The 4th InTraders International Conference on International Trade Conference Abstract Book

InTraders Academic Platform

www.intraders.org

Publisher

Kürşat ÇAPRAZ

e-ISBN: 978-605-69427-1-6

Publisher

Kürşat ÇAPRAZ

Cover Page Design

Celal ALPDOĞAN

e-ISBN: 978-605-69427-1-6

Edition: First Edition 26 October 2019 Sakarya, Turkey

Publisher
Kürşat ÇAPRAZ
InTraders Academic Platform
Sakarya University, Faculty of Political Sciences, Serdivan Sakarya, Turkey
www.intraders.org

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The legal and scientific responsibility of the manuscripts belongs to the authors.

The 4th InTraders International Conference on International Trade was held on 7-8-9 October 2019 with participants from 9 different countries; Turkey, Pakistan, India, USA, Romania, Jordan, Iraq, Spain, Germany

Yazıların hukuki ve bilimsel sorumluluğu yazarlara aittir.

4. InTraders Uluslararası Ticaret Kongresi sunum dili İngilizce olarak gerçekleştirilmiştir. Türkiye dışından 8 ülkeden; Amerika Birleşik Devletleri, Pakistan, Hindistan, Romanya, Ürdün, Irak, İspanya ve Almanya ülkelerinden kişilerin sunumları gerçekleşmiştir. Toplam 41 çalışma sunulmuştur. Sunulan çalışmaların 27 tanesi Türkiye dışından gelen yabancı katılımcılar tarafından, 14 tanesi ise Türkiye içinden gelen katılımcılar tarafından gerçekleştirilmiştir. Sunulan tüm çalışmaların % 65'i yurtdışından katılım sağlayan araştırmacılar tarafından sunulmuştur.

Appreciation

I am gratified to have the honor to put forward the vote of thanks to all the Congressional Coordinators, Congressional Committees, Writers and Authors who provided the intensive work performnace for the Congress

First of all, i would like to convey my special thanks to the honorable

Keynote Speakers

Dear Prof. Dr. Rashmi Gujrati, K.C.Group Of Institutions, India
Aesthetic Surgeon, Hüseyin KANDULU, İstanbul, Health Service Export

The Congress is scheduled for 3 days in which first two days allocated for presentations and the third day planned for Picnic and Gala. The followed day after gala night; Istanbul program is organized. Istanbul special program was managed for 3 nights; Bosphorus Tour, Taksim, İstiklal Street, Old İstanbul, Galata Tower, Old İstanbul, Topkapı Palace, Hagia Sophia. Furthermore, the same Istanbul special program is planned to follow with the same pattern for 3 nights after the Conference.

We aim to provide contribution international trade field by our International Spring Conferences, International Autumn Conferences, Academic Journal, Conference Alerts News and International Market Research.

There will be special issues in InTraders International Trade Academic Journal from the studies take place in our conferences.

InTraders conference is international and targets the participants from all over the world and shape the organization in this direction.

The congress aims to have studies from academicians and private sector managers. The written and presentation language is English.

Conference main topics, **international trade, business, economics, supply chain management, law, gender studies, and international relations.**

In addition, especially in the process of Congress formation, the Secretariat and the Student Team did unforgettable effort which is really hard to fade out. Thank you for your great work dear friends. Last but not the least, my little motivators Emre and Yunus ÇAPRAZ, you are great….

In upcoming Spring Conference will be organized in İstanbul 13-17 April 2019, a beautiful congress which carries more than international congress criteria is waiting for all of you.

Wish to meet you all in this new international conferences…

Kürşat ÇAPRAZ
Director of InTraders Academic Platform
www.intraders.org

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International Business: Challenges faced by EXIM companies

Prof.Dr.Rashmi Gujrati

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Abstract

International business means which sells goods and services in various countries but its infrastructure and services are in his own country. It brings the economy and social harmony is developed in developing countries. International business is a big source to boost per capita income and GDP of the country. Every country has bilateral trade policies with various countries. Globalization, liberalization, and Privatization have been started to increase the business to go globalization. When one company goes to another country and do business and foreign currency comes in his country it helps to develop the nation. International business creates a lot of job opportunities. There are a lot of sectors to do business in the international market. In the domestic market, they don't get good demand and price. There is a monopoly. Not only big MNCs Company can do international business even small and medium enterprises can also enter in international business. This paper will explain how the Export and Import companies face challenges in doing global business. International business is not an easy business which can do as in the domestic market. They face a lot of problems to enter in another country there are a lot of problems which faces by companies are as like to understand the foreign market their choice taste, culture & environment, financial risk, poor quality declaration, logistics, and transportation risk, legal risk, unexpected risk, exchange rate risk, clearance procedure and taxes, are main challenges, another big challenges company faces problem on the airport and seaport due to lack of infrastructure facility to doing export and import smoothly. International policy and their country policy are not the same they face a lot of problems completing documents, dispatch receiving, etc. Due to a lot of restriction and lack of proper information.

Keywords: Challenges, Globalization, GDP, Export, Import
JEL Code: F44

Innovation, Entrepreneurship, and Intrapreneurship in Formulating and Executing Business Strategy

Prof. Dr. Shahrokh Dalpour

University of Maine-Farmington

U.S.A

Abstract

This paper examines literature related to the importance of both entrepreneurship and intrapreneurship in formulating, crafting, and executing an organization's business strategy. It explores how entrepreneurship and intrapreneurship can be beneficial within various steps of the strategy-making, strategy-execution process. It links entrepreneurship and intrapreneurship in a strategic management context and discusses how both differ in form and effectiveness. It concludes that by using and fostering entrepreneurship and intrapreneurship throughout the strategy-making, strategy-execution process, management can create unique competitive advantages and aid in the overall success of a company's business strategy.

