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The 6th InTraders International Conference on International Trade provides Republic of Turkey, Council of Higher Education "International Conference" criteria. The 6th InTraders International Conference on International Trade was held on 5-9 October 2020.

InTraders declare that researchers from Romania, North Macedonia, Egypt,

Kazakhstan, Pakistan, Qatar, India, Indonesia, Philippines, Zambia and Turkey joined,

more than half of the studies presented by researchers were out of Turkey.

The 63 % of studies is presented by foreign authors out of Turkey.

In the program, just accepted and presented studies are mentioned.

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

Aktolkin ABUBAKIROVA, Khoja Ahmet Yassawi Intenational Kazakh-Turkish University, Kazakhstan

ADRIANA SCHIOPOIU BURLEA, University of Craiova, Romania

Rashmi GUJRATI, Tecnia Institute of Advanced Studies (TIAS), India

Violeta Madjova, International Balkan University, Republic of North Macedonia

Sobia Hassan, Lahore College for Women University, Lahore, Pakistan

U. C. Jha, Lovely Professional University (LPU), India

The Congress is scheduled for 5 days by using Zoom Live Sessions.

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 papers from academicians and private sector managers. The written and presentation language is English.

Conference main topics; international trade, business, economics and supply chain management.

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 Sprng 7Th InTraders Conference 24-28 May 2021, 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

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Rashmi GUJRATI, Tecnia lnstitute of Advanced Studies (TIAS), India

Violeta Madjova, International Balkan University, Republic of North Macedonia

Sobia Hassan, Lahore College for Women University, Lahore, Pakistan

U. C. Jha, Lovely Professional University (LPU), India

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25	A. ANANDA KUMAR J. MEXON	FACTORS AFFECTING THE GROWTH AND DEVELOPMENT OF TOURISM IN ZAMBIA (WITH A SPECIAL REFERENCES TO CHIBOMBO & LUSAKA)	DMI – ST. EUGENE UNIVERSITY	Zambia

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28	Muhammet Yunus Şişman	A Review of the Energy Consumption in Turkey	Kütahya Dumlupınar University	Turkey
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31	Vera Apri Dina Safitri & Dhiona Ayu Nan	HOW ECO–EFFICIENCY IMPROVES FIRM FINANCIAL PERFORMACE? AN EMPIRICAL EVIDENCE FROM INDONESIAN SOEs	Universitas Teknokrat Indonesia	Indonesia

32	Mia Torres-Dela Cruz	Next Generation Social Business: A System Of Sustainability Innovation	Holy Angel University, Angeles City, Philippines	Philippines
33	Subanya Sarah	An empirical study towards employee satisfaction and Retention with special reference towards IT sector	Madras Christian College, Chennai	India
34	DR.D.AMUTHA	IMPACT OF DEMAND AND SUPPLY WITH SPECIAL REFERENCE TOWARDS GARMENTS DURING LOCKDOWN PERIOD	St.Mary's College (Autonomous) – Thoothukudi,Tamil Nadu	India
35	Dr.Ignatius A.Herman, Dr.Leena Jenefa	A Conceptualization of a Customer-Preference and Perception towards Value Added Courses Through Online Mode	DMI Group of Institution, Chennai-India, Tecnia Institute of Advance Studies, Delhi –India	India
38	Asena BOZTAŞ Dilşad TÜRKMENOĞLU KÖSE	Turkey's Ecopolitica and Foreign Trade in the COVID 19 Process	Sakarya University of Applied Sciences, Faculty of Applied Sciences, Sakarya University	Turkey

39	Hina Zahoor, Nasir Mustafa	Game changing role of HRD Amid and Post COVID - 19	Istanbul Gelisim University	Turkey
40	Shaista Jabeen, Muhammad Farhan	COVID-19: The Pandemic's Impact on Economy and Stock Markets	Hailey College of Commerce, University of the Punjab, Askari Bank Limited	Pakistan
41	Maria-Alexandra Călinoiu	The role of Romanian influencers in the strategy for promoting tourism to Turkey	University of Craiova	Romania
42	H.Murat ARSLAN	Determination of the Most Appropriate Robot Kit Model for Robotics Companies with AHP-TOPSIS Hybrid Method: An Application	Düzce University	Turkey
43	Noor Jehan	The effect of government policy on demand for Higher Education: case of Covid-19	Abdul Wali Khan University Mardan	Pakistan

44	Mubashar Hassan Zia, Fizza Asif, Ali Haider	The Impact of Employees' Emotional Capabilities on Customer Loyalty with the mediating role of Rapport and Trust: A case of personal fitness industry	Riphah International University, Islamabad Pakistan, International Islamic University, Islamabad Pakistan	Pakistan
45	Ismail Ahmed Nur	Foreign Financial Inflows and Exchange Rate Volatility in Somalia	Istanbul Commerce University	Turkey

The Ombudsman Institution in Romania and Turkey – a Comparative Analysis

Irina-Raluca BADEA, Romania

Abstract

The Ombudsman is an institution of public interest, founded as a bonding agent between citizens, on the one hand and public administration, on the other one. This paper aims at presenting the duties of the Ombudsman institution in Turkey and Romania, highlighting at the same time the differences and similarities between them. Moreover, the fight for attaining the constitutional status of the national legislation and respect of the individuals' rights are the main preoccupation of this public autonomous entity. The impact of this institution's activities is analyzed in depth, putting an emphasis on the effects on public administration and also on the economy in both countries.

The Ombudsman in our cases is a parliamentary one, meaning that it is elected by the Parliament whilst being unbiased. The role of this institution is crucial in the context of a widespread instability due to political changes, pandemic, economic distress, because it acts towards complying with the rule of law and good governance principles. Accordingly, there will be presented the own-initiative inquiries and the complaints received within the past years in Romania and Turkey in order to identify the vulnerable sectors and investigate the resolutions' implementation.

