Abstract:

Background: Diabetes Mellitus (DM) is a major global health problem with individual, social and economical consequences. The prevalence of diabetes mellitus in Saudi Arabia is very high (23.9%) and ranked seventh among the top 10 countries around the world. Plausible reasons for the steady increase in the prevalence of DM in many countries may include poor lifestyle, rapid westernization, lack of knowledge and unsatisfactory attitude and practices towards DM among the general population and diabetic patients. Therefore, Knowledge, Attitudes and Practice (KAP) studies are effective in providing baseline data for evaluating intervention programs and improving the service quality.

Objectives: The specific objectives were to describe the general characteristics of diabetic patients; to determine the degrees of knowledge, attitudes and practice of diabetic patients regarding the pertinent preventive issues; and to examine the interrelated plausible factors of inadequate DM management.

Materials and Methods: The clinical epidemiological approach was selected as a suitable investigation strategy in which a cross-sectional analytic research design has been adopted to examine the current diabetic health problem. The systematic stage random sampling technique was applied to recruit a sample size of 5% diabetic patients (102) from the diabetic center in King Khalid hospital. An interviewing questionnaire was constructed covered the pertinent dependent (knowledge, attitudes and practice) and independent (age, sex, occupation, education, income, marital status and type of diabetes) variables. The questionnaire has been tested and proved valid and reliable during the preparatory research phase. Data have been managed using SPSS v.22.

Results: The mean age of the studied diabetic patients was 37.47±14.25 years. The sex distribution was 39.20% (males) and 59.80% females. Most of the studied patients (61.80%) had inadequate knowledge about DM, while, positive attitudes (94.90%) and sound practice (80.40%) were
satisfactory. Significant plausible factors have been adequately described and analyzed. Conclusions: Addressing the importance of diabetic knowledge and relevant plausible factors such as poor self-management, lack of motivation, inadequate social support are necessary for sustained life style modification behavior. A patient/self-empowerment approach to diabetes care may enhance the efficiency of DM prevention and control programs.


Keywords:
Diabetes Mellitus, KAP, Prevalence, Saudi Arabia

JEL Classification: I10, I18, I19
DATA MINING AND ERP: AN APPLICATION IN RETAIL SECTOR

Abstract:

Many medium or large scale organizations with large databases invest on advance data collecting and managing systems. The main point of turning this data into your success is the difficulty of extracting knowledge about the system that you study from the collected data.

Enterprise Resource Planning (ERP) software helps companies to put all previously separated data in single software. ERP has several advantages. Storing whole data in a single place make it possible to analyze data from different business functions. Because a large scale of data are in the same place, new tools are needed to analyze the data.

In this study customer purchase records from the largest furniture and home decoration firm in Turkey were used. Association Rules were used to determine the shopping behavior of the customers. According to the results, various rule sets are obtained. This rule sets can be use for purposes such as store layout, shelf arrangement in the store and promotional strategies. Products can be placed close together to increase sales.

Keywords:

ERP, Data Mining, Association Rules, Retailing.

JEL Classification: C88
INVESTIGATING THE RELATIONSHIP BETWEEN HAPPINESS AND PERSONALITY BY TEXT MINING

Abstract:
Despite the growing interest in happiness in social science, empirical understanding of how the individual definition and perception of happiness affect experiential consumption is still limited. Prior studies have found that the specific meaning of happiness individuals adopt determines the choices they make. An individual’s definition of happiness affects choice; defining happiness more as excitement (calm) increases the tendency to choose an exciting (calm) option over a calm (exciting) option. Extending this stream of research, we used the Big Five scale which is widely used in social science and marketing research. To address the research problem, we adopted computational text mining method. Over a thousand of Internet blog texts that express the happy mood of the authors were analyzed using LIWC, a text mining program. The analysis uncovered the differences in the authors’ style of happy experience depending on the personality features of them that were also discovered from the texts.

Keywords:
Happiness, Experiential Consumption, Big Five Personality, Emotion, Text-Mining
Abstract:

The purpose of this study is to determine the level of service orientation as a personality trait of logistics employees in the logistics industry and to investigate the impact of service orientation on job satisfaction and intention to leave. In this study, a casual model was offered to test the effects of logistics employees’ service orientation as a personality trait on job satisfaction and intention to leave. The scales developed previously were used to measure the independent variable, service orientation, and the dependent variables, job satisfaction and intention to leave. In this study, purposive sampling method was used and the logistics employees of logistics companies in Türkiye were included in the field research. Data were gathered from hotel employees by means of a questionnaire. Frequencies, descriptive statistics, factor analysis, correlation, and regression analysis were used to analyze the data.

Keywords:

Service orientation, job satisfaction, intention to leave, logistics employees, logistics
CONTACTS OF GREEK AND BULGARIAN JOURNALISTS’, WHO COME TO TURKEY, IN ANKARA AND ISTANBUL DURING II. BALKAN CONFERENCE (20-26 OCTOBER, 1931)

Abstract:
Second Balkan Conference, which is an important step for the Balkan Union, was held in İstanbul in 20-26 February 1931. Turkey made a great effort for this conference to be successful. Association of Journalists, invited Greek and Bulgarian journalists to Turkey to both monitor the conference efforts and to make a favour for the hospitality shown in Greece and Bulgaria. And to monitor the second Balkan conference a crowded group of journalists came from Greece and Bulgaria who will maintain their researches and observations in İstanbul then in Ankara in 20-26 October. This study will include the researches done by this group of journalists during their visit to İstanbul and Ankara who were invited to Turkey by Association of Journalists.

Keywords:
Second Balkan Conference, Greek Journalists, Bulgarian Journalists, İstanbul Association of Journalists, Contacts and reviews
Abstract:
Research on epistemological beliefs- beliefs about the nature of knowledge, where it resides, and how knowledge is acquired and should be evaluated- has gained momentum over the past few years. Past research reported differences in epistemological beliefs between hard domains of knowledge such as science and math and soft domains such as languages, humanities, and social sciences. In ESP and EAP foreign language contexts, language is used in teaching inherently different domains of knowledge, with all likelihood that students’ epistemological beliefs about knowledge in their fields of study interfere with their beliefs about linguistic knowledge, an area that has not heretofore been explored in epistemic literature. The current study aimed at investigating the epistemological beliefs of students from different domains of knowledge studying EFL courses at the tertiary level for any potential belief interference. Moreover, the study investigated differences in students’ epistemological beliefs as a function of gender and proficiency level. Study instrumentation, procedures, and findings along with recommendations for language education and further research will be discussed.

Keywords:
Epistemological beliefs, English for specific purposes, language proficiency, gender
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THE INFLUENCE OF FINANCING AND INVESTMENT ON SMES GROWTH IN EUROPE, THE EU AND THE EURO ZONE

Abstract:
The main research objective is to compare internal to external financing sources in and outside the Eurozone, and the way this affects investment, competitiveness and firm success in the long term. Of particular interest is investment in innovation projects of non-research intensive SMEs and how these compare throughout Europe. Aim: To inform industrial policy design at European level. Data: Mainly drawn from the Survey on the Access to Finance of Enterprises (SAFE) by the European Central Bank (ECB), and merged with business data at country level available in and outside the Eurozone. Methodology: Advanced Panel Data and Survival (Frailty) Models

Keywords:
Investment and financing, SMEs, innovation

JEL Classification: L00, G00, C10
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ECONOMIC CRIME AND PUNISHMENT IN TURKISH TAX SYSTEM:  
A COMPARATIVE ANALYSIS

Abstract:
Turkey, always in a process of transition in many areas, and a vicious cycle may not exceed beyond this process has been a long time in an effort to take its place in the globalized world. Our economy has entered a transition to a free market economy in the 1980s and has taken important steps in this process. The share of economic crime has increased while the crime has changed dimension after the accrete of the settlement of the free market economy. In our study, we made a brief introduction to the concept of economic crime, especially of Turkish tax system are evaluated in terms of economic crimes and punishments. Then, by making comparison with the legislation of some developed countries, one of the reforms in the Process of the European Union, the new Turkish Penal Code has been assessed the effects on the Turkish Tax System and problems and solutions are listed.

Keywords:
Economic Crime, Turkish Tax System, Comparative Analysis

JEL Classification: K34, O57, K14
Abstract:
Completing a thesis is probably the most demanding tasks for graduate students in all fields of study. This is particularly true of language students who conduct a research study in English. In a thesis supervisory role, I have witnessed challenges confronting novice researchers in all stages of thesis preparation, from initially proposing a research topic to finally reporting the results. In this presentation, I focus on the latter problem: how to properly report findings of a scientific study. This includes three broad suggestions of ensuring a comprehensive coverage of major outcomes, displaying findings in graphic forms, and highlighting the results. Graduate students need coaching on all aspects, firstly, how to present a complete picture, then how to transform findings into tables and figures, and how to sequence each piece of information. The guidelines will enormously upgrade the quality of overall thesis reporting as they not only improve comprehension and retention of the findings but also make the thesis clear, cohesive as well as coherent.

Keywords:
second language researchers, reporting research results, reporting techniques, writing a thesis
WHICH WAY TO GO? THE EFFECTS OF THE GREAT RECESSION ON ECONOMIC THOUGHT

Abstract:
Crises have become one of the central concepts in macroeconomic policy issues for almost one century. Because it is crystal clear that the crises’ effects last at least a few years, then the recovery period lags behind. On the other hand, since the existing policies do not respond to the crisis, a new branch of economic school of thought arises or the existing one rises up again. After the Great Depression, Keynesian policies came forward causing the post-World War II era to be known as the ‘Golden Age of Capitalism’. But soon were tides to change. After the oil-price shocks, Monetarist school arose. The 1970s experienced the rise of the neo-liberal transformation, liberalization and rise of financial markets. Financial activity spread eventually everywhere as never before after this liberation movement. In addition to this, technological development occurred in financial services and more sophisticated and new financial instruments were produced in the financial sector. Gains in the financial sector increased and it captured power of industry sector. Neo-classical synthesis and the Efficient Market Hypothesis came to prominence. With all these, however, the global economy experienced another crisis named ‘The Great Recession’. Then, appropriate macroeconomic policy issues came to mind. Therefore, the paper argues that which directions of the economic schools of thought arose or came forward after the Great Recession.

Keywords:
Crises, the great recession, economic schools of thought

JEL Classification: A10, B22, G01
OWNERSHIP STRUCTURE AND DIVIDEND POLICY: AN ANALYSIS OF CONSUMER GOODS INDUSTRY IN NIGERIA

Abstract:
The study is aimed at determining the impact of ownership structure on dividend policy of firms listed in the Nigerian Consumer Goods Industry. The study employs the ex-post-facto research design. Data were collected from annual reports and accounts of sampled companies and were analysed using descriptive statistics, correlation and multiple regression methods. The study finds that insider share ownership (ISO) and outsider share ownership (OSO) have negative and insignificant impact on dividend per share (DPS) while block share ownership (BSO) has positive and insignificant impact on DPS. However, the impact of control variable earnings per share (EPS) on DPS is positive and significant. The study recommends that, in the analysis of dividend policy of companies in the consumer goods industry in Nigeria stakeholders should pay limited attention to the ownership structure of the company but the bottom line, as it is the earnings that matters not the dividend or ownership structure. This is because dividend per share is determined significantly by earnings not how the company is owned. However, considering dividend payout ratio as determinant of dividend payment, it is recommended that dividend clientele may be encouraged to invest in the consumer goods industry in Nigeria where there is high rate of block share ownership.

Keywords:
Dividend Policy, Ownership Structure, Agency Theory

JEL Classification: M49, G30
THE SPATIAL PATTERN OF ECONOMIC RENTS OF AN AIRPORT DEVELOPMENT AREA: LESSONS LEARNED FROM THE SUVARNA BHUMI INTERNATIONAL AIRPORT, THAILAND

Abstract:

With the rise of the importance of air transportation in the 21st century, the role of economics in airport planning and decision-making has become more important to the urban structure and land value around it. Therefore, this research aims to examine the relationship between an airport and its impacts on the distribution of urban land uses and land values by applying the Alonso’s bid rent model. The New Bangkok International Airport (Suvarnabhumi International Airport) was taken as a case study. The analysis was made over three different time periods of airport development (after the airport site was proposed, during airport construction, and after the opening of the airport). The statistical results confirm that Alonso’s model can be used to explain the impacts of the new airport only for the northeast quadrant of the airport, while proximity to the airport showed the inverse relationship with the land value of all six types of land use activities through three periods of time. It indicates that the land value for commercial land use is the most sensitive to the location of the airport or has the strongest requirement for accessibility to the airport compared to the residential and manufacturing land use. Also, the bid-rent gradients of the six types of land use activities have declined dramatically through the three time periods because of the Asian Financial Crisis in 1997.

Therefore, the lesson learned from this research concerns about the reliability of the data used. The major concern involves the use of different areal units for assessing land value for different time periods between zone block (1995) and grid block (2002, 2009). As a result, this affect the investigation of the overall trends of land value assessment, which are not readily apparent. In addition, the next concern is the availability of the historical data. With the lack of collecting historical data for land value assessment by the government, some of data of land values and aerial photos are not available to cover the entire study area. Finally, the different formats of using aerial photos between hard-copy (1995) and digital photo (2002, 2009) made difficult for measuring distances. Therefore, these problems also affect the accuracy of the results of the statistical analyses.

Keywords:

Economic rents, Airport development area, Spatial pattern, Thailand

JEL Classification: O18, R58, R28
NIGERIA’S UNPRECEDENTED TRAIL OFF IN GOVERNANCE- A MAJOR DYSFUNCTIONAL CHARACTERISTICS OF A FAILED STATE

Abstract:

When the government of the day is not in control of governance, it is an understatement to refer to that government as a failed one, far from that. Governments are actually put in place to not only be in control, but also, to be highly responsive and responsible to governance. The case is different with Nigeria’s leaders as glaring cases abound that makes the hitherto the so called giant of Africa to be one of the countries of the world with a defining characteristics of a failed state. This paper seeks to analyse what a failed state is? And why states are failing which have now become the focal points of our apprehension. It concludes with vivid recommendations on how to mitigate the slide in governance, a way out if only Nigeria is enthusiastic to reclaim its vanished prominence. Only secondary source of data collection was used in the course of this research.

Keywords:

Unprecedented, Trail Off, Governance, Dysfunctional Characteristic and Failed State
Abstract:
Sustainable Tourism Development Planning in Klong-Blab village, Surat Thani Province

Sustainable Tourism Development Planning. In which the research shown that in the area particularly, Klong-Blab village is full of natural resources. And Guide for Potential-Based Doi Sathit Herbal Learning Center development this research has 3 main objectives, they are: to study the involvement of community management, to evaluate the potential of the tourism community, and to determine the potential for tourism development. The 400 questionnaires were completed by three sample groups: 100 locals, 20 academics, 280 tourists. The questionnaire was created to examine readiness of Doi Sathit area for tourism development and to examine weaknesses, strengths, opportunities and obstacles, of which to the development of Klong-Blab village as a tourist attraction, in order to guide the tourism development in the Klong-Blab village. Results found that the way to the development of tourist attraction of Klong-Blab village are: Tourism Resource Development, Tourism Marketing Development, and Tourism Readiness Development.

For evaluation the potential of Doi Sathit to become a part of tourist attraction sights of Klong-Blab village, by interview locals and inside observation. In addition to that there are 5 community groups meeting for the share of responsibilities which the interpretation given to the 5 areas: The center of the sufficiency economy; Non-toxic orchard; The center of a ‘Lhoom’ pig farm and mushroom farm; Community of learning center; and Doi Sathit Herbal Learning Center. In conclusion, these 5 areas were then a single local tourist attractions, now they become Klong-Blab community tourist attraction.

Keywords:
Potential of tourism, Herbal learning center, Lhoom pig farm, Sustainable route

JEL Classification: O29
CONSUMER ATTITUDES TOWARDS COUNTERFEITS OF BRANDED LUXURY PRODUCTS AND THEIR RISK PERCEPTIONS IN THIS CONTEXT- A FIELD STUDY FROM ESKIŞEHİR, TURKEY

Abstract:

CONSUMER ATTITUDES TOWARDS COUNTERFEITS OF BRANDED LUXURY PRODUCTS AND THEIR RISK PERCEPTIONS IN THIS CONTEXT- A FIELD STUDY FROM ESKIŞEHİR, TURKEY

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JEL classification code: M31

Key words: Price-quality inference, brand loyalty, ethical issues, intention to buy, risk perception, personal gratification.

This study intends to find out the different attitudes of of Turkish consumers towards counterfeits (and sometimes called as pirated versions) of branded luxury items. A survey on 540 respondents who are selected via stratified sampling of whom 536 are found eligible to be analyzed. The respondents are required to answer 35 questions of which five are related to demographic characteristics of these respondents. The rest 30 are statements which are designed to reflect the behavior of these people. The study consists of five parts. The first part is an introduction where the scope and the purpose of the study are concisely stated. The second part relates to the theoretical background of the subject matter and the prior researches carried out so far. The third part deals with research methodology, basic premises and hypotheses attached to these premises. Research model and analyses take place in this section. Theoretical framework is built and a variable name is assigned to each of the question asked or proposition forwarded to the respondents of this survey. 30 statements or propositions given to the respondents are placed on a five-point Likert scale. The remaining five questions about demographic traits as age, gender, occupation, educational level and monthly income are placed either on a nominal or ratio scale with respect to the nature of the trait. Ten research hypotheses are formulated in this section. The fourth part mainly deals with the results of the hypothesis tests and a factor analysis is applied to the data on hand. Here exploratory factor analysis reduces 30 variables to five basic components as "Favor for counterfeits; luxury-oriented social status; risk perception; brand loyalty and brand prestige. Cronbach's Alpha for scale reliability is quite high ($\alpha = 0.779$) and so is the sample adequacy ratioo ($KMO = 0.906$) In addition non-parametric bivariate analysis in terms of Chi-Square is applied to test the hypotheses formulated in this respect. The fifth part is the conclusion where findings of this survey is listed.
Keywords:
Price-quality inference, brand loyalty, ethical issues, intention to buy, risk perception, personal gratification.

JEL Classification: M31
Abstract:
South America is one of the most vulnerable regions to climate change, whose impacts can undermine the continent’s development. Nevertheless, a) it is very rich on natural resources; b) hydroelectricity plays an important role in its electric energy matrix; and c) the regional carbon emissions profile focuses on deforestation, agriculture and cattle raising. Therefore, the continent has an intrinsic potential to move towards a low carbon economy. Since there is a strong possibility of productive complementarity between countries, green energy integration in the region may be the best path to meet some of the challenges that lie ahead.
Brazil is the continent’s largest economy, largest market and the holder of the largest generating facilities, and has emerged as the dominant figure in the energy integration project. Furthermore, the country is the ‘green pole’ of the region and has used South America energy integration processes as key-elements for consolidating its regional leadership. Thus, it seemed fair to assert that Brazil had the potential to lead the continent to a low carbon economy. However, and even though there have always been obstacles to the achievement of such an ambitious goal, some significant challenges have recently arisen: the Pacific Alliance, which has been increasing Mexico’s influence over South America; and the Brazilian political, economic and social situations’ deterioration from 2013 until today.
So, this paper aims to analyze these two challenges and understand how they jeopardize a regional green energy integration process in South America.

