



**Masters International
R&D Center**

MIRDEC 2019

**MIRDEC – 15th
International Academic Conference
Economics, Business, Globalization and
Social Science Studies
(Global Meeting of Social Science Community)**

**CONFERENCE PROCEEDINGS
BARCELONA 2019, SPAIN**

Book of Abstracts

**Hotel HCC St. Moritz
Barcelona, Spain
27-29 November 2019**

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Economics, Business, Globalization and Social Science Studies
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Accounting: Auditing, business, social and environmental Business – SMEs, MNEs, strategy, responsibility in accounting and accountants, environmental, sustainable and responsible business, IFRS, public-private cooperation in sound accounting, global trends in accounting strategies, international audit standards.

Business & Enterprise: Business cycles, business planning, supporting SME, policies to promoting SME, e-commerce, women entrepreneurs education and development, strategic integration between innovation & entrepreneurship, entrepreneurship in developing countries, corporate and social entrepreneurship, leveraging digital skills for innovation in the society, high-tech, R & D, enterprises.

Demography & Population: Migration studies, demography, population studies.

Economics: Microeconomics, macroeconomics, economic growth, fiscal and monetary policy, finances, public regulations, sustainable development, agro-economics, climate change.

Environment: Environment economics, fiscal policy for protecting environment, green production, sustainable growth, natural resource, management, climate change, macro-micro issues in environment studies.

Education: Research & development in education, technology and education, education strategies for different age groups, life time education, pedagogy, learning and teaching, educational psychology, curriculum and instruction, e-learning, virtual learning, global internet courses, blended learning, flipped, pathway, enabling, work integrated learning, executive training, training and development, educational leadership.

Entrepreneurship: Product, innovation, social, political, knowledge, corporate venturing, digital media.

European Studies: EU crisis, monetary union, enlargement process of EU, tax harmonization in EU, fighting with tax competition in EU, EU energy policy, competitiveness, EU social policy, Fighting unemployment, income distribution, EU migration, understanding migrants and asylum in European Union, european migrant crisis, refugee crisis, social reflections of Syria crisis to EU area, cooperation for improving EU, Brexit, future projections, EU environment policy and resource efficiency, EU relations with third party countries, climate change and EU, integration, culture.

Finance: Corporate, international, green finance, financial reporting, public finance, financial markets, financial services, financial instruments, capital movements, government budgeting.

Globalization studies: Framework of globalization, history of globalization, economic globalization, cultural globalization, political globalization, globalization and international law, globalization and arts, globalization and conflicts, globalization and new world order, sustainable growth and development, globalization and climate change, regional integrations, human rights and globalization, migration, global institutions, technological platform for globalization, national boundaries, globalization and internet, globalization and sports, globalization and free trade.

Health: Public health, health policies, hospital management, public and private health services, economic, social and political aspects of health services.

International Business: Culture and business, regional-global business, entry modes, strategy, expansion, mergers & acquisitions, trade, franchising strategies.

Internet & Social Media Studies: Social media, internet, future of communication.

Management: Human resources, cultural problems in labor mobilization, international human resource, mobility of human resource, business, cross cultural, corporate governance, financial resources, gender issues, technological resources, natural resources, knowledge.

Marketing: New media, social media marketing strategies, international, consumer research, market research, policy research, sales research, pricing research, distribution, advertising, packaging, product, media.

Philology, Language & Translation Studies: Historical study of language, aspects and research of speech production, transmission reception, linguistics, translation studies.

Social Business: Socially responsible enterprise, environmentally conscious enterprise, non-government institutional activities, globalization and social business, care programs.

Social Sciences: Anthropology, communication studies, new communication in new world order, demography, development studies, information and communication studies, international studies, journalism, library science, human geography, history, law, political science, public administration, psychology, sociology.

Tourism: Developing sustainable tourism destinations, tourism and heritage preservation, tourism economics, tourism policies, hospitality, tourism management and marketing, tourism planning and regional development, protected areas and tourism.

