commodified. This is the case in higher education. Through neoliberal policies which form the ideological base for this commodification process, the services which were previously provided by the state are being privatized.

Marxist theory states that, as the commodification process takes place, all professions including professionals will become part of the paid labor who are controlled by the capitalist. This is called proletarianization of professionals. These professions are envisioned to totally lose the control of the labor process and be submitted to the will of the bourgeoisie.

To understand and explain the effects of this process on the academic profession, qualitative research has been conducted as part of a PhD thesis. In-depth interviews have been conducted with 28 teaching members from the departments of psychology, sociology, history, philosophy, geography and art history who are working in public or foundation universities located in the cities of Istanbul and Izmir. Academic incentive mechanisms have been discussed and analyzed in the context of proletarianization of professionals.

The study showed that instead of intrinsic rewards, academics are concentrating on monetary rewards such as academic incentives. This is seen as a control strategy, where academic labor is losing control over academic labor process. This can be interpreted as part of the process of proletarianization of academics.

Keywords: Academic Incentive, Labor Process, Control, Commodification, Higher Education

MACRO ECONOMIC DETERMINANTS OF POLICY STABILITY IN BRICS COUNTRIES

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Abstract:
There are different theoretical bases and studies that examine the influence of political stability, which is the cornerstone of economic activity, on macroeconomic factors. However, it is important for policy-makers to establish macroeconomic determinants of political stability in BRICS (Brazil, Russia, India, China, South Africa) countries that are beginning to direct international trade. In this study, the macroeconomic determinants of political stability in BRICS countries analyzed by panel data method for 2000-2016 period. As a result of empirical analysis, it is concluded that the most important macroeconomic factors affecting political stability in both short term and long term are national income per capita, unemployment rate and consumer price index.

Keywords: Political Stability, Brics, Panel Data
THE IMPACT OF AR-GE EXPENDITURES ON ECONOMIC GROWTH IN BRICS-T COUNTRIES

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Abstract:
The high growth rates brought by globalization are driving countries to a more intense competition. For this reason, countries that support the production of products with high added value will be more advantageous in intense competition. In this study, the panel data method was used to examine whether the growth rate of the BRICS-T (Brazil, Russia, India, China, South Africa, Turkey) depends on research and development expenditures to GDP ratio for the period 1999-2016. Panel causality tests results suggests, economic growth from research and development expenditures has been achieved both short- and long-term causality.

Keywords: R & D Expenditures, Economic Growth, Panel Causality Analysis

THE ROLE OF MARKETING EXPENSES IN THE EFFECTIVENESS OF TOURISM ENTERPRISES

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Abstract:
The tourism sector is developing day by day. As a result of increasing competition with the development of tourism, businesses are paying more attention to marketing activities. Tourism enterprises are making an intensive effort to promote themselves to their customers better and to sell their products. In addition to this, it is also important to promote and inform the potential customers. All of this requires the promotional activity. Expenses resulting from promotional activity constitute the marketing expenses in the enterprises. In this study, it is aimed to determine the role of marketing expenses in the effectiveness of tourism enterprises traded in Borsa İstanbul. For this purpose, data envelopment analysis method was carried out by using the information in the financial statement of the businesses included in the scope of the analysis and then the results were interpreted.

Keywords: Tourism Sector, Data Envelopment Analysis, Efficiency.

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GREENING THE ENVIRONMENT THROUGH MINDFULNESS

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Abstract:
Global warming is a serious threat for our planet and according to the scientists it is mainly caused by human actions (https://climate.nasa.gov/causes/). Today, organizations not only aim profit making but they also put sustainability on their agenda and motivate pro-environmental behavior. Previous studies have found that individual differences predict greening behaviours but up to date only one study examined the predictive role of mindfulness (Barbaro & Pickett, 2016). Mindfulness means being at the moment. The term has an Eastern philosophical root and Kabat-Zinn (1990) translated the concept for clinical psychology research and has applied mindfulness technique to decrease stress related problems. Langer (1989) embraced the concept with Western tradition, points out the cognitive aspect of mindfulness and implemented it for organizational behavior research. In this study two scales were used for measuring mindfulness for the representation of each approach. This research aims to compare the predictive power of each mindfulness perspective on pro-environmental behavior. Data were gathered from 127 graduate and undergraduate students in Istanbul. Results indicate that mindfulness has significant relationships with pro-environmental behaviour when Langer scale was used. This means that only cognitive side of mindfulness predicts pro-environmental behavior; in other words, when participants engage with the present, they are more likely to demonstrate green behaviors. This study provides a unique theoretical contribution by comparing two approaches in terms of their link with pro-environmental behavior in Turkish cultural context.

Keywords: Mindfulness, Pro-Environmental Behavior, Sustainability.

