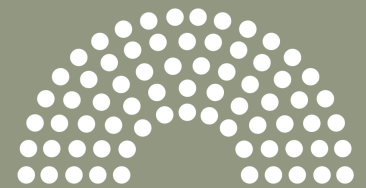




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BUSINESS &  
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# BOOK OF ABSTRACTS

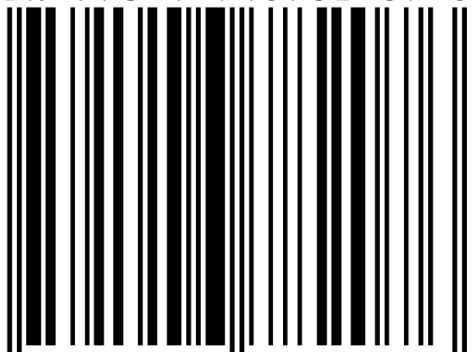
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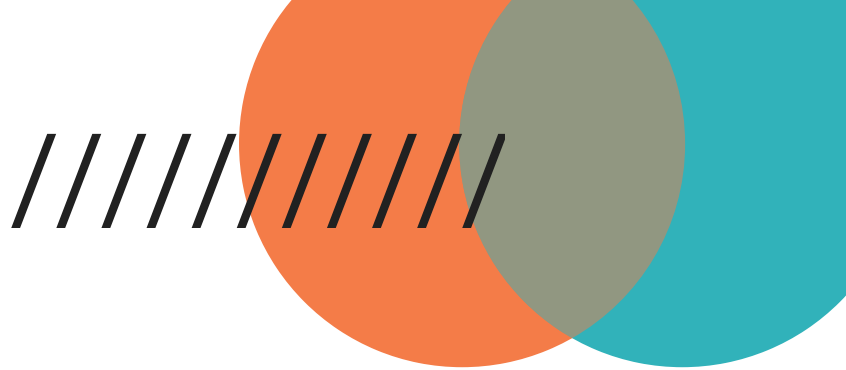


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## ABOUT ICOBM'17

The 2nd International Conference on Business and Management held at Le Chateau Lambousa Hotel on the scenic island of Cyprus. The event provided a platform for academics to showcase their recent scholarly work, receive feedback from

colleagues and benefit from a diverse array of publication outlets.

The 3rd International Conference on Business and Management (ICOBM'18) is billed to take place between 6th - 7th December, 2018 in the Netherlands.

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The International Conference on Business and Management (ICOBM) is organized annually by a diverse and multidisciplinary group of academics under the auspices of the American Academic Research Society.

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## CONTENT IN BRIEF

01

### CONTENT SCOPE

Abstract of all papers presented at the ICOBM'17 event.

02

### ARRANGEMENT

Alphabetical order according to first-author surnames.

03

### ICOBM'18 EVENT

Information about next year's event.