Hence, the Ombudsman Institution represents a leverage for increasing transparency in the conduct of public administration.

JEL Codes: H83, K38
Keywords: Ombudsman, Turkey, Romania, public administration

Impact Of Minimum Wage On Individual's Welfare

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Abstract

Contrasting the well-developed works on the service impact of the minimum wage in manufacturing realms, very little is known about its effects in low income countries. Keeping into account, the country, Pakistan, where there is a huge problem of unemployment. It's an Agricultural State and plays huge role. Focusing on the current scenario, the outbreak of COVID-19, the stipulation of employees has tailed off, Knocked the specific items production towards its decline. The easiest cut-down expenditure of the Investors are the workers; thus, they are fired. This enforces the Government to ventilate the "Minimum Wage" Policy;

Detecting that either minimum wage law protects labor force. The Government recommended the ideology of Minimum wage slightest merit of daily bread to cushion the welfare of the employees. Furthermore, the initiation of Minimum Wage is associated with those who earn little or were unemployed.

Quantitative research methods were used to investigate and observe the collected data with the help of SPSS. The data were collected using self-administered structured questionnaire via Google Docs.
The result indicates that higher minimum wage levels lead to fewer jobs. In Pakistan, most evidence does not indicate that minimum wages help low-income families.

The conclusion is that the initiation of Minimum Wage is a good step to reduce the unemployment rate. In terms of living it shows a good prospect it helps you to fulfill the basic necessities of life the least the minimum wage can do, Savings can be difficult. It does not guarantee you a luxurious life. On a short term span the impact of minimum wage on individual's welfare can be a good motive but in long term span it will be huge disappointment.

JEL Codes: I3 I31 J21
Keywords: Minimum Wage, Welfare, Wellbeing, Human Welfare, Employment.

An Empirical Study towards the Impact of COVID 19 in Tourism Sector

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Abstract

COVID-19 lockdown has an great impact on socioeconomic activities including tourism sector. It is totally disturbed and closed during covid pandemic. Due to safety and security reason the Government of India took major steps to protect the public by closing the Tourism Sector and imposed lots of restriction towards that. The Study area of this research, is Ooty a famous destination for tourist located in South India. Every year around 1 million tourists used to visit that place. Due to COVID pandemic, huge loss were accrued the hotels and restaurant, taxi drivers in that area. In this research, the researcher used descriptive and the data were collected from Hotels and tour agencies. The questions were based on the Likert scale with a 5-point scale for all the measurements used ranging from (1) -strongly disagree to (5)-strongly agree), The validity of the questionnaires was content-based validity andthe reliability of the questionnaires was 0.81 and 0.86, based on the Cronbach Alpha Coefficient.

JEL Code: Z32
Keywords: Tourism Sector, Covid

Analysis of Green Supply Chain Management Systems Adopted by Indian Retailers

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Abstract

The Indian retail sector which is the fifth-biggest retail goal all-inclusive, has been positioned as the most appealing developing business sector. Retail Industry has been the key benefit driver for India's development as of late. These days retail is the popular expression in India. It has risen as the most energizing and most marvelous portion of business or trade. This paper analyze the procedure of the retail sector of India that it follows in terms of adoption of green practices in supply chain management with the various criteria appraised by the retailers with the respect to green practices. Secondary source of data collection technique is used to identify the problem related to green supply chain and analyzing the recent trends in the country. The study concludes that organizations are additionally thinking about their provider's natural practices. It appears to be distinguished that an enterprise would advance self as being green, by making their workplaces zero carbon, in the endeavor to make itself all the more engaging offer more items to buyers.

JEL Code: M31

Keywords: Green marketing, green practices, supply chain, environment friendly

The state's responsibility to compensate the victims of the demonstrations

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Abstract

Demonstrations are one of the most important forms of expressing street opinions and demands, and may be the most direct.

A balance needs to be struck between exercising the right to demonstrate on the one hand and protecting public order on the other. The balance is difficult between the freedom to demonstrate and protect public order, so that we do not over stress security and disturb public order.

Therefore, the relationship between the exercise of the freedom to demonstrate and the requirements of public order must remain complementary, with the aim of combining the stability of society and ensuring its security on the one hand, without prejudice to the enjoyment by citizens of their constitutional freedoms on the other hand.

Given that demonstrations often cause damage, which raises the question of the extent of the state's responsibility to compensate the victims of the demonstrations, whether the victims were demonstrators themselves or others, as the state is obliged to pay compensation for the material and physical damage to the demonstrators or the forces in charge of securing the demonstration And whether the damage was the result of terrorist acts or the act of gatherings.

The research aims to explain the topic of the state's responsibility for compensating victims of group crimes, by looking at how the legislator deals with the damage caused by the gatherings, how to compensate for it, and the extent of the state's responsibility for the affected compensation and reaching recommendations for the purpose of evaluating and correcting the legislator in the event that it fails to address the problem of the state's commitment Compensation for damage caused by terrorist crimes and riots.

JEL Code: K40
Keywords: Civil liability - Damage - Demonstrations – Insurance – Terrorism

Intercultural Competence as a Key Factor in International Trade

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Abstract

The present paper represents an analysis of the importance of the intercultural competence for international trade. Defined as a set of knowledge about other cultures and abilities to interact with people pertaining to different cultural backgrounds, intercultural competence is a factor of paramount importance for those involved in international trade. In our globalised society, the intercultural dialogue is much more intense than before duet o the technological and communicational improvements, and the multinational companies which bring together persons from different cultures. Intercultural competence is acquired through experience and represents a decisive factor for high performance in different fields. Irrespective of one's social and cultural status, a person has to face intercultural encounters more and more frequently duet o our highly interconnected world. The intercultural education, the training to work in multinational teams and the knowledge of other cultures and lifestyles are compulsory for all contemporary humans. Thus, the main research question of my present study is "How important is the intercultural competence in international trade?". My analysis shall try to offer an answer to the above-mentioned question from historical, socio-cultural and economic perspectives.