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KEYNOTE SPEAKERS and PAPERS

Frederic Marimon and Marta Mas Machuca

Refreshing the SERVQUAL Model for Collaborative Consumption Economy

Universitat Internacional de Catalunya, Barcelona

Aram Belhadj

Structural Transformation in South Mediterranean Countries:

Which Policies to Engage?

University of Carthage(FSEGN), Tunisia

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Marta Mas Machuca

Universitat Internacional de Catalunya, Barcelona

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FREDERIC MARIMON¹ AND MARTA MAS-MACHUCA²

REFRESHING THE SERVQUAL MODEL FOR COLLABORATIVE CONSUMPTION ECONOMY

Abstract

The collaborative consumption industry has experienced high growth rates since it was introduced a few years ago. Being an alternative to traditional businesses, some of the management models that apply to regular companies must be reviewed and adapted for collaborative consumption organizations. Particularly, the SERVQUAL model based on the discrepancy between perceptions and expectations became very popular since its publication. However, more than 30 years has elapsed, and meanwhile important phenomena has happened (e.g., internet, prosocial movement, environmental care sensitivity...).

The goal of the present study is to introduce a model to conceptualize how quality is provided and managed in this particular setting. The proposed model is based on the Service Quality GAP Model designed by Parasuraman and his team in the 1980s.

Considering that service quality has been proven to have a relevant impact on overall business performance, client satisfaction, loyalty and profitability, this new model will be a useful contribution for both academics and managers in collaborative consumption companies.

Keywords: Collaborative consumption, quality, service, e-commerce, share economy

JEL Codes: M13, M31

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HUDA ALHAJJAJ¹

THE SOCIAL AND EDUCATIONAL PROBLEMS FACING SYRIAN REFUGEES IN JORDANIAN SCHOOLS

Abstract

Over 650,000 Syrian refugees were registered with the United Nations in Jordan as of 2016. Human Rights Watch published a report which stated that nearly one in three Syrian refugees who have fled to Jordan are under the age of 18, totaling 220,000 children. Of that number, one third did not receive any type of formal education in 2015 (Human Rights Watch, 2016). The Jordanian government has recently taken steps to promote educational opportunities for Syrian refugee children.

It is a qualitative research using interview to collect the data. Sample for this study 15 Syrian refugees students from both gender between ages (13-15). The aim of this study is to identify the social and educational challenges that Syrian refugees face in their school. And to determine the importance of engage the parents with teachers to support Syrian students'. Also, to determine the role of social worker to help Syrian students to solve their problems and helping them to offer safe school environment which could affect students' academic achievement.

Refugee children have a variety of learning, social and emotional needs that have to be addressed. Syrian Refugees Students in this study indicating the challenges they face vary including social and educational, such as verbal and physical bullying, and teachers' discrimination against Syrian students. Also the results show that there is no cooperate between teachers and parents to help students in their school problems. In addition, there is a lack of social workers in schools, instead there is counselor. The participants indicated that counselor role was not significant.

Keywords: Refugees, education, bullying, discrimination

JEL Codes: I20, I21, I29

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ANDREA SBARILE¹

HAS TURKEY FACED A “SUDDEN STOP”? A QUALITATIVE STUDY?

Abstract

Turkey has faced during summer 2018 a currency crisis and a high depreciation of its own currency. Economists and mass media have proposed as explanation for the crisis the structural weakness generally attributed to an emergent economy: high fiscal deficit and inflation, persistent current account deficit, high external debt, macroeconomic instability and political risks. Another possibility argued by a minority is that Turkey has faced a sudden stop, a sharp interruption in private international capital inflows. Following the analysis proposed by Tornell&Westermann(2012) about the Greek financial crisis, I will present a qualitative analysis about the balance of payments' position of Turkish economy and the government's political economy. Particular attention will be set on the “deposit dollarization” problem as structural financial weak spot in Turkish economy.