Keywords: Innovation, Entrepreneurship, Intrapreneurship, Business Strategy, Competitive Advantage

JEL Code: M12

Does Brexit Have Impact on Stock Markets and Foreign Exchange Rates in Emerging Market Economies? Evidence from Turkey

Esra N. KILCI

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Abstract

The exit decision of the Brexit referendum carried out in 2016 had adverse effects in the financial markets of both advanced and emerging market economies. Turkey was also affected negatively and the stock market and foreign exchange rates gave reaction just after the referendum like the other economies. Aside from the short-term effects of the referendum in the financial markets, Brexit is expected to have impacts on especially foreign trade and export of Turkey to European Union countries as a result of recession which Brexit might cause in the long-run. The analysis of the impacts of Brexit on Turkey is important when taken into consideration that EU countries and the United Kingdom are very important markets for Turkish manufacturers. As these effects will be seen in the long-run, the objective of this study is to investigate the initial impact of the Brexit process on the stock markets and foreign exchange rates in Turkey over the period of 2016:01-2019:06. In the analysis, we test the unit root properties of the series by using Carrion-i-Silvestre et al (2009) unit root test and investigate the cointegration relationship between the series by employing Maki (2012) cointegration test. Both tests take into account multiple structural breaks.

Keywords: Brexit, Stock Market, Foreign Exchange Rates, Structural Breaks
JEL Code: F31

Emotional intelligence is the Beta blocker for job stress. A Study of Pakistani and Turkish Acamedicians

Hina Zahoor
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Ghulam Mohammad
Mohammad Ali Jinnah University, Pakistan

Abstract

University academicians face stress and their profession is burdensome and this job stress (JS) has a catastrophic effect on their performance. A high level of EI maintains positive emotions which enhances confidence to accept and face difficult situations. Emotional intelligence (EI) works as a buffer in stress and individual can easily make out the situation. Thus the present study aims to explore the soak up the effect of emotional intelligence (EI) in job stress (JS) in terms of self-appraisal and others, regulation and utilization of emotions in the academicians of Pakistan and Turkey. The data were collected from 18 universities of Pakistan and Turkey through the online distribution of Google survey form via email correspondence. The Quantitative approach was adapted with cross-sectional study design. The data was gathered through a self-administered questionnaire. The first section of questionnaire consisted of demographic while the remaining part of the questionnaire was adapted from two valid and reliable questionnaires (Schutte et al EI questionnaire and JS questionnaire), being analyzed by SPLS software using construct reliability, construct validity i.e. convergent and Discriminate validity and Structural model assessment.261 academicians filled out the questionnaires. Results showed an inverse correlation among the factors of EI: AP, RE and UZ scores with the level of JS($r=-0.235$, $p=0.005$). Appraisal has a negative relation with job stress AP ($p < 0.01$ and $t > 2.67$ at a significant level of 0.05).RE (P-value <0.05 and t value >2.67) and UZ(P-value <0.05 and t value>1.96) supported the hypotheses that all facets of emotional intelligence reduce the job stress and have a significant relation to absorbing job stress. So, it is recommended that EI short-term training courses should be designed and scheduled in universities.

Keywords: Emotional intelligence, Pakistan, Turkey
JEL Code:M12

International Trade of Films: Role of Turkish Television Serials Export in Turkey

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Abstract

Globalization has affected everything including cultures. Turkish serials have become very popular not only among Turkish followers, it is forecasted that there are 400 million followers of Turkish television serials in the world. The aim of this study is to examine the film sector, television serials trade and to find out the role of Turkish Serials Export in Turkey. Turkey has become the second in the world in Turkish serials exports after United States with 350 million dollars. The Turkish serials are watched in 156 countries. According to Turkish Ministry of Culture and Tourism 017 statistics, the 25% of world's import of television serials is Turkish. The main importers of Turkish television serials are more than 150 countries including US, Latin America, China, Russia, Pakistan. The serials are exported to more than 150 countries. Literature review of films industry import and export and Turkish television serials export. It is expected to find the role, the benefits of Turkish television serials export. It is expected to find the interactional role of television, and the affect of Turkish television serials on the cultures of the importer countries and their perception of Turkey. Furthermore, it another expectation is that the income of 350 million dollars has fringe benefits, like Turkey's publicity, advertisement at the same time and indirect affect of Tourism as well.

Keywords: Import Export Management, Television Serials, Export
Jel Code: F1, F13, Z1

Evaluation of Personnel Selection with SMART-TOPSIS Hybrid Method: An Application in Iron-Steel Enterprises

Assoc. Prof. Dr. Hakan Murat ARSLAN

Düzce University

Abstract

In recent studies, it has been determined that the selection of personnel with certain characteristics using a multidisciplinary approach and using numerical methods has positive reflections on the related enterprises. Selection process based on scientific methods can be done with Multi Criteria Decision Making (MCDM) methods. The main purpose of this study is to show that MCDM methods can be used in the selection of three personnel with optimum characteristics in iron-steel enterprises. In the analysis of the study, (Simple Multiattribute Rating Technique) SMART-TOPSIS (Technique for Order Preference by Similarity to Ideal Solution) Hybrid method were used to determine the most appropriate among the 10 personnel according to the five criteria. As the decision maker, two officials of the relevant enterprise were selected. Calculations were made by taking into consideration some criteria and weights determined by objective scoring of decision makers. As a result of the analyses carried out by two different methods considering the working principles of iron-steel enterprises; Ali, Ahmet and Umut were identified respectively as the most suitable personnel. The results of the analysis were shared with the authorities of the relevant enterprise. Fuzzy logic and artificial intelligence based optimization methods can be used in similar studies in the future.

Keywords: Multi Criteria Decision Making Methods, SMART and TOPSIS Methods, Iron - Steel Enterprises

JEL Codes: M11, C02, C51, C61

The Role of Complementaries in Automotive Demand: The Case Of Turkey

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Bolu Abant İzzet Baysal University

Abstract

The automotive sector is the main purchaser of many industrial branches in the production process and the supplier of many sectors in terms of the products it produces. In addition, it is important for all economies with the sectors it creates during the marketing and use of its products and the structure that directly affects human life. The automotive industry also affects many sectors with forward, backward linkages and expanding effects. In addition, the industry is seriously influenced by the movements in the economy, and the development of the sector influences the economy. The provision of sustainable long-term growth in the automotive sector, depends on producing high value-added products that are dependent on technological developments and it is also important to transforming into a production base that can be shaped according to customer preferences.Therefore, knowing the determinants of demand in the market is also guiding.One of the most important determinants of customer demand in the automotive sector is, its complements. Unlike other determinants, complements make you feel more weight in the process of use. Knowing the level of consumer sensitivity to complements, is important in shaping the market and therefore production. In this study, it is aimed to reveal the relationship between automotive products complements and automotive demand. As complementary, vehicle repair maintenance (including materials and labor), vehicle spare parts and equipment, gasoline, liquefied petroleum gas and diesel prices were taken and Turkey's economy in 2013 (1) -2019 (05) monthly data are used. In the analysis made with co-integration and error correction model, it has been concluded that the complementary variables we have discussed are not important determinants in the short term and that they have come to the forefront as an important determinant in the long term as a result of automotive ownership.