JEL Codes: B17, B27
Keywords: Contact, exchange, globalisation, intercultural competence, international trade

The role of climate variability on suicide rates- A county level analysis

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Abstract

Climate variability is increasingly approved to impact many dimensions of public health. The higher temperatures create important concerns for human health particularly mental wellbeing. An increasing number of studies have found evidence of linkage between higher temperatures and suicidal behaviors. The aim of this study is to estimate the impact of climate variability on suicidal behaviors in the United States counties. The analysis is based on a panel of annual weather and suicide data for 3143 counties in the U.S. The distribution of mortality by suicide shows significant differences across the four regions of the United States: the Northeast, the Midwest, the South, and the West. The results show that the higher temperatures have positive impact on suicide rates in the southern counties. The findings also support that there are empirical evidences of precipitation–suicide relationship.

JEL Codes: I12, C23, I15, O12
Keywords: climate variability, mental wellbeing, panel data, economic development

Investigating The Impact Of Brand Image On Consumer's Willingness To Pay More; The Mediating Role Of Brand Preference

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Abstract

The basic purpose of this research work is to find the impact of brand image on customer's willingness to pay more/price premium for the branded products. This study also focuses on how customer's brands preference mediate this relationship. The growth of branding has changed the market trend and people are willing to even pay more for the branded products. Deductive approach is used for this research study. The population of this research is the consumers of fast food industry. To evaluate the hypothesized relationship, the data is collected from 550 students from three different universities of Lahore, Pakistan. SPSS and AMOS software are used to analyze the data by means of correlation coefficient and regression analysis. This research study will provide useful information to policy makers in identifying and analyzing the factors that can play an important role in building favorable brand image in the minds of customers.

JEL Code: P36
Keywords: Brand Image, Brand Preference, willingness to pay more

The Role of Equity Market Volatility due to the COVID-19 Pandemic in Predicting Exchange Rates: Evidence from the United States

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Abstract

The Coronavirus, namely COVID-19, which emerged in the city of Wuhan in Hubei province of China on December 31, 2020, has spread worldwide in a very short time. Globally, as of July 9, 2020, there have been 11.879.458 confirmed cases of the COVID-19 pandemic, including 545.525 deaths, reported to World Health Organization. The COVID-19 pandemic not only affected people's health and countries' health systems but also affected financial markets. Recently, studies investigating the impact of the COVID-19 pandemic on financial markets have begun to increase. This study is also being carried out to determine the impact of the COVID-19 pandemic on financial markets. The purpose of this study is to examine the predictability of exchange rates with equity market volatility due to the COVID-19 pandemic for the United States. For this purpose, Toda Yamamoto causality test is conducted using the daily data from January 22, 2020 to July 9, 2020 of the indicator called Infectious Disease Equity Market Volatility Tracker and USD/CNY, USD/EUR, USD/GBP exchange rates. Toda Yamamoto causality test results show that there is a unidirection causality from equity market volatility due to the COVID-19 pandemic to USD/CNY and USD/GBP exchange rates. These results indicate that equity market volatility due to the COVID-19 pandemic i.e. Infectious Disease Equity Market Volatility Tracker can be used to predict USD/CNY and USD/GBP exchange rates. This study, which examined the impact of the COVID-19 pandemic on financial markets for the US, is expected to provide important implications to individual and institutional investors, portfolio managers and decisionmakers.

JEL Codes: C22, F31, G11
Keywords: COVID-19, Toda Yamamoto Causality, Exchange Rate, Equity Market Volatility due to COVID-19, Infectious Disease Equity Market Volatility Tracker

Supply Chain Fınancing Solutions And Their Effect On Small And Medium Enterprises: A Theoretical Perspective

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Eyyüp Ensari ŞAHİN, Turkey
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Abstract

It is part of a business life that all companies require an optimal amount of cash to continue with their operations. The ones that operate on cash constraints can find themselves experiencing problems with both their procurement and production. Often a disruption is observed in the entire supply chain especially with companies who require, but have difficulty obtaining, cash such as small and medium enterprises (SMEs). Given the constraints faced by companies in their supply chains and the growing concern to obtain credit, or cash, the newly developed financing instruments that are offered to companies, such as 'Supply Chain Finance'. It was seen from previous literature that there weren't adequate studies to describe SCF and link its importance to SMEs. Therefore, the aim of this study is to put forward the general concepts of SCF and to discuss how SCF solutions affect the supply chain operations of SMEs in light of previous studies. A literature review was conducted to fulfill the aim of the study. The reason for conducting a literature review is to be able to gather and analyze the pool of literature in order to draw the boundaries of the topic and to identify the existing gaps within the research area. The results clearly indicate that in recent years the focus on alternative financing models had increased due to increasing world trade, globalization and higher levels of risk and competition faced by the companies. Supply Chain Finance is an important financing method for both suppliers and buyers as it is seen to benefit both sides of the trade while lowering costs in the process.