## Table of Contents

|  |    |
|--|----|
| Social Media in Human Resource Management .....  | 2  |
| ICT Technologies as Enabler of Home-Office Service Business Model .....  | 3  |
| Mobile Marketing: A Contemporary Strategic Perspective in Today’s Turbulent Economy .....  | 4  |
| Integration Done Right – The Crucial Role of Human Resources in Post-Merger Integrations .....   | 5  |
| Minimum Wage and Youth Employment in Central and Eastern European Countries: A Cross-Country Analysis .....                              | 6  |
| Environmental Management Accounting Systems in Local Governments: Eastern Black Sea Region .....   | 7  |
| Factors Influencing Consumers’ Bank Selection .....  | 8  |
| United Nations Global Compact: The elimination of discrimination in employment and occupation.....                                       | 9  |
| The Role of Job Stress at Emotional Labor’s Effect on Intention to Leave: Evidence from Call Center Employees .....                      | 10 |
| Management of the Green Construction Code in North Cyprus .....  | 11 |
| Recommendations on the Relationship between Ownership Structure and Accounting Conservatism in Vietnam .....                             | 12 |
| Strategic Flexibility in the Global Oil Industry.....  | 13 |
| Idea of Administrative Reform in Turkey: The Obsessions and Basic Problems .....   | 14 |
| The Role of the Engineering Heritage in the Branding of Borjomi City (Georgia, Samtskhe-Javakheti Region) 15                             |    |
| The Influence of Psychological Capital on the Growth Intentions of Entrepreneurs: A Study on Malaysian SME Entrepreneurs .....           | 16 |
| Roof Insulation Management: A Determinant in Sick Building Syndrome Development .....  | 17 |
| Analysis of Corporate Environmental Performance Criteria with DELPHI, DEMATEL and ANP Methods: Automotive Manufacturers in Turkey .....  | 18 |
| Impact of the European Foundation for Quality Management on the Business Outcomes of Jordanian Firms: The Case of Arabtech Jardaneh..... | 19 |
| Application of Data Mining to Improve Efficiency and Effectiveness in Education .....  | 20 |
| Does Trust In Leaders Mediate The Servant Leadership Style – Job Satisfaction Relationship? .....  | 21 |
| Panteha Farmanesh <sup>1</sup> , Pouya Zargar <sup>2</sup> .....   | 21 |
| Overview of the Loopholes in the Management of Safe Building Constructions .....   | 22 |

# Social Media in Human Resource Management

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## Abstract

This paper deals with the issue of social media in HRM. On average in the EU-28 countries, about 36% of all companies built their brand using these new online channels in 2015, whereas in the Czech Republic it was only 23%. According to Eurostat, similar results within the European Union were also seen in Poland, Slovakia, Hungary, and Romania. In contrast, in Ireland and Malta, more than 60% of the companies use social networks like Facebook or LinkedIn. Currently in the field of human resource management, there is an extensive debate about this trend over the past few years, which shows increasing social media use in the corporate environment in marketing, advertising, and customer communication. How can it also be effectively used in HR? Significant applications of social media can be found particularly in the fields of recruitment and HR marketing, screening, internal communication, education, and development, as well as in the assessment of workers. From an analysis of the social networks' potential within individual personnel activities, for example, these benefits include: time and cost savings, global reach, talent search, personalization, easier communication, viral effect, work interactivity, information about users, etc. But social networks offer also for HR some risks and disadvantages, such as a threat to security, unfamiliarity of HR staff, irrelevance of information about users, exclusion of some potential candidates, etc. In a survey of social networking in companies, two rankings were used: a) the CZECH Stability Award - 2016 (i.e. the 100 most financially stable Czech companies, this stability ranking is based on the Bisnode rating model), and b) the CZECH TOP 100 - 2016 (i.e. the 100 most important Czech companies based on revenue, which are typically the largest employers in our country). The result is an analysis of the social networks' use in both corporate marketing and personal marketing.

**Keywords:** Human resource Management, Social Media, Personal Marketing

**Main Conference Thematic Tracks:** Human Resource Management

# ICT Technologies as Enabler of Home-Office Service Business Model

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## Abstract

The evolution of ICT and Telecommuting over recent decades is a story of empowerment and growth. Information and Communications Technologies are transforming societies and fuelling the growth of the global economy. So almost 44 years have elapsed since the terms telecommuting and telework originally came up from Nilles in 1973, proving that social change takes much longer than technological change. The Internet and IT have the most remarkable influence in particular on the more educated, skillful and ambitious people who regularly work with ICT. The literature review regarding the topic indicates that ICT and telecommuting may affect close relationships, which could lead to a difference in the perceptions of the relationship. This paper offers a glimpse into what could be the future for some organizations, a view of both the potential benefits and the drawbacks that could occur in the evolution of home working, from being a marginalized human resource practice to a core or normalized one.