Keywords: Sudden stop, Turkey, international capital flow, currency crisis

JEL Codes: E30, E39, F42

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SAMAH SOULEH¹

DIAGNOSTIC OF THE UNIVERSITY INDUSTRY LINKAGES FROM THE UNIVERSITY COMMUNITY'S PERSPECTIVE

Abstract

This paper diagnose the university-university linkages from the university community's perspectives through analyzing the data of survey distributed to the university community of Biskra' University in Algeria (professors- researchers, laboratory directors, and PhD students) about the linkages between the university and its social and economic environment in the period of (June-November 2019). We have received about 130 answers, 56% of them they have no interactions with industry but they want develop some, 26% have non-official interactions with the social and economical sector, 12% have an official interactions, 6% of the community doesn't want any interactions with the industry. Beside the data analysis of the survey, the study will give also, many suggestions about building and maintaining official interactions with the social and economical sector of the university because our analysis shows also that university-industry linkage can lead to many outcomes for all stakeholders.

Keywords: Algerian University, technology transfer, innovation, linkages university-industry

JEL Codes: O30, O32

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ANNA PUSKAS¹

**INTERNATIONAL ENGAGEMENT FOR THE PROTECTION OF CULTURAL HERITAGE
IN THE SYRIAN CONFLICT**

Abstract

In recent years, the deliberate targeting of cultural heritage in armed conflicts has been receiving a bigger attention than ever before. Although the phenomenon is not new, the international shock and outrage provoked by the systematic and widely broadcasted iconoclastic destruction and large-scale looting perpetrated by ISIL (also known as Daesh or Islamic State) after expanding its control over territories with a rich millennial heritage in Iraq and Syria, led to an increasing international awareness about the need of an efficient protection regime. The present paper seeks to collect and analyse the political decisions and measures taken by different international organisations (especially UN Security Council, UNESCO) and the proactive role of certain states (particularly France, Italy) in influencing the international agenda primarily in reaction to the violent acts of ISIL against cultural heritage, arguing that there is a stronger political commitment than ever before at an international level for establishing effective norms as well as institutional, financial and military tools as regards prevention, mitigation and retribution for preserving the cultural heritage of humanity in times of armed conflicts, raising the field gradually to the international security agenda at the same time.

Keywords: Cultural heritage, ISIL/Daesh, UNESCO, UN, France, Italy, cultural peacekeeping

JEL Codes: Z00, Z10

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HABIBA ABOU-HAFS¹

ENTREPRENEURIAL INTENT: CONTRIBUTION TO THE STUDY OF DETERMINANTS AMONG YOUNG PEOPLE PARTICIPATING IN ENTREPRENEURIAL COMPETITION PROJECTS

Abstract

Entrepreneurial intent is a determining factor in entrepreneurial decision making among students. It precedes the behavioral act of creating one's own business. It is a manifestation of the will to plan to achieve goals. Raising entrepreneurial intent among young people requires gathering a number of necessary but not sufficient conditions. This paper borrows this track of research. The objective is to identify, based on a quantitative study conducted among 120 young academics involved in entrepreneurial competition projects organized in the region of Sousse Massa (Agadir-Morocco), the determinants of entrepreneurial intention. The results show the importance of the category of determinants related to the attitudes and behaviors of students compared with the category of technical and technological factors and also the category of factors related to the family and social environment.

Keywords: Entrepreneurial intent, the determinants of entrepreneurial intent, entrepreneurial competition projects.

JEL Codes: L20, L26

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KEMAL CEBECI¹

TWENTY YEARS OF EURO: COMMENTS ON ECONOMY OF GREECE

Abstract

The common currency, the Euro, which was officially launched in 1999, represents one of the most important steps in the European Union project. Since January 2002, the Euro has been used in circulation as banknotes and coins and has begun to show its economic, social and political effects in a wide scope. The common currency project has become an important topic of discussion in its twenty-years history, and has been one of the main criticism points, especially in the Euro area crisis in the European Region.