JEL Code: G23
Keywords: Supply Chain Finance, SMEs, Reverse Factoring, Payables Finance

Turkey's Relations With The Turkic World İn The Process Of Globalization

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Asena Boztaş, Turkey
Sakarya University of Applied Sciences

Abstract

As a process in which Liberal democracy, free market economy and cultural differences gain a universal dimension by coming to the fore, globalization deeply affects the domestic and foreign policies of states. The fact that it covers the universe as a process rather than a phenomenon now seems as broad as the inclusiveness of the spheres of influence of globalization, which take its place among academic admissions. Due to the wide and diverse areas of influence from the everyday lifestyles of individuals to the domestic and foreign policies of states, this study mainly tries to evaluate the economic dimension of globalization. As a matter of fact, global developments that continue as a process all over the world do not leave the Turkish Republics out of their area. Given the breadth and diversity of this sphere of influence and the economic dimension of globalization, all paths coincide with foreign political processes and the conditions of a free market economy. Therefore, one of the main conditions for the successful continuation of the globalization process, which is inevitably expressed, can be defined as regional cooperation, regionalization. The study focuses on the necessity of developing economic cooperation between the Turkish republics in the process of globalization. In this direction, in the first part of the study, the concept of globalization is included in the theoretical framework, while in the second part, it was tried to determine where Turkey is in the globalization process. In the last part of the study, the importance of cooperation between Turkey and the Turkish Republics, which can be created and increased by existing ones, was tried to be identified. Results of the study in the globalization of the Turkish world in more regional collaborations, in addition to taking up more space on the affected side in Regional Economic has highlighted the necessity of establishing a union.

JEL Codes: F01, F15, F50, F59
Keywords: Globalization, Economic Dimension, Turkish World, Free Market, Foreign Policy

Factors Affecting International Trade in Southeastern Anatolia Region of Turkey: An Econometric Analysis

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Abstract

In the last three decades of Turkey, policy makers have activated the energy potential of the Southeastern Anatolia Region via initiating several projects to increase energy production in the region. In addition, a great deal of agricultural potential of the region has attracted serious investments and incentives accordingly. Besides, industrial enterprises established in this particular region of the country received various supports from the government such as tax deductions, incentives for worker insurances, and consumption of energy discounts etc. As a result of these projects, supports and investments, there have been remarkable changes in economic and social characteristics of the region on which most of the studies focus. This study analyzes how such changes occurring in the region have affected the international trade and regional economic development. Also, the study examines the factors related to the international trade in the region and what roles international trade play in the region's income level. Specifically, the current study examines the relationship between amount of foreign trade (export and import) and changes in per capita income, agricultural and industrial production, energy consumption, investments and incentives on certain sectors operating in the study region. Based on the estimation results it can be concluded that energy is the most important factor rising the volume of international trade in the region. In addition, there is a significant positive correlation between agricultural production and the amount of foreign trade in the region. The estimation results also show that investments do not have a statistically significant impact on the amount of international trade. Finally, according to the study results, international trade is an important factor that positively affects per capita income in the study region.

JEL Codes: N75, O13, D51, N55
Keywords: Import and Export, Energy Consumption, Agriculture, Industry, Southeast Anatolia

The Impact of the Macroeconomic Policies on the Economic Growth in Ghana

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Abstract

This study examines the impact of macroeconomic policies on real GDP growth of Ghana by focusing the monetary and fiscal policy tools. With this aim, Johansen co-integration and VECM approaches are employed by using quarterly data between 2009Q1 and 2018Q4. In the model, consumer price index (CPI) and money supply variables are used as monetary policy tools while public expenditure and internal debt are used for fiscal policy tools. It is found that there is a long run correlation among the variables in the model and CPI and money supply have long run positive effect on real GDP growth while the public expenditure and internal debt have long run negative impact. The results also reveal that, CPI and money supply have positive effect on current real GDP growth in a short run dynamic while internal debt has a negative effect on current real GDP in a short run. Public expenditure loses its effect on real GDP growth in the short run. The model estimation shows that there is a deviation in the short run and long run effect of the public expenditure on the real GDP growth.

JEL Codes: F41, E62, E52
Keywords: VECM Model, GDP Growth, Macroeconomic policies

Impact Evaluation of Microfinance for Small Enterprises in Morocco

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Abstract

In recent years, many nations in the developing countries have introduced microfinance as a means to empower women and support small enterprises to alleviate poverty. Microfinance services are mainly offered to people who have been excluded from the conventional banking system due to their socio-economic circumstances and the lack of collaterals they can offer. In this paper, we examine the impact of microfinance on the performance of small businesses in Morocco. We use a multiple linear regression to measure, to which extent microfinance is beneficial to small enterprises. Contrary to the majority of the literature, our findings suggest that microfinance does not play a statistically significant role in developing small businesses in Morocco.

JEL Code: L32
Keywords: Micro finance; Poverty; Small enterprises; Morocco

Contemporary Ways Of Teaching Foreign Languages To Future Specialists In The Sphere Of Tourism (Based On The Content Of Great Silk Road)

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Aktolkin ABUBAKIROVA, Kazakhstan

Khoja Ahmet Yassawi Intenational Kazakh-Turkish University, Kazakhstan

Abstract

Studies show that the ideas about professional communication activities of specialists in the field of tourism are inextricably linked precisely with foreign language training. The process of foreign language training of tourism specialists should be a complex, holistic cycle of classes aimed at developing foreign language communication skills among tourism specialists. The article presents some methods of teaching a foreign language using the thematic perspective "The Great Silk Road".

JEL Code: Z32
Keywords: method, training, foreign language, CLIL, tourism

Does Access To Finance Affect SME's Growth? Case Of The Western Balkans

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University of Craiova, Romania

Abstract

The objective of this study is to analyze the impact of financing obstacles on the growth of Small and Medium Enterprises operating in the Western Balkans. Thus, the sixth round of the Business Environment and Enterprise Survey (BEEPS VI) data conducted in 2018 – 2020 covering 41 economies and 28.000 enterprises, has been utilized through the usage of firm – specific factors that affect the SME's growth.

In this regard, OLS and probit model has been used to determine the effect of the financial obstacles that face SME's in their growth, where the panel regression results reveal that financial obstacles play a significant role on the SME's growth in this region. In addition, from firm –specific factors, age, ownership and transparency have been resulted as significant factors of financing obstacles affecting the growth of the SMEs in Western Balkan.

