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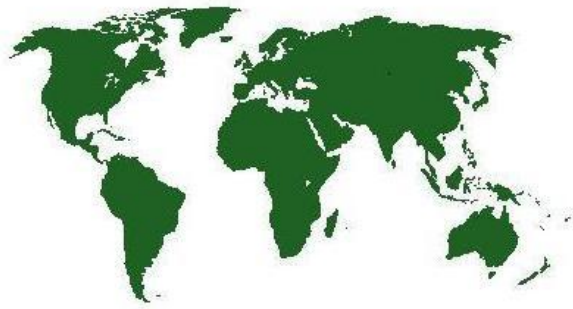
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Development of Social Policies Increasing Employment Opportunities on Labor Market in Periods of Transition

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Development of labor market and social policies in periods of transition from planned to market economy and afterwards is an issue discussed as an example of the some processes happening in national economies and labor markets characterized by a number of peculiarities in accordance to the countries and regions being objects of transformations. The nature and changes in the labor market as a specific market and its interconnectedness to economic and social development is scrutinized from the point of view of the changes in the role of state and national social systems. Being an instrument of special consideration in transition periods, social policies' development is accompanied and influenced by lots of other significant alterations. Furthermore, they are in the center of the public and state institutions attention and a subject of many discussions on their effectiveness and usefulness. Current paper presents challenges to development of labor market and social policies in transition periods through the example the transition from planned to market economy in the Republic of Bulgaria analyzing some of the most important characteristics of labor market in common and Bulgarian labor market already experienced a transition to market economy and further European integration.

**Impact of Microfinance Bank Loans on Poverty Reduction in Oriade Local Government
Area of Osun State, Nigeria**

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Microfinance Banks (MFBs) play a significant role in improving people's living standard. This study was aimed at assessing the role that Microfinance Bank loans play in poverty reduction in Oriade Local Government Area (LGA) of Osun State, Nigeria. Objectives included identification of the various loan schemes operated by the MFBs, assessment of acceptability of conditions for awarding loans, investigation of loan repayment rate and the effect of loan acquisition on benefactors' economy. Survey design was employed to investigate all the four (4) MFBs and ninety (90) randomly selected loan beneficiaries (out of which 83 responded) in the study area. Mainly descriptive statistics involving charts and tables were involved in the analysis of the results. Findings revealed that loan beneficiaries recorded impressive improvement in their incomes and subsequently their standard of living after utilising the MFBs' credit facilities. Recommendations include the establishment of more MFBs with strict monitoring and supervision by the Central Bank of Nigeria.

Keywords: beneficiaries, business, loan, Microfinance banks, poverty

Econometric Modeling of Turkish Participatory Banks

Deposits

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That article is about the financial parameters relationship with Turkish participatory banks deposits. Those financial parameters are 3 Month London Libor rates, 1 Ounce London Gold Prices and Turkey's Customer Price Index data. First lag value of Turkish participatory banks total deposits has significant impact on Turkish participatory banks deposits. It was found that none of the financial parameters have significant effect on Turkish participatory banks deposits between the monthly data of December 2005-November 2013. Nevertheless, according to Johansen cointegration test, there is long term relationship between all variables. Comparative performance analysis of 3 Month London Libor rates and Customer Price Index data has been done. By implementing Granger causality analysis, impulse response analysis and variance decomposition analysis and vector error correction model, it was found that Libor3M rates are more successful than Turkey's Customer Price Index data and 1 Ounce London gold prices for evaluating the change of Turkish participatory banks deposits. According to vector error correction model, 3 month Libor rates have negative adjustment effect on Turkish participatory banks deposits. Turkey's Customer Price Index rates do not have negative adjustment effect on Turkish participatory banks deposits.

The Short Term and Long Term Relationship China's Fundamental Scientific Journal Rates and Gross Domestic Product Sustainability

Huseyin Cetin

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In this article, China's fundamental scientific journals rates and technical journals rates were used together. According to polynomial distributed lag model, there is no significant relationship between China's gross domestic product and China's fundamental scientific, technical journal rates between the periods of 1985-2009. Moreover, according to Johansen cointegration test and Engle Granger analysis, there is a long term relationship between variables. Granger causality analysis indicated that past values of China's fundamental scientific, technical journal rates can forecast the China's gross domestic product rates at optimal lag1. Variance decomposition analysis and impulse response analysis showed that China's fundamental, scientific journal rates innovation impact on China's GDP rates is more than China's gross domestic product rates innovation impact on China's fundamental scientific journal rates at lag1.

Keywords: China's GDP rates, China's fundamental scientific, technical journal rates, stationary series, polynomial distributed lag regression, Johansen cointegration test, Granger causality analysis, Engle Granger analysis, variance decomposition analysis, impulse response analysis

Does Phillips Curve Exist in Palestine? An Empirical Study.