Greece joined the Monetary Union on 1 January 2001. The role of the Euro in the debt crisis in Greece in the period 2008-2011 and subsequent years has brought about serious theoretical debates. High budget deficits and increases in public debt stock caused important constraints and problems in terms of both fiscal policy and monetary policy measures.

In our study, the twenty-years adventure of the Euro is discussed and the role of the common currency use in crises in Greece is examined. In addition, debates on policy flexibility regarding measures to be taken in response to crises and differences in specific circumstances of countries are analyzed in Greece.

Keywords: Euro, currency union, economy of Greece, fiscal and monetary policies

JEL Codes: E40, E50, E60, E62, F45

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NAZLI BERBEROGLU YILMAZ¹

IT'S NOT JUST A GAME: POLITICAL TIES OF FOOTBALL CLUB MANAGERS

Abstract

The football industry is estimated to be worth billions of dollars annually. Besides its economic value, there has been substantial research undertaken on its political value arise from its impress over millions of voters around the world. Thus, the political power of football has been discussed comprehensively and it has been indicated that football clubs and their managers have strong political connections. However, previous studies have not considered the football club manager's, who are business-people at the same time, political connections' effect on these manager's companies. In other words, there is a lack of evidence in the literature that, how political connections of business-people football club managers affect their firms' performance before and after their managerial period. With the emphasis on the political side of football the existing work set out to reveal football club managers' political ties impact on their firm performance. The research is based on case studies. Accordingly, the existing and previous business-people managers of the four biggest football club in Turkey will be investigated. Moreover, not only financial performance but also other firm-outcomes, such as public contracts, of these companies will be considered. Thus, a comprehensive picture of football club manager's political connections' implications on firm-performance is aimed to be provided.

Keywords: Political ties, football industry, corporate political activities

JEL Codes: M10, M19, Z20

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ERDEM GUVEN¹

MUHAMMAD ALI AS GLOBAL SPORTS ICON: HIS EFFECT OVER THE TURKISH AUDIENCE

Abstract

In this research we will try to understand the change of an Afro-American boxer Cassius Clay to the "global icon" Muhammad Ali. He not only changes the fate of himself by rejecting Christianity and joining the army service against Vietnam, he also became an icon for the Third World countries and especially in the Middle East and Africa where his ancestors came from. His change also gave him popularity in Turkey as a developing country. By converting and embracing Islam, he also rejected the White-Anglosaxon American lifestyle and his boxing matches became meaningful for the other Muslim and African countries and the rings became "political pulpits". Our aim is to tell the change of Cassius to Ali and his effect over the Turkish audience. Alongwith the literature review method, this research aims a descriptive study. In order to understand the structure we used the Turkish newspapers, testimonies, and the folk songs dedicated to Muhammad Ali in Turkey.

Keywords: Muhammad Ali Clay, Muhammad Ali in Turkey, globalization and sports

JEL Codes: L83

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ANDRES DAVID OROZCO RODRIGUEZ¹

THE TRANSITION FROM PHYSICAL FORMAT TO DIGITAL FORMAT IN VIDEO GAMES: AN ANALYSIS FROM THE TRADITIONAL RETAILER

Abstract

Continuous innovation that has characterized the world of video games, specially, since the arrival of broadband internet, defies the standard model of the traditional retailer business, due to the transition from physical format to digital. This transition presents new challenges in the principal economic activity of the retailers, the business structures of the developer, and trends in consumer and user consumption. Documented source of data was extracted from: Audited financial statuses, financial platform Thomson Reuters Eikon, and Scopus database. Furthermore, trends in development, distribution and consumption of video game software are analyzed under a mixed study; which is qualitative from the viewpoint of the retail distribution market and video game sales, and quantitative from a financial analysis angle, and a multiple linear regression statistical model validated by the ordinal least squares method. It was found that video game developer companies strategically lean their actions towards the development of digital content and their direct distribution to their different customers. At the time of the multiple linear regressions through the SPSS software, it was revealed that the net income, by distribution channel, has a significant increase in the concept of digital content sales, which has an inverse relationship with the income from physical content, impacting directly and negatively to the commercial activity of retail sellers.