JEL Codes: C33; D2; L2
Keywords: financial constrains, probit, SMEs, Western Balkan

Covid-19: Impact on Tourism

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Abstract

Since many of the past year most countries have well thought out that tourism is a contribution to the economic growth of the country, and around the world in each country has accepted and started to invest huge investment in the development of tourism. But the Covid-19 has hit this sector very badly and recently its shocking that financial and social crises in the present days. Foremost this pandemic has interrupted all economic movements and imposed around the world in lockdown. Various sectors have been effected due to Covid-19 but the tourism sector has been more affected than others. Tourism has strong connections with other sectors such as transport, restaurant, hotel, agriculture, and FMCG.

Due to this pandemic affected tourism has made many people unemployed. The hospital sector is also hit by this pandemic it is under pressure. Due to the World Tourism Organization (UNWTO) has announced that between 30 and 50 billion dollars loss has been bearded by tourism and hospitality. It has also impacted foreign tourists. It means that there is a radical decrease in the exchange of foreign currency. The global scenario is completely different and interestingly. Those who are in the tourism sector EU have given reimbursements to help, fiscal relief and aid in recovering their business. Covid-19 is the biggest challenge for the tourism department all countries have faced their international travel has been impacted. It is forecast from WTTC (World Travel and Tourism Council) possible jobs have been impacted with the Covid-19.

The aim of this paper is to know how tourism has been impacted by this pandemic and how we will fight these pandemic situations. It will slow but we have confidence that we will recover once the world comes out from this virus and again the tourism sector will grow.

JEL Code: Z32
Keywords: Hospitality, Growth, International Visitors, Covid-19, Tourism.

Application of K-MEANS, X-MEANS and EM Algorts In Research Projects Work Areas

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Abstract

In this study, multiple analyzes were carried out with the basic and scientific knowledge of the keywords recorded for the research projects carried out through the scientific research project management system in the information system of Sakarya University and clustering according to these study fields. The support provided by the institution regarding the working areas of the applications and the model that determines the future investment areas are shown. The cluster analysis and the study areas of the research projects are determined based on the keywords of the projects, and the clusters of the clusters and the clustering process, which are formed by implementing the K-Means, X-Means and EM (Expectation Maximization) algorithms on the Weka application for cluster analysis, have been evaluated and compared. . The fields of study of the relevant institution and the areas on which it will affect the future are presented. analysis from data mining techniques and the algorithms are evaluated.

JEL Code: C88

Keywords: Data Mining, Cluster Analysis, Research Projects

The Effectiveness Of Advertisment On Sales Promotion (A Case Study On Shoprite, Lusaka)

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Abstract

Measuring the effects of advertising is most essential in every business, spending the amount of investments needed for advertising. The ultimate aim for advertising is to inducing the consumers of specific products respond and how purchasing certain products can be of great benefit to that group of people and the company. Advertising deals with building brand recognition and taking measures to build long term profitability while sales promotions are short term strategies that infuse immediate revenue into a business by directly affecting the price of goods or services. The paper is focused to analyzing and interpreting results on the effectiveness of advertising different brands and product or services in Shoprite Limited, Lusaka. The assessment of advertisement is on the sales promotion of the business and it is based on a case study of one of the leading supermarkets, Shoprite limited in Lusaka. The primary data were collected on through interviews on questionnaires from the respondents. Then the secondary data were collected from various authors of similar interests. Based on the findings the researcher clearly stated the reasons for the effectiveness of advertisements in the study area.

JEL Code: M10
Keywords: advertising, brands, products, supermarkets

Factors Affecting The Growth And Development Of Tourism In Zambia (With A Special References To Chibombo & Lusaka)

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Abstract

Tourism in Zambia has been identified as having huge potential to contribute to the country's economy in terms of bringing about infrastructure development, creation of employment opportunities for the locals etc. The tourism development potential lies in the abundance of tourist attractions in the form of wildlife capabilities, cultural heritage and the famous Victoria Falls. The main objective of the study was to assess the factors affecting the growth and development of tourism in Zambia. Ascending from the potential tourism has in Zambia, it is an industry seem to offer chances for revenue generation in both the private and public sectors, whilst at the same time, encouraging economic activities that provide conservation, social and financial benefit to the communities where the facilities are built, as well as the nation. For the Zambian tourism to contribute more to GDP and perform better on an international level, the tourism sector needs to be developed in such a way that it encourages tourists to spend more money and time in the country. Tourists purchase goods and use services, thus longer periods of stay means more income generated by the tourism sector. Therefore, there is a need for the government to, for instance, reduce or remove visa fees completely so that the country should compete favorably with neighboring countries.

JEL Code: Z32
Keywords: development, economy, infrastructure, tourism

Solving Housing Problems of University Students with Multi Criteria Decision Making Methods: The Case of Düzce Province

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Abstract

Recent studies on education problems have shown that; Accommodation is the most basic need especially for undergraduate and graduate students to survive and to maintain a certain standard. Thus, students can be protected from external factors and possible dangers. However, neither students nor interested authorities use multi criteria decision making methods in this decision problem. Whereas, it has become necessary to use scientific methods in such decision problems where there are more than one criteria and alternative.

In this direction, the main purpose of the study is to help students who want to solve the housing problem in Düzce with a correct and appropriate decision. In the analysis of the study, criteria such as rental price distance to school and number of rooms which are effective in the need for housing, were used. Relevant alternatives were evaluated separately using the Analytical Hierarchy Process and TOPSIS methods within the framework of the specified criteria.

As a result of the conducted decision analysis; It has been concluded that it is appropriate for the students who want to solve the housing problem in Düzce province with optimum benefit to stay at the KYK (Credit and Dormitories Institution). The results of the study were shared with some students who had housing problems. In future studies, Decision Making Methods under Uncertainty can be used in the optimum solution of students' housing problems.