**Keywords:** ICT, Telecommuting, Teleworking, Home Office Business Model

**Main Conference Thematic Tracks:** Management Information Systems & E-Business, Electronic Commerce

# Mobile Marketing: A Contemporary Strategic Perspective in Today's Turbulent Economy

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## Abstract

The purpose of this research is to investigate the role and importance of mobile marketing, to theoretically define and refine its potentialities; and to propose a conceptual framework towards its utilization in the wider strategic marketing context. Mobile marketing is one of the latest digital marketing communication channels and is becoming increasingly popular among marketers, owing to an array of benefits it offers, both to the potential customers as well as businesses (Schwartz, 2011; Vrontis et al., 2016). For many years, marketers and advertisers have created communication strategies based on print, radio, TV, and Internet to broadcast their marketing messages. With rapid developments in technology, the effectiveness of these traditional media has significantly decreased and newer channels such as social media and mobile marketing have emerged. Structurally, the paper investigates the value of incorporating mobile marketing into the marketing mix, and especially digital marketing practices of business enterprises. It subsequently identifies the benefits that the mobile channel offers particularly by using a multi-channel marketing strategy known as the Social, Local, and Mobile (So-Lo-Mo) marketing (Yadav et al., 2015; Williams, 2016). The research successively discusses the utilization of various mobile marketing communication tools and ultimately develops a conceptual mobile marketing framework. Methodologically, the research is theory-based and enhanced by secondary data. The theoretical findings are further conceptually developed to construct a mobile marketing framework towards empirical validation.

**Keywords:** Mobile Marketing, Digital Marketing, Smartphones, Retail, Multi-channel Marketing

**Main Conference Thematic Tracks:** Marketing Management

# Integration Done Right – The Crucial Role of Human Resources in Post-Merger Integrations

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## Abstract

This is a joint analysis by SRH University Berlin and Michael Lutz, Project Leader at The Boston Consulting Group, of the crucial role of human resources (HR) in the integration phase of mergers and acquisitions (M&A), contributing a new perspective to the classic approach with its heavy bias towards quantitative measures. The conducted analysis of literature research as well as the evaluation of experiences by various experts aims to provide further understanding of the diverse reasons for the outcome of (un)sustainable M&A activities.

Research shows that most M&A activities fail in the long run because the classic approach during the three phases (1) pre-merger planning, (2) the merger itself, and (3) the post-merger-integration phase focuses on quantitative issues and insufficiently incorporates HR and cultural topics.

HR is integral for every M&A, as well as for the restructuring and change projects that often accompany mergers. Therefore, failing to adequately include employees in the M&A phases is one of the gravest risks while conducting a merger.

This article describes in detail the challenges faced when conducting an M&A with regard to HR implementation and presents advice and tools for how to successfully mitigate an M&A failure due to insufficient HR implementation.

**Keywords:** Mergers and Acquisitions (M&A), Human Resources, Post-merger Integration (PMI), Sustainable Integration, Reorganization, Restructuring

**Main Conference Thematic Tracks:** General Business and Management, Human Resource Management, Strategic Management, Organizational Behavior, Managerial Leadership

# Minimum Wage and Youth Employment in Central and Eastern European Countries: A Cross-Country Analysis

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## Abstract

Our paper aims to identify the relationship between wage and youth employment in Central and Eastern European countries (CEE countries). European youth policies are focused on continued education, apprenticeship or traineeships and a good quality offer of employment. Statistical data show that in 2015, in the European Union, more than 6.6 million young people (aged 15-24 years) were neither in employment nor in education or training and that the long-term youth unemployment is still at record highs. The author estimate that the impact of changes in wage policy at the national level has a direct effect on youth employment in CEE countries. Our analysis shows variation across countries, unemployment being one of the effects of minimum wage setting at the national level. In countries where labor provisions, employment protection and social dialogue are active and which promote the inclusion of youth in the labor market, the effects of wage settings on youth employment are strongly correlated. The methodological approach used in this study follows those of the European Commission Reports, and relies on data from the OECD database and Eurostat.