Keywords:
South-America, Energy Integration, Brazil, Pacific Alliance
A STUDY OF LOW COST CARRIERS IN HONG KONG

Abstract:
This main purpose of this study is to begin a preliminary investigation into low cost carriers (LCCs) models and explore more insights about their specific approaches and development in the region with focus on Hong Kong. After reviewing the LCCs operations in USA and Europe, more detailed analysis would be made in HK environment. Based on several cases’ studies, key characteristics are identified and other significant factors are discussed. In particular, the development of airport infrastructure as well as high speed rail (HSR) might also have an impact on LCCs development in Hong Kong and could be further examined.

Keywords:
Low Cost Carrier, LCC, Hong Kong,

JEL Classification: L93
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USING SERVICE DESIGN TO MANAGE EMERGENT SERVICES

Abstract:
Technology is developed in tremendous speed nowadays. Stand-alone system until now is going to Cloud Computing trend, many data can be used to save or transfer information through cloud computing. The study uses these technologies to design a multifunction e-service system for ambulance. The e-service system updated the new way from handwriting to smart device, it can ensure information to save and transfer to the hospital database. In order to improve the current ambulance system process and replace handwriting format, this study invents the e-service system for ambulance. We use service design approach to redesign service process of ambulance, and then this study uses smart device to install e-service system for ambulance. This e-service system integrates many various media (such as sound, pictures or text) and helps hospital employee to prepare some material before the patients arrive at hospital. This study will use Taiwan’s ambulance to illustrate its process and try to improve it with service design methodology.

Keywords: e-service, ambulance, cloud computing, service design, process

JEL Classification: C63, L89, M15
MUSTAFA BIN ALI AL-MUVAQQIT’S RUB‘- I DĀ‘ĪRE RISĀLE

Abstract:

The subject of our study which we prepared thinking that it would benefit Ottoman Turkish and the studies in the field of astronomy is the work of Mustafa bin Ali al-Muvaqqit, who lived in the sixteenth century and made major contributions to astronomy in Ottoman era and also who was the chief astrologer of the Ottoman sultan, named “Risâle-i Rub‘-i Dâ‘ire”. Rub‘-i daire is a hand tool used in the calculation of prayer times, measurement of height and some trigonometric calculations.

The astronomy studies in Ottoman era, the places where astronomy science was carried out and the people who studied have been briefly mentioned.

The known things about the life and works of Mustafa bin Ali al-Muvaqqit, the author of the work, have also been tried to summarize generally.

Terms related to astronomy in the work have been presented in the form of dictionary in order to shed light on the studies in the field of astronomy and determine the level of astronomical knowledge of the Ottomans in that century.

Keywords:

Ottoman Turkish, Mustafa bin Ali al-Muvaqqit, Rub‘-i daire, Astronomy.
IDENTIFICATION OF THE FISCAL SHOCKS IN POLAND IN LIGHT OF THE SMALL OPEN ECONOMY ANALYSIS’ PERSPECTIVE.

Abstract:
The aim of the study is to identify the existence and strength of fiscal shocks in Poland as the determinant characteristics of the fiscal policy run in Poland in the recent 20 years. This will enable us firstly to find out to what extent this policy have had expansionary or only stabilizing role in the mid-term perspective taking into account also its potentially recognizable reaction to external conditions, i.e. international macroeconomic situation with crisis and recessions emerged in some periods during this time in Europe and globally. The study is a part of the broader analysis of the macroeconomic effects of the fiscal policy (also more detailed analysis of utilizing different fiscal instruments) on macroeconomic situation in Poland as a small open economy per se determined by and potentially highly vulnerable to transmission of foreign international influences. The problem should be tackled also considering the fact that Poland is a part of the common EU market.

The presentation includes the theoretical part devoted to the literature review mainly in the respect of the empirical methods used by other authors in similar studies, e.g. A. Fatas and I. Mihov 2001, H.Dellas et al 2005, H.Bouakez (2009), L.Forni et al. 2010, O. Blanchard and R. Perotti, 2002). In the empirical analysis in order to investigate the effect of the government spending shocks on the economy and the transmission of the fiscal policy we build the structural vector-autoregression model (SVAR). The calculation of the government spending multiplier and the analysis of impulse response functions allow us to draw conclusions regarding the impact and the dynamics of government consumption. Our intention is also to include tax changes in the SVAR model in order to investigate the significance and the direction of their impact on the real economy.

Keywords:
small open economy, fiscal policy, transmission of macroeconomic shocks, SVAR models

JEL Classification: F41, E60
SPRINGS IN KONYA CITY BETWEEN 1938 - 1950

Abstract:

The Republic of Turkey was founded in 1923 and Ataturk was the first President until his death in 1938. After Ataturk’s death, one party system continued until the establishment of Democrat Party in 1946. One party era lasted in 1950 after the victory Democrat party general elections. The period of Turkey after Ataturk, one party system affected sports as well as all areas of life. In our presentation, it will be emphasized general information about the perspective of sports of one party system over the sample Konya City.

This presentation focuses on sport clubs and their activities and also sports in schools especially high schools in Konya between 1938 - 1950 and also significantly expresses the cooperation between local government, party administration and clubs on to gain the society sports culture and to acquire sport habit. This presentation includes main sports branches and local sportsmen, sport events and sport facilities of the era.

Keywords:

Key words : Sports History, Sports in Konya, One Party Era, Clubs, Branches.
HALIL DURSUN
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LEGAL AID IN CIVIL CASES IN TURKISH LAW

Abstract:
The constitution of Republic of Turkey Article 36 regulates the freedom to claim rights; “Everyone has the right of litigation either as plaintiff or defendant and the right to a fair trial before the courts through lawful means and procedures”. Legal aid was adopted in order to ensure the realization of these constitutional principles.

In the Turkish private law, legal aid is regulated in two different laws. Article 334 and following of Civil Procedure Law sets basic regulations about legal aid service. Parties who don’t have sufficient income are exempt from court fees and expenses and in this case the Bar assigns a lawyer free of charge. Secondary regulation is Attorneyship Law. The purpose of legal aid is explained in Attorneyship Law as to make attorneyship services available to those who lack the wherewithal to pay attorneyship fees and jurisprudence costs with a view to overcoming the obstacles to the right of the individual to seek justice and to ensure equality in exercising the right to seek justice.

In accordance with the regulations mentioned above this presentation focuses to give general information about legal aid in Turkey, individuals who request legal aid, scope of legal aid and procedure of legal aid service.

Keywords:
Legal aid, Bar Association, Attorneyship Law, Civil Procedure Law, Court Fees.
Abstract:
The article «The Energy Policy of the US toward Central Africa After 2001» has many justifications. Academically, it should provide researchers of policy analysis a frame of reading Central Africa relations with the US in regards of the US energy security. It should also provide students of Central African affairs, especially in relation to the US the lenses through which to read ongoing events (human rights, civil unrest, terrorism) in the sub-region and how the US policy is influencing these events in the area. This work is also policy relevant because it should provide policy makers enough information and choices in formulating and conducting foreign policy decisions toward the US.

The article aims to trace the US energy policy changes and subsequent US interest in the energy resources of Central Africa. Equally, to analyze the US foreign policy with regards to the US energy security toward Central Africa. In addition to the above, the article aims to concede the Central Africa’s energy resources for the development of the US global power.

The foreign policy of the US towards Central Africa is influenced by its energy security in the sub-region. The US engage more with countries that produce oil than countries that are not oil producing nations. The US invest more in countries that can produce and sell oil and invest less in countries that have little to offer to the United States.

With regards of the US energy policy toward Central Africa, it is clear that the US has been increasing to secure energy in the region confronting other powers like China, Russia and India as shown by the high increased in the US import of the energy resources in Central Africa. Also, the US is willing to co-operate with undemocratic and authoritarian governments in Central Africa like Cameroon, Congo, Angola, Equatorial Guinea and others just to protect its energy interest in the sub-region. However, the US energy policy toward Central Africa has also let to the increase in US investment in the energy sector of Central Africa. Equally, the Central African region has been provided financial, economic and social assistance from the US. Overall, the US energy policy has let to the development of the Sub-Saharan Africa region.

Keywords:
US, Energy Policy, Central Africa

JEL Classification: F50, F59
Abstract:
The aim of this study is to investigate a well-known calendar anomaly hypothesis, namely the day-of-the-week effect, in Borsa Istanbul (BIST). According to that hypothesis, in certain days of the week, stock returns show a regular pattern, particularly on Mondays returns are significantly negative and on Fridays returns are significantly positive, even in the stock markets of developed economies. Hence, this regular pattern presents a distinct challenge to the Efficient Market Hypothesis. For this purpose, a non-parametric multiple comparison test (Steel-Dwass Test) is employed on daily returns of BIST-100 Index, which covers one main and two sub-periods namely, (04.01.1998-27.03.2015), (04.01.1998 - 28.12.2001) and (02.01.2002 - 27.03.2015). The results indicate the existence of the day-of-the-week effect for the main period (04.01.1998-27.03.2015) and for the first sub-period (04.01.1998 - 28.12.2001). The contrary finding is valid for the second sub-period (02.01.2002 - 27.03.2015) and indicates a conclusion that the BIST is free from the day-of-the-week effect. This result could be attributed to the economic stabilization policies pursued in the Turkish economy aftermath of 2001 crisis.

Keywords:
Day-of-the-week effect, Efficient Market Hypothesis, Borsa Istanbul (BIST), Multiple Comparison Tests.

JEL Classification: C14, G14, G15
A REVIEW OF STUDIES IN SCIENCE EDUCATION FIELD FOR EARLY CHILDHOOD IN TURKEY

Abstract:
The aim of this study is to present the review of studies in science education field for early childhood in Turkey in the past 15 years. It is defined that how many studies have been done in this field; which subjects of early science education have been studied; which research and data analysis methods generally have been used; which study group has attended the studies less so far. Qualitative research method was used. Early childhood education studies related to science education was determined and content analysis was done. The articles published in Turkish Journals which are indexed in SSCI and ULAKBİM and also master/PhD theses published between the years 2000-2015 were searched by using keyword “early childhood”. Researchers selected the studies which consist of any of the science, nature, scientific process skills and environment words. 30 articles and 25 theses were examined according to the subject, size of the group, sampling, research method, data collection tools and analysis methods. The findings showed that there was no significant raise on the number of studies since 2000. Papers were focused on the subjects; attitudes to teaching science and science activities more and the environment subject less. Quantitative research method was used the most; random and convenience samplings were generally preferred. Scales were used the most. Study groups were generally teacher candidates, children and teachers. Descriptive analyses, t test, ANOVA were preferred generally. As a result; there were some missing parts especially at method section (sampling method) and some limitedness on data collection tools, data analysis methods and the preference of study group. Subjects of the studies were various but the number of them was few. This result demonstrates that this field needs more researches which give the opportunity to examine early childhood science education inclusively and deeply.

Keywords:
Early childhood education, science, review.

JEL Classification: I29
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A NEW PERSPECTIVE ON THE SIZE, VALUE, AND MOMENTUM EFFECTS: BROAD SAMPLE EVIDENCE FROM EUROPE

Abstract:
This paper provides a comprehensive analysis of whether stock returns in Europe are best characterized by country-specific or Europe-wide versions of widely used factor models. The paper offers an explanation to the puzzle of why Fama and French (2012) detect value and momentum premiums but no size premium in Europe. Furthermore, my findings shed new light on these premiums as well as presenting a challenge to existing applications of widely used factor models as I show that although the value and momentum premiums exist at a Europe-wide level, the size premium is country-specific – a finding which is unique to this paper.

Keywords:
capital asset pricing, four-factor model, momentum premium, three-factor model, size premium, value premium

JEL Classification: G12
INDONESIA STILL WANT TO VOTE

Abstract:
Indonesia is a country that puts the elections as fundamental to reflect the country's democracy. This is shown by the regulation of elections in the state constitution (UUD 1945) which is the basic law of the state. In Suharto's authoritarian regime (called New Order), Indonesia also held regular elections. The existence of regular elections is used as a tool in countries such as Indonesia to show the world that the democratic system has existed in this country. Procedurally democratic elections marked by still survive up until the time of the current reform. But if we want to see democracy substantially, then there needs to be more in-depth research about it.

In 2004, Indonesia recorded an achievement in terms of democratization. In that time, Indonesia for the first time can select the president and vice president directly. This achievement was followed by doing direct local elections. Quite revolutionary change occurs only six years since the reform carried out Suharto's authoritarian regime.
At the end of 2014 there were intense debates in Indonesia about local elections. Indonesia is a country that is very much holding elections because people have to choose from the level of the central government, provincial, city and county up. During this time to select the area of the district and provincial level conducted through direct elections. This began in 2004 with the issuance of Law (UU) No. 32 of 2004 which regulates the election of Regional Head directly. In 2014, the problem arises because the House intends to revise that law. This is done by issuing a bill on local elections that convert directly to indirectly elections again. Local elections at the provincial level are returned to the mechanism covered by parliament while the district level fixed by direct election.

Outside of the debate about the interests of the relevant political actors with the election system, there are other important things that need to be answered in this problem. When we look to other democratic countries in the world, actually local elections do not have to be directly. The United States is an example where the local elections conducted indirectly. The main question of our paper is how importance a direct local elections with the quality of democracy in a country such as Indonesia. Whether significant or does not.

Keywords:
Local elections, democracy, Indonesia

JEL Classification: D72, N95
BREAST SELF EXAMINATION- A NECESSARY PREVENTIVE TOOL: KNOWLEDGE, ATTITUDES AND PRACTICE AMONG NURSES IN TABUK REGION, SAUDI ARABIA

Abstract:

Background: Breast cancer is the most common cancer in females. It accounts for about 22% of all new cancers in women. In Saudi Arabia, the number of new cases of cancer is 2741 in 2014, including about 19.9% of breast cancer in women that is ranked first figures. It has been demonstrated that early detection and screening for breast cancer could lead to a reduction in breast cancer mortality. One of the main recognized methods of screening is Breast Self Examination (BSE). Addressing the important role of nurses in that regard is an essential preventive tool.

Objectives: To assess the level of Knowledge, Attitudes and Practice (KAP) of nurses regarding the relevant preventive and applied aspects of BSE in hospitals and Primary Health Care (PHC) centers; and to propose a truthful quality BSE improvement training program for the studied nurses.

Subjects and Methods: A cross-sectional analytic research design was chosen to investigate the current research problem. The multi-stage random sampling technique has been applied to recruit a sample size of 152 nurses. A self-administered questionnaire has been used and covered 30 significant BSE dependant variables and they were classified into knowledge (10), attitudes (10) and practice (10) components. The questionnaire has been tested for its validity and reliability. Data have been managed using SPSS v.22.

Results: The mean age and average years of experience of the studied nurses were 33.62±8.45 and 8.18±5.65 respectively. The majority of nurses have favorable attitudes (69.34%), good degree of knowledge (81.42%) and satisfactory practice (70.26%) regarding BSE. The essential substandard KAP areas have been identified and ranked.

Conclusion: Continuous medical education and in-service training of nurses on the practical aspects of early detection of breast cancer are greatly needed and to be well incorporated within the national protocol of the Saudi ministry of health.


Acknowledgments: Dr Abd-Alla Al-Temani, Prof Ahmed Eltobgy and Dr Ibrahiem Mubarak for supervising this research project.
Keywords:
Key Words: Breast Cancer, BSE, KAP, Nurses, Saudi Arabia

JEL Classification: I10, I00, I19
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DAMAGE ASSESSMENT ANALYSIS FOR A LOGISTICS COMPANY
BY USING DATA MINING TOOLS: AN APPLICATION IN TURKEY

Abstract:
This study is conducted using the data of a Logistics Company which operates in Turkey. The company aims to analyze the problems faced by the damage or loss in the physical distribution process and also wants to determine the source of the problems. According to the analysis’ results it is aimed to improve the quality of services in the Logistics Company.

Data set consists of 56 variables and 2038 records. Data acquired either from automation system, delivery of documents, bills and customers’ damaged or lost invoices.
The automation system provides information about goods, customers, region, shipping information, vehicles, time, transfer centers, delivery status, damage assessment date.
The damage or losses may cause decrease of the quality of service. This also affects the reputation of the company. Therefore, examining the errors that cause these problems and taking preventive measures are very important. In this study data mining tools were used to identify the problems.

Keywords:
Damage Assessment, Logistics, Data mining.

JEL Classification: M11
Abstract:
This academic work will look at the “honour killings” in Turkey. An honour killing is the homicide of an individual due to the perpetrators’ belief that the victim has violated the principles of a family or a community or a religion. Honour killings have a long tradition in Turkey. It is also a strong concern that many suicides of women could be honored crimes, especially in eastern and southeastern Turkey, with the family forcing the victim to commit suicide. Hoping to join the EU, Turkey has strengthened the punishment for honour crimes. Despite the legal reforms, the violence against women in the name of honour and tradition has continued.
This paper will discuss challenges and solutions to the problem. In addition to academic works, the paper will be based on sources from the media.

Keywords:
Homicide, Turkey, Women, Tradition, Law

JEL Classification: K14, K42, Y90
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APPLICATION OF COMPREHENSIVE NURSING INTERVENTION TO IMPROVE SOCIAL SUPPORT LEVEL ON BREASTFEEDING WOMEN IN CHINA

Abstract:

Objectives: To evaluate the effects of application of ‘comprehensive nursing intervention’ on social support in Chinese breastfeeding women.

Methods: The study was a prospective clinical experimental research. 313 postnatal women were recruited from 3 hospitals in Guangzhou by using cluster sampling method. The control group received general care with verbal education about breastfeeding without handbook, standard breastfeeding instruction and telephone follow-up. The treatment group received ‘comprehensive nursing intervention’, which composed of a practical handbook on breastfeeding, instruction of breastfeeding skills through face-to-face and one-on-one methods at bed-side within 24 hours postpartum. The participants accepted twice telephone follow-ups related to breastfeeding at 5 and 11 weeks postpartum. They completed 3 questionnaires on infant feeding and Social Support Rating Scale (SSRS) in the hospital, at 6 weeks and 3 months postpartum. The T test, X2 test and analysis of variance (ANOVA) were used to evaluate the effects of intervention by using SPSS 17.0 software.

Results: At 3 days, 6 weeks and 3 months postpartum, the exclusive breastfeeding rates of the treatment group (31.5%, 52.7%, 59.4%) were higher than the control group respectively (20.9%, 29.7%, 29.1%), p values were 0.006, 0.034, <0.001 and <0.001 respectively; The mean score of total SSRS in the treatment group was 40.58±5.33, which was higher than that of the control group (36.61±6.01) at 6 weeks postpartum, p<0.001. The results of two-way ANOVA found significant effect on time, group, and interaction between group and time on SSRS score (p<0.001). The percentage of language support of breastfeeding in the treatment group was 86.1%, which was higher than that of the control group (64.9%) at 3 months postpartum, p<0.001. The percentage of action support of infant feeding in the treatment group was 75.2%, which was higher than that of the control group (54.7%) at 3 months postpartum, p<0.001.