TESTING OF FELDSTEIN-HORIOKA PUZZLE IN SERBIA

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Abstract:
Increasing investment, which is the source of economic growth, is the basic macro economic objective of the whole country. The theory of economics is based on domestic and international savings in the financing of domestic investments. For this reason, as a source of domestic investments in empirical economics, it is an important debate on how domestic and foreign savings are used. In this study, the amount of domestic investments financed by domestic savings in the context of the Feldstein-Horioka puzzle in the Serbian economy was investigated by the cointegration test, taking into account structural breaks developed by Bai-Perron (2003). As a result of the empirical analyzes, break dates 2002 and 2009 were found and the analysis period was divided into 3 cycles. The result of the Feldstein-Horioka puzzle is valid in the period of 1995-2001 and 2009-2016, and not in the period of 2002-2008.

Keywords: Savings, Investments, Structural Breaks, Feldstein Horioka Puzzle
DIGITAL DIPLOMACY AS A NEW FORM OF DIPLOMACY - CASE STUDY OF THE CZECH REPUBLIC

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Abstract:
Taking care of the country's reputation is a part of foreign relations in many countries around the world. The aim of this presentation is to introduce the role of digital diplomacy, which has actually increased in the recent years. Digital diplomacy (together with diaspora diplomacy, science diplomacy, etc.) is one of the new forms of diplomacy. Countries are aware that communication with either a domestic or foreign audience is the key to the promotion of the county. It can be illustrated by the example of the Czech Republic. The Ministry of Foreign Affairs of the Czech Republic has not only the mzv.cz website, but also profiles on social networks - on Facebook and Twitter. The Czech Republic, as the unique country to travel, business and cultural experiences, presents also the czech.cz page in five world languages. Social networks are also used in communication with/by diaspora communities abroad that help especially in keeping in touch with modern or economic diaspora. Moreover, it is important to emphasize that this diaspora is difficult to reach by other means of communication.

Keywords: Digital Diplomacy, Social Media, Public Diplomacy, The Czech Republic
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HANNAH ARENDT: PUBLIC SPACE IN DANGER OF COLLAPSE

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Abstract:
Hannah Arendt: Public Space in Danger of Collapse
The greatest danger that Arendt sees in an individual living under totalitarian regimes is that people lose their powers of judgement and even worse, they don’t worry about this disability. According to Arendt, this is a question not only of ordinary people but also of people who are intellectually competent. The loss of power of judgement is in fact the loss of the individual and of a common world when a person does not consider himself worthy of judging matters concerning social life. Totalitarian regimes put the judicial power under pressure by judging, by devaluing itself of a conscientious questioning; the most prominent “virtue” is indifferent obedience. The loss of common sense with the judiciary becomes a permanent existence, not an exception. Arendt's effort is to explain how the common sense is lost and to think about the possibilities of its re-establishment. Arendt does not present a sufficient explanation of the common sense. Arendt regards the Cartesian reason, that is based on “the assumption of the mental state that the mind can only know what it produces and retains in a certain sense”, as a result of the drawing of man as an individual to “le bon sense” within himself. With this withdrawal, sensus communis, which is essentially a public power, became an inner power (sensus privitus) and the common world was lost. According to Arendt what people now have in common is not the world but their own mental structures. But it is not possible to have it jointly; people can have the same reasoning ability, each one being their own.

Keywords: Arendt, Public Space, Common Sense, Public Sense, Totalitarianism
MOBBING AND BUSINESS ETHICS: A RESEARCH ON ACADEMICS AND BUSINESS PEOPLE

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Abstract:
Mobbing in the workplace involves hostile and unethical communication, which is directed in a systematic and continuous manner by people mainly toward one individual, who, due to mobbing, is pushed into a helpless and defenseless position. Institutions that place an emphasis on moral values will surely be unlikely to witness mobbing practices. In today's new world order, organizations must behave according to the moral and ethical values in order to survive in competitive environment. This study will first present some descriptive information about mobbing and business ethics, and then provide an assessment from a comparative point of view between academics and business people. For this research, qualitative method is used, since it enables to obtain detailed feedback about feelings, attitudes and behavior. As a qualitative method, interviews are held with 12 participants whom are academicians or businessmen. In order to determine the findings, the interviews are transcribed into data which are analyzed by the researchers. The research will contribute to the literature by analyzing the relationship with mobbing and business ethics. The study would also highlight the different and similar point of views of various sectors since it involves both academicians and business people. The findings of the study indicated that all of the participants think that mobbing is a consequence of lack of the implementation of ethical and moral values in an organization. Even though, they think that business ethics is a requirement in order to overcome mobbing, the participants had varying ethical and moral point of views.