**Keywords:** Youth, Employment, Wage, European Union

**Main Conference Thematic Tracks:** Human Resource Management, Strategic Management

# Environmental Management Accounting Systems in Local Governments: Eastern Black Sea Region

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## Abstract

In the face of climate change, depletion of natural resources, disappearance of species and pollution, it is underlined that nature is a limited source and the conservation and improvement of the environment is necessary for sustainable development. Due to many environmental tasks undertaken by local governments (water, sewage, solid wastes, air/soil/water/noise pollution, transportation, use of green space etc.) the existing accounting system, which only has the function of controlling the appropriateness of laws and appropriations of expenditure and allocated income, cannot meet the needs. For this reason, the creation of an environmental accounting system that enhances environmental efficiency by collecting environmental, quality and cost elements has a vital importance for local governments. In the literature, no comprehensive study has been done in the direction of local governments' use of financial accounting and cost accounting data for administrative purposes within environmental management accounting systems. The aim of the study is to comprehensively describe the hows and whys of the environmental management accounting systems of local governments. In accordance with this exploratory purpose, relevant managers in the metropolitan, provincial, district municipalities and provincial special administrations the six provinces in the Eastern Black Sea region of Turkey (Artvin, Bayburt, Giresun, Gümüşhane, Rize, Trabzon) will be interviewed face to face. The collected data will be subjected to content analysis within the concepts of the existence and level of implementation of environmental activities; cost / management accounting techniques, budgeting and other control systems; performance evaluation applications; reporting activities; development of strategy and action plans via environmental data; motivation of management accounting practices. The study will provide base for future studies for the creation of EMA systems in local governments.

**Keywords:** Environmental Management, Environmental Accounting, Local Government, Strategic Management

**Main Conference Thematic Tracks:** General Business and Management, Accounting.

# Factors Influencing Consumers' Bank Selection

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## Abstract

Attracting new customers and strengthening current customers' loyalty constitutes an important component of banking. In Latvia, bank customers are regrouping – their numbers are increasing at some banks and decreasing at others. It is important to determine what factors influence their behaviour. The aim of this research is to determine and analyse factors important to consumers when selecting a bank. The research was conducted in the Latvian banking sector using quantitative and qualitative research methods, including a detailed survey of individuals and a focus group. The results are compared with similar studies in other countries. 44 factors that influence consumer behaviour were analysed. The most essential criteria in selecting a bank were ascertained, as were the least important according to consumers' evaluations. It was found that consumers of different ages, educational backgrounds and places of residence exhibit statistically significant differences in their behaviour in the banking service market.

The research results may help banks comprehend consumer behavior and plan marketing behaviors more effectively.

**Keywords:** Bank Selection Factors, Consumer Behavior, Client Loyalty, Bank Marketing

**Main Conference Thematic Tracks:** Management, Marketing Management

# United Nations Global Compact: The elimination of discrimination in employment and occupation

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## Abstract

This paper reviews the best business policies and practices for the elimination of discrimination in employment and occupation principle of the United Nations Global Compact. The United Nations Global Compact is the initiative of the United Nations. It aims to encourage businesses worldwide to adopt sustainable and socially responsible policies and practices, and to report on their implementation. The elimination of discrimination in employment and occupation is the sixth principle of the United Nations Global Compact. Business policies and practices are critical to the elimination of discrimination which arises in a variety of work-life activities including access to employment, to particular occupations, promotions and to training and vocational guidance. In this respect, business should support the elimination of discrimination in employment and occupation and support a precautionary approach to environmental challenges. The study provides a comparative analysis of the different business policies and practices geared towards the elimination of discrimination within the employment and occupation principle of the United Nations Global Compact.

This two-part study begins with an examination of the elimination of discrimination in employment and occupation principle of the United Nations Global Compact in the first section. In the second section, case studies of the best business policies and practices aimed at effectively implementing these principles are analyzed.

