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PhD.Faculty Member	Şükrü Cicioğlu	Sakarya University
PhD.Faculty Member	Şükrü İnan	İnönü University
PhD.Faculty Member	Tahir Benli	Kastamonu University
PhD.Faculty Member	Tarık Semiz	Bilecik Şeyh Edebali University
PhD.Faculty Member	Umar Hayat	University Of Swat
PhD.Faculty Member	Unzule Kurt	Çanakkale Onsekiz Mart Üniversitesi
PhD.Faculty Member	Vesna Stanković Pejnović	Institute for Political Studies, Belgrade, Serbia
PhD.Faculty Member	Volkan Işık	Aksaray University
PhD.Faculty Member	Yıldırım Turan	Sakarya University
PhD.Faculty Member	Yıldırım Yıldırım	Düzce University
PhD.Faculty Member	Yunus Emre Birol	Cumhuriyet University
PhD.Faculty Member	Yurdağül Meral	İstanbul Medipol University
PhD.Faculty Member	Yusuf Gör	Çankırı Karatekin University
PhD.Faculty Member	Zehra Doğan Çalışkan	Abant İzzet Baysal University
PhD.Faculty Member	Türkay Henkoğlu	Adnan Menderes University
PhD. Lect.	Abdullah Kıray	Çanakkale Onsekiz Mart University
PhD. Lect.	Aktolkin Abubakirova	Ahmet Yesevi Üniversitesi
PhD. Lect.	Ali Çağrı Buran	Kütahya Dumlupınar University
PhD. Lect.	Biljana Chavkoska	International Balkan University, Macedonia
PhD. Lect.	Denisa Mamillo	European University Of Tirana, Albania
PhD. Lect.	Dinuca Elena Claudia	Titu Maiorescu University Bucharest, Romania
PhD. Lect.	Donat Rexha	AAB College, Kosova
PhD. Lect.	Emine Balcı	Sakarya University
PhD. Lect.	Ertilla Druga	European University Of Tirana, Albania
PhD. Lect.	Fatma Uzunes	Bilecik Şeyh Edebali University

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PhD. Lect.	Kadir Tutkavul	Kütahya Dumlupınar University
PhD. Lect.	Madalina-Teodora Andrei	Spiru Haret University, Bucharest, Romania
PhD. Lect.	Muhammet Yunus Şişman	Kütahya Dumlupınar University
PhD. Lect.	Mükerrem Oral	Akdeniz University
PhD. Lect.	Rukiye Sönmez	Çanakkale Onsekiz Mart University
PhD. Lect.	Safiye Süreyya Bengül	Kütahya Dumlupınar University
Dr.Resch.Asst.	Cevat Söylemez	Kütahya Dumlupınar University
Dr.Resch.Asst.	İnanç Kabasakal	Ege University
Dr.Resch.Asst.	Nilay Bıçakcıođlu	Dokuz Eylül University

### **Statement of Responsibility**

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

The 4<sup>th</sup> InTraders International Conference on International Trade provides Republic of Turkey, Council of Higher Education "International Conference" criteria. The 4<sup>th</sup> InTraders International Conference on International Trade was held on 7-8-9 October 2019 with participants from 7 different countries; Turkey, Pakistan, USA, Romania, Jordan, Iraq and India

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## **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.

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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

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Accepted Abstracts (Presentation language is English, you may prepare your full text in Turkish or English.)				
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1	Readiness of People to Adopt E-health Services	Geeta Bai, Ayesha Sultan	Dow University of Health Sciences, Karachi	Pakistan
2	Staff Magazine and Perspectives on the State Economic	Dilşad Türkmenoğlu	Sakarya University	Turkey
3	Effects of Turkish Foreign Policy on Turkish Foreign Trade	Asena Boztaş	Sakarya University of Applied Sciences	Turkey
4	Evaluation of the Entrepreneurship Tendency of Foreign Students in Terms of Socio-Demographic Characteristics and Macro Conditions of Recipient-Origin Countries: The Case of Düzce University Faculty of Business Administration	Talha FIRAT	Düzce University	Turkey
5	FDI in Agriculture in India: Opportunity and challenge	Awadhesh Kumar Singh, Amita	KC Group of Institutions Nawanshar Punjab	India
6	An Empirical Analysis of IPO Pricing in Pakistan	Sidra Ghafoor	University Of Central Punjab, Lahore	Pakistan
7	Interculturality and Trade	Marinică Tiberiu Şchiopu	University of Craiova	Romania
9	EMPLOYMENT CONDITION OF WOMAN DUE TO DISCRIMINATION & HARRASMENT IN TEXTILE INDUSTRY	Fahad Ali , Rabea Ahmed	Dow University of Health Sciences, Karachi	Pakistan