Keywords: Mobbing, Business Ethics, Academics, Business People

THE MEDIATING ROLE OF JOB SATISFACTION IN THE RELATIONSHIP BETWEEN PERSON-ORGANIZATION FIT AND ORGANIZATIONAL CITIZENSHIP BEHAVIOR: A STUDY ON BANK EMPLOYEES

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Abstract:
This study aims to investigate how person-organization fit perceived by bank employees affects the organizational citizenship behavior and whether there is a mediating effect of job satisfaction in person-organization fit and organizational citizenship behavior relationship. Data for the sample was collected from 184 bank employees working in Karabuk. The hypotheses were tested by hierarchical regression analyses. By examining the relationship between person-organization fit, organizational citizenship behavior and job satisfaction, this study allows bank managers to predict why person-organization fit perceived by employees results in increased organizational citizenship behavior and provides some clues on how university organizations can deal with the damaging effects of perceived job insecurity on employees' attitudes and what is the role of job satisfaction in this relationship.

Keywords: Person-Organization Fit, Organizational Citizenship Behavior, Job Satisfaction

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THE ROLE OF TRADE UNIONS IN INTERNATIONAL SOCIAL STANDARDS

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Abstract:
The Role of Trade Unions in International Social Standards
This study aims to analyse the role of trade unions in international social standards. National and international trade unions play an important role in setting, implementing and monitoring international social standards in addition to international institutions such as ILO (International Labour Organisation), UN (The United Nations), EU (European Union), OECD (The Organisation for Economic Co-operation and Development), G20 (Group 20).

International institutions have developed social standards on human rights, fair working conditions, social security, rights of freedom of association and collective bargaining, elimination of forced and child labour, elimination of discrimination, informing employees and consulting employees.

Trade unions as actors of working life have an important role about all dimensions of social standards. Trade unions launch campaigns, monitor the situations, analyse developments, use mechanisms and lobby the decision making mechanisms in favour of standards. This international organisations have different type of tripartite structure and mechanism as trade unions constitute one pillar of tripartite structure.

Therefore, international organisations, international social standards, international mechanisms, international rules will be analysed in this study in order to know better the roles of trade unions in this process.

In this study, the information on international actors, standards, mechanisms will be given. This will help us to understand the role of trade unions better in formulation, development and implementations of international social standards.

Keywords: international social standards, international institutions, trade unions

FIRM IMPROVEMENT: THEORY AND APPLICATION

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Abstract:
Purpose: The aim of this paper is to provide academicians and business people a theoretical and practical roadmap about firm improvement. This study investigates which ways should be followed, how should be an improvement process designed and with which methods should be supported during the times of crises.

Methodology: This study focuses on the firm improvement techniques and instruments that can be used during the process. The theory of the paper was supported by a realistic fictional application. Each test and analysis were conducted by using Minitab 17.

Findings: After analyses are applied and the process is fully completed, it is obviously seen that, with the utilization of appropriate controlling tools, each firm can improve itself with the help of well-organized plans.

Limitations: Although this paper presents a useful guideline worldwide, the numbers that are used in the application part are fictional.

Practical Implications: Entrepreneurs, practitioners, academicians and other pretenders can use the structured pattern easily with the aim of throwing of the crisis situation.

Value: The major consideration about firm improvement is the legal improvement, which is a part of the judicial process for the companies having the risk of bankruptcy. However, this paper emphasizes the importance of the continuous improvement for each firm and presents a compact and useful guideline.

Keywords: Firm Improvement, Crisis, Improvement Tools, Improvement Measurements
MARKETING PROBLEMS OF ACCOMMODATION ENTERPRISES: A RESEARCH IN SAFRANBOLU

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Abstract:
Tourism, a developing and growing sector, provides significant benefits to the country's economy. Many businesses operate in the tourism sector, which plays an important role in the country's economy and in the development of the regions. Accommodation enterprises are at the forefront of these enterprises. Along with economic developments and increasing competition, accommodation enterprises focus on marketing activities to keep an existing customers, to find more new customers and to continue their activities effective. This situation brings with some problems such as marketing problems. In this study, it is aimed to determine the marketing problems of accommodation enterprises operating in Safranbolu, which has an important place in the tourism sector in Turkey. For this purpose, a questionnaire study was applied to the accommodation enterprises in Safranbolu and the obtained data were analyzed.

Keywords: Marketing Problems, Accommodation Enterprises, Safranbolu.