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The negative relationship between unemployment and inflation is well-known as Phillips curve. It is widely important for the policy makers and central bank to stabilize the inflation rate. Although Phillips curve has been criticized by many researchers, it remains an issue that needs further research. The objective of this paper is to find evidence for the short-run relationship between unemployment and inflation in Palestine. Quarterly data for both inflation and unemployment rate is collection Palestinian Central of Bureau Statistics (PCBS) covering the period from 1999 to 2010. According to literature, the relationship is negative in a traditional Phillips curve. However, we find a one-directional positive causality between inflation and unemployment for Palestinian economy where inflation causes fluctuations in unemployment. This result is unique for developing countries and specifically for Palestine. Moreover, the original Phillips relation can emerge in Palestinian economy but in the long run.

Key words: Cointegration; Stationary; Phillips curve; Error Correction Model.

Evaluating Direct Marketing Strategies and Its Suitability for Application in Algerian Financial Companies

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Nowadays, marketing faces important challenges and opportunities associated with the emergence of internet, social network media, technology-based competition, the decline of mass marketing and the high expectations of customers. Among these continuous changes, Companies need to abandon old approaches and address target audiences through new direct marketing media such as (phoning or telemarketing, m_mobile, direct mail, direct response advertising, interactive and on line marketing...).

It is a challenge for firms to evaluate the effectiveness of these channels, and implement the appropriate tool to target profitable customers, establish and maintain strong relationships with them. Direct marketing became a powerful tool at the time when the cost of mass marketing is rising rapidly. The subsequent proliferation of low-cost direct marketing tools opened up opportunities for companies to deal directly with millions of customers in a way that was previously unimaginable, and only manageable through the use of intermediaries.

The purpose of this paper is to provide a review of the development of direct marketing discipline and outline the symbiotic strength of direct marketing and relationship marketing. Studying Direct Marketing techniques and determining the scope of the suitability of each tool in the Algerian financial companies along with An analytical study for banking sector in serif.

The research concluded that the use of telephone is the most useful technique used in direct marketing by banks in serif market. And that was followed by the face to face selling, then direct mail, catalogues and finally the internet (e-mail, e_catalogues, e_coupons ...).

The research recommended the necessity of developing abilities and possibilities for the companies in the field of the internet and electronic commerce.

It's obvious, that Direct marketing in Algeria is still in its introduction stage of development. Using target individual customers approach is still at a minimal level. And most companies in Algeria utilize direct marketing for business-to-business contacts.

Key words: direct marketing, mailing, telemarketing, communication mix, relationships, direct response advertising, face to face selling.

An Examination of the South Korean Model for Developing Turkey as A Regional Trade Centre

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Especially after the World War II, majority of the countries has implemented economic development plans in order to adapt their structures to the market economy. One of best examples to adapt their economic structure to the competitive and liberal market economy is South Korea without having vast natural resources and land. Thus, South Korea has been examined mostly to discover the underlying reasons how they achieved this transformation. Although Turkey was in a similar economic characteristic in comparison to South Korea in 1980, they had a huge performance difference especially after the year of 2000. In this paper we will try to indicate the differences between South Korea and Turkey in terms of economic development plans and how Turkey can reach her 2023 export targets.

The Long Run Relationship Between USA's Loaded Truck Transportation to the Canada, USA's Federal Funds Rate and *USA's imports from OPEC Countries of Crude Oil*

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The NAFTA countries including United States and Canadian trade are handled in this paper. The loaded truck transportation from USA to Canada is influenced by several factors. The one of the most vital financial indicator is Federal funds rate which effects the ongoing of logistics sector in terms of the freight transportation volume of the loaded truck containers. The data set of truck transportation, Federal funds rate and *USA's imports from OPEC countries of crude oil* are collected monthly from 1996 to 2013 in order to make parametrically test. The results of the linear regression model demonstrated that the Federal fund rates influenced the tenor of the trade between USA and Canada from 1996 to 2013. The empirical findings of the econometrical model ensure that there is an opposite correlation between Federal fund rates and truck transportation. Since Federal funds rate decreases the loaded truck containers increases. The loaded truck containers is determined as a depended variable, Federal fund rate and *USA's imports from OPEC countries of crude oil* are determined as an independent variable. According to Johansen cointegration test, there is long term relationship between all variables.

Keywords: “Linear Regression”, “Federal Funds Rate”, “Loaded Truck Containers”, “*USA's Imports from OPEC Countries of Crude Oil*”, “ADF unit root test”, “Johansen Co-integration test”, “Impulse Response”, “Inverse Roots of AR Characteristic Polynominal”.

Reviewing Effectiveness of a Change Management Program within a State-Owned Entity: Individual Change vs. Organisational Change Dynamics.