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10	Impact of Unethical Advertisement and Brand consumption on Consumer Buying Behavior	Shafaq Aftab, Muhammad Bilal Mustafa, Muhammad Umair Naqeeb	University of Central Punjab, Lahore, Rhein-Waal University of Applied Sciences	Pakistan, Germany
12	An alternative Solution to Export: Health Sector	Kürşat Çapraz	Sakarya University	Turkey
14	The Impact of Temporal Diversity on Team Performance: The Moderating Effect of Team Orientation	Fatima B.	Lahore College for Women University, Lahore	Pakistan
15	Nonmedical Factors That Influence Patient Satisfaction Toward Health Care Services	Geeta Bai, Ayesha Sultan	Dow University of Health Sciences, Karachi	Pakistan
16	The management of change and its impact in achieving the overall quality	AL-khafaji Ahmed Kadhim Idan	Craiova University	Romania, Iraq
17	Impact of Capital Structure on Firms' Financial Performance Evidence from Pharmaceutical Sector of Pakistan	Yumna Ahmed Abbasi	DOW University of Health Sciences	Pakistan
18	EXPLORING THE SIGNIFICANCE OF MULTI-DISCIPLINARY TUMOR BOARDS IN HEALTHCARE INSTITUTIONS OF PAKISTAN	Vania Ahmed Abbasi	Dow University of Health Sciences	Pakistan
21	The Organization of Health Sector Financing in the Member States of the European Union and Health Policies	Iuliana-Claudia MIHALACHE, Mihaela TOMAZIU-TODOSIA, Felicia-Cătălina APETROI	Alexandru Ioan Cuza University of Iasi, Romania, University of Seville, Spain	Romania, Spain

25	An Empirical Analysis of Natural Gas Import Demand Function for Turkey	Özcan Öztürk, Muhammet Yunus Şişman	Erzurum Atatürk University, Kütahya Dumlupınar University	Turkey
26	THE TRANSFORMATION OF SOCIAL STATE EXPENDITURES IN THE POST 1980 PERIOD IN TURKEY	Düriye TOPRAK	Burdur Mehmet Akif Ersoy University	Turkey
28	Does Brexit Have Impact on Stock Markets and Foreign Exchange Rates in Emerging Market Economies? Evidence from Turkey	Esra N. KILCI	Istanbul Arel University, FEAS	Turkey
29	Innovation, Entrepreneurship, and Intrapreneurship in Formulating and Executing Business Strategy	Shahrokh Dalpour	University of Maine-Farmington	USA
32	An Outlook on Social and Economic Determinants of Obesity: An Empirical Study for BRFS 2009	Muhammet Yunus Şişman	Kütahya Dumlupınar University	Turkey
33	Assessment of Barriers in the Implementation of Green Supply Chain Management in FMCG Sector of Karachi	Umme Sumaiya Hamid, Wajiha Hamid	Dow University of Health Sciences	Pakistan
36	Elements of Turkey's Soft Power in International Relations	Asena Boztaş	Sakarya University of Applied Sciences	Turkey
38	Problems of Official Development Assistance (ODA) and Macroeconomic Vulnerability: theoretical and empirical analyses on a panel of ECOWAS countries	SANE INSA	Assane SECK University of Ziguinchor	Senegal
39	Role of Knowledge Management and Dynamic Capability towards firm Competitive advantage	Mariyam Ijaz, Nimra Maqsood	University of Central Punjab	Pakistan