Keywords: Automotive sector, automotive demand forecasting, complementary goods, cointegration, error correction model
JEL Codes: L62, D12, C22, M11

The Effect of The FDI’s on Economic Growth: An Analysis in Sample of Turkey

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Abstract

Although some studies show that foreign direct investments have a positive effect on economic growth some studies show that FDI can cause a negative effect on economic growth. The negative effects of FDI in the economy can be in different ways. The first of these is the crowding-out effect. The second of these is FDI's can cause international trade deficit if the FDI is not export-oriented. Also, FDI based firms' lower-cost production can affect the domestic firms. In this research, it is aimed to evaluate the effects of the FDIs on the economy of Turkey. Regression analysis was performed to measure the effect of FDIs in Turkey’s economic growth. The value of the FDI is determined as the independent variable and value of Turkey's GDP is determined as the dependent variable. Although there are many similar studies in the literature, the years in this research have never been used in any analyze. The value of FDI in Turkey between the years 2005-2017 by yearly obtained from OECD, also Turkey's annual GDP values were analyzed in the same years. The GDP of Turkey, which was approximately 501 billion dollars in 2005, it was around 851 billion dollars in 2017. FDIs in Turkey, which was over $ 71 billion in 2005, reached $ 194 billion in 2017. The sigma value was significant as 0.011 (p <0.05). 45 percent of the change of Turkey's GDP is explained by values of the FDI between 2005-2017. According to the results of the analysis, the value of the FDI has a significant impact on the value of GDP in Turkey.

Keywords: FDI, GDP, the growth rate of GDP, economic growth.

JEL Code: F21

Nonmedical Factors That Influence Patient Satisfaction Toward Health Care Services

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Institute of Health Management

Abstract

This study is to examine the Non-medical Factor that Influences the Patient Satisfaction towards Healthcare Services**.** A total of 120 patients were analyzed through a specially designed questionnaire. The associated factors of our research are infrastructure, environment, cleanliness, brand image and waiting time of hospital and the result of our finding is that the non-medical factors influence patient satisfaction. The aims of our study to evaluate the non-medical factors that influence patient satisfaction towards healthcare services and how much the factor influences the satisfaction level of patient to visit a hospital. Our Survey instrument was close ended questionnaire and self-administrative method was use to conducted this survey. The total population of this research was the patient of hospital of Karachi city out of which the sample size 120 patient were collected. The finding of this research identified that the Non-medical factor such as, Infrastructure, Environment and cleanliness and waiting time of hospital affect the patient satisfaction level. From overall our survey we concluded that patient satisfaction is affected by different nonmedical factors. The purpose of this study is to identify the perception of patient's toward non-medical factors. According to our survey it is identify that people want clean attire equipment and patients give more preference to the hospital which is less time consuming also has attractive ambience and physical appearance.

Keywords: Health Services, Hospital Image, Patient Perception, Infrastructure of healthcare, Patient satisfaction, Health indicators.
JEL Code: I11

Effects of Turkish Foreign Policy on Turkish Foreign Trade

Asena BOZTAŞ

Sakarya University of Applied Sciences

Abstract

Social structures around the world have turned into nation-states in the process and every nation has endeavored to maximize its own interests politically, economically and socially. Although its origins date back to the 1789 French Revolution, it is possible to see that today's nation-state structures accelerated in the international system after the First World War. Turkey, after the Ottoman Empire, in the embodiment of this nation building process that began in 1920s and is one of the most important states in the international system could largely completed in recent years. Therefore, the structuring of Turkish foreign policy and the beginning of the formation of Turkish foreign trade indicate the same process. The study aims to Turkey's entry into the nation-building process from 1920s to the present foreign policy-foreign trade relations, especially, examine the effects of foreign policy on foreign trade. Literature review, historical and current data analysis methods will be included in the study.

Keywords: Turkish Foreign Policy, Turkish Foreign Trade, The Nation-state Structures, International System, Turkey

Jel Codes: F51, F54, H1

Factors affecting consumers purchasing behavior of mobile phone at Jordan market (Afield study)

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Zarqa University, Jordan

Abstract

This field study paper investigating the factors influence the buyers' behavior decision of mobile phone at Zarqa city. To achieve the objectives of this field study paper, 395 buyers were taken as a sample which used simple random sampling method. Primary and secondary data were examined. Furthermore, five factors i.e. price, country origin, advertising, brand name, and services after sales were chosen and analyzed by using of simple regressions analysis. Analysis shows, price factor widely found as about crucial factor which has an effect on buyers' behavior decision of mobile phone.

Keywords: consumers purchase behavior, price, country origin, advertising, brand name, and services after sales, Jordan.
JEL Code: M3

The Organization of Health Sector Financing in the Member States of the European Union and Health Policies

Iuliana-Claudia MIHALACHE, Mihaela TOMAZIU-TODOSIA
Alexandru Ioan Cuza University of Iasi, Romania
Felicia-Cătălina APETROI
University of Seville, Spain

Abstract

The elaboration of the present paper starts from the idea of the interdependence between the state of health of the population and the economy of a state, namely, that, on the one hand, the financial resources existing in the health sector can improve the health of the population and, on the other hand, healthy people will have labour, an aspect that contributes to economic growth. Thus, the main hypothesis on which the work is based is that a way of efficiently financing the healthcare sector can lead, in the long run, to improving the health of the population. The main purpose of this article is to analyse the financing modalities of the health sector in the EU Member States as well as the percentage contribution of each form of funding to the types of services provided to the population; the analysis of this aspect is useful given that the way in which the health sector finances directly influences the range and quality of health services provided to the population. The research methodology used combines the qualitative and quantitative method; the qualitative method supports the revision of the specialized literature, which is based on a series of largely conceptual studies, international studies, which present a fundamental theoretical orientation related to the concept, policies and financing modalities of the health sector. The quantitative method is based on grouping method, comparison method, indicator method, data analysis methods using statistical techniques such as graphs and tables; the data required for quantitative analysis were collected from official sources, www.ec.europa.eu. Health system financing accounts for more than 10% of GDP in the most developed countries, so one of the conclusions is that the choice of funding method determines the type of organization of the health system, who has access to health care, the cost of such care, productive efficiency and, last but not least, the quality of the services offered.