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EFFECTS OF THE GLOBAL FINANCIAL CRISIS IN EUROPE

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Abstract:
The 2007-2009 global financial crisis affected the European Union's (EU) economies mainly because large European financial institutions adopted essentially the same business model as those operating in the United States before the crisis. This global crisis started in USA with massive loss in the mortgage system and soon spill over to Europe. Because the U.S. and EU large banks were using a similar business model, the EU experienced similar distress financial conditions that U.S. banks faced. The purpose of this paper is to assess and evaluate how the economic crisis affected Europe position in the world. The overall objective of the paper is to ascertain the extent of which the financial crisis affected Europe position and what are the implications to this changing status quo if at all there is any. From this background, this research seeks to answer the following questions: Has the financial crisis make EU weaker or stronger? Has the economic crisis affect EU position in the world? If yes, to what extend has it affected the EU position on world politics? In search for answers to these questions, the researcher employ secondary data—policy paper on the global crisis, academic articles, EU response paper, World Bank and International Monetary Fund (IMF) policy documents etc.

Keywords: Financial Crisis, European Union, Usa,
HUME: ANALYSIS OF COMMERCIAL RELATIONSHIPS IN THE FRAME OF CUSTOMS

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Abstract:
The most basic condition for the transition to social life can be seen as the determination of the rights of property. However, once the property has been distributed, it is inevitable that there will be some changes between the property and the property owner. The fact that the permanence of property relations is a serious obstacle for the society. Moreover, in this case, justice would become unfair, and the greatest injustices would have been rewarded. In the present case, the rules of property should be expanded to include other forms of relationship that once the society has been established, it may reveal ownership. Once the society established, the property rules should also allow for other forms of relationship that would allow the exchange of ownership. Because as it is often encountered matters such as an object or a piece of earth that is not in the ownership of one's property can not be explained in terms of the usage right. In this case, research on property rules will not be completed. According to Hume, the rules and conditions of inalienable rights of property must be determined as well as transfer possession. In this respect, transfer of property may be related to four situations. These; Occupation, Property Rights, Accession and Successiveness. Therefore, the handling of these four cases one by one is necessary in order to determine the rules of property.

Keywords: Hume, Commercial Relationship, Property, Possession, Ownership

HOW PRICE STABILITY AFFECT FINANCIAL STABILITY? EVIDENCE FROM AN EMERGING MARKET ECONOMY

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Abstract:
Aftermath of the global finance crisis in 2008, a number of question about the financial stability. The concerns about future crisis made economists and policymakers curious on health of financial system. Policymakers in both developed and developing countries have started to take policy actions to heal up financial systems. In this regard, an important question has to be answered by economists is that how a financial instability occurs in a low inflation environment? Because the classical view argues if the low and stable inflation is achieved, financial stability occurs automatically. This is contrary what the global economy experienced in 2008.

In this study, we aim to test the relation between two policy objectives: price stability and financial stability. With this aim, we test the causal relationship between two objectives and try to find whether there is an interaction between them predicted by classical view or recent theories suggested by Woodford (2011), Svensson (2012), Smets (2014) and etc. in the Turkish economy as an example of emerging market economy. In order to test the causation linkage, we employ recently developed causality analysis by Hatemi-J and Roca (2014), namely asymmetric causality test.

Keywords: Financial Stability, Price Stability, Global Finance Crisis, Monetary Policy
TWO FUNCTIONING BANKING SYSTEMS IN A DIVIDED COUNTRY: THE CASE OF CYPRUS

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Abstract:
As talks have been ongoing for many decades in divided Cyprus in how to resolve the problem and reunify the Island, reunifying the economy has been a major topic. Two separate economies have developed and naturally drifted apart both at the operational level as well strategically. The two separate banking sectors, have developed with different blueprints, i.e. the RoC is a member of both the EU and the Eurozone and the “TRNC” is totally dependent on Turkey for its sustenance with the Turkish Lira being its currency. The RoC suffered a major bank collapse in March 2013 and had to be bailed out by the Troika (ECB, IMF and the EU Commission) to the tune of 10 bn Euros due to a nexus of bankers' and politicians' incompetence and corruption.

The stated worry is the probability of the Turkish Cypriot banks becoming part of a reunified economy, increasing the risk profile of the Island's overall sector in a solution. The TC banking sector’s assets stand at 6 billion Euros with the GC one at 96 billion thus, having the World Bank state that due to its small size, 'the TC bank sector is unlikely to increase risks in the sector'. To this date, no access has been allowed to the Turkish Cypriot banks for the sake of much-needed information and badly-needed stress tests.

The Paper’s issue at hand is whether, a possible political reunification should opt for a fast track economic and banking reunification or rather pursue such a task in a phased mode, the calculus being the result of costs and benefits. The author will synthesize his findings through amalgamation of existing data and overall operational circumstances of both banking sectors in order to reach a conclusion to the question posed.

Keywords: Reunification, Banking crises, Bail out/in, Stress tests, Eurozone

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