Conclusions: Comprehensive nursing intervention of exclusive breastfeeding improved exclusive breastfeeding rates at 3 days, 6 weeks and 3 months postpartum, improved mother’s social support level and this effect could be lasted until 6 weeks postpartum.

Keywords:  
Exclusive Breastfeeding, Nursing Intervention, Social Support, Chinese, Postpartum Women

JEL Classification: I10
EFFECTS OF LASER LINE WIDTH AND Scribing DIRECTIONS ON PERFORMANCE OF TRANSLUCENT SILICON THIN-FILM BUILDING-INTEGRATED PHOTOVOLTAIC MODULES

Abstract:

Recently, building-integrated photovoltaic (BIPV) modules have attracted great attention since they can not only be a part of building materials but also generate electric power. Among many types of BIPV modules, translucent hydrogenated amorphous silicon (a-Si:H) solar module has expanded the range of applications to include windows, sunroofs and skylights, where it can be useful for both purpose of generating electricity and transparency for sunlight at the day time. There are two main types of translucent a-Si PV modules. The first one builds with a transparent conductive oxide thin film, instead of the metal film, as the back electrode. However, this type of module only allows light with wavelengths longer than 500 nm to pass through, leading to a reddish light and therefore visual discomfort. The other type translucent a-Si PV module uses the so-called “P4 laser process” to remove silicon and back electrode layers so as to allow nature light transmission. In this study, 10% transmittance a-Si:H thin film solar modules are fabricated by laser processes. Effects of P4 laser line width and scribing directions, vertical, spot-like and horizontal in relation to the modules, are investigated. Firstly for the P4 laser line width optimization from 30-60 µm, the experimental result shows that with a constant transmittance, a module having a large line width could improve fill factor and conversion efficiency due to reduction of scribed line number needed, thus decreasing the damage of silicon layers. The 60 µm P4 laser line width leads to a minimum of performance degradation of about 11%. Further increasing the line width may need to introduce additional optical lens system to change laser beam distribution. Secondly, I-V curves and parameters of the modules fabricated using three different scribing directions show that the vertically scribed module has a high series resistance of 19.3 Ω due to the long carrier transport length and small cross-sectional area. The spot-like module has the highest leakage current and diode ideality factor, indicating a reduced silicon film quality. This is likely due to spot-like scribing creating the largest amount of laser line edges, which usually contains high defects caused by laser thermal affection. The horizontally scribed module has the best fill factor, and the intermediate open-circuit voltage and short-circuit current. Finally, the horizontal scribing can lead to the lowest conversion efficiency degradation of about 12.7%. This paper can be helpful for applications of BIPVs.

Keywords:

building-integrated photovoltaic, translucent, amorphous silicon module

JEL Classification: Q40, Q20
DESIGNING A COURSE FOR MOOC-ENABLED FLIPPED LEARNING

Abstract:
Two major challenges for higher education are improving learning quality for the 21st century’s creative economy; and reducing education cost for affordability. Flipped learning (FL) and Massive Open Online Course (MOOC) are emerging as two alternatives to the traditional education model of lecture-oriented passive learning. FL is mainly to deal with the first challenge while MOOC with the second one. So far, about 20% of UNIST’s courses have been redesigned for FL. By using a learning management system, an instructor monitors each student’s progress on a weekly basis to make sure that he/she does pre-class assignments and makes an early intervention if necessary. Many professors have difficulty to prepare materials for pre-class activities though they like the idea of FL. Now, UNIST has been making a new trial of a MOOC-enabled FL model where a student takes a proven high quality MOOC in lieu of in-house-made pre-class activities and is ready to participate in in-class activities such as class presentation, discussion. With an endorsement from the top leadership, the author took an unconventional way of designing a newly offered graduate course titled “Business Analytics” for MOOC-enabled FL. Luckily, MIT offered a graduate-level MOOC course titled “Analytics Edge” of which the coverage was equivalent to the new course at the same time. The author asked all of his five students in the course to enroll the MOOC course at the edX, a MOOC provider jointly established by MIT and Harvard in 2002. Each student paid the required fee directly to the edX to get a certificate upon completion. A week’s work consists of a series of video clips, self-quiz, and assignments. Instead of meeting twice, the class meets only once a week by substituting one with the self-study with the MOOC. When a student finished a week’s work, he/she is required to submit a summary report to the instructor. In a class meeting, the instructor asked a few students to do class presentation based on what they learned in the previous week and facilitated in-depth discussion. Students well accepted the new way of learning since the course was designed to combine the best of both MOOC and FL, thus resulting in better learning quality. Since this experiment was the first case in Korea, media and researchers show their interests in this type of learning model.

Keywords:
MOOC, Flipped Learning, e-Education, Course design, Learning quality, Education cost

JEL Classification: I29, I23
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ETHNO-RELIGIOUS, POLITICAL MANIPULATION AND CONFLICTS IN AFRICAN STATES: ISSUES AT STAKE

Abstract:
Manipulation of religion, ethnicity, politics and consequential conflicts in African states have at the recent times increased heat in African states polities and further painted the continent so black that the unpopular claim that Africa is the dark continent seems to by characteristics, assume the truth path. Manipulation of ethno-religious and political activities and attendant conflicts have rendered people across the length and breadth of Africa unsecured, migrants, hostile, inaccessible jungles and the peoples rendered homeless, powerless, confused and many turned refugees in their fatherlands. This paper explores the ethno-political, religious manipulation and resultant conflicts among African states. The paper used secondary sources of data and the following were found among others: ethno-religious affiliation is a common feature of typical African states/societies and all issues related to same are very sensitive to Africans; African leaders use the instruments of ethnic and religious differences to achieve political ends; failure of the African states and the leadership to appropriately discharge their obligations has largely contributed to the increased manipulation of religion and ethnicity among African states for it is an easy means of appeal to political support; many have been lured into religious politicking; misuse of religion by politicians has led to excessive ethno-religious and sectional divisions and lack of trust of one another among the various religions and their adherents; use and misuse of religion has heated the polity and electoral matters; youth are the most vulnerable group used in igniting and fuelling such conflicts while women and children fall as the major victims, most political activities are greatly determined and influenced by ethnicity and religion which in the end often result in dysfunctional conflicts in virtually all parts of Africa. Recommendations made include: extensive civic and political education, proper control of religious preaching and other activities, proper regulation of campaigns/political activities, institutionalization and inculcation of national values and integration, de-emphasizing ethno-tribal and religious differences, entrenchment of democracy and good governance, drastic reduction in levels of poverty and more emphasis on provision of social services and amenities to the people, enactment of popularly accepted and just land tenure system among African communities, use of improved and mechanized farming methods and proper orientation by both the African states and societies to the youth.

Keywords:
Africa, Conflicts, Ethnicity, Manipulation, Politics and Religion.
PRACTICES OF CASE PROCEEDINGS BY THE SUPREME COURT OF FINLAND, SUSPECT'S RIGHT TO DEFENCE BY MEANS OF LEGAL ASSISTANCE.

Abstract:

The right to protection of the suspect or accused of a criminal offense established by the Council of Europe, the UN General Assembly and the European Court of Human Rights, is one of the basic constitutional guarantees, designed primarily to provide reliable protection of human rights in criminal proceedings. The practices of the European Court (the case-law of the European Court) should be a defining aspect in the interpretation of national provisions of the Convention.

This article is dedicated to a problematic issue of protecting the rights of detained suspects and defendants in criminal proceedings of the national courts of Finland and the implementation of jurisprudence of the European Court of Human Rights, supported by the principles and standards of the International Covenant on Civil and Political Rights as well as the decisions of the UN Committee on Human Rights. The article analyses norms of international law, judicial precedent of the European Court of Human Rights in the decisions of the Supreme Court of Finland and the review of applications to rescind prior court decision on the basis of a ruling by the European Court of Human Rights.

Keywords:

European Convention, international law, national law, the right to the protection of the suspect, a fair trial, the Supreme Court of Finland.

JEL Classification: K33, K14, K10
IDENTIFYING ICT-BASED CORE COMPETENCIES FOR EDUCATING GIFTED STUDENTS IN SCIENCE

Abstract:

ICT education is an essential part of education programs for gifted students as it is for general students. In order to develop curriculum for enhancing ICT competencies of gifted students, we should be able to identify and define ICT-based core competencies themselves as the initial stage.

This research was conducted as the first part for developing ICT education programs for gifted students in Science. We surveyed 232 experts, most of whom are teaching gifted students in science. As the results, we could verify that ICT education should be an important and essential aspect of gifted education, and that Lee's(2013) model can be useful frameworks for educating those ICT competencies for gifted students.

Lee(2013) suggested a model named "ICT-based core competencies for the Creative and talented of the future society" which was developed for educating gifted students. This model is composed of three core competencies, which are (1) knowledge and skills competency(K&S), (2) synthesis and creativity competency(S&C), and (3) creative mind competency(CM). In this model, each core competency is made of three factors(ex, K&S of pursuing knowledge in various areas, design ability, and realization ability), and each factor is made of three elements(ex, realization ability of programming, precision, and utilizing resources).

We expect that ICT education can be effectively and efficiently developed and conducted by using Lee's model.

* This research was conducted as part of KOFAC(Korea Foundation for the Advancement of Science and Creativity)'s research support program.

Keywords:

ICT Competency, ICT Education, Gifted Education

JEL Classification: I29
WHAT DOES CONTRIBUTE TO SUCCESSFUL INTEGRATION OF SOCIAL MEDIA IN HIGHER EDUCATION?

Abstract:

Social media has become an important communication channel in higher education and provides unique affordances to support effective and rich collaboration among learners (Bogdanov et al., 2012). While accumulating evidence supports educational affordances of social media (e.g., Fouser, 2010; Shin & Chon, 2013), there is still insufficient knowledge regarding instructional strategies to increase learners’ satisfaction and continued intention to use social media for learning. In the present study, we adapted the Information System Success Model (DeLone & McLean, 2003) and investigated how features of social media (i.e., system quality and service quality) and learners’ experience (i.e., sense of community and flow) influence learners’ satisfaction and continued intention to use.

The data was collected from a large lecture class (N = 310) in a 4-year university in South Korea, where students collaboratively worked as a small group (7—8 per group) throughout the semester, and the instructor encouraged them to use social media of their choice (e.g., Facebook, Twitter). All instruments use 5-point Likert type scale, and they demonstrated acceptable reliability supported by the Cronbach’s alpha values of .91 for sense of community, .87 for system quality, .78 for service quality, .90 for satisfaction, .79 for intention to use, and .90 for flow. Following the two-step approach (Anderson & Gerbing, 1988), we examined the measurement model of the model (i.e., how adequately the measurements capture the underlying construct), and it demonstrated an acceptable fit (TLI = .99, CFI = .99, and RMSEA = .04). The final model obtained from removing a couple of non-significant paths indicates that sense of community and service quality of social media positively influence learners’ flow experience, which also mediates satisfaction. System and service quality of social media directly influence learners’ satisfaction while only system quality affects learners’ continued intention to use social media. Learners’ satisfaction also positively influences their intention to use social media. We can drive instructional strategies that facilitate successful integration of social media. First, the instructor needs to carefully consider various instructional strategies of how to increase sense of community and choose social media with high levels of system and service quality to enhance learners’ flow experience and satisfaction. Second, the selected social media should offer various functions that can be readily used to promote collaborative learning (e.g., sharing resources and group discussions).
Keywords:
Sense of community, System quality, Service quality, Flow, Satisfaction, Intention to use
SSRUICS’ GRADUATES COMPETENCIES IN AIRLINE BUSINESS PROGRAM

Abstract:
This study aim to survey the competencies of graduates in airline business of International College; Suan Sunandha Rajabhat University (SSRUIC). As well as to evaluate the competencies enhancing effective in service work. This was longitudinal research employed both qualitative and quantitative method in gathering data. The samplings were 2 batches of SSRUIC’s graduates in airline business program. There were 1st and 2nd batches total 86 graduates. Accurately, the focus groups were conducted with 2 sampling groups; along with in-depth interview their peers and superiors then the triangulation was tested. The 5 key competencies were found most appropriate in service work. Those are personality and grooming, good human relation, service minded, punctuality, and ethic and moral. The 1st batch believed that ethic and moral were most important; meanwhile personality and grooming were crucial for 2nd batch. Notwithstanding, superiors and peers of 1st and 2nd batch found that human relation and service minded were the coexistence quality of SSRUIC graduates respectively. Afterward, Pearson Product Moment Correlation Coefficient was run to assess the competencies that related to professional competencies. The result illustrated that the most significant competencies correlated to professional competencies were responsibility, and analytical thinking skill. Albeit, the stepwise of multiple regression was tested and found that the results were in consistent to focus group conducted.

Keywords:
Competency, Education, Airline Business, Curriculum, Networking
STUDENTS’ PROJECT-BASED LEARNING: LOCAL COMMERCIAL PRODUCTS AND MARKETING MIX

Abstract:
This research is a case study that explored the problems and constraints of producing and marketing of local commercial products based on Thai students’ project-based learning in mathematics. This study employed an analysis of components of marketing mix and SWOT analysis of local commercial products using Thai students’ project-based learning. These local commercial products were collected from sample schools in Amnaj Charoen Province, Nan Province, and Payao Province Thailand. The components of marketing mix: 4Ps consisted of product, price, place and promotion, and SWOT analysis matrix strategies were employed to analyzed data. The research findings revealed that project-based learning approach provides opportunities for students to integrate the contents of different subject areas to the production process. However, it did not good enough in business. The factors affecting on local commercial products using the students’ project-based learning were based on their products, prices, places and promotions. These findings showed that local commercial products using Thai students’ project-based learning in mathematics have no brand name, the cost of production per unit is very high, no proper place to sell the products, and not enough promotion. The research findings were in line with the main four elements: 4 Ps of marketing mix theory.

Keywords:
students’ project-based learning, local commercial products, marketing mix, SWOT analysis, and SWOT analysis matrix strategies

JEL Classification: I29
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DETERMINANTS OF DEBT MATURITY STRUCTURE: CASE OF NON-FINANCIAL FIRMS IN PAKISTAN (KSE)  

Abstract:  
After a firm decides to finance itself with debt, it has to decide on the duration of the maturity of debt: short, medium or long term. This study attempts to illustrate the effects of Growth Option, Firm Size, Leverage, Liquidity and Assets Maturity on a firm’s debt maturity structure. The data of variables under study has been drawn from the 60 random sample companies taken from non-financial sector of Karachi Stock Exchange (KSE). Data is taken from KSE and State Bank of Pakistan websites for ten years (2004-2013). Descriptive analysis, correlation and regression are run to show the relationship between the variables using SPSS and Stata. Both pooled regression and fixed effects model is run to analyze the data.  
Pooled regression results show that Growth Option, Firm Size, Leverage and Assets Maturity have positive relationship whereas liquidity has negative relationship with debt maturity. Only leverage and liquidity have significant relationship. Fixed effects model show positive relationship of Firm Size, Leverage and Assets Maturity with debt maturity and negative relationship of growth options and liquidity with debt maturity. Company size, leverage and liquidity have significant relationship whereas growth option and assets maturity have insignificant relationship.  
No such study has been conducted for Pakistan. There are options for further research on the topic by adding variables like short and long term debt, assessment of market value of growth options, firm’s credit ratings, information of flotation costs etc.  

Keywords:  
Debt maturity structure,  
Pakistan,  
KSE,  
Determinants,  
Growth Option,  
Firm size,  
Leverage,  
Assets Maturity  

JEL Classification: G31, G32
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CONVERGENT VERSUS DIVERGENT ASSESSMENT: FINDING A WAY TO IMPROVE SELF-REGULATED STRATEGIES IN LISTENING COMPREHENSION  

Abstract:  
The present study aimed at exploring the effects of Convergent versus Divergent Assessment on Iranian Upper-Intermediate EFL Learners’ Self-regulated Strategies in Listening Comprehension Skill. To pursue the aims of the study 60 upper-intermediate EFL learners both male and female were selected from Khorasan and Torsys language institutes based on Quick Placement Test (QPT). The participants were randomly assigned to control (Convergent assessment) and experimental groups (Divergent assessment). At the beginning of the semester, the researcher the self-regulated learning strategies questionnaire (by Tseng et al 2006) in order to find the effect of the convergent assessment and divergent assessment on the students’ self-regulated strategies. The researcher administrated CA and DA assessments as treatments that lasted for twenty sessions. The participants took a listening test related to what students had studied in the course, (CA) and in order to administer the divergent assessment (DA), students had a group presentation (DA) for which they preselected a video clip they searched on the Internet. They submitted the work to the instructor to view and check before the class time. The results demonstrated that the experimental group outperformed control group regarding their self-regulatory skills.  

Keywords:  
Convergent Assessment, Divergent Assessment, Self-regulation, Listening comprehension.
AN ANALYSIS OF STRATEGIC PLANNING FOR STAFF HIRING AND TRAINING AT JAPANESE UNIVERSITIES SELECTED FOR THE “TOP GLOBAL PROJECT” BY THE CENTRAL GOVERNMENT OF JAPAN

Abstract:
In 2014, the Central Government of Japan selected 34 universities for the “Top Global Project” which is designed to promote the international competitiveness of Japanese universities. This poster session examines how those selected universities plan to hire and train staff members whose duties include providing satisfactory administrative services for international researchers and students.

For this purpose, the session focuses on two issues addressed in their plans. One issue is on how the universities plan to help their staff members improve their communicative skills in English. The author has found that the universities have adopted five different types of strategies to improve English skills of their staff members. The details of these strategies will be explained in the session. One possible problem in the use of these strategies is, however, that the universities utilize commercial standardized English tests including the TOEIC, TOEFL, and IELTS tests to measure English competence of their employees without examining the nature of the tests.

The other issue is on how the universities plan to recruit and train staff members to form globally competitive universities in the world. The universities plan to hire new employees from three categories: (1) non-native Japanese speakers, (2) native Japanese speakers graduating from an overseas university, and (3) native Japanese speakers having experience of working abroad. The author has found that as far as the percentage is concerned, the Japanese in category (3) account for the largest portion among the three and non-native Japanese speakers the least. The author will explain some of the obstacles that may hinder more flexible human resource planning.

Keywords:
Higher Education in Japan
Employment strategy
Human Resource Planning
Faculty and Staff Development

JEL Classification: I23
ANALYSIS THE DETERMINANTS OF INFLATION DYNAMICS IN TURKEY

Abstract:
The high inflation is undesirable phenomenon for Turkey especially from 1970s to 2000s. Turkey was introduced the destructive effects of inflation in the 1970s. In particular, this process began with the rise of oil prices in the 1970s lasted until the 2000s. The reasons of these political instability, populist policies, failure to comply with fiscal discipline, budget deficits, and growing SOE deficits. But with the 2000s, after the stand-by agreement with IMF, the fight against inflation has been one of the main public policies and, therefore, steps have been taken towards fiscal discipline. As a result of this context, inflation could be reduced to single digits. However, inflation still continues to maintain its place on the agenda. Therefore, the study focuses to examine the determinants of inflation in Turkey on economic and econometric criterion and also to investigate causal relationships among some macroeconomic variables. For that purpose, in this study, estimates have been investigated using Johansen Co-integration and Vector Error Correction approached.