Keywords: Economy, Financing, Health Sector, Health Policies, E.U.
JEL Code: A12, H51, I15, O50

Staff Magazine and Perspectives on the State Economic

Dilşad TÜRKMENOĞLU KÖSE

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Abstract

Staff magazine which has taken its place among the most important journals of opinion in Turkey, it was published as number 36 in the years 1932-1935. Magazine, virtually all the world to rise under conditions in which the totalitarian state, authoritarianism prevailing in Turkey reflects a unitary state model and stability. Staff Magazine has brought a different perspective with a discourse that goes beyond the application in the approaches related to the state and statism in enlightened circles. With this aspect, it became known as an intellectual movement (Staff Movement) which supported the implementation of statist industrial policies in the 1930s. It can be said that on the basis of the statism approach proposed by the cadre movement is an approach aiming to systematize the ideology of Turkish revolution. Staff of the journal, they have been the representatives of an original movement and the central-environment theory they propose for foreign policy. From this background, the main purpose of the study is to clarify the staff magazine and the statist economy. In the first part of the study, the conditions of the period in which Staff Magazine was published will be examined. In the second part, the foundation of the journal, its founders, aims and articles published in the journal will be discussed in general. In the third and last part of the study, it will be tried to put forward what kind of statism economy model adopted by Staff Magazine as a movement.

Keywords: Staff Magazine, Economy, Statism, Politics.
JEL Code: A12

An Outlook on Social and Economic Determinants of Obesity: An Empirical Study for BRFSS 2009

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Abstract

This study aims to empirically investigate the relationship between adult obesity prevalence and socioeconomic status (income, educational attainment, and unemployment) for the United States. The paper employs county level data obtained from the Behavior Risk Factor Surveillance System (BRFSS) 2009. The findings of the study suggest demographics have significant impact on obesity. In addition, an increase in income and unemployment levels stimulates the prevalence of obesity and overweight. OLS model estimations indicate college education significantly reduces the likelihood of the obesity.

Keywords: Obesity, Socioeconomic Status, Unemployment
JEL Codes: I18

Managing Market Risk in *Shariah*-compliant Islamic Banking Institutions

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Abstract

Management of market risk has become a challenging task for *Shariah*-compliant Islamic Banking Institutions in this era of uncertainties and complications. Moreover, its management is crucial for these institutions because of its presence in *Ijarah*, *Salam*, *Murabaha* and *Istisna* contracts of *Shariah*-compliant finance. By using a system thinking approach, this research article develops a qualitative model to examine the market risk management mechanism of *Shariah*-compliant Islamic banking Institutions of Pakistan. Semi-structured interviews have been used by the researchers to develop the Qualitative System Dynamic Mechanism. This model indicates that *Shariah*-compliant Islamic banking institutions make thorough market analysis for the risk exposures caused by unfavorable market conditions. Moreover, *Shariah*-based hedging procedures are adopted by these institutions to counter commodity, currency and price risk. This model also indicates that efficient treasury operations by these institutions are vital for managing market risk.

Keywords: Islamic Banking; Market Risk; Risk Management
JEL Code: G21, G32

Elements of Turkey's Soft Power in International Relations

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Abstract

Although international relations have developed in a largely realist perspective in the historical process, other dynamics in the international social structure (trade, tourism, cultural activities, technology, leaders, education, cinema, economic aids, aids, etc de) It is possible to see that is decisive. States, which see that using soft power elements instead of hard power (military power) in international relations have more effective results, have actually included soft power in their practices, although not very intense before 2000s. Turkey is one of these countries. Unlike today's advanced state, Turkey is heir to the cultural structure should be taken from the Ottoman Empire, in the state where the relationship is always based approach of tolerance and reciprocity. He has recently been able to see the positive effects of the soft power elements. The concept of soft power will first be examined and soft power in the international system after the given place of importance in the process of Turkey's historical and current applied by the soft power elements and their effects under study. In this study, findings obtained from literature review will be evaluated by systematic analysis method.

Keywords: International Relations, Soft Power, The International Community, Non-State Dynamics, Turkey

JEL Codes: F51, F54, H1

The Importance of Container Trade in Maritime Transport: 2019 Estimations in Turkey

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Abstract

With the industrial revolution, the construction of steam-powered machines in the 18th century and the introduction of these machines on ships opened a new era in maritime transport in the world. Nowadays, sea transportation has a very important place in world trade, where distances disappear and globalization is experienced. Ships which are used in maritime transportation, showed great improvements in technology and capacity and at the same time, the ports were modernized in accordance with the entry-exit and cargo operations of these vessels, enabling the transportation of a huge amount of cargo at one time. In addition, the fact that maritime transport is reliable, the damage and loss of goods is low, and it is quite cheap compared to air and highway makes it the most preferred type of transport in the world. In addition, the fact that maritime transport is reliable, the damage and loss of goods is low, and it is quite cheap compared to air and road makes it the most preferred type of transport in the world. That is why %90 of cargoes are carried by ships.

In this study, new ports and hub projects and were investigated. In addition, effects of these investments were analysed. However, the amount of containers which would be handled in Turkey in 2019 was estimated.

Keywords: Container Trade, Maritime Transport, Maritime Trade.

JEL Code: N7

To Investigate the Impact of Channel Zapping on Timer

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Abstract

The research project was conceptualized to explain and understand the impact channel zapping has made on timer, how closely they are related, what if viewers are exposed to the message, starts to view it and if timer is influencing behavior of the channel zapping either positively or negatively. In this regard, 3 major characteristics highlighted in this research are exposure, viewing time and prime time as these variables influences channel zapping behavior. Nowadays, all the brands are focusing on reaching mass audience through tv commercials in this cluttered market but they are unaware that channel zapping behavior eradicates their efforts and budget. To compile this research, data was collected through questionnaire and Regression analysis has been incorporated to analyze the data collected and obtained the results in the form of tables and numbers. However, the results revealed that channel zapping do have an impact on timer and if viewers are exposed to a commercial and starts viewing it, timer creates a sense of urgency in viewers and make them stick to the same channel. Therefore, it is suggested that if brands are willing to advertise during normal or prime time, they should try to incorporate timers to depict the time left before their favorite show resumes as it will have a positive impact, people will be more curious and will stick to the channel to watch the commercial and has a chance to remember the message.