JEL Codes: M11, C02, C51, C61
Keywords: Decision Making Methods, AHP

The dynamic nonlinear impact of CDS, exchange rate, and VIX index on Turkish stock market: new insights from QARDL approach

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Abstract

Using monthly data for the period 2008M1:2020M7, this paper studies the dynamic nonlinear impact of Credit Default Swap (CDS), exchange rate, and CBOE Volatility Index (VIX) on Turkish stock market across a range of quantiles based on the Quantile Autoregressive Distributed Lag (QARDL) approach. The findings of QARDL indicate that error correction term is highly significant with a negative sign for the great majority of quantiles, with the exceptions at the lower quantiles (i.e. 0.05, 0.10, 0.20, 0.30) that imply the existence of a significant mean reversion to the long-run equilibrium relationship between the independent variables and dependent variable. According to the speed of adjustment towards the long-run equilibrium, it is observed to be faster at the medium quantiles (0.50-0.60) but slower at the upper quantiles (0.80-0.95). The estimated quantile long-run parameters associated with CDS are negative and statistically significant for most quantiles, which exhibit negative stock market return-CDS correlation and conclude that the stock market leads the CDS market. However, the long-run parameter estimates of the exchange rate on the stock market return are not statistically significant across different quantiles. Furthermore, the estimated values of the parameter for VIX index only statistically significant and negative for the upper quantiles of stock market, indicating that VIX is negatively correlated with stock market returns. Concerning the short-run dynamics, the results imply that past values of stock market returns has significant and positive effect on the current stock market returns only at middle and upper quantiles.

JEL Code: G10
Keywords: Turkish stock market, exchange rate, CDS, volatility index, QARDL

A Review of the Energy Consumption in Turkey

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Abstract

Energy is one of the vital drivers of economies and is persistently an on-going issue particularly for countries having limited natural resources. Despite the new technologies and advances in energy efficiency, world demand for energy follows an increasing trend. A large body of existing literature focus on energy consumption which provide useful insights for exploring determinants and patterns of energy consumption. Among others, economic growth, increase in population and per capita consumption stimulate energy demand.

This article attemps to investigate the dynamics in the Turkish energy market as the country is one of the largest economies in Europe. Energy consumption by source is analyzed in an effort to explore the consumption patterns and demand for each energy source in the country. The data comes from the Turkish Statsitical Institute and Ministry of Energy and Natural Resources vor the period between 1980 and 2018. The findings are in line with the current literature revealing that population and economic growth are major factors of the increase in energy consumption in Turkey. Although the economic growth leads an increase in energy demand, being a highly dependent on energy imports deteriorates the country's financial accounts and economic growth rate. The country's aggressive searches for potential fossil energy resources in its naval borders as well as high rates of investments in renewables are effective strategies to secure the country's increasing demand for energy and to boost its economic well-being.

JEL Codes: O13, Q41
Keywords: Energy consumption, hydrocarbons, renewable energy, Turkey

How does Crime Rates vary: A spatial analysis of the 81 cities of Turkey

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Abstract

Is there any pattern of the crime rates in Turkey or how do they differ. The proportional relationship with reference to the number of crimes of burglary and theft, the population range for the maximal of 81cities with the effect of the office spaces and buildings for the year 2018 has been examined. For the total number of cities, a strong distance based spatial relationship is there for the crimes of burglary and theft. Results from the cross sectional data are strongly backing the findings. We produce the results for regression with OLS, spatial error and spatial lag models respectively. The spatial coefficients (lambda and rho) are significant in the latter two models justifying the use of the spatial econometrics model. Results show that neighborhood with higher population and more number of office buildings show higher thefts (crimes of robbery and burglary). Inference from these findings will be studied and analyzed.

JEL Code: C21
Keywords: Crimes, burglary, theft, spatial regression, Turkey

COVID-19, Face Mask and Breathing Apparatus in Turkey

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Abstract

The main aim of the world-19 affecting Covidien's face mask in Turkey and written report was to investigate the effects on exports and imports of breathing apparatus. In the research, the general data of 2016, 2017, 2018 and 2019 were used as a priority, and after the general evaluations, a comparison was made between the data of January, February and March of the products in 2018, 2019 and 2020. In the conclusion Covidien-19 to increase the export of face masks and respirators in Turkey and have reached the conclusion that reduce imports.

JEL Code: B17
Keywords: COVID-19, Breathing Apparatus, R & D, Face Mask, import, export, Pandemic, Turkey

How Eco–Efficiency Improves Firm Fınancial Performance? An Empirical Evidence From Indonesian SOEs

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Abstract

The efforts to preserve environmental sustainability need to be noticed by industrial sector since natural resources are limited, therefore it is important for companies to manage natural resources more effectively and efficiently (eco-efficiency) in the company's business processes, in order to maintain their business life cycle. This study aims to examine the relationship between eco-efficiency with environmental performance and firm financial performance. This study consisted of 18 state-owned enterprises listed on the Indonesia Stock Exchange in 2015-2019. SOEs was chosen because it is considered as a company that represents the government/regulator. The results show that eco-efficiency has a positive and significant relationship to environmental performance and firm financial performance. This means that increased eco-efficiency is effective for improving environmental performance and firm financial performance. In addition, the company's environmental performance also has a positive and significant relationship with the firm financial performance.

JEL Code: F65
Keywords: eco-efficiency, firm environmental performance, firm financial performance

Next Generation Social Business: A System Of Sustainability Inovation

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Abstract

Social business technologies are triggers to sustainability. This is because the main objective of social business is to alleviate social problems which include social, economic, and environmental sustainability. At the same time sustainability is also the basis for emerging social business technologies because currently, the development of social business technologies is concentrated on green environmental sustainability. Sustainability innovation is the social technology support for businesses. A sustainable innovation system will support the sustainability of social entrepreneurship as a symbiotic partnership for the two.