Keywords:
Inflation, Budget Deficit, Fiscal Discipline, Johansen Co-integration Test

JEL Classification: E31, E60, H62
THE ROLE OF THE CONSUMER DEMOGRAPHICS ON THEIR PRICE PERCEPTIONS WHEN PURCHASING SHOPPING GOODS- A STUDY FROM ESKISEHIR, TURKEY

Abstract:
This surveys intends to find out how consumer demographics affect their price perceptions in their purchases of shopping goods. A survey is applied to 219 respondents selected via stratified sampling from Eskişehir, a city of Turkey with 700,000 inhabitants. The respondents are required to answer 45 questions of which last five are related to demographic characteristics of these respondents. The rest 40 are statements which are designed to reflect the price perceptions of these people. The study consists of five parts. The first part is an introduction where the scope and the purpose of the study are concisely stated. The second part relates to the theoretical background of the subject matter and the prior researches carried out so far. The third part deals with research methodology, basic premises and hypotheses attached to these premises. Research model and analyses take place in this section. Theoretical framework is built and a variable name is assigned to each of the question asked or proposition forwarded to the respondents of this survey. 40 statements or propositions given to the respondents are placed on a five-point Likert scale where 1 represents strongly disagree; 2 disagree; 3 neither agree nor disagree; 4 agree and 5 strongly agree. The last five questions about demographic traits as age, gender, occupation, educational level and monthly income are placed either on a nominal or ratio scale with respect to the nature of the trait. Ten research hypotheses are formulated in this section. The fourth part mainly deals with the results of the hypothesis tests and a factor analysis is applied to the data on hand. Here exploratory factor analysis reduces 40 variables to six basic components as “value consciousness, price consciousness, coupon and sales proneness, price mavenism, price-quality relationship, and prestige sensitivity.. KMO test of sampling adequacy and scale reliability test proved high scores as 0.9261 and 0.946 respectively. In addition non-parametric biraviate analysis in terms of Chi-Square test is applied to test the hypotheses formulated in this respect. The fifth part is the conclusion where findings of this survey is listed.

Keywords:
Value consciousness, price consciousness, coupon and sales proneness, price mavenism, price-quality relationship, prestige sensitivity

JEL Classification: M31
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THE RELATIONSHIP BETWEEN CREDIT DEFAULT SWAP SPREADS, EQUITY INDEXES AND SECTOR EQUITY INDEXES: AN AMPRICAL STUDY ON BORSA ISTANBUL

Abstract:
The link between stock prices and Credit Default Swaps (CDS) spreads is important for risk managers to make an investment decision. Furthermore, the choice of sector is important in the preference of the investors. The literature have different evidences as there is a powerful relation with the country CDS and the equity indexes or not. This study aims to investigate the linkages between the CDS spreads and equity indexes including the scope and diversity of sector. The sample of the study consists of BIST30, BIST100, BIST Bank, BIST Industry and BIST Chemistry, Oil, Plastic equity indexes. The data of the study included the January 2013 and April 2014 were tried with weekly data range.

Keywords:
Credit Default Swaps, BIST30, BIST100, Equity Index, Sector Equity Index, Borsa Istanbul
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FINDING POSSIBILITIES OF R&D COOPERATION BETWEEN SOUTH KOREA AND NORTH KOREA WITH BIBLIOMETRICS

Abstract:
North Korea is one of the most isolated countries in terms of politics, economy, culture, and even technologies in the world. Republic of Korea (South Korea) had kept trying conversations with North Korea for developing relationships but social structures of both countries are quite different and that made political cooperation very hard. Thus, Korean government had tried other approaches such as supporting foods to people in North Korea or making a cooperative industrial cluster in North Korea. Technology collaboration between two countries also could be an alternative method for developing relations but it was very rare until now. First reason is that it is hard to contact scientists each other in both countries. Second reason is there are worries technology collaboration make an unintended development of nuclear weapon or other technologies related military. It made a concrete barrier against technology cooperation. However, technology collaboration is still a helpful instrument to development relationship between two countries except for technologies related military.

In this study, research and development condition of North Korea were derived using publication analysis. This study aims to find out who are major collaboration countries or institutes with North Korea in the world and which research fields are suitable for collaboration with North Korea. Here, analysis of North Korean’s presence in the world’s scientific literature, it could help to give some information of starting point of technological collaboration between South Korea and North Korea.

Keywords:
North Korea, R&D Cooperation, Bibliometrics
DEVELOPING ICT COMPETENCIES OF STUDENTS WHO ARE GIFTED IN MATH AND SCIENCE

Abstract:

ICT education or Software education should not be the activities only for students who have special interests or talents in information and technology areas, but general education for developing essential competencies of all students who have to survive 21st century. The necessity of ICT education is more than true in educating gifted students that will have to generate the solutions to let human beings survive this gloomy century.

The purpose of our research was developing the curriculum and teaching materials that can be utilized for developing ICT Competencies of Students who are gifted in Math and Science. This research intended to restructure the current educational programs for gifted students so that students can develop their ICT competencies as they go through gifted education programs without allotting extra class hours for ICT education.

To fulfill the purpose of this research, the following procedures were carried out: (1) we defined the ICT competencies that are required to students who are gifted in math and science, (2) we generated the strategies for ICT curriculum development that will be used for gifted students, (3) we selected the educational themes that ICT aspects will be applied to, (4) we developed the educational programs in selected themes based on the preset strategies, (5) we modified educational programs after pilot-testing on the fields, and (6) the completed ICT programs are distributed nation-wide.

* This research was conducted as part of KOFAC(Korea Foundation for the Advancement of Science and Creativity)'s research support program.

Keywords:
ICT Education, ICT competency, Gifted Education, Math Education, Science Education

JEL Classification: I29
THE COMPARISON OF THE LEARNING OUTCOME IN SCIENCE SUBJECT OF MATAYOMSUKSA 2 STUDENTS USING WICHAN’S AND IPST MODELS

Abstract:

The objectives of this study were; 1) To compare the learning achievement in science under the content on food and nutrition of Secondary Education. Students use both Wichan’s model and normal IPST teaching method for comparing ; 2) To compare their learning retention; and 3) To compare their attitudes towards the two methods. The sample was 80 Matayomsuksa 2 students of Bangyeekhan Wittayakom School, Bangplad, Bangkok; the experiment group of 40 was taught by applying Wichan’s teaching method and the control group of 40 was taught via normal IPST method. The tools included Learning Achievement Test, Learning Retention Test and Students Attitude Test developed by researcher. The statistic used was independent sample t-test with the identified mean level of 0.05 statistical significance. The results were as follows:

1. The different methods made a difference on learning achievement at a level of 0.05 statistical significance.
2. The different methods made a difference on learning retention at a level of 0.05 statistical significance.
3. The different methods made a difference on attitudes at a level of 0.05 statistical significance.

Keywords:

Comparison
Learning Outcome
Wichan’s Models
IPST Models
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EVALUATING INSURER’S RISK EMBEDDED IN THE KOREAN REVERSE MORTGAGE PROGRAM USING CONCURRENT SIMULATION METHOD

Abstract:
The paper conducted a concurrent simulation analysis to evaluate guarantor’s risk in the reverse mortgage annuity program, considering that key variables of the program change simultaneously with their own stochastic processes. From the analysis with the data covering a period from September 2004 to December 2014, it was revealed that the probability of the guarantor having net liability (or net loss) turned out almost nothing (ie. merely 3.65%). Therefore, it is interpreted that the current program was designed very safely for the interest of guarantor and has room to increase monthly payment for annuitants.

We also evaluated the effect of individual variable’s volatility on the magnitude of guarantor’s total risk. From the analysis, it was confirmed that the current reverse mortgage program was designed to offset longevity risk which may increase with the period mortality rate of 2013 life table by market risk which can decrease with assuming low growth rate of housing price and high level of loan rates. The concurrent simulation is viewed as a more realistic way for evaluating guarantor’s risk because it assumes key variables to change simultaneously with their interdependency in the analysis. Therefore, the concurrent simulation results could give more rational implications to the government’s policy makers as well as the reverse mortgage annuity market.

Keywords:
Reverse Mortgage Annuity, Stochastic Process, Guarantor Risk Evaluation, Concurrent Simulation

JEL Classification: G20, G22
MALLEABILITY OF TEACHER IDENTITY: SHOULD CONTEXTUAL FACTORS BE HELD ACCOUNTABLE?

Abstract:
Teacher identity resides in the heart of teaching and particularly matters for early career resilience. However, little is known about teacher identity held by beginning teachers in primary and secondary schools. Less is even known regarding the leverage of contextual factors on teacher identity.

Against this backdrop, the present research employed a simple prospective panel design, primarily seeking answers to: 1) whether teacher identity is malleable; and 2) what roles learning environments and work environments play in teacher identity and, if any, its change. A series of three studies were conducted spanning 1 year. Study I involved 1,062 year-4 prospective teachers, 464 out of which partook in Study II at the end of the first teaching year. In Study III, 21 teachers were interviewed given their significant changes in teacher identity. Measures included the Teacher Identity Inventory (TII), the Inventory for Students’ Perceived Learning Environment (ISPLE), and the Job Demands-Resources Inventory (JD-RI).

Results found that 1) teacher identity declined appreciably in all aspects over one year; 2) peer and facilities related constructs in both learning and work environments contributed to the majority of teacher identity; 3) work environments played a significant role in predicting teacher identity change, where peer and facilities related constructs again were the strongest contributors.

Findings suggest that educators and school administrators be more mindful of early career teachers’ identity crises. Implications are discussed concerning pre and in-service training programs.

Keywords: teacher identity; learning/work environments; malleability

JEL Classification: I20
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NATIONAL IDENTITY THROUGH THE LENSES OF MODERNISM

Abstract:
Nationalism arose in Europe in the years 1880 and 1920 and then spread globally. The twentieth century showed nationalist aspirations almost everywhere be that in old states or new ones, large states or small ones. Nationalism has not disappeared from the political scene, nor is it possible to disappear in the near future. A number of studies on nationalism and national movements focus not only in the aspects of politics but also in other aspects such as culture, language, religion, and art. However, globalization seems to have given a new direction to the world order. Or is globalization just another effort to minimize the importance of national identity and nationhood. The proclamation of nationality, voluntary separation of a group into a nation, which distinguishes itself from its surrounding neighbors even when in the same state, government or administration not to mention broader areas shows that national identity should be protected by all means. The aim of this paper is to tackle the issue of national identity through the lenses of modernism.

Keywords:
Key Words: identity, nationalism, nationality, modernism, globalization
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FINANCIAL CRIME PERSECUTION IN THE U.K: TIME FOR AN ALTERNATIVE APPROACH

Abstract:
The recent global financial crisis resulted in a litany of financial scandals involving senior executives, corporate officers and accountants from some of the United Kingdom (U.K.) largest institutions. In this paper, I explore the key issues relating to enforcement of these individuals by critically appraising the historical and contemporary perspectives of financial crime's enforcement in the U.K. Historically, judges in the U.K. were very reluctant to imposed criminal sanctions for serious financial crimes. When criminal sanctions were imposed, they were nothing more than a regulatory wrist slap. Using three recent financial crime cases (Cattles Plc, LIBOR Scandal, and UBS and rouge trader Kweku Adoboli), I illustrate how this pattern of lax enforcement continues. Informed by both individual and structural theories of motivation, the evidence reveals that the special characteristics of financial crimes coupled with the current regulatory and criminal law framework in place in the U.K. makes it difficult to successfully litigate and prosecute these offences. Instead of arguing for stronger criminal response, I presented a model that urges authorities to consider persuasive and self-regulatory alternatives to criminal law and deterrence to address financial crimes.

Keywords:
Financial crimes; Enforcement

JEL Classification: G01, K14
USING ITC IN ORDER TO IMPROVE CHEMISTRY LEARNING AT THE UNIVERSITY DEGREES.

Abstract:
Introduction. The teaching of chemistry has several difficulties for several reasons: the lack of interest and motivation in students and little connection between the curriculum of compulsory education and university. This causes a negative idea about Chemistry. For these reasons, it was thought that the use of ICTs could be very beneficial for chemistry teaching and learning. In general, ICT can help us to increase participation of students in the area and would improve the direct intervention of the students which motivates their learning. On the other hand, every students have smartphone and internet access, therefore they are able to take photos, search on internet and download videos.

One experience consists of developing a blog, where the students are responsible for the design, development and inclusion of material in the blog. Thus, they are developing the blog and are enhanced since they are looking for materials to include in the blog.

On the other hand, it was identified student misconceptions and misinterpretation for Mechanical Engineering students as they are attempting to interpret and explain the chemical processes. Oxidation-reduction reactions were identified the most difficult concept. The objective has been to carry out a proposal for teaching contents of chemistry using didactic resources for virtual environment, the use of a simulation that lets students to construct useful mental models.

Experimental – The first experience was based in a comparative test of 10 questions related with the topics of the subject. Two groups of 60 students of Science education have participated. A group of students, who participated, designed and entered the blog and another group that was not involved in the blog.

And the second experience, the survey technique was used. The sample consisted of 50 volunteer students from the first course of Mechanical Engineer degree. Both experiences took place during the course 2013/14.

Results. The blog study demonstrated that developing blogs by students significantly increased the number scientifically acceptable ideas in student’s conceptions of science.

The use of animation has been demonstrated that showing animations to students, allows them to practise, so significantly increased the number of scientifically acceptable ideas in student’s conceptions of redox reactions.

Conclusion. The use of either the blog or the simulation can be helpful in improving problem solving. This encourages students to develop new ideas about science, and allow them to create a memory from viewing animations, leading to confirmation or modification of the existing mental model.

Keywords:
ITC, Chesmitry, Blog and Multimedia Animation

**JEL Classification:** I20, I21, I20
EUROPEAN QUARTET OF MISSED OPPORTUNITIES FOR INTERNET GOVERNANCE

Abstract:
Who controls the Internet? Conventionally, it is assumed that the hegemony, if not monopoly, of the U.S. Government over the Internet governance is a fait accompli generated by the historic evolution, as well as the economic and political power which the USA asserted in an almost aggressive manner. This assumption is the result of a set of myths and misinformation and deserves to be corrected while presenting both American and European perspectives, in the context of the real managerial and technical setting. This black-and-white perception is to be rejected and replaced by a colorful mosaic showing that a set of misunderstandings and aborted opportunities shaped the pathway to the status quo. An active and strong impact over the Internet governance was several times close to European hands, and it is highly instructive to analyze these situations where Europeans did not manage to get involved in the top Internet management. Four decades, four sets of opportunities and four failures for many business management and other reasons are detailed. Considering the global situation, Europeans cannot afford repeating such mistakes. Taking into account the current stage of the relationship between the EU and USA, especially Transatlantic Trade and Investment Partnership, a consensus, or at least a respected tolerance, of the management of the Internet and governance over it is critical.

Keywords:
EU, DNS, Governance, ICANN, Internet.

JEL Classification: H73, K00, M15
CONTEMPORARY TRENDS ON FURTHER CORPORATE EDUCATION AND TRAINING

Abstract:
Management of further corporate education is an important part of human resources development (HRD) in an organisation. Its aim is to ensure the development of human resources by means of applying methods of innovative education, the focus of which is on the effective improvement of work performance. Motivating employees and developing a highly efficient education system leads to high performance, increase in employees’ knowledge and skills, and satisfying customer needs. The aim of the present paper is to describe methods of education applied in real-life conditions of Slovak enterprises and characterise employee attitudes to further corporate education, currently most frequently applied methods in further corporate education, e.g. coaching, mentoring, action learning, teamworking or case studies.

Keywords:
Keywords: Human resource development (HRD), corporate education, coaching, mentoring, case studies, motivation, work performance.

JEL Classification: I29, J24, I25
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THE GAME OF MATHEMATICS IN LIBERATURE

Abstract:
The presentation will focus on the recent artistic phenomenon called liberation, in the context of its mathematical qualities. In this literary trend which inextricably connects the textual and physical layer of the work, each element is expected to be created according to a certain formula which, in turn, should bring a holistic piece of literature. Artistic pieces similar to liberation have existed for several thousand years, and nowadays researchers tend to call them proto-liberary. However, after 1999, with the advent of theoretical and critical insights on liberation in Poland and elsewhere, much more mathematically-oriented works have appeared which are strictly liberary. In the presentation, I will base on the theoretical idea behind liberation when discussing Zenon Fajfer’s liberary work Ten Letters (Pol. Dwadzieścia jeden liter [twenty-one letters]). The piece will be analysed mainly from the point of view of geometry and the intriguing play with numbers, which is visible already in the very title – the ten-lettered word Ten Letters. Both of the mathematical elements enumerated – i.e., the game of numbers and geometry – are inextricably connected with the liberary construction of the whole volume and of language in Fajfer’s work.

Keywords:
liberation, mathematics, game in literature

JEL Classification: Y20
META-ANALYSIS OF BEHAVIORAL SELF-MANAGEMENT INTERVENTIONS

Abstract:
The purpose of this presentation is to report results of a comprehensive meta-analytic review of recent Behavioral Self-Management (BSM) interventions (2005-2014) used by individuals with disabilities in inclusive settings. Our current review follows up on two reviews we published previously (1998, 2006), in which we analyzed BSM studies published from 1970 - 2005. We analyze critically these more recent BSM studies and provide corresponding recommendations for researchers and practitioners. We address three major research questions, plus one comparative question.
1. How have BSM techniques been implemented (e.g., specific procedures used, participants and types of disabilities selected, and outcome variables targeted)? Have investigators diversified BSM techniques and applied novel BSM techniques, including technology-mediated cuing systems (e.g., via mobile devices such as smart phones) in integrated or inclusive settings?
2. How effective have BSM techniques been in improving academic and social outcomes for individuals with disabilities in inclusive settings? To what extent have BSM techniques fulfilled their oft-cited potential as inclusive techniques?
3. How well have researchers conducted BSM intervention studies (e.g., procedural integrity, reliability of measurement, intervention fidelity)?
4. Compared to BSM studies conducted from 1970 - 2005, to what extent have researchers investigated more recently (2005-2014) the use of BSM techniques by individuals with disabilities in inclusive education settings? Have researchers expanded investigations of BSM techniques in integrated or inclusive settings?