Keywords: Channel Zapping, Timer, Exposure, Prime Time, Viewing Time
JEL Code: M30, M31, M37, M39

Exploring The Significance of Multi-Disciplinary Tumor Boards In Healthcare Institutions Of Pakistan

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Abstract

This qualitative study explored an innovative area of research in Healthcare Management. Many countries from around the world have recognized the importance of these Multidisciplinary Tumor Boards and have been conducting them for over a decade whereas, Pakistan being a developing country is still in the process of embracing the idea of Multidisciplinary Tumor Boards (MDT - TB). This study reconnoitered the significance of the Multi-Disciplinary Tumor Board in Healthcare Institutions where cancer patients are treated. From the perspective of Healthcare Management, this study will look into the organizational and managerial aspects of these boards**.** By using purposive sampling, 165 potential respondents were approached. Only 40 (24%) candidates responded, out of which 15 (37%) respondents agreed for an interview. 73% found no regulatory administrative input towards MDT – Tumor Boards. 97% of the respondents find professional satisfaction from this activity. 95% of the participants' view MDT – Tumor Boards as a promising activity that can enhance the relationship between clinicians and Management. Interviewees gave the most emphasis on administration and management to realize the significance of Tumor Boards and to make it mandatory. The interviewees also stated the importance of including this activity to the job description. The healthcare institutions are suggested to consider the magnitude of conducting MDT – Tumor Boards and playing a pivotal role in ensuring that the meetings are efficiently organized, managed and evaluated.

Keywords: Multi-Disciplinary Tumor Boards, Management of MDT - Tumor Boards, Healthcare Management,

JEL Code: H51, H52, H53, H7

The management of change and its impact in achieving the overall quality

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Abstract

The change in organizations is an inevitable necessity and represents a continuous and renewed process. It involves transformations in the organization or one of its departments to confront the force that influences them. The change comes as a response to the demands of the renewed customers or as a result of changes in the competitive environment or as a result of applying a new management philosophy such as TQM, Change is an organized effort to improve organizational decision-making and to create balanced relationships with the environment through the use of behavioural sciences. It represents an evolving strategy aimed at changing beliefs and attitudes, adjusting values and organizational structures to suit new needs and adapting to the challenges posed by dramatic changes in the social, cultural and economic environment.

Keywords: Change Management, Total Quality, Total Quality Management, environment, organizations.
JEL Code: M1

Determining Turkey's Importance in the International System Parameters

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Abstract

Turkey has a very important place as geostrategic and geoeconomic position in the international system. Thus, Turkey's foreign policy has developed as aware of the current importance with the nation-building process in the post-Ottoman and continues to improve. These policies ensure not only national integrity but also regional integrity. That Turkey’s foreign policy should be determined by the cosmopolitan nature in the international arena and apply, on the other hand it has to match up with the internal dynamics. Otherwise, there may be management problems and non-compliance in society. When all this is taken into consideration the most important factor to be aware of Turkey, parameters which determine its importance in the international system (political power, military power, technological power, demographics, R & D strength, cultural and historical background, its geo-strategic location, stable and steady to determine the domestic and foreign policies, economic and commercial power etc.) and use them in the right time and manner. In the study, the parameters that determine the importance of Turkey in the international system, detected by the literature will be given to the issue of the need to use how and when these parameters.

Keywords: Turkey, International System, Geostrategic Position, Cultural and Historical Background, Eco-Political Power

JEL Codes: F51, F54, H1

Impact of motivational and social factors on entrepreneurial intentions: A case of potential entrepreneurs

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Abstract

The interest of the world is shifting from conventional businesses to entrepreneurship to get influence over rivalries. People with innovative and creative minds start a new venture by using nascent or potential resources and extract benefits in the shape of wealth, fame, goodwill and world give them the title of "Entrepreneurs". The phenomenon they adopt is "Entrepreneurship". As entrepreneurship plays a significant role to stimulate the economy, as well as, reduce unemployment through exploring new opportunities and by creating employment for people. So it is mandatory to identify such factors that elucidate or obscure the path of an individual toward entrepreneurship. In the light of previous literature, we found that at the time of the decision to emerge as an entrepreneur, an individual could encourage or discourage by some dominant factors such as motivational and social, etc. So the aim is to highlight the relationship and influence of motivational and social factors on entrepreneurial intentions of an individual in the Pakistani context.

Keywords: Entrepreneurship, Entrepreneurial Intentions, Motivational Factors and Social Factors.
JEL Code: M13

Analysis of the competitive advantages and implications of the generalization of green sources of energy at micro level and macroeconomics

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Abstract

Development of the environment has led to the emergence of a concept called sustainable development, which requires attention to protecting the environment in order to achieve competitive advantages and thus improve the macroeconomic and micro-environment. To achieve these advantages, green energy (renewable) Many countries are interested in the development of this source of energy and set a goal to achieve, including the State of Germany, which is one of the leading countries in the field of renewable energy, in addition to what this energy provides to Germany and China from many returns such as the provision of employment and other, Complex environmental problems Based on the above, the aim of this paper is to crystallize the importance of green energy in protecting the environment and to enhance the competitive advantages and to identify the experience of Germany and China in this field, which can benefit many developing countries

Keywords: Green Energy, Competitive Advantages, Macroeconomic, Micro
JEL Code: O13

Germany's Balkan Policy and Economic Transformation in the Post-Cold War Era

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Abstract

The Balkans, as one of the five largest peninsulas in Europe, has a geopolitical position that will enable them to be active in European, Mediterranean and Middle Eastern politics. In addition to its strategic position, the fact that the Balkan lands have a multi-national structure diversifies the struggle and rights ownership on these lands. Germany's policies on the Balkans, which constitute the subject of the study, can be expressed as political, commercial and thus stability-based rather than ideological, religious or national sensitivities. In fact, it did not break ties with the Balkan region both before and during the Cold War. Depending on the global political system, these ties are sometimes intensified and sometimes concentrated. The main objectives of this study are to analyze this vibrant international political process, which reveals the sensitivity and concerns of Germany towards the Balkan region. In this direction, the policies of Germany on the Balkans are analyzed. Furthermore, it will be tried to determine whether there has been any change in Germany's basic perceptions and thus policies in the Balkans during the historical process. The historical analysis method will be used in the study. In this context, the study will consist of three parts: In the first part, the Balkan policies from Germany's imperial period to the Cold War period will be briefly discussed. In the second part, the Balkans policies and change processes of the Federal Republic of Germany in the post-Cold War period will be examined. In the third and the last part, the current political economy and the approach of Germany to the Balkans are examined.