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Quiet a significant number of change management initiatives fail both in private and public sector. This poor success rate is often attributed to a fundamental lack of a valid framework as to why and how to implement a change program. Introducing modern change management strategies within state-owned entities in transitional economies should be a panacea to all service delivery ills. However, frequently these change programs are hamstrung by inertias such as lack of coordination and cooperation across departments, silo thinking, and sectional politics. This study reviews the implementation of a change management program within a state-owned entity in South Africa—a transitional economy. The adopted approach to evaluative study incorporates the process and output dimensions of planning, management and execution. Findings indicate that the program ushered in a vision, a new strategy and there was *a new dawn*—the latter is the Sotho name of the change program. Also, during this program new organisational values, reflective of the current company demographics, were collectively established. Critical lessons for strengthening future change initiatives the need to: manage the interface between individual and organisational change, conceptualising the program from the outset to adequately reflect demographic dynamics and selecting champions that are change enthusiast, not only in relation to the program, but also embrace the transformational agenda of the country.

Key words: Change initiative, Co-creation of values, Transitional economy, South Africa

Kaizen Improvements in Business with my Experiences in Japan

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Kaizen is the technique widely used in Japanese companies to improve their fundamental targets such as efficiency, quality, cost, and profitability. There is no need to think more about the Japanese miracle of being the technology giant and production genius, although Japan has negligible natural resources. They are not more intelligent or more powerful than any other people in the World. They are just more efficient and the key here is Kaizen.

Let us have a look at the slogans of the Japanese companies: Changes for the better (Mitsubishi Electronic), Inspire the Next (Hitachi), Empowered by Innovation (NEC), Leading Innovation (Toshiba)

You will find traces in company slogans reflecting the Kaizen philosophy that has proven itself in the international arena. This means there is Kaizen behind the success of these companies. The right slogan not only creates the brand but also makes the customers loyal in all their life.

Kaizen is not only a method of production as considered in some circles, in service sector, and even in social life, in short, it is a valuable knowledge it can be used in every industry. We will see how simple it is to solve the complicated problems that are disturbing us in our business environment, developing team spirit, increasing employee motivation. Especially nowadays in this competitive environment is not it a good idea to spend a piece of our time and effort to increase the efficiency and quality?

Impact of Service Quality, Trust and Patient Satisfaction on Patient Loyalty; Case in Heart Hospitals in Jakarta

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For the last few decades, health industries have been identified as an important role for the community. In the competitive health care industry, the impact of service quality, trust and customer satisfaction has become an important issue. Many people believe that these three factors are important in gaining patient's loyalty, which plays a vital role in the hospital industries nowadays.

Providing excellent service quality and achieving customer satisfaction and loyalty is the most important and challenging issue faced by the service industry, including hospital (health) industry. Thus, it is essential that service providers understand customer expectations and perceptions as well as the factors that influence their evaluation and satisfaction.

There has been a vast amount of studies that empirically investigated the relationship between these concepts, reporting significant influence that service quality exerts on customer satisfaction and also customer loyalty. So does trust that lead to customer satisfaction and also customer loyalty. However, only few of them examined the service quality dimensions that affect customer satisfaction and customer loyalty in hospitals in Indonesia.

This research has proposed a conceptual framework to investigate the effects of customers' perceived service quality, trust, and customer satisfaction on customer loyalty. To test the conceptual framework, multiple regression has been used to analyze the data collected from 150 patients of 3 heart hospitals in Jakarta. There are: Binawaluya Heart Hospital and Harapan Kita Heart Hospital.

Data were collected using self-administered questionnaire. Descriptive analysis, factor analysis, reliability analysis, correlation analysis, and SEM were performed to analyze the data.

Keywords: customer loyalty, trust, service quality, customer satisfaction, statistical analysis.

Education and Economic growth in Kerala -

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Education is the prime mover to economic growth particularly in the context of rapidly globalizing world economy. Only societies that have acquired relevant knowledge and skills can compete successfully in global market. Among the several states in India, Kerala occupies an enviable position in terms of several indicators of social and human development. Kerala ranks fairly well in comparison with some of the advanced countries of the world. It stands as the most literate state and as a state that provides elementary education to all eligible children. Education played an important part in Kerala's tremendous transition from a rigidly caste-divided society into one of India's most egalitarian states. Though the region historically had strong literacy rates, it was the early-1900s expansion of the education system into the countryside which paved the way for the mass mobilization and active citizenry which today define Kerala. The aim of this study is to present a true picture on role of education in the economic growth of Kerala. To fulfill the objective of the study, relevant data are collected from primary and secondary sources. To review the educational and economic growth of Kerala, the investigator used secondary data, collected mainly from government documents, books, periodicals, newspapers internet etc., . In order to study the impact of education on the economic growth of people, primary data were collected from the households. The sample population of survey comprises a total of 50 respondents from Ernakulam District, Kerala State. The finding reveals that education has a significant impact on the economic growth of people in Kerala.

Keyword: Education, Economic Growth, Human capital