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45	The performance of Islamic and conventional banks during the financial crisis: evidence from Algeria	Ishaq HACINI, Khadra DAHOU	University of Mascara	Algeria
46	Importance of Business News for Business Students	Bilal Ilahi	University of Central Punjab, Lahore	Pakistan
49	The Role of Complementaries in Automotive Demand: The Case of Turkey	Fatma Davarcioğlu Özaktaş	Bolu Abant İzzet Baysal University	Turkey
51	Socio-Economic Investigation of Women Labor Force in Turkey: An Application on Sub-Regions (LEVEL 2)	Elif Yılmaz, Muhammet Yunus Şişman	Kütahya Dumlupınar University	Turkey
52	To Investigate the Impact of Channel Zapping on Timer	Kamran Naeem	Iqra University	Pakistan
56	FACTORS AFFECTING EXTERNAL DEBT: EVIDENCE FROM SOMALIA	Zahir Mohamed Omar	Directorate National Statistics	Somali
59	Real time patient monitoring and data transmission using e-health smart ambulance solution during emergency patient transfer	Mishal Zehra, Mirza Haris Baig, Muhammad Zahid Siddiqi, Hira Fatima, Sana Imam	Philips Healthcare, Karachi	Pakistan
61	An Evaluation on The Relationship between Economic Growth, Inflation and Unemployment in Turkey	Esra ÜNAL, Canan ŞENTÜRK	Süleyman Demirel University	Turkey
67	Determining Turkey's Importance in the International System Parameters	Asena Boztaş	Sakarya University of Applied Sciences	Turkey
68	Data Envelopment Analysis (DEA) Relevance proposed for Gravity Model of Trade	MADIHA RIAZ	Ghazi University	Pakistan
69	Impact of Service Quality and Perceived Value on consumer purchase decision among	Maryam Fatima, Abdirehman	Dow University of Health Sciences	Pakistan

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	hospitals (Ziauddin & Darul sehat)	Hassan Manka		
71	A GENERAL EVALUATION FOR THE PROBLEM OF DETERMINATION OF THE SOCIAL TISSUE RATE IN BENEFIT-COST ANALYSIS(CBA)	Ceyda ŞATAF	Süleyman Demirel University	Turkey
72	Managing Diversity in Recruitment Process	Mohammed El-Amin Yasemin Özdemir	Sakarya University	Turkey
75	The Economic Effect Of The TV Series And Films on The Tourism: The Case of Antalya	Abdulkerim YALDOZ Canan ŞENTÜRK	Süleyman Demirel University	Turkey
76	Determination of the Most Suitable Medical Device Supplier Using AHP-MOORA Hybrid Method	Hakan Murat ARSLAN, Elif YAĞCI	Düzce University	Turkey
78	TURKEY'S SOCIAL MUNICIPALITY APPROACH: EXAMPLE OF ANTALYA METROPOLITAN MUNICIPALITY	Düriye TOPRAK	Burdur Mehmet Akif Ersoy University	Turkey
80	IMPACT OF JOB SATISFACTION ON GENERATION X & GENERATION Y	Tooba Batool, Sheikh Khawja Haseeb uddin	Dow University of Health Sciences	Pakistan
84	FACTORS AFFECTING CONSUMER PREFERENCE FOR PURCHASING BRANDED FOOTWEAR IN KARACHI	Saqib Qamar, Muhammad Shahzad	Dow University of Health Sciences	Pakistan
85	Economic growth through import sector: A case study of Pakistan	Sehar Shoukat	California Institute of Behavioral Neurosciences and Psychology	Pakistan

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88	International Trade of Films: Role of Turkish Television Serials Export in Turkey	Yurdagül Meral	İstanbul Medipol University	Turkey
89	Behavioral Economics Theories and Comparison of Other Economic Theories: Literature Review	Mehmet Çakıroğlu	İstanbul Beykoz University	Turkey
90	A Research Review of Turkey's Foreign Trade Performance	Mürsel Güler, Ömer Nasuhi Şahin, Murat Öztürk	Kütahya Dumlupınar University, Yalova University, Kütahya Dumlupınar University	Turkey
91	Nigeria-India Relations: a bilateral trade analysis	Ogunmola Gabriel Ayodeji	Sharda University	Nigeria
92	International Business: Challenges faced by EXIM companies	Rashmi Gujrati	KC Group of Institutions, Nawanshahr, Punjab	India
93	Evaluation of Personnel Selection in Iron – Steel Sector by SMART and TOPSIS Methods	Hakan Murat ARSLAN	Düzce University	Turkey
94	The Importance of Container Trade in Maritime Transport: 2019 Estimations in Turkey	Kadir MERSİN	İstanbul Gelişim University	Turkey
95	Role of Women Entrepreneurship: Economic Development	ANTIKA BHARGAVA	Management Faculty Tecnia Institute of Advanced Studies, GGSIPU	India
96	Factors affecting buyers behavior decision of mobile phone at Jordan market (A field study)	Iyad A.Khanfar	Zarqa University	Jordan
97	Impact of Technology on HR Practices	Meenakshi Sharma	RNB Global University, Bikaner-Rajasthan	India