Keywords: Supply and demand, online commerce, organizational change, data processing

JEL Codes: M00

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SANDRA RIBEIRO¹ AND ANA QUARESMA²

“PLANET GOVERNANCE”: A NEW CONCEPT

Abstract

This study aims to present all the literature that relates the application of business strategy to the global economy, associating Corporate Governance instruments with “Global Governance”. The relations between the different themes will be presented, in order to allow the conception of a theoretical model for the creation of an index of measurement of good government practices in the management of the country's natural resources and defense in the preservation of the planet. Through the presented model it will be possible, in future research, to assess a Planet Governance index for the states. The designation Planet Governance stems from the concept of Corporate Governance. The current valuation of companies in the market, the uptake of investments, the use of financing, in particular of the listed companies, is related to the fulfillment of good practices of Corporate Governance. Starting from this permission then also the economic and social development of States may be related to good environmental practices carried out by a given economy. This comparison was evidenced by the authors of this new concept of Planet Governance. Planet Governance will be understood as a concept that will first evaluate the governments of each country in terms of the Government of the planet and will also allow assessing the economic and social impact resulting from these good practices relating to the Planet Governance Index with macroeconomic indicators of each country's economy.

Keywords: Global economics, planet governance, corporate governance

JEL Codes: A10, M21, O20

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ETHICAL PERCEPTIONS OF SOCIAL MARKETING CAMPAIGNS IN THE MIDDLE EAST: AN EMPIRICAL STUDY OF DEMOGRAPHIC DIFFERENCES

Abstract

Research on ethics have recently emphasized a difference between university student's ethical perceptions. This paper examines the socio-demographic factors influencing ethical perceptions of social marketing campaigns in the Middle East. Design/methodology/approach – This research examines the ethical perceptions of 600 diverse students majoring in business and social sciences in Lebanon, Kuwait and United Arab Emirates (UAE). Students attended a lecture on social marketing campaigns and watched two videos. Student's responses to 16 items on a questionnaire reveal how they ethically perceive social marketing campaigns. Researchers conducted a statistical analysis on the internal content and external validity and reliability revealing high validity and reliability of the questionnaire. Findings - The results show that there is a significant difference in ethical perceptions based on the demographic factors of religious belief, education major, gender, and age. Results imply that social marketing campaigns particularly influence students with religious beliefs, those of social science major, females, and students who are relatively older. Originality/Implications - The value of the research lies in its attempt to seek new knowledge on social marketing from a non-Western perspective. To help achieve the goal of social marketing, campaigns should be constructed according to Middle Eastern demographics and business students should be directed more towards ethics.

Keywords: Social marketing, marketing campaigns, ethical perceptions, higher education

JEL Codes: M00, M10

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ABDENNOUR BELMIMOUN¹ AND MOHAMMED KERBOUCHE²

BUSINESS PERFORMANCE BETWEEN MARKET ORIENTATION AND STAKEHOLDER ORIENTATION

Abstract

The research purpose is to examine relationships among market-orientation strategies, and stakeholder groups, depending on Jaworski and Kohli (1993); Narver and Slater 1990) framework, and Freeman (1984) framework. Where, stakeholder orientation was studied through four groups have repeatedly been identified as relevant to most corporations: customers, competitors, employees, and shareholders. The market-orientation was studied through two strategies: customer oriented strategy and competitor oriented strategy. As has been studied the impact of these relations on business performance (financial and market). Where, the study was conducted by distribute a questionnaire on a group of Algerian institutions using a sample of 120 companies based on previous studies. Where the results indicated that Algerian institutions have adopted on the competitors as a stakeholder, and the company strategy was oriented toward competitors, After factor analysis, we tested the hypothesis using structural equation modeling. We found that the there is a significant impact of the stakeholder groups (competitors) and market orientation strategies (competitor oriented strategy) on business performance (financial and market performance).