Keywords:
self-management, interventions, meta-analysis

JEL Classification: I29
Abstract:
The objectives of this research were to evaluate the readiness and analyze the potential of production when applying Sufficiency Economy Philosophy on Nonthaburi OTOP. The sample in this study included 144 OTOP projects selected to join Nonthaburi OTOP project and registered in 2006. Data were collected through interview questionnaires, small group discussion, and focus group with the reliability of 0.96. Research statistics included arithmetic mean, standard deviation, and descriptive statistics. The results can be concluded in 2 main points: 1) the informants reported the readiness in applying sufficiency economy philosophy according 6X2 indicators at the highest level of 4.15 and the lowest level at 3.08. 2) According to SWOT analysis, the production strength is on experience and skill while the weakness is on marketing distribution channel. The opportunity is on experience sharing among the enterprises, scholars, tertiary students, and lay people. Threats are on economics stability, politics, and the economics regression of the country.

Keywords:
Potential
Sufficiency Economy Philosophy
OTOP
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CAPITAL STRUCTURE DYNAMICS AND SENSITIVITY ANALYSIS: A CASE OF DEVELOPING COUNTRY”

Abstract:
Key questions that policymakers facing today are how to mitigate the risk of global financial instability and how the firms’ financial behavior to comply with different economic conditions. In this purview, this study contributes to the corporate finance literature by investigating the effects of different economic periods on financial behavior of listed companies across developing countries. By employing panel estimations over the period 2003-2011, our analysis incorporates the Global Financial Crisis (GFC) shock which appears to have affected the leverage mechanism of Pakistani listed firms. The study with specific focus on stable and crises period finds that the leverage mechanism distorted to a certain degree. Consequently, the notion of prevailing capital structure theories also become distorted whereby changes to capital structure come about because of the primary goal to survive, rather than managerial speculation. Based on sensitivity analysis, the association between firm characteristics and capital structure during both economic periods is mainly influenced by firm size, profitability, non-debt tax shield and tangibility. The sign and magnitude of coefficients clearly confirms the impact of different economic inferences on financial behavior of Pakistani listed firms across sugar and cement sectors. Taking altogether, the study evident that sectors’ are unequivocally responsive to the effects of different economic periods in Pakistan. The study gained important measures that how Pakistani companies achieve financial flexibility during financial crises, and provides valuable intuitions for banking and corporate sector to develop lending and borrowing mechanism based on different economic conditions.

Keywords:
Global financial crises, leverage mechanism, financial behavior

JEL Classification: C58, G01
FINANCIAL STOCK MARKET CO-MOVEMENT AND CORRELATION: EVIDENCE IN THE EUROPEAN UNION (EU) AREA BEFORE AND AFTER THE OCTOBER 2008 FINANCIAL CRISIS

Abstract:
This paper investigates the effect that the financial stock market had on co-movement and correlation when modeling and forecasting individual financial stock market. According to both the Capital Asset Pricing Model (CAPM) (Sharpe-Linter-Mossin, 1960's) and portfolio theory (Markowitz, 1952), the likely presence of correlations between various financial stock markets is an important issue for stock market portfolio managers; for example, in terms of portfolio diversification, it could reduce overall portfolio risk. Hence, we propose a multivariate extension of the conditional CAPM with a time-varying beta using the state space model; this, in turn, would allow the correlation between financial stock markets to be utilized during the estimation process. This paper presents evidence based on monthly data generated by several EU area financial stock markets before and after the October 2008 financial crisis and forecasting 1 year into the future. The empirical results overwhelmingly support one’s considering the financial stock market co-movement and correlation structure when modeling and forecasting individual EU area financial stock markets.

Keywords:

JEL Classification: C52, C58, C19
Abstract:

This paper focuses on identifying the stochastic behavior of financial stock markets for the purpose of making profitable investment decisions. A time-varying version of the Linear Market Model (consistent with a conditional Capital Asset Pricing Model (CAPM)) which allows only for the time-varying beta risk parameter is the benchmark market model for this research. To validate and extend the time-varying Linear Market Model, two related extensions are defined. These are newly formulated forms of the time-varying Higher order Market Models (consistent with their equivalent conditional Higher order CAPMs (Neslihanoglu, 2014)) and are simple polynomial extensions of the time-varying Linear Market Model; namely, the time-varying Quadratic Market Model (which allows for the time-varying beta and time-varying co-skewness risk parameters) and the time-varying Cubic Market Model (which allows for the time-varying beta, time-varying co-skewness, and time-varying co-kurtosis risk parameters). Here, the time-varying risk parameters are estimated using the state space model. The data is based on several EU area financial stock markets before and after the Eurozone financial crisis as well as on forecasting made 2 years into the future. The empirical results found support the time-varying Linear Market Model which allows only for the time-varying beta risk parameter when modeling and forecasting EU area financial stock markets.

Keywords:

CAPM, EU Countries, Higher-Order Moments, State Space Model, Systematic Risk Measure Parameters

JEL Classification: C19, C58, C15
Abstract:
Soft power is the ability to influence the behavior of others to achieve the desired results through attraction rather than enforcement or enticement.
Joseph Nye, from Harvard University for the first time in 1990 in a book, entitled The Changing Nature of American Power spoke of America's soft power and explained the difference between the soft power and hard military and economic power and the reason that soft power is becoming more & more important than ever. In his book soft power: the means to success in world politics he developed the concept of soft power and mentioned culture, political values and foreign policy as soft power resources.
In June 20th, 2010 at the opening session of the Parliamentary of Great Britain in his speech titled "Soft power and public diplomacy in the 21st century" he mentioned: the importance of addressee’s point of view, culture, economic resources, military power & government’s strategy as soft power resources.
Also right now most of the governments are strengthening & expanding these resources for the increase of influence in the leading others behavior’s to reach the desired result internationally.
The main question of this paper is: Are the governments capable of increasing their soft power internationally by taking the advantage of mentioned resources?
Research hypothesis is that states without social cohesion aren't capable of being attractive for other states and nations and will not be able to impose or extend their soft power. In fact, social cohesion is prerequisite for use of the soft power resources in the global scale.
A society which discrimination and inequality, gap of labors and injustice, lack of public assistance and cooperation, distrust to governors, different values and unethical behaviors have domination in it and Comfort, hope, dynamism, human dignity and public satisfaction are disappeared from it, can not be attractive to other nations. The importance and role of social cohesion is high enough to be identified as a source of soft power.

Keywords:
soft power resources, social cohesion, international relations
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ROMANIAN LINKED OPEN GOVERNMENT DATA (LOGD)
ARCHITECTURE

Abstract:
Linked Open Government Data (LOGD) facilitates the integration of data and allows the link between the disparate government data sets. The increasing use / reuse of the releases LOGD increases the need to improve the quality of data. The availability of LOGD allows the creation of new services offered by the public / private sector. The reuse of LOGD in the e-government applications leads to a considerable reduction in costs. The article is divided in 3 sections. The first section is describing the facilitators in developing romanian LOGD ecosystem, the second section is identifying the impediments and the third section propose an architecture for a coherent Romanian Linked Open Government Data Ecosystem.

Keywords:
Linked Open Government Data (LOGD), Romanian Linked Open Government Data, Open Government Data

JEL Classification: M15, C89
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HIGHER EDUCATION IN SERBIA: EXPLORING A DEVELOPMENT MODEL OF THE THIRD MISSION AT AN UNIVERSITY

Abstract:
The role of universities has changed. Universities are not only focused on transferring knowledge and conducting research, but have become a link between the state and the economic environment. The new role of the university is referred to as its third mission through which the university becomes an institution that monitors development in society and actively is involved in solving its problems. In order to determine the appropriate development model of the third mission, at the University of Novi Sad (Serbia) was conducted survey on four levels: university - the Rector, faculties - dean, the department directors/heads of departments and staff. 200 employees at the University were surveyed, and the starting point for research was the questionnaire HE-Innovate tool, designed by the European Commission and Organisation for Economic Co-operation and Development (OECD). Research conducted at the University of Novi Sad presents empirical results of an entrepreneurial university in Serbia and indicates which are the key aspects of the strategic approach in the development of the University as an entrepreneurial university, as well as how to improve the quality of scientific research and educational work and therefore its internationalization.

Keywords:
the third mission, entrepreneurship, social role, internationalization, University of Novi Sad (Serbia)

JEL Classification: I25
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INSTRUMENTS AND PROMOTION ACTIVITIES OF THE UNIVERSITIES IN THE CONTEXT OF RECRUITMENT CAMPAIGN ACCORDING TO THE STUDENTS’ OPINIONS.

Abstract:  
The aim of this article is to analyze students’ perception of recruitment campaigns conducted by Polish universities, with particular emphasis on promotional tools, resources and content, as well as learning assessments and opinions of students and their proposals of changes in this regard. The starting point for discussion will be presenting the conditions of the functioning of modern universities (including demographic, legal and international conditions), market trends of higher education and its structure of entities. The attention will also be devoted to offer of courses at Polish universities, employers’ expectations in relation to university and graduates, and candidates’ motives. The discussed issues will be the basis of the analysis of cover recruitment promotional campaigns with special deference to the instruments and measures used in the promotion, but also in relation to their content and forms of promotional media. This article will present the students’ opinions of two Universities obtained thanks to the application of the qualitative research method - FGI (Focus Group Interview) Eight student groups of the University of Szczecin and Rzeszow University of Technology) will take part in the research. National and foreign secondary sources and professional experience of the authors of this article will also be used in the paper.

Keywords:  
Education, Promotion, High Education, Focus Group Interview,

JEL Classification: I23, M39, I29
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STATE AND NEEDS IN USING DIGITAL INSTRUCTION FOR ENVIRONMENTAL SUBJECT OF PRIMARY SCHOOLS IN SURAT THANI PROVINCE

Abstract:
Education can increase people’s knowledge, raise awareness and attitude on environmental problem and environmental conservation by using appropriate technological education, tools and instruction. Therefore, the purpose of this research was to investigate the current state and needs in using digital instruction for environmental subject of primary schools in Surat Thani province, Thailand. The population was 492 primary schools in Surat Thani province. A total of 221 scientist teachers from 221 primary schools were collected by simple random sampling technique for survey research in 2015. The data collection tool was the closed-ended questionnaires. The frequency, percentage, mean, and standard deviation were used to analyze the data. The results revealed that the state in using digital instruction for environmental subject of primary schools in Surat Thani province was at good level. Most of teacher used internet, video compact disk (vcd) and digital video disk (dvd) regarding environmental issues as tool and instruction in classroom. Their opinion on the state of digital instruction effectiveness in terms of content, structure, context, and learning achievement was at good level, and presentation format at moderate level. It found that teachers preferred multimedia instruction with cartoon animation, which has potential to improve students’ understanding and knowledge about environment and energy conservation. Each story should take 10 - 11 minutes long, consist of pre- and post- test, and learning process should not be longer than 50 minutes in total. According to the findings, it is recommended that appropriate and effective digital instruction related to environment and energy saving should be developed. It can be an effective tool for raising awareness of students regarding environmental issues.

Keywords:
digital instruction, environmental subject, state, needs

JEL Classification: Q56, I29
THE ATTITUDES OF NORMALLY DEVELOPING STUDENTS TOWARDS PEERS WITH SPECIAL EDUCATIONAL NEEDS IN MAINSTREAM CLASSES

Abstract:

The attitudes of classmates or friends towards peers with disabilities can be regarded as an environmental factor that might facilitate or inhibit the social participation of students with special educational needs in inclusive classrooms. Therefore, assessing the attitudes of students towards peers with disabilities may be an important step towards improved social participation of students with SEN in inclusive schools. That’s way this research was planned and conducted to investigate the attitudes of normally developing students towards peers with special educational needs in mainstream classes. Totally 100 voluntary students were selected by a simple random sampling method from Primary School of Çayyolu Gökkuşağı which is given mainstream education depending on Ministry of National Education. For all variables frequencies and descriptive statistics were first computed. According to the study, majority of students (90.0 %) reported that there was not any disabled person in their families. It was found that 90.0 % of them have knowledge about disabled person and they claimed 85.0 % of them gained the information from their school. Besides, most of them (75.0 %) satisfied with their mainstream education. Students’ attitudes towards peers with special educational needs were assessed by means of the CATCH developed by Rosenbaum et al (1988). It has very good psychometric properties, especially in comparison to other measures assessing the attitudes of peers toward children with disabilities. Children answer to statements assessing the affective, behavioral and cognitive attitude components, 12 statements for each component. According to the t-test analyses, it was found that there were significant relations between gender and the cognitive attitude component. Among the participants, girls had higher total scores than boys. High scores indicate more positive attitudes. To determine whether there was a significant effect between the status of having knowledge about people with disabilities and attitudes of peers toward children with disabilities, Mann-Whitney U analysis was conducted. It was obtained that there was statistically significant difference between those who answer yes and no and the scores of behavioral attitude component. As a result of a two-way ANOVA, the mean attitude scores of sixth grade students who are satisfied with the inclusive education are higher than the other classes. When the variance table is examined, the variables of class and satisfaction were statistically significance at the 0.05 significance level. In addition, the class was found to have no impact on attitude scores depending on the level of satisfaction.

Keywords:
special needs children, attitudes of peer, mainstream classes

JEL Classification: I24
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THE SHADOW-BANKING NETWORK OF INTERPERSONAL RELATIONS IN TRADITIONAL CHINA

Abstract:
Shadow-banking have often been regarded as those financial activities undertaken by non-commercial bank financial intermediaries or individuals that are often ill-regulated or not regulated at all. Shadow-banking in China has been a controversial concept, which has not been scientifically defined. On the global scale, the ill-regulation of shadow-banking has been regarded as a major cause of the financial crisis. Although to date China has not suffered significantly from shadow-banking activities as much compared with other jurisdiction such as the United States, the Chinese shadow-banking nevertheless has attracted wide attention from many practitioners, governmental officials, and academia.

The attitude adopted by the Chinese government toward shadow-banking is ambiguous. While most shadow-banking related studies have been conducted under a modern financial context, little attention have been paid to the Chinese culture and histories in ancient China that might help to explain status quo of shadow-banking regulation in today’s China. In formulating an optimal financial regulatory structure that reduces systemic risks of the Chinese shadow-banking system, one inevitable prerequisite question that needs to be answered is that in China, what are the rationales that drive each individual in participating shadow-banking activities or formulating into small organizations to carry out such endeavour.

Throughout the long history of China, financial tools by monetary measures have been largely suppressed. This has been largely contributed by the then dominant ideology Confucianism (Chen, 2009, p.10). However, this does not mean that financial activities are non-existent in ancient China, only that they are no longer monetary in nature. On the contrary, the medium of ancient Chinese financial activities are essentially personal, where the lower ranks of the hierarchical society have themselves been regarded as financial products that serve to be the intermediary of investment and return (Chen, 2009. p.10 – 11).

This paper seeks to find the rationales that have formulated today’s Chinese shadow-banking system by exploring dis-financialized nature of the ancient Chinese society, and argues that many households are themselves de facto small personalized shadow-banking systems. The findings in this paper will contribute to the modern definition of shadow-banking in China, which will in turn shed lights in constructing an optimal financial regulatory structure that enhances the performance on shadow-banking regulation.

References:

Keywords:
Shadow-banking, Legal regulation, Chinese culture, Chinese history, Finance in Ancient China
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UNFAIR DEALING AND CONSUMER PROTECTION IN ASSET-BASED LENDING IN AUSTRALIA

Abstract:

The lenders and mortgage brokers operating in Australia have introduced various types of credit products to consumers which include ‘subprime’ or ‘non-conforming’ loans, which are made to borrowers who cannot obtain loans from traditional lenders, and ‘low-doc’ or ‘no-doc’ loans, which do not require as rigorous proof of creditworthiness. Another type of credit product, namely ‘asset-based’ lending or ‘equity stripping’ has attracted borrowers, where lenders grant housing loans based solely on the value of the borrower’s security (i.e., the sole residence) without regard to his or her income or ability to make repayments. These inappropriate practices have the potential to lead to unconscionable dealing, and they have opened the door for unscrupulous lenders to engage in ‘morally repugnant’ lending practices.

This research is significant in light of the recent judicial decisions that exemplify the tough stance that Australian courts are taking against lenders that operate in the business of providing non-conventional loans with higher risk factors. It considers the possibility of a loan made to a borrower unable to conserve his or her own interests and secured on the family home being set aside through common law and equitable principles of unconscionable dealing and the courts' jurisdiction to reopen an unjust contract under the National Credit Code 2009 or the Contracts Review Act 1980 (NSW).

Firstly, this paper examines some judicial decisions where loans secured over the family home were made to borrowers with little capacity to repay and who were arguably limited in their ability to protect their own interests. It discusses the circumstances leading to the creation of unconscionable conduct as borrower redress against asset-based lending, and the recent development of the doctrine of unconscionable conduct in the case law, including the current requirement to show a ‘situational special disadvantage’.

Secondly, this study considers the knowledge being attributed to a lender on the ground that a broker was its agent. In addition, this part considers the role of knowledge in setting aside a loan contract made through a broker on the grounds of unconscionable conduct against the borrower by a third party.

Thirdly, this paper considers the legislation that has been enacted in Australia to combat irresponsible lending practices. This section will also involve suggestions for law reform to adequately respond to the challenges posed by the global financial crisis and the victims of inappropriate asset-based lending.

Keywords:
Sub-Prime Lending, Unfair and Unconscionable conduct, Consumer protection, Mortgage Brokers, Australia.
**JEL Classification:** K20, K30
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CAPITAL PUNISHMENT AND PUBLIC OPINION IN INDIA.

Abstract:
The system of punishing the wrongdoer is very ancient. Different forms of punishment have been used in order to maintain law and order in society for a long time. Punishment has drawn attention of scholars from different fields such as, philosophy, sociology, social politics and economy. The main aim of this study is to understand the opinion of intellectual people and common people of India regarding capital punishment. It will be tried to understand which theory of punishment is more acceptable or more effective to control the crime? Is capital punishment humanitarian? What is the essence of capital punishment ? Mixed methodology that consists of qualitative and quantitative methods will be used. Qualitative research method like semi-structured interview and focus group discussion will be used in this research. It will help us to evaluate the quantitative data.

It will be a sociological analysis of capital punishment in India. It will bring a new perspective regarding whether capital punishment have has a deterrent effect to control the crime?

Keywords:

Key words- deterrent, retributive, reformative, public opinion, intellectual people.
POOR AND GLOBALIZATION  A PANORAMIC VIEW

Abstract:
In 2012, approximately 1.22 billion people were living in poverty across the globe and are currently faced with dire living conditions. They are faced with numerous inhibiting factors to sustain their livelihood, and have extremely limited opportunities for reprieve. Because of this high number of poverty stricken people, a debate has developed over the causes of poverty and what can be done to alleviate it. A large part of this debate is the role that globalization plays in helping or hurting the world’s poor. Is globalization truly a tool to help raise the poor out of their destitute state, or is it merely a way for the rich of developing countries to become richer at the expense of the poor? The aim of this research is to identify a relationship between globalization and poverty. We examine the share of national income held by the poorest 20% of the populations of developing countries from the year 1999 to 2010. The KOF Globalization Index is used to analyze the specific effects of various forms of globalization over this time period. The analysis conducted herein will serve to expand the current literature by examining specific aspects of globalization individually, as well as globalization in general, using more recent data.