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98	Fintech: as an impetus to the financial inclusion initiative in widening the digital payment infrastructure	Namita Mishra	Tecnia Institute of Advanced Studies Delhi	India
99	Managing Market Risk in Shariah-compliant Islamic Banking Institutions	Muhammad Farhan, Hassan Mobeen Alam, Ammara Sattar	HCC University of the Punjab Lahore	Pakistan
100	The Use of Information and Communication Technologies (ICT) in The Banking Sector in Turkey	Murat ACET	Bolu Abant İzzet Baysal University	Turkey
101	Emerging issues in Green Entrepreneurship	Kajal	KC Group of Institutions	India
102	Application of Employee Brand Equity Model in Banking Sector of Pakistan	Mohsin Altaf, Humayun Khalid	UCP Business School University of Central Punjab, Lahore, Meezan Bank Limited	Pakistan
104	Agent Bias in Energy Performance Certificate Premiums	Aras Khazal, Ole Jakob Sønsteb	NTNU Business School, Norwegian University of Science and Technology, Trondheim	Norway
105	Impact of motivational and social factors on entrepreneurial intentions: A case of potential entrepreneurs	Muhammad Bilal Mustafa, Mishal Nafees, Muhammad Umair Naqeeb	University of Central Punjab, Lahore, Rhein-Waal University of Applied Sciences, Kleve	Pakistan, Germany
106	THE EFFECT OF THE FDI'S ON ECONOMIC GROWTH:AN ANALYSIS IN SAMPLE OF TURKEY	Ahu Coşkun Özer	Marmara University	Turkey
107	Emotional intelligence is the	Hina Zahoor,	Istanbul Gelisim	Turkey,

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	beta blocker for job stress, A study of Turkish and Pakistani academicians	Ghulam Mohammad	University, Mohammad Ali Jinnah University	Pakistan
108	Germany's Balkan Policy and Economic Transformation in the Post-Cold War Era	Dilşad Türkmenoğlu	Sakarya University	Turkey

## **Conference Program**

### **Keynote Speakers**

**Aesthetic Surgeon, Hüseyin KANDULU, İstanbul**

**"Health Service Export"**

**Prof.Dr. Rashmi Gujrati K.C.Group Of Institutions, India**

**"International Business: Challenges faced by EXIM companies"**

### **Special Session**

**Prof. Dr. Shahrokh Dalpour, University of Maine-Farmington, USA**

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

**Esra N. KILCI, Istanbul Arel University, FEAS, Turkey**

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

**Hina Zahoor, Istanbul Gelisim University, Turkey**

**"Emotional intelligence is the beta blocker for job stress, A study of Turkish and Pakistani academicians"**

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**The 4th InTraders International Conferences on International Trade  
Conference Program- First Day, 7 October 2019**

**Hall 2**

**Hall 3**

<b>Monday- Special Session 11:200-12:20</b>	29-Innovation, Entrepreneurship, and Intrapreneurship in Formulating and Executing Business Strategy, Shahrokh Dalpour	
	28-Does Brexit Have Impact on Stock Markets and Foreign Exchange Rates in Emerging Market Economies? Evidence from Turkey, Esra N. KILCI	
	104-Agent Bias in Energy Performance Certificate Premiums, Aras Khazal and Ole Jakob Sønsteb	
	107-Emotional intelligence is the beta blocker for job stress, A study of Turkish and Pakistani academicians, Hina Zahoor and Ghulam Mohammad	
<b>Monday Second Session 14:00-15:00</b>	1-Readiness of People to Adopt E-health Services, Geeta Bai and Ayesha Sultan	39-Role of Knowledge Management and Dynamic Capability towards firm Competitive advantage, Mariyam Ijaz and Nimra Maqsood
	17-Impact of Capital Structure on Firms' Financial Performance Evidence from Pharmaceutical Sector of Pakistan, Yumna Ahmed Abbasi	52-To Investigate the Impact of Channel Zapping on Timer, Kamran Naeem
	96-Factors affecting buyers behavior decision of mobile phone at Jordan market (A field study), Iyad A.Khanfar	88-International Trade of Films: Role of Turkish Television Serials Export in Turkey, Yurdagül Meral
	3-Effects of Turkish Foreign Policy on Turkish Foreign Trade, Asena Boztaş	72-Managing Diversity in Recruitment Process Mohammed El-Amin and Yasemin Özdemir
<b>Monday- Third Session 15:20-16:20</b>	18-EXPLORING THE SIGNIFICANCE OF MULTI-DISCIPLINARY TUMOR BOARDS IN HEALTHCARE INSTITUTIONS OF PAKISTAN, Vania Ahmed Abbasi	4-Evaluation of the Entrepreneurship Tendency of Foreign Students in Terms of Socio-Demographic Characteristics and Macro Conditions of Recipient-Origin Countries: The Case of Düzce University Faculty of Business Administration, Talha FIRAT
	15-Nonmedical Factors That Influence Patient Satisfaction Toward Health Care Services Geeta Bai and Ayesha Sultan	90-A Research Review of Turkey's Foreign Trade Performance, Mürsel Güler; Ömer Nasuhi Şahin and Murat Öztürk
	49-The Role of Complementaries in Automotive Demand: The Case of Turkey, Fatma Davarcioğlu Özaktaş	7-Interculturality and Trade, Marinică Tiberiu Şchiopu
	36-Elements of Turkey's Soft Power in International Relations, Asena Boztaş	16-The management of change and its impact in achieving the overall quality, AL-khafaji Ahmed Kadhim Idan