Keywords: International relations, Germany, Balkans, Cold War.
JEL Code: A12

Employment Condition of Woman Due to Discrimination & Harrasment In Textile Industry

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Abstract

Pakistan is the sixth most populous country in development in South Asia. Its economic system is predominantly agricultural base of large estates and giant and a good sized percentage of the population lives under the poverty line. There is higher alienation between the distinctive religious and cultural minorities. Working ladies are probable the most important for natural and countrywide development. For a growing country, like Pakistan woman labor force is as important as material ones. The articles about the employment circumstance of female in textile industry are primarily based on experiments, checks and time-honored conclusions that how the working circumstance effects the ladies socially, bodily and mentally. To find out about the work of girls with low turnout in Pakistan because of religious, usual cultural values, ideology and colonial development of the social organization that oppress ladies in the labor market to analyze. Appropriate methodology in this find out about offers us the guidelines for information collection and processing. The motive of this chapter is to give an introduction on the methodology used in this find out about time-honored and unique tool for records collection and data analysis this research is usually to be focusing on female who are working in textile industries in Karachi (Site).

Keywords: Employment condition, discrimination, harassment, textile industry

JEL Codes: J71

Human Resource Management In Family Businesses

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Abstract

In recent years, interest in research on human resource management in the context of family businesses has increased. In this study, the factors that affect the determination of human resources applications in family businesses are tried to be investigated. Hence, it is tried to put forward how family members, who have ownership and management rights of the enterprise, can affect the human resource management practices and which human resources problems may cause in these businesses. It is aimed to go beyond the narrow human resources problems arising from family members such as nepotism and planning the transfer of management. This study focuses on how human resource management practices will be shaped according to the stages of "ownership, family development, and business development". The impact and consequences of business strategy, institutionalization level in family businesses, level of international business conduct, quality of family relations and quality of non-family employees on HRM practices are also evaluated. Besides, suggestions are made on how best human resources management practices can be developed and implemented in these enterprises by adopting a more strategic human resources management approach in family businesses. The study is expected to contribute to the literature by providing a more holistic perspective on human resource management practices in family businesses.

Keywords – Family Businesses, Human Resource Management, High Performance Work Systems, Human Resource Practices, Non-family employees.
JEL Codes-M10, M12, M54

The Impact of Temporal Diversity on Team Performance: The Moderating Effect of Team Orientation

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Abstract

This research aims to explain the relationship between temporal diversity and team performance with moderating role of the team orientation. Study emphasis that the collaboration between employees adds value in organizations to focus on the relationship of temporal diversity and team performance. The research conducted in telecommunication industry of Pakistan and respondents were the employees of different telecommunication companies. The data collected through questionnaires from approximately 320 employees to describe the research findings. The findings concluded that more temporal diversity in a team, the members of teams are more vigorous and if the team orientation is strong, it will enhance team performance. Team orientation as a moderator shown positive influence in this relationship. The outcomes recommended that team orientation act as a strong bridge between the relationship of temporal diversity and team performance. It will help organizations to get more efficiency and a good environment in the workplace. This research held the first time in Pakistan that will help organizations to reduce the challenges they face to generate positive experiences that move employees towards high performance.

Keywords: Temporal diversity, time urgency, pacing style, team performance and team orientation.
JEL Code: M12 & M14

Readiness of People to Adopt E-health Services

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Abstract

Recent advances of technology are significantly increasing day by day. E-health is an application of information and communication technologies that should be implemented for improving the quality in the healthcare services and the cost should reduce at the same time. The purpose of this research is to examine that people are ready to adopt E-health services or not and identified that how much knowledge they have about E-health. By accepting the E-health services people can be able to have online recommendation whenever they wanted to, they can contact for online medical test results, they can reserve appointments online, and they can interlink with health care providers conveniently. Our survey instrument was close ended questionnaire and it was a self-administrative survey. Sample size of this surveys was 270 and survey was done from different areas of Karachi city. From all over our survey it was concluding that people do not have knowledge about E-health. Majority of people do not know that what is E-health. They do not have privacy issues to adopt E-health services. They are using the internet frequently and also using other online services. E-health services is impossible until and unless people do not become familiar with the term E-health.

Keywords: E-health services, internet, adoption, technological acceptance.
JEL Code: I15

Impact of Service Quality and Perceived Value on consumer purchase decision among hospitals (Ziauddin & Darul sehat)

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Abstract

The objective of this study is to assess the services quality and perceived value towards customers' purchase behavior in hospitals. As mainly investigated the patient perception towards the services quality of Dar-ul-Sehat Hospital and Ziauddin Hsopital in Karachi, Pakistan. Both hospitals are the two tertiary care hospitals in Karachi, which are claiming to provide best healthcare services at reasonable cost to their consumers. This study is to compare and analyze their services quality. This research used a structured questionnaire which have been collected the information. Non probability sampling has been selected with sample of (200 respondents) of both hospital patients (inpatient and outpatient). The research was used to gather qualitative and quantitative methods. The aim of healthcare services is to defend and recover people's physical, Emotional and common health. In together service establishments, service quality has a significant consideration in healthcare administrations. In this research, perception of the quality of services providing in the arena of health by persons who obtain them is associated giving to altered categories of hospitals provided that such service, and assessments are finished consequently. Therefore, whether patient's perceptions of service quality vary according to hospital categories, so in what measurements of quality these variances occur and perceived quality by number different patient's profiles like age, sex, incomes etc.