Keywords: Globalization, Poor, KFO index

JEL Classification: F69
METHODS OF ACCOUNTING AND ASSESSMENT OF THE BIOLOGICAL ASSETS AND AGRICULTURAL PRODUCTS IN THE ABSENCE OF AN ACTIVE MARKET (BY THE INTERNATIONAL ACCOUNTING STANDARDS)

Abstract:
Reform of accounting secures its refinement according to the universally recognized guidelines, assumptions and regulations set out in the International Financial Reporting Standards (IFRS). According to this concept direct application of the IFRS or creation of the national system of accounting and reporting make the relevant information even more reliable. In addition to the financial accounting the application of IAS 41: “Agriculture” supports the agricultural enterprises in management accounting, their development strategies and scientifically substantiated economic decisions. IAS 41: “Agriculture” came into effect in 2003 emphasizing the specifics of agriculture and the methods how the information on farming and biological assets has to be reflected in financial reporting. IAS 41 also establishes Biological assets at their fair value that is noteworthy in terms of practicability. However, IAS application requires the national legislation to be drafted for accounting the livestock and plants and relevant changes made to the standard acts.
Assessment of the biological assets and agricultural products is the biggest emerging challenge in the introduction of IAS 41. As yet, the normative documents in Georgia do not say anything as to the calculation of fair value of biological assets and agricultural products. As said above, the fair value at the active market cannot always be determined. Hence, we suggest to apply the databank we have developed.
According to this method an enterprise may employ the databank in order to evaluate its own food products, perennial plants, live weight gain and brood (a calf, piglet, lamb, and stallion). In the absence of the active market, the suggested databank and methods of definition of biological assets and agricultural products make accurate and transparent assessment and accounting possible. However, it is noteworthy that whatever way the value may be defined in (depending on the availability or absence of the active market), the value determination method is to be reflected in the accounting policy developed in line with the IFRS.
Assessment of the biological assets and agricultural products at their fair value is subject to adjustments, though the suggested method makes for more accurate evaluation of the performance results, transparency of information in the financial statement and efficiency of a company.

Keywords:
Accounting, Fair value, Exchange, Initial Price, Biological Assets, Analysis of reliability, Active Market, Agricultural enterprises, discount rate, average growth

JEL Classification: M41, J43
ESTIMATION OF FIRE RISK IN A GREEK ISLAND FOR THE PREVENTION OF FOREST FIRES

Abstract:
The comprehensive prevention of forest fires is an issue of vital importance for the protection and sustainable development of forests which constitute irreplaceable natural resource for any society. Nowadays, it is operated an integrated recording, processing and analysis of local characteristics of any given area, supported by the state-of-the-art technological capabilities, so that we may explore the fire risk possibilities across any territory. The aim of the paper is the determination of fire risk in a Greek island, which is called Thasos. Specifically, the paper explores the determination of fire risk levels across the entire study area, based on the local characteristics of the island, namely, the influence of the fuels structure, slope, aspect, as well as the influence of the road and human settlements network. The collective contribution of all these factors to the ignition and propagation of forest fires highlighted specific areas which are characterized highly sensitive. Hence, essential preventative measures must be established, especially across these critical areas. Such measures could include: the optimal (spatial) allocation of watchtowers as well as the spatial optimization of the mobile firefighting vehicles; the forest fuels treatment in the areas where are characterized of extremely high fire risk; the restriction of accessibility in the aforementioned areas when extreme meteorological conditions are predicted to happen and other similar measures that could prevent the forest fires before they take huge dimensions. Therefore, this analytic process could be quite valuable in any given area, so that the fire agency staff to be properly prepared and act immediately, when a fire incident takes place. In addition, it should be emphasized the fact that the fire agency will have the flexibility of allocating its staff at the most sensitive areas and decrease the forces in areas of relatively low fire risk.

Keywords:
Forest Fires, Fire Risk, G.I.S., Thasos island
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THE CHANGES OF THE NATURAL RESOURCES ACCESS IN THE SMALL FORESTRY MEDITERRANEAN ISLANDS: THE CASE STUDY OF SKIATHOS, GREECE

Abstract:
It is known that island forests constitute rare and, at the same time, vulnerable ecosystems that express the complexity and the ecologic interactions of our planet. Ecosystems of island regions change at great speed and, in most cases, they are environmentally degraded. The right management of the natural assets of island forest regions and, at the same time, the socio-economic growth of human resources constitutes the only solution for the achievement of sustainable development. Sustainable management of forest resources can only be achieved through a well-organized road network based on spatial planning. The aim of this paper is to present the progress of the existing forest road network at the Island of Skiathos for the last decades. With the contribution of Geographic Information Systems (GIS) and orthophotomaps, spatial planning of the forest road network can be evaluated for all these years and Road Density can also be calculated. Thematic maps of the forest roads, for each year separately, will also be presented. The current study explores the application of spatial planning in forest roads in order to achieve sustainable development with respect to nature assets and the landscape, in combination with viable forest exploitation.

Keywords:  
Island, Forest Roads, GIS, Road Density

JEL Classification: Q01
LEARNING STRATEGIES FOR THE ACQUISITION OF SPECIFIC SKILLS, AND ITS EVALUATION THROUGH AN INTEGRATED RUBRIC IN DIFFERENT DEGREES OF THE UNIVERSITY OF MALAGA (SPAIN).

Abstract:

It is essential for the university lecturers/professors to design new strategies that help students to acquire skills in the new framework of the European Higher Education Area. Furthermore, the assessment of the effectiveness and impact of the used strategies in the academic performance of the students is a key point [1].

In this work, an integrated rubric has been used to assess the effect of new learning strategies for the acquisition of different skills, such as critical and self-critical reasoning, acquiring knowledge and applying it to practical cases, oral presentations, and teamwork. This study was carried out in eight different subjects of the University of Malaga (Spain), including experimental degrees (Engineering, Biology, Biochemistry, Physiotherapy and Psychology), and an abstract degree such as Mathematics. Given the characteristics of this study, it has involved a large number of students from different subjects and degrees. The critical/self-critical thinking turned out to be better developed by the students with higher scores. Concerning the acquisition of knowledge and ability to apply it to practical cases, independently of the degree, students with good (but not very good) scores are those who consider that they have worked harder on the exercises to achieve their respective scores. Moreover, the oral presentations have been very positively accepted by the students for several reasons, such as the scarce experience of the first year students, and the opportunity to do teamwork.
Finally, students have evaluated the performance of these strategies through a common rubric. It seems that the surveys and questionnaires have impacted positively on the final score, and that the students have also rated them positively and considered as very useful learning tools.

**Keywords:**

rubric  
skills  
new strategies  
academic performance
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THE RELATIONSHIP BETWEEN RENEWABLE ENERGY CONSUMPTION AND CARBON EMISSIONS IN TURKEY: AN ARDL BOUNDS TESTING APPROACH

Abstract:
This paper deals with the relationship between renewable energy consumption and carbon emissions by incorporating economic growth, population density and trade openness as potential determinants of environmental pollution function in case of Turkey over the period 1960 to 2010. The ARDL bounds testing approach to cointegration and vector error correction model (VECM) are used to investigate the long-run and causal relationships between the variables. The empirical results reveal that there exist a long-run equilibrium relationship between renewable energy consumption, economic growth, population density, trade openness and carbon emissions. The empirical results also reveal that renewable energy consumption has a negative long run effect on carbon emissions. There exists an evidence supporting the presence of a positive relationship between carbon emissions and the other variables in the long run. However, there exists no evidence of short run relationship between renewable energy consumption and carbon emissions. The results show bi-directional long run Granger causality between trade openness, population density and carbon emissions and also uni-directional Granger causality running from economic growth and renewable energy consumption to carbon emissions in the long run. Besides, the findings present some policy implications for Turkish economy.

Keywords:
Carbon emissions, Renewable energy consumption, ARDL bounds test, VECM Granger causality, Turkey

JEL Classification: Q50, Q20, Q40
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QUALITY BENCHMARKS FOR OPEN & DISTANCE LEARNING  
SYSTEM FOR HIGHER EDUCATION  

Abstract:  
With higher education becoming a globally competitive service, there is an urgent need for every  
institution to achieve quality benchmarks, standards and recognition. The International level effort  
to democratize the socio economic services including education provided by various level of  
government and the growing realization among the masses about the economic value of education  
have for long been exerting considerable pressure for expansion of higher education system in  
Asian Countries. But in many countries the resources do not permit scaling up of the needed  
infrastructure and human resources to make available the conventional higher educational facilities  
to the aspiring learners. Open and distance learning system is coming up as effective mode of  
education for everyone and as an alternate to conventional higher educational system. The  
development of open and distance learning system from the stage of print material oriented  
correspondence education to the stage of self instructional packages with an integrated  
multi-media approach, and incorporation of interactive communication technologies, leading  
towards building of virtual learning institutions. The application of new interactive communication  
technology in providing flexible and cost effective programme through distance mode is now widely  
recognized and appreciated. This paper suggests on as, how to set and accomplish the quality  
benchmarks in different spheres of academic excellence to ensure the quality delivery of open and  
distance education in this competitive era.  

Keywords:  
Quality Benchmark, Distance Education, Multimedia  

JEL Classification: I29
Abstract:
Universities play an important role as leaders in teaching and learning, in education, research and technology. In teaching activities, universities provide the professional training for high-level jobs, as well as the education necessary for the development of the personality. The role of the universities is very important to all sectors from social as well legal point of view. Graduates of all disciplines need knowledge about sustainability also. Universities can help in providing with the new knowledge and skills needed to meet the challenges of sustainable development in a community, in raising public awareness and providing preconditions for informed decision-making, responsible behavior and consumer choice. Universities are considered to have been regarded as key institutions in processes of social change and development. The most important role they have been assigned is the production of highly skilled manpower and research output to meet perceived targets. Another role that universities may play is in the building of new institutions of civil society, in developing new cultural values, and in training and socializing people of new social era. In this paper focus will be on highlighting the role of universities in bringing out Economic, political, social and cultural transformation in the society from legal point of view as well. The impact of education for transformation of society is also discussed.

Keywords:
University, Research, Civil Society

JEL Classification: I29
Abstract:
The role of Higher Education (HE) in contributing to a sustainable future has been consistently highlighted in global policy documents. HE has a key role to play in: educating graduates who will live and manage more sustainably in the future; contributing to sustainable development through research; and reducing the environmental impact of estates and thus contributing to lower carbon emissions. In regard to the latter, initiatives led by the Estates function within institutions as part of campus greening, serve to reinforce for students that HE is responsive to environmental concerns and that behaviour change is important. Further, combined with integrating education for sustainability within the curriculum, energy conservation projects should ultimately contribute to behaviour change. However, very little research to date has evaluated whether Education for Sustainability (EfS) and energy conservation projects impact in this way on student behaviour. A supposition might be that the more effectively and comprehensively an institution addresses energy conservation in both the educational and extra-curricular spheres, the more likely it is that there will be a positive impact on behaviours.

This study explores that proposition by comparing students’ energy-related attitudes and behaviours across three distinctly different institutions, two in the UK and one in Portugal. The two UK institutions have both championed EfS but with different approaches: one has acknowledged the need to integrate EfS with extra-curricular and co-curricular initiatives; the other has had less success with EfS and less integration between campus and curriculum. The Portuguese university has not developed a strategic approach in relation to sustainable development and has very little in the way of formal policies. Survey data from students at the three institutions is used to explore the similarities and differences between the student populations in terms of their energy-related attitudes, behaviours and particularly their perspectives on their institution’s energy saving activities. The results demonstrate that there are significant differences between the students’ responses and that these are likely to relate, in part, to the efforts, or lack of efforts made by each institution in particular areas. The conclusion suggests that there is value in combining EfS with extra-curricular initiatives but that this will require closer working relationships between academics and professional services staff within institutions. Future research might explore those factors that facilitate or inhibit such integrated ways of working. Robust measures for evaluating the extent to which particular sustainability initiatives and approaches influence behaviour change, need to be developed.

Keywords:
Education for Sustainability
Energy saving
Behaviours
PERCEPTION OF TEACHERS AND STUDENTS TOWARDS THE FUNCTIONALITY OF SEMESTER SYSTEM AT UNIVERSITY LEVEL IN PAKISTANI SOCIAL AND ADMINISTRATIVE SET-UPS

Abstract:

The present research was conducted to find out the functionality and compatibility of the semester system at University level in the light of perceptions of Teachers and students with the existing specific Pakistani social norms and administrative structure. Pakistani educational institutions have been operating annual and composite systems for a long time, and these are still in operation in various universities especially for private students. The prevailing majority of teachers and administrative personnel studied under the annual system.

HEC directed Universities to introduce semester system almost a decade ago. This system is quite different in its philosophy, composition and implementation strategy. Semester system gives more freedom and flexibility to the teachers in deciding teaching-leaning activities ranging from designing the curriculum to the evaluation of the performance of students. The data showed that teachers used this freedom to gain more authoritative control, take less number of lectures and manipulate their biases. The academic and administrative priorities are different, and many compromises have to be made to counter the external and internal pressures and to cover the inefficiencies of the system. Irregularities in the academic calendar are due to lack of planning, inappropriate monitoring system, political instability and strikes. However, a reasonable percentage (70%) of students was satisfied with the teacher-students ratio; 71% with the fairness of the teachers in evaluating students' performance. Almost equal percentages of teachers and students showed their satisfaction with the standard and knowledge structure of the students. The findings of the research showed a strong need for revamping the system according to its natural trends and to countering the negatively affecting social and administrative norms.

Keywords:

Perception, Semester system, Curriculum, Teaching methods, Evaluation, Social system and Administrative set-up
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CONTAGION, BAILOUTS AND WELFARE IMPACTS OF SYSTEMIC RISK

Abstract:
The aim of the paper is to study whether a private-sector bailout can emerge endogenously, when agents act rationally in the absence of a government intervention. I study a contagion model in which may prevent default cascades by bailing out defaulted. Using this model, I derive the conditions for social efficiency and individual rationality of bailouts. Bailouts are almost always socially efficient but hardly ever individually rational because of an interesting feature of contagion effects. There exists a solution that is both individually rational and socially efficient. However, it does not constitute a non-cooperative equilibrium. I conclude that a policy intervention in which are forced to contribute an amount proportional to the contagion losses received towards a bailout can provide a solution to this dilemma.

Keywords:
Systemic Risk; Financial Stability; Financial regulation

JEL Classification: G00, G01, G18
PARTICULARITIES OF SPORT ORGANIZATIONS MANAGEMENT

Abstract:
Sports clubs are increasingly concerned to develop and implement complex strategies to improve organizational performance, thus enhancing the role of organizational diagnosis or to assess the current situation of a sports club to identify the most appropriate interventions for development. In this idea sports clubs management analysis aims to identify and assess organizational failures wellbeing of the organization's management system. Because of the many sports options the consumer has, it is not enough for a sport organization, just be well led. To succeed in an increasingly competitive environment, every sport organization today must face the challenges, more difficult to predict exactly which causes management to worry about more than performance. Because of the many sports options the consumer has, it is not enough for a sport organization, just be well led. To succeed in an increasingly competitive environment, every sport organization today must face the challenges, more difficult to predict exactly which causes management to worry about more than performance. Analysis of management models, in both clubs must be adapted to the characteristics of customers, complexity of the process, the specifics and peculiarities specific sport, they carry the characteristics that apply to sports clubs and manages these processes and resource characteristics human (staff employed).

Management creates and maintains a coherent decision-making procedures and it motivates people so that they can identify with the objectives and contribute to achieving the organization’s strategic plan. This requires a suitable information flow, determination of objectives, a selection of activities required to follow these goals, motivate members, employees, volunteers to work together to achieve these goals. The organization must be led by competent managers at the early stages of activity to its most developed stage. Through public relations activities, the organization will project a positive attitude and image that will be preferred by top public. This image must be that of an organization working for the benefit of the community and is mainly interested in the physical, mental and moral development of youth. Such an image has to be consistent with the core values of the country in general and those of the community in which the organization, in particular.

Keywords:
Management; sport organizations; business planning

JEL Classification: M12, G32, O22
ARTS JOURNALISM 2.0: MEDIA AND ARTS-LITERACY

Abstract:
If media reflect and create the reality we believe to be living, visual arts no longer seem to be part of this reality. Role, form and content of texts interpreting, evaluating and describing arts are unclear and vaguely defined. So are the values, audiences, platforms and authors that have changed significantly over the last couple decades. The contemporary art is quite difficult, no longer visually “pleasant” (often not visual at all), missing most of the attributes we tend to connect it with: it is un-aesthetic, un-decorative, un-plastic, un-material, un-pictorial, un-displayed, un-documented, no longer using the visual means or media... Given the evolution of visual arts, how has arts-writing reflected the changes its subject has been going through? Is reading about art helping us read art? Are media enabling audiences to notice visual arts or are “pictures” no longer in the picture? Should we re-define the arts journalism / arts criticism or does it still function the way it is supposed to? And if not, who is to be blamed? How do we keep our arts sensitivity and arts literacy if arts reflection is no longer part of the media content and even if it is, its quality is limiting its impact?

The Czech arts and arts writing have been seemingly undergoing particular changes as part of the country’s politics and society transformation after the 1989. Comparing the situation of arts journalism in Czech Republic and other countries, surprisingly they all match quite similar pattern. Is this just a phase or is this the arts journalism 2.0?

Keywords:
arts journalism, arts literacy, media, arts reflection, visual arts, arts writing, contemporary art
TAX POLICY TOOLS VS. SUSTAINABLE DEVELOPMENT OF AGRICULTURE. THE CASE OF POLAND

Abstract:
A transition from conventional to sustainable model of agriculture depends on various factors. Sustainable development of farms may be described in terms of three dimensions, ("economic, environmental and social"). The Green Growth paradigm indicates the significance of economic policy interventions, including subsidies and tax incentives (Stevens, 2011). A gap in the literature on agricultural economics and finance (Matson et al. 1997; Dörschner and Musshoff, 2015) explains the need for studies on a fiscal dimension of sustainability of farms.

The main aim of the paper was to highlight the role of selected tax policy tools from the perspective of sustainable development of agriculture. The research goals were as follows (1) to present a review of selected tax policy instruments in an international context, (2) to analyse the impact of selected tools on making pro-environmental actions; (2) to present Polish farmers’ opinion on the rationale for burdening with environmental taxes. Our paper concluded with proposals and recommendations on the aforesaid process for policymakers. Our research framework based on critical overview. In 2014, Department of Agricultural Finance at IAFE-NRI in cooperation with the Agricultural Advisory Center (ODR) Minikowo in Kujawsko-Pomorskie Region collected primary data through survey method. The main research method was the case study of four different agricultural entities, both two typical family farm and two typical agricultural enterprises. We focused on comparison of the abovementioned entities, given the fiscal instruments used. We verified if legal and tax tools (commonplace in Poland) were accepted by farm operators.