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**The 4th InTraders International Conferences on International Trade**

**The Second Day, 8 October 2019**

	<b>Hall 2</b>	<b>Hall 3</b>
<b>Tuesday-First Session 09:00-10:00</b>	9– EMPLOYMENT CONDITION OF WOMAN DUE TO DISCRIMINATION & HARRASMENT IN TEXTILE INDUSTRY Fahad Ali and Rabee Ahmed	101-Emerging issues in Green Entrepreneurship, Kajal
	14-The Impact of Temporal Diversity on Team Performance: The Moderating Effect of Team Orientation Fatima	85-Economic growth through import sector: A case study of Pakistan, Sehar Shoukat
	2- Staff Magazine and Perspectives on the State Economic, Dilşad Türkmenoğlu	106-THE EFFECT OF THE FDI'S ON ECONOMIC GROWTH:AN ANALYSIS IN SAMPLE OF TURKEY, Ahu Coşkun Özer
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## **The Growth of International Trade in Health Services**

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### **"Keynote Speech"**

A service export is any service provided by a resident in one country to people or companies from another.

International trade in health services has been expanding rapidly since the late 1990s. Although the subject of health services exports by developing countries has been much discussed, the phenomenon is still in its early stage, and its real implications are not yet clear. Given the rapid development in this area, little empirical data are available. Export services are emerging trends. Did you know that the fastest-growing types of export are services?

Globally, trade in health services is growing. This is being facilitated by several factors such as advances in information and communication technology (ICT), liberalization of foreign investment and easier visas for the mobility of patients. The globalization of health services has given rise to new patterns of consumption and production of health services in recent decades. While a major part of international trade in health services involves the physical movement of patients across borders to receive treatment, other aspects such as healthcare services delivered remotely, diagnostic services provided by a doctor in one country to a patient in another also need to be taken to get a full measure of imports and exports. The magnitude of such trade remains small, but advances in technology mean that this area has the potential to grow rapidly.

Trade-in goods are easy. It's shipping around the world. Services it difficult to understand its intangible you may find that communicating a service offer is more difficult than communicating a product. In spite of growing trade in this sector, there is a dearth of data on the global size of the health services sector and most of the data on trade concentrates on specific sub-segments such as medical tourism.

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## **International Business: Challenges faced by EXIM companies**

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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

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

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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**

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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 B blocker for job stress. A study of Pakistani and Turkish academicians**

**Hina Zahoor**

Istanbul Gelisim University, Turkey

**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 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

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## **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

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**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

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# 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 FDI's on the economy of Turkey. Regression analysis was performed to measure the effect of FDI's 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. FDI's 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

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# **Nonmedical Factors That Influence Patient Satisfaction Toward Health Care Services**

**Geeta Bai, Ayesha Sultan**

The Dow University of Health Sciences  
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