Keywords: Healthcare, Services Quality, Expectations, Perceived Value, Patient Satisfactions.
JEL Code: I11, I15, L89, M14, O44

Managing Diversity in Recruitment Process

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Abstract

Nowadays, the business environment is speedily changing and the concept of globalization has become more intense, therefore making the knowledge of diversity increasingly critical. In the area of recruitment, knowledge is represented in the demand for different talents and desirable candidates in an effective way. In the light of "Equality Act 2010 Code of Practice "this study attempt to propose a theoretical framework of recruitment process in a diverse society, by examining how the recruitment process in organizations can deal with diversity environment by identifying the group of people 'protected characteristics' that represent components of diversity and pose suggestions for employees on how to conduct diversity in their recruitment process in order to recruit by an effective and equal way during their recruitment practices and recruitment outcomes across all phases of the recruitment process, so that the organization may benefit from the existing diversity and achieve equity among its employees. The aims of the study are to examine the literature reviews to determine how and when discrimination occurs through the recruitment process and the laws that can be guided to deal with this issue to achieve effective diversity management, this may provide a simpler, more consistent and more effective legal framework for individuals, businesses, employers and public authorities and the information they need to meet their responsibilities and preventing discrimination, in addition, helping protected characteristics when seeking employment, to be aware if they think they have been discriminated against.

Keywords: Recruitment process, Diversity, Equality Act 2010.
JEL Code: J7, J23

Role of Knowledge Management and Dynamic Capability towards Firm Competitive Advantage

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Abstract

Current studies try to explain that how a firm differ from others in global competition. The purpose of this study is to examine that how firms dynamic capability in combination with knowledge management can help achieve sustained competitive advantage. This study highlights the role of knowledge management and how it is linked or facilitated the firm's ability to be in competitive advantage that might not be fully enlightened in the previous researches. Therefore, the aim of this paper is to determine the theoretical connection between these two construct and considered them as a source for future research. The research design for this study is system dynamics. By using this method we might produce truthful results and ensured their validity. The findings of this study show that for the firms to sustain their performance, knowledge management and dynamic capabilities acts as an enabler that supports the operational functioning of the firms. This study shows that competitive advantage does not only come from firm dynamic capability, but also from a better understanding of knowledge that transform into commercial worth. This research is not very extensive because of the short period of time; this study should be conducted through the case study method as well to get more feedback and data. We encourage further research on this topic by having a large number of samples from a variety of organizations. The idea that competitive advantage requires both the existing internal and external exploitation of resources and developing new resources is developed in 1959. However, only few researches have been done that focus on how dynamic capability and knowledge management develop competencies to remain in the competitive firms.

Keywords: Knowledge management, dynamic capability, competitive advantage.
JEL Code: M1

Factors Affecting Consumer Preference For Purchasing Branded Footwear In Karachi

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Abstract

The purpose of study is to identify the choice of customer when they purchasing footwear brand, there are lots of brands available in market so, why customer select some specific footwear brand. Technique which is used is convenience based sampling under the category of non-probability sampling because of the respondent will be only women who have purchased and used branded footwear, The formula has been used to drive the sample size which is 150. There are five Hypothesis used for this research study and researchers select 150 respondents for data collection. SPSS Correlation, Regression and KMO were being chosen for the data analysis. “Price, Product Quality, Brand Loyalty, Brand Conscious, Store Location “are the independent variables, “Consumer Preference” which is dependent variable. In the end the results showed that two Hypothesis is accepted and other three is rejected. The results shows that relationship between price and consumer preference 0.011 which is less than 0.05, alternate hypothesis accepted, relationship between quality and consumer preference0.003 which is less than 0.05, alternate hypothesis accepted, relationship brand conscious price and consumer preference 0.212 which is greater than 0.05, Alternate hypothesis rejected, relationship between brand loyalty and consumer preference0.652 which is greater than 0.05, Alternate hypothesis rejected, relationship between store location and consumer preference0.198 which is greater than 0.05, Alternate hypothesis rejected. Conclusion of this research shows that there are two most significant factors price and quality influence the consumer preference, it’s changed their purchasing pattern. This research paper would be beneficial and useful for marketer expert and researchers.

Keywords: Consumer Preference, Branded Footwear, Price, Product Quality, Brand Conscious, Brand Loyalty Store Location.
JEL Code: L67, L84, M11, M21, M31

Dynamic Linkages of Exchange Rate and Stock Return Volatility: Evidence from Pakistan

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Abstract

This paper examined the relationship between foreign exchange rate and stock prices. For this study, two sectors were under study. First was the automobile sector and the second was the fuel and gas sector of Pakistan. A total of 21 listed companies of KSE-100 were selected as data sample for the period of Jan 2011 to Dec 2013. All the listed Companies were selected for studies. Daily closing prices of 21 companies for three years, and daily exchange rates of Pakistan rupee and US dollar for the same three years were used for analysis. Data on daily prices was taken from business recorders and data of daily foreign exchange was gathered from the website of state bank of Pakistan. A regression model was applied for analysis. By rejecting our null hypothesis results revealed that there was a significant positive relationship between stock prices and foreign exchange.

Keywords: Exchange Rate, Stock Prices
JEL Code: F31

An Empirical Analysis of IPO Pricing in Pakistan

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Abstract

The magnitude of IPO underpricing has varied a lot over the last few decades in the global IPO market. In the 1980s average listing day return was 7%, during the 1990s it increased to 15%, during the dotcom bubble of 1999 it jumped to 65% before reducing to 12% in the early 2000s. Over the years, the IPO pricing mechanisms have evolved and today most companies use fixed-price, book-building or auction method to float their IPO. Over the last two decades, IPOs are floated either through fixed-price or book-building in Pakistan. The focus of this research is on average underpricing and P1 of IPOs floated in Pakistan through fixed-price and book-building mechanism with an aim to draw inferences on the efficiency of these mechanisms in price discovery. For this purpose, the average abnormal initial return and abnormal buy-and-hold returns are computed. In order to check for the robustness of our results, the normal returns are proxied by market return and then generated through the market model. The study covers all the IPOs floated from January 2006 to December 2018 in Pakistan for which stock price data was available. The results show that IPOs are less underpriced through book-building method as a comparison to the fixed-price mechanism. The level of IPOs underperformance is fluctuating across industries therefore when measuring the long term abnormal performance the results confirm that the book-building mechanism proves itself efficient for reducing the underperformance in the case of Pakistan than the fixed price mechanism. The evidence on the subject of P0 IPO's under P1 and P2 is consistent with international studies.