Fiscal instrument that may affect sustainability in agriculture exist in a majority of Old Member States of European Union (e.g. the Netherlands, Germany, Austria). Our findings indicate that small family farms were not willing to use methods for environment protection. Furthermore, farms that were characterized by lower economic size were not obliged to employ economic instruments (including tax burdens). The ongoing “Agricultural tax” (’podatek rolny’) that affect a majority of Polish farms and their organization of production favours leads to maintaining sustainability of agriculture.

Polish policymakers should reasonably developed a more detailed fiscal policy instruments, e.g. investment reliefs (similarly, as in the Netherlands), subjective exemptions in respect of agro-environmental practices. In the near future a key role in environmental protection will be played by a group of small farm households. These entities will be responsible for provision of public goods for Polish agricultural sector.

Keywords:
agricultural taxation, sustainable development, agricultural finance, fiscal instruments, family farms

**JEL Classification:** Q14, H25, Q01
THE SOCIAL CONTEXT OF FACULTY MEMBER AFFECTING THE ACCEPTANCE ON E-LEARNING MEDIA SYSTEM AT SUAN SUNANDHA RAJABHAT UNIVERSITY

Abstract:

The research aims to examine the social context of faculty member that affects the acceptance on e-learning media system at Suan Sunandha Rajabhat University; and to study the external concerned classified by demographic characteristics. A questionnaire is used for collecting data from 127 samples, who are faculty members teaching in 2009 academic year. The statistical tools applied for descriptive data analysis include frequency, percentage, Pearson’s product correlation coefficient and Chi-square.

The findings reveal that the majority of the respondents recognize the easiness and benefit of e-learning media, being classified into 2 level – agree and uncertain. On the other hand, the social context overall does not correlate to easiness recognition at the level of .01 statistical significance; meanwhile, educational background and academic title correlate to benefit recognition at the level of .01 statistical significance.

Keywords:

Social Context, Acceptance, E-learning Media System
THE DEVELOPMENT OF TEACHING METHOD BY ONLINE LESSONS BASED ON CONSTRUCTIVISM THEORY IN PRINCIPLES OF MATHEMATICS FOR TEACHERS

Abstract:
This research on Development of Teaching method by Online Lessons Based on Constructivism Theory in Principles of Mathematics for Teachers aims to compare the learning achievement of students who studied through online lessons based on constructivism theory against students who studied through normal method as well as to study on the satisfaction towards online lessons based on Constructivism Theory in Principles of Mathematics for Teachers. Target group was 62 first year students of Academic Year 2014 who studied in Bachelor of Education Program in Mathematics, Faculty of Education, SuanSunandha Rajabhat University and registered to study Principles of Mathematics for Teacher. Simple Random Sampling was conducted in order to divide samples into two groups, Experimental Group and Control Group, with 24 samples per each group. Tools used in this research were Test and Satisfaction Questionnaire. Statistics used in this research were mean, Standard Deviation, and t-test. The results showed that learning achievement of students who studied through online lessons based on Constructivism Theory was higher than that of students who studied through normal methods with statistical significance of 0.05 and the level of satisfaction towards online lessons based on Constructivism Theory was also in high level.

Keywords:
Teaching method
Mathematics
Online Lessons
Development
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A COMPARATIVE STUDY OF THAI AND LAOS TEMPLE FESTIVAL DRESS

Abstract:
Aims of this research were to study Thai Buddhist temple festivals and Laos temple festivals, to compare Thai Buddhist temple festival dress with Laos temple festival dress, and to create the knowledge which can be useful for Thai attitudes and cultural perceptions, especially for Thai children and youth. The findings of the research disclosed that there are four temple festivals of Thai Buddhists in Thailand, namely Songkran Festival, Buddhist Lent Festival, Sart Thai Festival and End of Buddhist Lent Festival. There are five temple festivals of Laos Buddhists, namely Boun Ok Phansa Festival, Boun Pha Vet Festival, Boun Pi Mai Festival, Boun Khao Pradabdin Festival and Boun Khao Salak Festival. Thai Songkran Festival is similar to Boun Pi Mai Festival in Laos. Both are the celebration of new year. Sart Thai Festival has the same purpose as those of Laos, Boun Khao Pradabdin Festival and Boun Khao Salak Festival in marking merit traditions and honoring Ghosts and Ancestors. Boun Ok Phansa Festival in Laos is the same as End of Buddhist Lent Festival in Thailand, the Buddhists celebrate them by offering foods and other necessities to monks. However, there are two temple festivals that are not alike. In Thailand, Buddhist Lent Festival is a popular time for young Thai men to ordained as a Buddhist monk. In Laos, Boun Pha Vet Festival is the celebration of the birth of Prince Vessanthara or Pha Vet, the Buddha’s penultimate existence. For temple festival dress, the two countries are alike : Buddhist men in Thailand and Laos wear stand-up collar, spread collar or round neck, hip-length shirts with long pants, loincloths or sarongs. Buddhist women in Thailand and Laos wear round neck, long or short sleeves blouses, and maxi tube skirts.

Keywords:
Temple festival dresses, Thai Buddhists, Laos Buddhists.

JEL Classification: I29
THE PROPER DEVELOPMENT OF PRODUCTION MANAGEMENT TECHNOLOGY OF OTOP GROUP BASED ON LOCAL WISDOM

Abstract:
The objective of this study was to investigate the technology and working environment of OTOP group based on local wisdom in Nontaburi province. A sample was chosen by purposive sampling which included 134 people who volunteered to work with the project. The research tools included questionnaire, interview form, small group discussion, and focus group. For the qualitative technique, the 0.96 level of confidence was applied by using a software program. Statistic description included geometric mean and standard deviation. In addition, context analysis and summary analysis were utilized for quantitative technique.
The findings from the questionnaire revealed that the technology used by OTOP group had a problem with raw material order with a mean of 2.95 and it was rated as a medium level. Also, in the production process, there was a failure to use technology to increase the value added with a mean of 2.47 and it was rated at a low level. The worse problem was a failure to improve the production process and there was no exchange of knowledge between others. The findings from the small group discussion revealed that there was a before and after work of checking equipment and machine at the medium level, but there was a low level of time table for maintenance. The urgent improvement for OTOP group included handbook for equipment, machines, and its maintenance to prevent machine breakdown and its inability to deliver goods on time.

Keywords:
Production Management Technology
OTOP Group
Local Wisdom
THE FOREST ROADS’ ENVIRONMENTAL SUITABILITY BASED ON THE MULTI CRITERIA EVALUATION (MCE) METHOD AND THE CONTRIBUTION TO THE SUSTAINABLE DEVELOPMENT

Abstract:
The need for the “Sustainable Development” and at the same time the protection and preservation of the available natural assets has become a global concern. Forests constitute vulnerable ecosystems that change at great speed. In most of the occasions the change is downgrading. The right management of natural resources is the unique solution for the achievement of sustainable development. However, sustainable management of forests must be achieved with the respect and protection of nature and landscape. Sustainable management of forest resources can only be achieved through a well-organized road network compatible with the natural environment. This paper describes the forest roads’ Environmental Suitability based on the Multi Criteria Evaluation (MCE) Method. With this method we present the spatial variability mapping for the optimal forest road network and the environmental impacts evaluation that are caused to the natural environment. With the use of the MCE method, we can assess the human impact intensity to the forest ecosystem as well as the ecosystem’s absorption from the impacts that are caused from the forest roads’ construction. For the human impact intensity assessment the criteria that were used are: the forest’s protection percentage, the forest road density, the applied skidding means (with either the use of tractors or the cable logging systems in timber skidding), the timber skidding direction, the traffic load and truck type, the distance between forest roads and streams, the distance between forest roads and the forest boundaries and the probability that the forest roads come through unstable soils. In addition, for the ecosystem’s absorption evaluation we used forestry, topographical and social criteria. The MCE method which is described in this study provides a powerful, useful and easy to use implement in order to combine the sustainable exploitation of natural resources and the environmental protection.

Keywords:
Environmental Suitability, forest roads’ network, spatial variability, environmental impact, gis

JEL Classification: Q01, Q23, Q56
Abstract:
Development of a functioning labor market is an issue of special consideration in recent years of extensive attempts to make proper assessments of the effectiveness of implemented and implementing social programs and taking decisions for future specifically targeted actions putting ambitious goals in the field of social and sustainable development. The global changes in views on labor force and labor market especially considering establishment of proper social policies are connected to the development of the concept of social programming as a social phenomenon and as a part of the broader understandings of the terms of program and programming reflecting on the alterations in the points of view on employment, unemployment and human resources. Examining theoretical background in that relation, current study provides new insights into the processes of development of a functioning labor market through active policies established and implemented on the basis of the notions of social programming and social technology as progressive tools distinguished by systematic approaches in organization and management, as well as by transparency and effectiveness.

Keywords:
labor market, social policy, program, programming.

JEL Classification: J58
Abstract:
The paper examines the opportunities of networking in agrifood sector in Bulgaria through the perspectives of the new program period 2014-2020 and the potential contribution to rural development. Key measures are discussed focusing on support and motivation for establishing groups and associations of agricultural producers. Some behavioral, organizational and managerial issues are considered in connection to the historical development of agrifood sector in the country and possible approaches and ways of putting into practice network initiatives. The study puts a special attention on the importance of marketing co-operations considering the peculiarities of land and production in the country and market opportunities providing examples of good practices and recommendations for future development. The investigation is oriented towards some key problems in management in agrifood enterprises in connection to contemporary challenges to operation in conditions of increasing law requirements on European and national level and expanding processes in globalization concerning different spheres of economic and social life.

Keywords:
networking, association, agriculture, food

JEL Classification: Q13
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MARKETING MIX DETERMINANTS AND BUYING BEHAVIOR FOR COMMUNITY MARKET’ PRODUCTS

Abstract:
This research involved [i] discovering the differences of buying behavior of consumers at the Bang Nam Pheung Community Floating Market in Bangkok by gender, age, marital status, educational level, occupation and monthly income; [ii] investigating a correlation between marketing mix determinants and consumers’ buying behavior; [iii] investigating a correlation between product mix determinants and consumers’ buying behavior; and [iv] examining a correlation between consumers’ buying behavior and their likelihood of future buying. The goal was an attempt to identify the marketing mix of Bang Nam Pheung Floating Market that determined the buying behavior of consumers. A total of 400 samples were selected from the population of consumers who visited and shopped at Bang Nam Pheung Floating Market, Bangkok. The findings provided more understanding of viewpoints towards the community floating marketing mix determinants on consumers’ buying behavior. The findings revealed the significant correlation between the consumers’ attitudes towards the marketing mix determinants of price, sellers and place and buying behavior in terms of the buying frequency. Additionally, higher buying frequency level also determined the likelihood of revisiting to shop at the market, recommending others and more frequent shopping in case of receiving higher income.

Keywords:
Marketing Mix  
Buying Behavior  
Community Market’ Products
MANAGEMENT OF WASTEWATER TREATMENT BY OPTIMUM AERATION TIME OF SURFACE AERATORS IN SUAN SUNANDHA RAJABHAT UNIVERSITY

Abstract:
This research focused on management of wastewater treatment by comparing the efficiency of surface aerators with different aeration times in natural ponds in Suan Sunandha Rajabhat University. In doing so, the aeration time of surface aerators was divided into 2 groups including the groups of 8 hours (8-0/opened-closed) and 4 hours (2-2/opened-closed) per day. As a result of the study, it was found that the efficiency of wastewater treatment by these 2 groups of aeration time operation was not statistical different (Sig.>0.05). It is, therefore, recommended to choose the 4 hours (2-2/opened-closed) of aeration time operation instead of the other. It was also found that the cost of electricity used by the operation of 4 hours (2-2/opened-closed) of aeration time per day of surface aerators was 122,088.85 Baht cheaper than that of the operation of 8 hours (8-0/opened-closed) in one year. Thus, it will be able to save more electrical power used as an energy source for this purpose.

Keywords:
Wastewater management, Surface aerator, Aeration time

JEL Classification: Q53
TAX CONVERGENCE IN THE EUROZONE

Abstract:
Tax convergence is one of the major issues that EU policy makers have been constantly debating over the last years. The goal of this study is to establish the existence or lack of tax convergence among the EU Member States that are also part of the Eurozone and also to understand if their membership in the Eurozone has reinforced tax convergence trends or not. In this research, the overall tax burden is seen as a suitable proxy for the tax system of a country. The research database contains information for the 19 European countries that are part of the Eurozone. The main research method is sigma-convergence based on the coefficient of variation, on the Gini index and on the Theil index. Results are calculated for different time periods: overall, before joining the Eurozone, after joining the Eurozone.

Acknowledgement
This work was cofinanced from the European Social Fund through Sectoral Operational Programme Human Resources Development 2007-2013, project number POSDRU/159/1.5/S/142115 „Performance and excellence in doctoral and postdoctoral research in Romanian economics science domain”.

Keywords:
convergence, taxation, Eurozone, Gini index, Theil index

JEL Classification: H20, H71, F30
THAI ANIMATION AT A CROSSROADS

Abstract:
The research was to study Thai animation industry in order to lay out a solid foundation and to compete in the global market. The research was a qualitative research based on interviews of key persons from its industry and government sectors, related research and articles and observation data. The research was analyzed by tracing back the development of Asian animation and particularly looking into the success story of Japanese animation in a global market. The study showed that Thai animation still lacked the unique style of production to attract global viewers. To spearhead and strengthen Thai animation, several factors including a robust government policy, international partnership, marketability, financial support and related industry and associations kept the industry competitive.

Keywords:
anime, digital content, competitive, animation, characters
THE CREATION OF SPA ASSOCIATION AS A WAY OF SPA-RESORT TOURISM DEVELOPMENT IN THE REPUBLIC OF ARMENIA

Abstract:
This research paper discusses the idea of creating a spa association as a way of spa-resort tourism development in the Republic of Armenia. As we now, nowadays tourism is developing worldwide rapidly. In the Republic of Armenia tourism is announced as the main sector of economy. In the recent years the number of tourists has increased. In 2013 1084188 tourists visited Armenia, but in 2012 only 963000 tourists did. Spa-resort tourism is one of the main types of tourism. Armenia has a great potential for spa-resort tourism development, however there are still lots of problems for that. This paper discusses and offers a new way of the development of spa-resort tourism in Armenia by forming a spa association which will contribute to the development of the sphere by its main functions which are processed in the article.

Keywords:
Spa-resort tourism, sanatorium, spa association, resort zone, management structure, function.

JEL Classification: D00, L83, M00
Abstract:
Camping is a fun alternative to hotels when deciding where to stay while on vacation. Among its advantages, this rural setting is often thought of as promoting greener habits and as generating less waste. However, not all campers are environmentally responsible. Is consciousness toward the environment a good criteria to segment camping customers? Are there other criteria in which green campers are different than others? Using 718 questionnaires, this study focuses on gender, age, decision-making criteria for choosing a camping ground, motivations for camping, intention of paying for an environmentally responsible service and willingness to make compromises for an eco-friendly label. Of the six hypotheses put forward, some are confirmed, some are partially confirmed and one is rejected using cross-tabulation and ANOVAs. One of the interesting conclusions of this study is to help managers and owners in the lodging sector in the dilemma of choosing between “being green” and “who is willing to pay for green services”. This study contributes to the existing body of research concerning how green habits have to be managed by organizations. Furthermore, owners and managers of camping grounds and of other types of accommodations can find useful insights for market segmentation and to better understand their existing and potential green clientele.

Keywords:
Camping, Green, Segmentation

JEL Classification: M31, L83
INVESTIGATING THE PERCEPTION OF IRANIAN ORGANIZATIONS ON INTERNET OF THINGS SOLUTIONS AND APPLICATIONS

Abstract:
The main purpose of this study is to explore the perception of Iranian experts and executive managers of sample organizations on the benefits and barriers of Internet of Things (IoT) solutions implementation. Based on the review of the related literature and web sites, benefits and barriers of successful implementation to IoT solutions were identified. Through a self-administered questionnaire which was collected from 67 Iranian organizations the ranking and importance of benefits and barriers of IoT solutions implementation were determined based on the perception of the experts of the surveyed organizations. Analysis of data and the obtained results revealed that “improved customer experience” and “Supply chain optimization and responsiveness” are the most important benefits that the survey organizations expect to reap as a result of IoT solutions implementation. Also, “Integration challenges” and “cannot find right suppliers” were ranked as the most challenging barriers to IoT solutions implementation.

Keywords:
Internet of Things (IoTs), exploratory study, Benefits, Barriers, Iran

JEL Classification: M15
THE EUROPEAN COURT OF JUSTICE AND THE EUROPEAN COURT OF HUMAN RIGHTS DETERMINING THE STATE RESPONSIBLE FOR EXAMINING AN ASYLUM APPLICATION.

Abstract:

Article 6 of the Treaty of the European Union (TEU) as part of the 2009 Treaty of Lisbon states that the European Union recognizes the rights, freedoms and principles set out in the EU Charter of Fundamental Rights. It also states fundamental rights, as guaranteed by the European Convention on Human Rights (ECHR). So, the fundamental rights system of the European Union consists of the constitutional traditions of the Member States of the Union, the rights of the ECHR and the obligatory provisions of the EU Charter. The ECJ refers to these three sources of law, while the ECtHR refers to the ECHR.

Both, the ECJ and the ECtHR give judgments in cases concerning asylum and violation of human rights based on the European Union Regulation (EC) no. 343/2003, the so-called Dublin II Regulation determining the Member State responsible for examining an asylum application, and reviewing compliance with the criteria for determining responsibility for examining the asylum application and the shortcomings of human rights protection.

In the Abdullah case before the ECJ applicant was a Somali national who entered Greece irregularly by boat via Syria and Turkey and without having lodged an asylum application in Greece she travelled to Austria and applied for asylum. She did not apply for asylum in Greece due to deficiencies in the Greek asylum system. The ECJ held that once a Member State takes charge of an application on the basis of the Dublin II Regulation can only be overturned if there are systemic deficiencies in the asylum procedure. She was not able to call into question the conditions for the reception of applicants for asylum in Greece and lost the case.

In the Tarakhel case versus Switzerland before the ECtHR applicants claimed the violation of Article 3 of the ECHR that prohibits torture and “inhuman or degrading treatment or punishment.” The ECtHR thought that in cases of a family with young children being deported to Italy, suggest that the State normally undertakes a thorough examination of the individual situation. This had not be done and applicants were admissible.

It is obvious that the European Union does not provide for an effective remedy for the applicant who neglects the Dublin II system for asylum seekers.