## **Interculturality and Trade**

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### **Abstract**

The present study is an analysis of the connections established between the intercultural phenomenon and trade. Both intercultural contacts and commerce appeared and developed due to humans' mobility and their basis was exchange (either spiritual or material). Since the dawn of history people travelled a lot and exchanged knowledge and goods (for instance, silk was brought to Europe by two Byzantine monks from China, in 550 C.E.), so, travel generated interculturality and trade. Intercultural contacts can be positive (trade, for example) or negative (wars). One can say that interculturality is a trait of the human species. Many innovations in different fields spread due to intercultural exchange, globalisation is also based on cross-cultural or intercultural contacts. The Industrial Revolution and colonialism represented the main causes of the intensification of intercultural contacts which generated an increase in international trade. In contemporary human society, this kind of relationships is essential for development in any activity field. The globalised trade in nowadays world was generated by interculturality and World Trade Organization was founded to facilitate it and to create an international network; the technological evolution and the modern means of transport enhanced the relations between different cultures. Interculturality is an umbrella concept covering a diversity of domains: communication, religion, education, anthropology, literature etc. In this paper, I try to answer to the following question: "How can interculturality influence trade or vice versa?" by pointing out the main aspects of the analysed phenomena and their links. To accomplish this task I will make use of the historical method and imagology.

**Keywords:** Contact, exchange, globalisation, interculturality, international trade.

**JEL Codes:** B17, B27

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# **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

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

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Faculty of Economics and Administrative Science  
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**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](http://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

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## **Staff Magazine and Perspectives on the State Economic**

**Dilşad TÜRKMENOĞLU KÖSE**

Sakarya University

### **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

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**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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Hassan Mobeen Alam  
Ammara Sattar**

Principal HCC University of the Punjab Lahore Pakistan

### **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

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## **Elements of Turkey's Soft Power in International Relations**

**Asena BOZTAŞ**  
**Sakarya University of Applied Sciences**

### **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**

**Kamran Naeem, Syed Muhammad Salman**

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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

# Multi Criteria Decision Making Methods in Determining Medical Device Suppliers

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## Abstract

In recent studies especially in the health sector, it is emphasized that the choice of the supplier of medical devices and medical products with optimum characteristics is very important. This selection process must be based on scientific principals only by determining the most suitable supplier for the related company. Determining the optimum supplier problems can be solved by using Multi Criteria Decision Making (MCDM) methods. The aim of this study is to demonstrate the utility of AHP and MOORA methods in the determination of the medical device supplier which will provide the optimum benefit for a healthcare company operating in technopark. While conducting the analyses, the managers of the related enterprises were accepted as decision makers and the analyses were carried out with five criteria and five alternatives. Taking into account the structure of the related technopark member enterprise, the solution steps of the two different methods were applied separately and alternative suppliers were listed according to their priorities. As a result of the related calculations; at the first row (*Firm B*) and the second row (*Firm D*). The results of the analysis were shared with the relevant enterprise. Artificial intelligence optimization methods can be used in similar studies in the future.

**Keywords:** Multi Criteria Decision Making Methods, AHP-MOORA Hybrid Method, Health Sector Businesses

**JEL Codes:** M11, C02, C51, C61

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

**Vania Ahmed Abbasi**

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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, H75

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Abstract Book 7-9 October 2019 Sakarya, 10-12 October 2019 İstanbul Program, Turkey

## **A Research Review of Turkey's Foreign Trade Performance**

**Mürsel Güler, Ömer Nasuhi Şahin, Murat Öztürk**

Kutahya Dumlupinar University, Üniversitesi, Yalova University, Kutahya Dumlupinar  
University

### **Abstract**

The main purpose of this research is to analyze the foreign trade performance of 165 countries with discriminant analysis. Customs, Infrastructure International Transport, Logistics Competence and Quality, Monitoring and convenience, timeliness criteria will be examined on the basis of Turkey's non-performance. Today reveals the importance of this issue to give more explicit about Turkey's foreign trade. Turkey's foreign trade will be made by examining the performance classification by countries will compete. Customs, Infrastructure International Transport, Logistics Competence and Quality, Monitoring and convenience, timeliness of Turkey in terms of determining which countries made at the same level as SWOT analysis recommendations will be brought in foreign trade.