Keywords: Market orientation, stakeholder orientations, business performance

JEL Codes: L25, L11

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AKM MOHSIN¹ AND LEI HONGZHEN²

FACTOR ANALYSIS FOR THE DEVELOPMENT OF WOMEN ENTREPRENEURSHIP IN SMEs: AN EMPIRICAL EVIDENCE FROM BANGLADESH

Abstract

Women entrepreneurship is now a rapidly growing socio-economic phenomenon in developing country like Bangladesh. Women entrepreneurs' development in the SME sector is one of the most important challenge. The research aims to analyze the factors related to the development of women entrepreneurship in Small and Medium Enterprises (SME) sector of Bangladesh. The analysis is based on recent theoretical ideas that have been supported by empirical research findings. Both descriptive and inferential statistics were used in this research. To analyze the factors we have interviewed 232 women entrepreneurs of SME businesses. The main tool of research was a structured questionnaire. This study illustrate an analytical framework based on institutional theory, which focuses on three kinds of factors: regulative, normative, and cognitive. Regulative factors refer to different rules and regulations of the Government that facilitate women entrepreneurship development of SMEs Sector in Bangladesh. Normative and cognitive factors include norms, rules, regulation, and values of society. This study provides suggestions on how to overcome barriers and also many significant policy implications to improve women entrepreneurship in SME sector of Bangladesh.

Keywords: Women entrepreneurship, factor analysis, Small and Medium Enterprises (SME)

JEL Codes: L26

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DANIEL OLAH¹ AND LEVENTE B. ALPEK²

FROM INDUSTRIAL DISTRICT TO INNOVATION DISTRICT: THE FIRST CENTURY OF THE GEOGRAPHY OF INNOVATION

Abstract

One of the defining factors of regional resilience is the local innovation potential and activity. The territorial, regional analysis of this innovation potential is closely linked to geography and to the geography of innovation. At the same time, innovation geography is one of the younger disciplines of our time, and it has produced many competing theories to understand the production of innovation in space, through time and in different institutional settings. Our research objective is not only to explore but also to quantify the theoretical-historical dynamics of the theories of innovation geography using big data tools, pointing to the main paradigm shifts and current approaches, mentioning the perfectly informed and rational, optimizing corporations of the neoclassical school, location theories, industrial district approaches or the growth pole theories of post-war Keynesian spatial planning. Our analysis also covers learning regions, networks and innovation systems. Lessons from these historically competing approaches, as well as the quantified trends of these could be of use to those involved in economic, strategic planning and regulation since the research maps the hegemonic theories of each decade in the past century.

Keywords: Geography of innovation

JEL Codes: O30, O33

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VALERIA COCCO¹ AND MARCO BROGNA²

INSTAGRAM AS A NEW TOOL FOR THE CONTEMPORARY TRAVELERS

Abstract

Tourism is a dynamic and constantly changing sector; it is inserted in a social and digital context of market's change. The research displays the changes in the tourist market, the fast development of the so-called tourism 4.0, and the advent of social networks in tourism sector. In the digital panorama of the tourism market, it is underlined the new conception perceived by the consumer in digital tourism and the advent of social networks which assumed an interesting role in the pre, in and post travel stages; acting as potent marketing tools, strengthened by the daily use of mobile and apps. The work is going to focus, in particular, on Instagram, one of the most innovative social network based on visual multimedia and fragments of authentic daily life.

Keywords: Digital tourism, social networks, tourism 4.0.