This research paper explores the potentials of emerging social and sustainable innovation and to develop a system that would fill the gap of sustainability standards expected of new social businesses of today. This system will be used as a guide and decision support and strategy framework for emerging technology innovators in social business.

JEL Code: L31
Keywords: Social business, social entrepreneurship, social innovation, sustainable innovation

An empirical study towards employee satisfaction and Retention with special reference towards IT sector

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Abstract

The employee satisfaction and retention, it is a complex procedure. Due to work life balance, over stress and not paying the salary on correct time makes the employee to quit the job. This research paper identified the factors influenced towards the employee satisfaction and benefits they received from the employees were analysed. Therefore, the current study attempts to explore the relationship between job satisfaction and employee retention. The hypothesis was tested using Chi square test and all the data were analysed using SPSS software.

JEL Code: M15
Keywords: IT, employee satisfaction

Impact Of Demand And Supply With Special Reference Towards Garments During Lockdown Period

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Abstract

The Covid Pandemic affected all the parts of country. All the transportation were closed, so many restrictions were their. All the shops were closed except basic essential things. Based on that the demand for the garments were decreased. And production units were closed during lockdown period. Majority of the people lost their job. Hence it is directly affected the garments businesses by the way of people are not interested to buy the things. If there is no demand for buying the product then there is no supply. This research were run during lockdown period from April 2020 to June 2020.It is a exploratory research and incudes 100 sample.

JEL Code: Q21
Keywords: Demand, Supply

A Conceptualization of a Customer- Preference and Perception towards Value Added Courses Through Online Mode

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Abstract

Education plays an important role and facilitates to learn, acquire new things. During last 10 years, the on-line education were highly preferred by everyone throughout the world. The educational instruction delivered by digital mode through electronic devices. The most famous players in on-line educations are Coursera, edX, future learn, Udacity, Canvas Network, Standford Languita etc. The Students, faculty members or general public can able to get benefit either from hybrid education or on-line courses or from Massive open on-line course. In this study the researcher, used descriptive research. The structural questionnaire were framed and distributed through Google forms to the students, faculty members, house wife, Nurses and Doctors, employees from Information Technology, Bank employees and business man. The Sample size were 250 and the respondents were selected through convenient sampling method and the data were analyzed using IBM SPSS v20.The Statistical tools like factor analysis and Chi-square test were used for this study.

JEL Code: A29
Keywords: Value Added Courses, customer

Turkey's Ecopolitica and Foreign Trade in the COVID 19 Process

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Abstract

Turkey was also hit as the whole world in the spring of 2020 and negatively affect many aspects of the pandemic (Covidien 19) Foreign trade is the backbone of the process of Turkey's economy is adversely affected. This situation has penetrated from the decline of the Turkish lira in international markets to the purchasing power of the citizens in the country.
In the study, there will evaluated that Turkey's ecopoliticas with similar adverse conditions all over the world, foreign trade, financial situation and will assess the socio-political perspective.

In the study, which also includes the analysis of statistical data, all elements of the current pandemic process will be considered as much as possible. In the study, firstly, the literature review method will be used and then comparisons will be made with current-historical data analysis.

JEL Codes: F10, F50, I15, I18
Keywords: Covid 19, Ecopolitica, Foreign Trade, Turkey, pandemic

Game changing role of HRD Amid and Post COVID -19

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Abstract

Natural bio catastrophe, COVID 19 pandemic has brought several challenges to the globally functional organizations and as governmental organizations, non-profits, intergovernmental corporations are all aware that hardships through pandemics can happen, we should proactive about them rather reactive as we are always. The aim of this manuscript is to investigate to consider the new roles of Human Resource Development (HRD) based on the Pandemic ramifications in general, and COVID-19 in particular. In this paper we provide several themes, based on the literature in international context to address the questions related with leadership competencies during and post times of this Pandemic and also game-changer role of HRD. We explored needed leadership skills in the time of pandemic in terms of art to grab the trial circumstances, contemporary communication, adoption of new technology and asseverate financial status, followed by possible futures for HRD Practice post pandemic crises with new roles for HRD researchers and practitioners. In conclusion the potential opportunities are discussed in terms of post- pandemic HRD research, and practice.

JEL Code: J53
Keywords: Game changing role of HRD; Leadership competencies; contemporary communication, technologyand asseverate financial status, COVID-19 crisis

COVID-19: The Pandemic's Impact on Economy and Stock Markets

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Abstract

As we wrestle with the outbreak of novel Coronavirus known as COVID-19 in an increasingly interrelated world, the virus is causing economic mayhem and large-scale loss of life. With more than 19.5 Million confirmed cases and more than 720,000 deaths globally to date, it is now believed to be a global disaster to what was initially considered as a largely Chinacentric subject. Asia, Africa, Europe, Australia and America, all are grappling with its enormity and aftermath. This pandemic has pushed the world's economy towards the depression and raises a question for economists as how to manage financial stability? Governments are taking serious steps to deal with this life-threatening disease. Pakistan will inescapably be impacted by both the domestic and global developments arising from the outbreak of the pandemic. The country was earlier on the road to slow recovery under the umbrella of an IMF bailout package. Now the process of growth could be hampered severely, leading to a massive increase in hunger, poverty and unemployment. The study aims to present some fruitful information about the global stock markets with a particular focus on the stock market of Pakistan. Findings reveal that stock market performance of the country is revolving around the bullish and bearish pools.