**Keywords:** Foreign Trade Performance, InTraders Diskriminant Analysis, Foreign Trade Competition

**JEL Code:** F10



# **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 behavioral 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**

**Asena Boztaş**

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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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**Muhammad Umair Naqeeb**

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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

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# 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

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# **Employment Condition Of Woman Due To Discrimination & Harrasment In Textile Industry**

**Fahad Ali, Rabee Ahmed**

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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

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## **Human Resource Management In Family Businesses**

**Nurten POLAT DEDE**

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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

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# **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**

**Geeta Bai, Ayesha Sultan**

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Institute of Health Management

### **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)**

**Maryam Fatima, Abdirehman Hassan Manka**

Dow University of Health Sciences

**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 Hospital 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

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## **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

Saqib Qamar, Muhammad Shahzad

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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 preference 0.003 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 preference 0.652 which is greater than 0.05, Alternate hypothesis rejected, relationship between store location and consumer preference 0.198 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

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## **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

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Conference on International Trade

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## **Impact of Unethical Advertisement and Brand consumption on Consumer Buying Behavior**

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Rhein-Waal University of Applied Sciences, Germany

### **Abstract**

Advertising is a very crucial step for every organization to create awareness about the product they offer to the consumers. It creates the first image in the consumer's mind that how it is creating value for the consumer, how the company is offering different products in comparison with other competitors. In this paper, we have measured the impact of unethical advertisement and brand consumption on consumer buying behavior. To see the response of people when people perceive the company is advertising unethically and people consume it to check the claims of the company than whether the consumer will prefer that product again after the deceptive claim? Or whether the consumer will quit that product forever and will not trust that brand again. To study this, we have implemented this concept in the fast-food industry with a sample of 200 respondents, who are the customers of McDonald's. For quantitative data analysis, we applied IBM SPSS version 21. Results indicate that Consumer buying behavior is not significantly associated with unethical advertisements as McDonald's has strong brand image it has created a well-established image in consumer's minds. Whereas, Consumer buying behavior has a significant relationship with brand consumption because it depends upon consumer after consuming a particular product and its influence on consumer buying behavior.

**Keywords:** Unethical advertisement, Misleading information, Consumer buying behavior, brand consumption.

**JEL Code:** M3

# **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

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**Evaluation of the Entrepreneurship Tendency of Foreign Students in  
Terms of Socio-Demographic Characteristics and Macro Conditions  
of Recipient-Origin Countries: The Case of Düzce University Faculty  
of Business Administration**

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**Abstract**

In this study, it was aimed to make a comparative understanding of the entrepreneurship tendencies of the students from the sample of foreign students who came from the Caucasus-Central Asia and Middle East to Düzce University Faculty of Business Administration for undergraduate education. It is aimed to learn the factors that affect entrepreneurship tendencies of foreign students coming from two different geographies, to compare different factors, if any, and to make exploratory research aiming to identify similarities or differentiating aspects with the literature. In this study, where qualitative research method was used, it was aimed to provide maximum information by making face-to-face interviews with eight people in the sample formed by snowball method. At the end of the study, it was determined that personality traits such as self-confidence, innovation, desire to see and evaluate opportunities, research and curiosity, education, work experience, family support, macro conditions of origin and recipient country had an effect on entrepreneurial tendencies.

**Keywords:** Entrepreneurship, Immigrant Entrepreneurship

**JEL Codes:** L26, F22, J15, R23



## **Does Gender Matter In Conflict Management Style?**

**Nurten POLAT DEDE**

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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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Institute of Health Management, Dow University of Health Sciences, Karachi, Pakistan

### **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

# **The Use of Information and Communication Technologies (ICT) in The Banking Sector in Turkey**

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## **Abstract**

As the products and services in the banking sector are rapidly becoming digital, a significant part of the competition in this sector is in the field of information and communication technology. Therefore, in recent years, the world and in Turkey, the technology investment budget of banks has increased considerably. Since concepts such as virtual reality, machine learning, cloud technologies, artificial intelligence, biometric verification, intuitive business models gain importance in every field including finance; The banking sector had to adapt products and services, organizational structures, decision-making mechanisms, management strategies, and business models to this digital transformation. Over time, there are significant increases in the number of corporate and individual customers using digital products and services. The banking sector is rapidly digitizing, especially in non-cash transactions. In addition, the Turkish Banking sector and the rest of the world, Information, and communication technologies are used effectively in basic banking application transactions, money transfers, payments, investment transactions, sales and marketing of insurance products and services, credit card transactions. In this study, the use of information and communication technologies of the Turkish Banking Sector has been analyzed and in the light of comparative data, the place and competitiveness of the Turkish banking sector in world banking have been examined. The use of ICT in business models of the Turkish banking sector was discussed and it was concluded that it has a progressive and competitive structure in the world.

**Keywords:** Banking ICT, Digitization, Competitiveness.

**JEL Codes:** G21, D80, L81

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# **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



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