JEL Codes: Z30, Z39

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HERU PURBOYO HIDAYAT PUTRO¹ AND ASTRI BRILLIYANTI²

EFFECTIVITY OF STAKEHOLDERS' COLLABORATION ON TOURISM DESTINATION GOVERNANCE IN PANGANDARAN INDONESIA

Abstract

In 2010, the concept of destination management organization (DMO) was applied as an effort to improve the weakness of the tourism management in Indonesia. This concept stresses on the form of collaboration among stakeholders who are involved in tourism from community groups, private sectors, and government. In order to know effectivity of this approach, a research was conducted in touristic coastal small town Pangandaran. This research was conducted using case study approach which was deliberately applied to. Besides, this research also employed mix method approach which practically combines quantitative and qualitative research methods aimed to find out the effectivity of stakeholders' collaboration in implementing the concept of DMO in Pangandaran. The stakeholders are led by a Forum Tata Kelola Pariwisata (FTKP/ Pangandaran Tourism Governance Forum) which serves as a mediator, facilitator, and coordinator for the three groups of takeholders. The results of this research show that the collaboration among stakeholders in DMO-based tourism destination governance has run quite effectively. This is manifested by the existence of common goals, equality, and high commitment from stakeholders. FTKP leadership is fairly good to support the collaboration among stakeholders. However, trust and communication among stakeholders need to be improved.

Keywords: Collaboration, stakeholders, tourism destination governance, destination management organization, Indonesia

JEL Codes: R58

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ANDRZEJ SZYMANSKI¹ AND AGNIESZKA ROSSA²

THE KOISSI-SHAPIRO MORTALITY MODEL BASED ON EXPONENTIAL REPRESENTATION OF FUZZY VARIABLES

Abstract

The new trends in fuzzy analysis are based on the algebraic approach to fuzzy numbers. The essential idea in such an approach is representing the membership function of a fuzzy number as an element of any square-integrable function space. As a starting point we consider the Koissi-Shapiro (2006) mortality model defined as a fuzzy version of the well-known Lee-Carter model, where the membership functions of fuzzy variables take some triangular forms. Nasibov and Peker (2011) proposed an algorithm to represent membership functions of fuzzy variables using exponential forms. Such functions are monotonic and therefore can be decomposed into two parts: strictly increasing and strictly decreasing functions. In our approach we applied exponential representations of membership functions as well as their orthonormal expansions to redefine the Koissi-Shapiro mortality model. Prediction accuracy of the proposed fuzzy mortality model based on real data will be presented and compared with analogous results obtained with the standard Lee-Carter model.

Keywords: Fuzzy mortality model, exponential membership functions, orthonormal expansion, Legendre's polynomials

JEL Codes: C60, C61, C63

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TSYETOMIR STOYANOV TSVETKOV¹ AND LYUBOV KIRILOVA IVANOVA²

THE GLOBALIZATION AND SPAIN

Abstract

The globalization is a dynamic process of developing the economic and political cohesion of the countries in the EU and the world. It is a process that leads to a certain dynamic state of socio-economic development, which is characterized by the transition from a modern to a post-modern socio-economic state of the countries. This article examines the impact of the globalization on Spain's economy. The impact of the globalization on the Spanish economy is considered economically, politically and socially. The main objective of the study is to determine the effects of globalization on the development of the Spanish economy. The study aims to analyze this impact through the application of generalized method of moments (GMM).

Keywords: Globalization, economic growth, GDP, economic globalization, political globalization, social globalization

JEL Codes: F60

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**ANDREAS MOURSELLAS¹, CHRYSOVALANTIS MALESIOS², PRASANTA KUMAR DEY³
AND KONSTANTINOS EVANGELINOS⁴**

**DRIVERS' AND BARRIERS' RELATIVE CONTRIBUTION TO SUSTAINABILITY
PRACTICES AND PERFORMANCE OF SMALL AND MEDIUM SIZED ENTERPRISES:
EVIDENCE FROM AN EMPIRICAL STUDY IN SMEs FROM FOUR EUROPEAN
COUNTRIES**