Keywords: IPO, underpricing, underperformance, fixed- price, book-building mechanism
JEL code: P1, P2

Does Gender Matter In Conflict Management Style?

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Abstract

The number of researches about the differences in the work behaviors of male and female employees is increasing day by day. This research aims to determine whether there is a difference between the preferred styles of coping with the interpersonal conflicts of male and female employees in the health sector. For this purpose, a questionnaire was applied to 305 employees of a public hospital. The data of the study were obtained by using Rahim Organizational Conflict Inventory-II (ROCI-II) and analyzed using SPSS 25 statistical package program. In the analysis of the data, an independent groups t-test was used to determine whether preferences of male and female health care employees differed according to gender. After the analyzes, a significant difference was found in the preference of health care workers in terms of integrating and compromising conflict management styles according to gender. There was no significant difference between male and female participants in terms of preference of dominating, obliging and avoiding conflict management styles by gender. The study is expected to contribute to the literature on conflict management in organizations in terms of gender.

Keywords: Health Care Employees, Interpersonal Conflict, Gender, Conflict Management Style
JEL Code: M10, M12, M54

Assessment of Barriers in the Implementation of Green Supply Chain Management in FMCG Sector of Karachi

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Abstract

The objective of this study is to assess the barriers that impact the implementation of Green Supply Chain Management (GSCM) includes the impact of technological advancement, top management support, Government regulation and support system, knowledge and awareness and high cost on the performance of GSCM. Only few multinational companies are adopting GSCM in Pakistan. There is huge lacking of focus and implementation of GSCM by majority of companies as well as Government of Pakistan. The research strategy is used as quantitative type because the collected data analyzed numerically. The population size of this research was Supply Chain employees of FMCG companies of Karachi and the estimated sample size of this research was 109. The research has been conducted in Unilever Pakistan, Shan Foods and English Biscuits Manufacturing (Peak Freans) Pakistan. Convenience sampling was considered as a sampling technique for this research. After the gathering of information, an ideal research model was executed to the acquired outcome. There were two different models applied to analyze the impact barriers which that play a major role in the implementation of GSCM. The similar researches on Drivers and barriers of GSCM have been conducted internationally however no research is yet undertaken in Pakistan especially in FMCG sector.

Keywords: Supply Chain Management, Green Supply Chain Management, Barriers, Industrialization, Technological advancement.
JEL Codes: A1, F63, F64, G18, M11, Q01, Q56, R41

Evaluation of Internal Control

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Abstract

Corporate governance is defined as the whole of a company's relationship with its shareholders, with society as a whole. According to the OECD-Organization for Economic Co-operation and Development, cooperative governance shows the rights and responsibilities of the different categories of a person involved in the company, such as the board of directors, directors, shareholders, and other categories, and sets out the rules and procedures for decision- on the activity of an organization. Corporate governance is the branch of the economy that studies how companies can be more efficient by using institutional structures such as constitutive acts, organizational charts and the legislative framework. It is a modern form of leadership of large corporations, commonly called corporations. The structure of co-organizational governance has been deduced from that of political governance in countries with a strengthened and well-functioning market economy. Political governance is supported and structured on three forces of authentic democracy; owner-shareholders, The Board of Directors and the Management of the Company. The shareholders decide on the purpose of the corporate activity, the board of directors has the task of defining the strategies for pursuing and performing the economic activity carried out by the company, the management has a concrete task to carry out the strategies elaborated and drawn by the board of directors. The application of the principles of co-organizational governance in Romania was made with the amendment of Law no. 31/1990 on commercial companies by Law 441/2006, modified to European Union requirements for the management of Romanian companies to operate according to efficiency principles.

Keywords: Management, Company, Organizational, Gramework
JEL Code: M1, M2

Impact of Capital Structure on Firms' Financial Performance Evidence from Pharmaceutical Sector of Pakistan

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Abstract

Capital structure is the combination of debt and equity which is the key source for financing any business organization. It has a major impact on the financial performance and stability of a firm. This study investigates the impact of capital structure on firms' financial performance taking evidence from the pharmaceutical sector of Pakistan. Panel data regression analysis has been applied for the analysis of the data of pharmaceutical companies listed with the Pakistan Stock Exchange (PSX). Data for 10 years ranging from 2009 to 2018 was considered. Findings and its analysis revealed that debt to equity impacts ROA, ROE and Tobin's Q in both positive and negative manner. Therefore, the results of the study concluded that capital structure decision is vital for firms' stability and efficient financial performance.

Keywords: Capital Structure, Return on Assets, Return on Equity, Tobin's Q
JEL Code: G3, G31, G32, C23

An Empirical Analysis of Natural Gas Import Demand Function for Turkey

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Abstract

Turkey is bordered on the crossing road of world energy resources, yet the country has very limited domestic energy assets. As a rapidly growing emerging economy, the country is highly dependent on its neighbors' energy (around 90 percent of its total energy demand) to power not only its industrial production but also its growing population (at the highest rate in Europe) and urbanization. Accordingly, International Energy Agency reports that Turkey's energy import is expected to double in the next decade (IEA, 2013).

This study aims to model and estimate Turkey's dependency on one of the major energy commodities, natural gas. In this regards, we estimate the import demand elasticities of natural gas for Turkey. Our research provides price and income elasticities of import demand of natural gas. We use monthly data for real GDP, import demand quantities and prices of natural gas for the period of 2000-2017. The data is obtained from the World Bank, the Turkish Statistics Institute, and the Energy Market Regulatory Authority of Turkey.

We use auto regressive distributed lag (ARDL) bounds test approach which distinguishes the short-run and the long-run effects of price and income changes on import demand of natural gas. Although the existing literature provides inconclusive results of price and income elasticities, our initial findings are in line with theory suggesting that price is inelastic and income is elastic. Based on our estimates, we discuss some policy implications.

Keywords: Energy trade, natural gas import demand elasticities, ARDL bounds test, Turkey
JEL Code: F10, F13, F14, Q41

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