Keywords:

European Court of Justice, European Court Human Rights, Asylum Proceedings, Right to asylum
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THE EFFECTS OF LIFE-AND-DEATH EDUCATION ON NURSING STUDENTS' ATTITUDE

Abstract:
Aim and objectives: The aim of this study was to explore the effects of life-and-death education to the nursing students. Background: Caring the death and their families is the important duty of nurses. There was few special lessons for nursing students' preparation to care the death in Chinese community, and also life meaning was scarcely discussed in the nursing curriculum. Design: Qualitative method and quantitative method were combined in the study to explore the changes of nursing students' life-and-death attitude before and after the life-and-death education. Method: In an institute of Macao, by advertisements, students enrolling in the life-and-death education were allocated into the experimental group, and the rest students were included into the control group. Forty-five hours of life-and-death education were given to the experimental group, and the control group accepted no interventions. Scale of Life Attitude was used quantitatively to evaluate students' life-and-death attitude before and after the intervention. Purposive sampling, one-to-one in-depth semi-structured interviews were conducted qualitatively to evaluate the changes of students' life-and-death attitude after the intervention. Data from investigation were analyzed by t-test and general linear model univariate analysis. Data from interviews were analyzed by Colaizzi's seven steps method of phenomenological enquiry. Results: There were 48 and 126 students in the experimental and control group respectively. After the life-and-death education, students in the experimental group showed more positive life-and-death attitude according to the score of Scale of Life Attitude. Data saturation was achieved after interviewing 13 students. Six themes were identified: the life-and-death education can help students ① broaden knowledge of life and death; ② deepen the understanding of death; ③ ignite the reflection on the meaning of life; ④ induce more positive attitude and behavior on life and death; ⑤ understand the limitation of the medicine and nursing; ⑥ develop the grief-relieve skills. Conclusion: Findings show, the life-and-death education can improve the life-and-death attitude of nursing students.

Keywords:
Life-and-death Education, Nursing students; Life-and-death Attitude
ORGANOPHOSPHATE PESTICIDE LEVELS IN URINE OF FARMERS PLANTING MIMOSA AND PEOPLE LIVING IN THE NEARBY AREA.

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Abstract:
Organophosphate pesticides were used in planting mimosa, an edible vegetable growing in water pond. This research aimed to investigate the levels of organophosphate pesticides in water and organophosphate pesticides exposure among farmers planting mimosa. 35 farmers and 35 of people living in the same community were interviewed individually about their personal data and working behavior. Moreover organophosphate pesticide metabolites in their urine were determined. Each of 35 water ponds was also analyzed for organophosphate pesticides. The levels of organophosphate pesticide in water pond planting mimosa were less than detection limit (Limit of Detection = 0.01 mg/l). Metabolites of organophosphate pesticides were found in urine of 11 farmers with the average of 7.197 mg/l while 14 person of the control group had been found urinary organophosphate metabolites with the average of 3.223 mg/l. There was no statistical difference of urinary organophosphate pesticides metabolites among these two groups (p<0.05) It suggested that there may be another organophosphate pesticide exposure pathway which should be determined in order to create appropriate measures for reduction pesticides exposure. However, awareness and safe use of pesticides should be expeditiously promoted.

Keywords:
Organophosphate pesticide, Pesticide metabolites, Pesticide exposure, Mimosa

JEL Classification: I18
INTERNATIONALIZING SOCIAL SCIENCES IN CHINA: A STUDY OF THE DEVELOPMENT OF SOCIOLOGY AT TSINGHUA UNIVERSITY

Abstract:
Social sciences are assuming growing significance against a backdrop of increasing problems within and between societies. While cultural diversity has permeated into various dimensions of our social life, the paradigms of the social science have remained dominated by the West, failing to meet new demands. Major Western societies set standards, provide models, and give directions as the pinnacles for social sciences in the global system. Non-Western societies adopt these standards, models and directions in their social sciences in various ways. In an era of globalization, a more multi-polarized academic system is emerging, enabling non-Western societies to challenge the hegemony of Euro-American models in the social science. In China, modern social sciences are foreign transplants from Western cultures, and their models have been dominated by Western academic systems throughout the 19th and 20th centuries. Social sciences in China have been fragmented throughout the modern period. For China, a fundamental issue to develop social sciences is to integrate Chinese and Western patterns. Although there has been intensive documentation of the internationalization of social sciences, both within the Chinese academic community and in the media, systematic research on the theme is rare, and studies based on empirical data are especially lacking.

The study aims to be systematic and empirical. It selects Tsinghua University as its case. Ranked at the top in the Chinese higher education system, the University has historically had the most comprehensive engagement with the West, particularly with the United States. It started to establish modern, Western-style social sciences in the early 20th century. The development has since experienced ups and downs. This study investigates why and how the University has been internationalizing its social sciences using an academic discipline - Sociology as example. One major focus of this research is to look at how Tsinghua’s social scientists are integrating Chinese and Western learning in the process of internationalization. The study is qualitative in nature. Through triangulating various data collection approaches including semi-structured interviews and document analysis, it aims to gain a deep understanding of the dynamics of social science development, with particular focus on possible tensions between internationalization and indigenization. Through the lens of three elements of disciplinary development - knowledge, culture and organization - this research examines the twists and turns, and costs and benefits of China’s social sciences development in a global context of the coexistence of the continuing dominance of Western paradigms and a rising Chinese power.

Keywords:
Social sciences, Internationalization, Tsinghua University

JEL Classification: I23
Abstract:

Rear-side passivated solar cell is one of the next-generation concepts for industrial mass production lines. The most suitable candidate for P-type silicon rear-side passivation is aluminum oxide (Al2O3) due to its excellent field effect passivation effect than any other dielectric material. Reduction of surface recombination mainly leads to an improvement of open-circuit voltage (Voc), yielding a higher conversion efficiency. In this study we investigate two kinds of rear-side surface morphologies: polished surface (with 3~6 µm etch depth) and fully textured pyramids, where the Al2O3 thin films deposit using self-developed non-vacuum spatial atomic layer deposition system. The polished surface is obtained after further etching the pyramid structures, needing a 6 vol % KOH solution at 80°C for about 3.5 min. Although further polishing process may enhance the cost of production, it is necessary to proceed the step for achieving better performance of PERC cells. Various surface morphologies have been compared in terms of surface recombination velocity, contact resistance and optical performance, having impacts on Voc, fill factor (FF), and short-circuit current (Jsc), respectively. The experimental results show that the surface with less roughness allows Al2O3 thin films to be deposited well. The rear surface recombination velocity is strongly reduced for flattened surfaces attributed to changes in crystal orientation and reduced surface area, leading to higher value of Voc. In contrast, the coverage of Al2O3 thin films on textured surface may probably be damaged at the peak and valley areas, thus the worse Voc is obtained. A polished rear surface, looking like a mirror, reflects more long-wavelength incident light at the range of 700 to 1200 nm than the amount that the textured surface reflects. This is likely due to the reduction of light scattering or absorption from particles or defects existing before polishing process. The discrepancy in reflection can be clearly proved by internal quantum efficiency. More trapped light excite more photogenerated carriers to be collected, enhancing the value of Jsc. The rear-side textured sample has slightly lower FF than that of the sample with polished surface. It can be explained that worse coverage of passivation layer and metal contact lead to higher reverse saturation current and contact resistance, respectively. Besides, effects of various rear-side morphologies on the formation of Al-Si alloy, which may influence the electrical performance of cells are investigated. Finally, the PERC cell with polished surface has a better conversion efficiency of 19.15 %.

Keywords:

surface morphology, self-developed non-vacuum spatial atomic layer deposition, long-wavelength
light

**JEL Classification**: Q40, Q20
FROM WISDOM TO BUSINESS: A CASE STUDY OF AN APPLICATION OF SINGBURI POTTERY DESIGN FOR OTOP LABEL AND PACKAGING IN THAILAND

Abstract:

The objectives of this study were 1) to identify the pottery design from the Noi Rever’s kiln at Singburi province; 2) to examine the opportunity for making use of it for Singburi OTOP product’s label and packing; 3) to survey the opinions of the consumers on the design products. The population and sampling group in this study included 400 people in Singburi and tourists to give their opinions on the packaging design. Other informants included 7 chili paste OTOP producers, 3 specialists in the field of product design, and 3 specialists in the field of marketing. The data were collected through focus group and closed-ended and opened-ended questionnaires to evaluate the appropriateness of the product design. The information was used to make the prototype of the packaging design. The data analysis was done by basic research statistics and content analysis methods. The results showed that the history and identity of the pottery such as shape, patterns and colors of a traditional 4-handle jar can be used to design the packaging of chili paste OTOP of Singburi. The proper packages for the chili paste included glass and plastic bottles attached with the design labels. The consumers reported their opinions on the packaging as follows: the functions of the package were to protect the product inside and easy for transportation. The packaging and its label should clearly give the information of the inside product. Other aspects were values, identity, and good appearance. The results showed that the target group reported their opinions on those aspects at high level.

Keywords:
Wisdom to Business, Pottery design, OTOP label, Packaging

JEL Classification: D47
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NURSING STUDENTS’ INTERACTION WITH A COMPUTER-CONTROLLED HUMAN PATIENT SIMULATOR

Abstract:
Active learning by caring for patients has been the preferred method of achieving competency. Simulation learning provides the opportunity for the learner to practice and learn in an environment as close to reality as possible. Students interact with the simulator, discovering critical assessment information in the same manner they would with real patients. High-fidelity simulation was conducted at one nursing school in Macao. All scenarios were designed using a computer-controlled human patient simulator (HPS, SimMan Laerdal Sales Office, New York, USA). 113 Chinese baccalaureate nursing students (77 in year 2, 36 in year 3) completed all simulation sessions. Their age ranged between 19 and 26 years (mean = 21.24, S.D. = 1.26). Students received an orientation to the simulation laboratory to familiarize them with technology and learning process one week before simulation. Students worked with five scenarios during a four week block with nine hours per week. They were voluntarily divided into different tutorial groups. Each group consisted of 5 or 6 students with two tutors. The learning process includes case clarification, health assessment, nursing intervention and debriefing. This paper described the simulation design and students’ interaction with a computer-controlled human patient. The Simulation Design Evaluation Questionnaire was used to evaluate students’ views on simulation design in terms of realism, transferability and arrangement. The content validity Index (CVI) was reported as 0.91. The internal consistency reliability was evaluated to assess the internal consistency of the Simulation Evaluation Scale were shown as 0.832. Students had positive feelings about the simulation design. The scenarios used with the simulator recreate real-life situations. The learning objectives were clear. Students considered that the interaction with the simulator improved their clinical competence. Simulation experience increased their confidence about going into the actual clinical setting. The clinical decision-making skills taught in the simulation are valuable. The knowledge they gained from the simulation could be used in nursing care. Integrating simulation into existing curriculum structures requires faculty commitment to enhance their own teaching skills and redesign existing programs. Organizational commitment is also essential for this innovative teaching method due to the significant resources required for program implementation and ongoing financial support. Additional studies to test the impact of this teaching method on learner performance, patient safety, clinical outcomes, faculty perceptions and cost efficient will provide valuable support for using high-fidelity simulation in nursing education.

Keywords:
high-fidelity simulation ; design; Nursing student; Interaction

JEL Classification: I20, I23, I00
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ADAPTING THE BRIEF COPE AMONG CHINESE ADOLESCENTS WITH VISUAL IMPAIRMENT

Abstract:
The present research pioneered the effort in assessment of adolescents' coping with stress related to visual impairment through adapting the Brief COPE for use with visually-impaired Chinese adolescents. Firstly, the Brief COPE was tested in Study 1 among a sample of 176 adolescent students from schools for the visually impaired in China, and was then modified based on the results of psychometric analysis and follow-up interviews with teachers and students in order to make it appropriate for the sample studied. The modified Brief COPE, renamed as COPE-Revised, showed generally good internal scale reliability and validity in Study 2 (N=184). With slight further modifications, the final COPE-Revised which was made up of ten three-item subscales revealed sufficient psychometric characteristics for Chinese adolescents with visual impairment in Study 3 (N = 334). Specifically, a parsimonious three-factor hierarchical structure for the COPE-Revised was tested and confirmed by CFA results. Meanwhile, results showed significant correlations between the Adapted COPE dimensions and self-esteem, indicating good criterion-related validity of this scale among the sample investigated. This research broadens the applicability of the Brief COPE, and also improved its quality. The resulted COPE-Revised provides a tool for research on children and adolescents with visual impairment and potentially contributes to providing educational services, intervention and counselling services for this population. Limitations are also discussed.

Keywords:  
Brief COPE, adolescents' coping with visual impairment, scale modification, psychometric properties, self-esteem
THE CONTRIBUTION OF SCHOOL ORGANIZATIONAL CULTURE AS PERCEIVED BY TRAINEE TEACHERS TO THEIR FUTURE COMMITMENT TO THE EDUCATION SYSTEM

Abstract:

Abstract
The process of training to become a teacher involves learning the cultural codes which give meaning to daily life at school. Teachers are a social creation molded by the expectations and actions of the "culture carriers" in the school: principals, other teachers and students. It is in relation to these "culture carriers" that trainee teachers develop their professional persona. A school's culture consists of rules that define what is normal, acceptable and legitimate. Such codes differentiate between matters of greater and lesser importance and identify the sources of power in the school, as well as the significant ways of taking the necessary power to guarantee one's status in the school.

The aim of this research was to investigate the contribution of a school's organizational culture, as perceived by trainee teachers, to their future commitment to the education system. To this end I applied a qualitative methodology based on responses to open-ended questions.

The study's main findings indicate a complementary relationship between organizational culture and commitment to teaching. A trainee teacher who sees most of the components of the organizational culture - principals, students, colleagues - as sympathetic, attentive and supportive, and in particular, who understands the norms and behaviors within the hidden layers of the organizational culture, will tend to develop a greater commitment to teaching.

Keywords:
Key words: School organizational culture, trainee teacher, commitment to teaching, teaching career.

JEL Classification: A00
EXERCISE TRAINING LOWERS SERUM CHEMERICIN CONCENTRATION IN OBESE CHILDREN

Abstract:
Background: Obesity has been associated with low-grade systemic inflammation, potentially leading to insulin resistance, type 2 diabetes, dyslipidemia, and cardiovascular diseases. Even moderate weight loss through dietary changes and physical exercise is effective in preventing and managing obesity-associated disorders. The purpose of this study was to examine the effects of 16-week exercise program on serum chemerin concentrations in obese children.

Methods: Thirty-two overweight and obese male children were randomly assigned to either a twice-per-week exercise training group (ExG = 16) or a nonexercising control group (CG = 16) for 16 wk. Body mass index (BMI), body composition, waist circumference (WC), glucose, insulin, insulin resistance index (HOMA-IR), lipids and serum chemerin were measured before and after intervention.

Results: Exercise training significantly improved BMI, body composition, WC, glucose, insulin, HOMA-IR and lipids’ profile in ExG. Serum chemerin concentrations were high at baseline in both groups, but exercise training reduced its levels after 16 weeks to 168.9±12.6 ng/ml (p<0.001). Also, significant correlations were found between changes in chemerin serum concentration and BMI, WC, percentage of body fat, HOMA-IR (respectively; r=0.78, p=0.03; r=0.86, p=0.03; r=0.91, p=0.05; r=0.75, p=0.03).

Conclusion: In conclusion, the 16 week training program used in this study was very effective for producing significant benefits to body composition, insulin resistance and lipids’ profile, as well as lowering chemerin levels in these obese children. Therefore, our data suggests that chemerin serum concentrations are associated with insulin resistance and that these correlations can mainly be attributed to obesity.

Keywords:
Obesity, Chemerin, Insulin Resistance, Adipokines

JEL Classification: I10
NEWTON´S LAWS OF MOTION AND PRICE THEORY

Abstract:
The paper focuses on factual research in bibliographic and biographical databases showing that representatives of the Czech School of Economics took a leading role in the methodological use of applied and theoretical physics in the basic economic research, especially in the second half of the twentieth century. The linear and non-linear analytical structures of theoretical physics are compared with the analytical structures of commodity price theory in a market with nearly perfect competition. Newton´s equations of motion for the non-relativistic speed of instantaneous relative depreciation and instantaneous relative commodity prices over time are analyzed. Assuming that the market value of a commodity is fully determined exclusively by the value of the instantaneous commodity price, the price jerk equation acquires a form corresponding to the non-relativistic equation for jerk in mechanics, following from Newton´s second law of motion. In this paper price jounce and price crackle are defined.

Keywords:
Instantaneous relative depreciation, Newton´s laws of motion, market value, nearly perfect competition, price jerk, price jounce, price crackle

JEL Classification: A12, C65
A CONTENT ANALYSIS OF ADVERTISEMENTS IN WOMEN’S FASHION MAGAZINES IN CHINA

Abstract:
Since Elle entered China in 1988, women’s fashion magazine market in China has grown enormously. Compared with their Western counterparts, Chinese female consumers spend much more of their salary on fashion magazines and the products advertised in them. The advertisements in women’s fashion magazines have been used as a major information source when Chinese female consumers make purchase decisions of fashion/luxury products. To understand the elements used in women’s fashion advertising and their effectiveness, the current research specifically investigates advertisements in four women’s fashion magazines – Rayli Fashion & Beauty, ViVi, mina, and Beauty – in China. Four hundred and twenty-one advertisements were content-analyzed. For each advertisement, its product category, size of the advertisement, size and proportion of image and advertising copy, and model type were examined. The results indicate that 1) the homogeneity of advertising tactics has been identified among the four women’s fashion magazines, and 2) the sizes, the proportions of image and advertising copy, and the types of models vary across the advertisements of different product categories. The current research sheds lights on the design of effective advertisements featured in women’s fashion magazines in China.

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Keywords:
Advertisement, Women, Fashion, China, Content Analysis
Abstract:
The recent case between Qiong Yao, a famous Chinese writer, and the screenwriter/director Yu Zheng has raised much controversy within the Chinese society. In this case, Yu has been accused of infringing Qiong’s copyright work by shooting it into a movie without license. Irrespective of the vast social influences, the case per se, from a legal perspective, is not as heavily disputed. However, for those who work in the media industry, this case raises the alarm that China as a country has gradually formed the idea of copyright protection. This process inevitably will be a painful one since most of the media workers, in the process of pursuing goals with media values such as unveiling the truth of a event, and the production of a media innovation such as a type of new television program, can no longer ignore the effects of copyright law on media innovation during the age of new media. Existing literature fails to examine the myriad relationship between copyright law and media to clearly indicate the role that copyright law should play in the media sector.

This paper analyzes the rationales behind the Chinese media culture and answers why media worker in China, in the transition period of new media, have often lack the incentives or motivations in media innovation. This can be exemplified by the fact that Chinese tends to buy licensed TV programs such as “China’s Got Talent” or the “Where Is My Father”, the copyright of which belong to foreign owned corporations. This paper seeks to answer this question from the perspective of the relationship between copyright law protection and media, i.e., is copyright law an impeding factor that serves to hold back media production innovation? If so, how should the conflict between law and media innovation be resolved? The prevailing principle of “the idea and expression dichotomy”, from the perspective that idea is not legally protected but only expression is, has caused considerable confusion among media workers. What seems to be a perfectly reasonable legal principle might appear absolutely unreasonable in the media industry. This paper conducts interdisciplinary research on the effects of copyright law on Chinese media.

The conclusion of this case will contribute to clarifying existing confusions between copyright law and media as described above, and strives to conclude a guidance that Chinese media workers can follow in pursuing media achievements while not violating copyright laws.

Keywords:
Chinese Copyright Law, Media Innovation in China, Law and Media, Chinese TV program