Abstract

In comparison to large companies, small and medium-sized enterprises (SMEs) have a tendency to be less engaged with sustainability management practices, resulting in limited potential in reducing their environmental and social impact. SMEs are much less likely to have sustainability goals. The aim of this paper is to examine the causal relationships between sustainability practices and performance of European SMEs. In addition, the causal relationships between external drivers (pressures)/internal drivers (barriers) for sustainability practices are also examined. All aspects of sustainability practices and performance (economic, environmental and social) are taken into consideration. The study adopts a quantitative research approach by gathering data from 420 SMEs (103 British, 93 French, 100 Spanish and 124 Greek SMEs) using a structured questionnaire and an online survey tool. The responses were analyzed using structural equation modeling (SEM), separately for the four country data. The study reveals significant relationships between pressures/barriers and practices, as well as between supply chain sustainability practices and performance of SMEs, for all participating countries. Similarities and diversifications of the results among countries are also highlighted, in order to get the perspectives of different economies and geographical locations. The outcomes of the study are significant for the policy makers as well individual SMEs' owners and managers in order to enhance sustainable performance through strategic, planning and operational decisions.

Keywords: Sustainability, drivers, barriers, SMEs, practices, performance aspects, economic, environmental, social, UK, France, Spain, Greece.

JEL Codes: B23, C51, F64, Q01, Q56

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ROGERIO GOUVEIA BESSA¹, RUBEN NASCIMENTO NUNES² AND CARMEM LEAL³

INVESTOR SENTIMENT: A BIBLIOMETRIC ANALYSIS

Abstract

This study characterizes the global dynamics of academic publications about Investor Sentiment (IS) through a research restricted to the highest impact journals from a bibliometric perspective, for period covering 1991–2019. Since 1991 a total of 2250 authors contributed to 1170 publications distributed by 25 journals. About 35% of the sample was from the USA, followed by People's Republic of China, England, Taiwan, Australia and South Korea whose research reaches respectively 22%, 9%, 8%, 6,5% and 4,5%, showing a great geographical dispersion, mostly among Asia countries. However, there is some concentration in terms of research areas, namely Business Finance, Economics and Management. The 1170 articles were submitted to a bibliometric analysis, using VOSviewer software, and a co-citation analysis (CCA) was performed, revealing that 20 authors and 18 articles reached more than 200 citations. This 18 works were organized into 3 clusters, namely: cluster 1 - empirical models assessing antecedents and impact of IS on stocks returns, cluster 2 - theoretical model's proposals and, finally, cluster 3 – empirical models assessing anomalies from IS on stocks markets. The present work is the first that performs a bibliometric analysis about IS revealing a great concern about modelling, but also translates a gap in terms of research about investors individual perceptions in specific markets such as Portuguese or Spanish stock markets. This might be pointing to a path to be explored. There is also the need to foster new research in order to broaden the framework of Behavior Finance studies.

Keywords: Finance, investor sentiment, bibliometrics, co-citation analysis

JEL Codes: G41, M20

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**LUIS EDUARDO SANDOVAL GARRIDO¹, CÉSAR ALFONSO VELASQUEZ MONROY²
AND LAURA CAROLINA RIAÑO BERMUDEZ³**

**ANALYSIS OF SOCIAL NETWORKS APPLIED TO THE CONTROL OF STREET CRIME:
THE CASE OF THE REINFORCEMENTS BETWEEN COMMANDS OF IMMEDIATE
ATTENTION (CAI) OF THE POLICE IN BOGOTA**

Abstract

With the implementation by the National Police of the national model of community surveillance by quadrants (MNVCC), it was possible to improve the response of the police units assigned to the Immediate Attention Commands (CAI) in the neighborhoods of Bogotá. However, efficiency in the attention and reduction of crime by the units can increase if the network of reinforcements between CAI's on crime control is more connected with the other units that are part of the support system throughout the city. For this reason, this document analyzes patterns and relational links between the support networks of the CAI's in Bogotá to then approximate their behavior in the reduction of the most frequent crimes in the city such as homicides and thefts also considering the socioeconomic conditions of the towns of the city.

Keywords: Social networks, police, security, offenses, Homicides, Robberies

JEL Codes: D85, H56, K40, K42, C72

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