JEL Code: E44
Keywords: Pandemic, COVID-19, Coronavirus, Stock Returns, Pakistan Stock Exchange

The role of Romanian influencers in the strategy to promote tourism in Turkey

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Abstract

The objective of this article is to analyse the travel trends of Romanians in terms of optimizing the choice of a destination based on information received from those who have already been to that destination and generating solutions to increase tourism in Turkey by integrating Romanian influencers in the destinations' promotion strategy. The research methodology consists in the qualitative analysis of influences based on the interpretation of the results of a questionnaire applied to 222 respondents. The conclusion of the research is that the activity of Romanian influencers should be integrated into the Turkish tourism promotion strategy due to the large number of travellers who rely on such information generated by online content creators.

JEL Code: E71
Keywords: Trade, torusim, Turkey

Determination of the Most Appropriate Robot Kit Model for Robotics Companies with AHP-TOPSIS Hybrid Method: An Application

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Abstract

When the latest studies on robotics suppliers are examined; It has been determined that there are problems in the supply of kits, which are frequently used in robot manufacturing, in making right decision. Working with the right suppliers will reduce purchasing costs in a business, increase customer satisfaction and improve competitiveness. However, neither the relevant companies nor the scientists working on this subject do not use multi criteria decision making methods for such decision problems. Whereas, decision analysis methods can be used in the problems of determining the most suitable robot kit model with many criteria and alternatives.

In this direction, it is the main purpose of the study to assist the relevant business in determining the most suitable robot kit model for a company that imports robot kits. In the analysis of the study, criteria such as the number of parts, the number of engines, engine power, robot sensors and price were taken as the basis. Five robot kit models currently provided by the relevant enterprise have been accepted as alternatives. Alternative robot kit models are listed according to their priorities with AHP and TOPSIS methods based on the determined criteria.

As a result of the conducted analysis; the most suitable models for the relevant company importing robot kits are listed as A1, A3 and A5, respectively. The results of the study have been shared with the relevant import company. In future studies, current decision analysis methods can be used for decision problems on the supply of robotic products.

JEL Codes: M11, C02, C51, C61
Keywords: Multi Criteria Decision Making Methods, AHP and TOPSIS Methods, Robotic Firms

The effect of government policy on demand for Higher Education: case of Covid-19

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Abstract

This research was conducted in the peak days of Covid-19 pandemic. The intension was to know the effect of public policy of online classes on demand for higher studies. The data was collected online through Google forms via direct requests in different students groups. The probability that a student will continue studies if online classes were continued was the dependent variable and hence a "1" response and a "0" response, so logistic regression was applied. The study developed a perceptive questionnaire about online classes and it was found to be reliable on the basis of Cronbach alpha value of .82. We run Principal Component Analysis on the reliable scale and three components were extracted in the process i.e. preparedness factor, system related and preparedness problem. The responses for each factor were indexed and were used as independent variables in the model with tuition fee, siblings, social class, future salary expectations, area, whether a student is male or female and whether he/she is day scholar or not as other independent variables. We found that if there is preparedness problem for a new mode like online classes, there would be decrease in further admission and if there are ease of adaptability in such system, admissions will increase in new semester. Tuition fee exerts a negative effect on new/further admissions. An increase in tuition fee has a negative and statistically significant effect on the probability of admissions in online system. Similarly a male student is most likely to take admission and a day scholar student too has more probability (almost 2%) of continuing studies in online system. There is more likely for a male student to continue in online system than a female student at 10% significance level. Sibling number, future expectation of salary, social grouping, area and last results were found insignificant towards continuation of online system. It is recommended to ease the process of online system, decrease tuition fee and prepare students, teachers and system for a new setup before implementing it.

JEL Code: H52
Keywords: Higher Education, goverment policy

The Impact of Employees' Emotional Capabilities on Customer Loyalty with the mediating role of Rapport and Trust: A case of personal fitness industry

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Abstract

Emotional capabilities of employees affect the responses of customers especially in those services that are personalized and driven by emotions. The Emotional Capabilities of Employees directly influences personal loyalty, trust towards the employee and rapport. Though, higher levels of emotional abilities are not significantly linked with loyalty towards the firm through rapport. Results based on 330 clients from fitness personal training services also propose that trust significantly increases loyalty. Rapport among the service employee and the customer has no significant effect on customer loyalty. Implications of this study are applicable for the personal trainers, service managers, and the companies of these sector as well. Trainers should try to possess those abilities which enable them to better understand and moderate the emotions of their clients. The managers of service firms must be aware, that in order to establish customer loyalty towards their firm, it is really important for them to create loyalty for the employees. The service firms should try to improve the overall customer experience with the firm by nurturing the social link between the service employees and the customers.

JEL Code: O15
Keywords: Employees' Emotional Capabilities, Rapport, Trust, Customer Loyalty, Emotional Competence, Personalized Service

Foreign Financial Inflows and Exchange Rate Volatility in Somalia

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Abstract

The surge of foreign financial inflows from developed countries to emerging markets has triggered ongoing discussions of the determinants of this phenomenon., However, the purpose of this paper is to investigate the effect of foreign financial inflow on exchange rate volatility in Somalia over the period 1970-2017 by applying Autoregressive Distributed Lag (ARDL) model to find a cointegration relationship between variables and short-run dynamics. The results show that foreign direct investment and foreign debt are associated with real exchange rate appreciation, whilst foreign aid is associated with a real exchange rate depreciation in long-run. In the short run, foreign debt is associated with exchange rate appreciation which is depending on the characteristics of the country and the final allocation of external debt while foreign direct investment and foreign aid are associated with real exchange rate depreciation. These results imply that a medium level of exchange rate volatility is most beneficial for economic stability. The study recommends that Somalia should promote policies that encourage and create a good macroeconomic and microeconomic environment, as well as central bank of Somalia should enact policies that improve the political factors it contributes towards gaining value of the Somalia shilling.

JEL Classification: F35; F34; F31; F32; F21
Keywords: Foreign financial inflows; exchange rate volatility; ARDL Model; Somalia

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