**Keywords:** Global Compact, Employment, Occupation, Employee wellness programs

**Main Conference Thematic Tracks:** Human Resource Management, Strategic Management

# The Role of Job Stress at Emotional Labor's Effect on Intention to Leave: Evidence from Call Center Employees

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## Abstract

Call centers are contact centers that act as communication facilities between customers and businesses with the help of customer representatives. The call center sector where transactions are carried out largely without face to face communication is generally known to be a very stressful sector having a high employee turnover rate. Customer representatives are not able to use any initiative and they have too much workload and are consequently frazzled. In addition, the job entails that customer representatives suppress their natural emotions while on the job which subsequently affects the emotional labor behavior of employees within the sector. In this study, the mediating role of job stress on the emotional labor and intention to leave relationship is investigated. Data was collected from two call centers operating in Bitlis province in Turkey by using the survey method. Analyses were conducted on data retrieved from 207 valid questionnaires using the SPSS 23 and AMOS 22 programs. Findings reveal that job stress has full mediating effect on the emotional labor variable's surface acting dimension's effect on intention to leave. Correlation path analyses performed revealed there was a significant relationship between both surface acting and the natural emotions (naturally felt emotions) dimensions of the emotional labor variable with job stress and intention to leave.

**Keywords:** Emotional labor, Job stress, Intention to Leave, Call Center

**Main Conference Thematic Tracks:** Management, Organizational behavior

# Management of the Green Construction Code in North Cyprus

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## Abstract

Nowadays with the global warming issue and the scarcity of non-renewable materials, everyone seems to be paying more attention to the sustainable building topic. The sustainable building is a self-sufficient dwelling that benefits from what nature has to offer and give back in return for what has been taken from it. The benefits it has on the environment and its inhabitants are countless; it has non-harmful impact to the ecosystem balance and has gained the attention of important organizations such as the International Construction Council that sets codes and regulations for buildings so as to maintain environmental safety for people and their health. The general management led ICC to publish 'the Green construction code' in November 2010 with the aim of a considerable energy-usage reduction thereby giving in to renewable energy systems, good use of resources such as water; air and sun. The codes apply to residential and commercial buildings and their environments. The Turkish Republic of Northern Cyprus located in the north-eastern side used to be part of the main island of Cyprus before the 1974 coup d'état that led to the separation of the north and south. The country offers an interesting landscape and weather conditions that can be turned in the favor of its residents through vernacular and sustainable architecture. Our aim in this paper is to evaluate the management progress of this code and then see if the country applies any of the recommendations of the Green Construction Code and how their implementation are carried out.

**Keywords:** Green Construction, Building codes, Building, Sustainability Management

**Main Conference Thematic Tracks:** Construction Management, Management

# Recommendations on the Relationship between Ownership Structure and Accounting Conservatism in Vietnam

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## Abstract

This study explores the effects of state ownership and foreign ownership on accounting conservatism in Vietnam. Most prior studies concentrate on the effects of state ownership on accounting conservatism in China, although Vietnam has the same characteristics of a transition country as China. Practically, there are a limited number of studies on the relationship between foreign ownership and accounting conservatism and the contemporaneous effects of foreign ownership and state ownership on accounting conservatism. Through summarizing prior studies, the study pinpoints the gap in the research on the relationship between ownership structure and accounting conservatism. The findings contribute to the understanding of accounting conservatism literature by exploring the effects of state ownership and foreign ownership on accounting conservatism, with Vietnam serving as a case study.

**Keywords:** Accounting, Accounting Information, Financial Reporting, Transition

**Main Conference Thematic Tracks:** Accounting Conservatism

# Strategic Flexibility in the Global Oil Industry

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## Abstract

In this research, a systematic review of literature on strategy dynamics in the oil and gas industry was carried out in a bid to ascertain the importance and extent to which strategic flexibility plays a role in determining the performance of firms. While findings reveal that oil firms operating in the upstream sector faced more difficulties attaining strategic flexibility than their downstream counterparts, the study also showed that strategic flexibility only accounted for about 34% of these firm's performance. Important implications for theory and practice are consequently proffered.

**Keywords:** Strategic Flexibility, Strategy, Oil and gas, Organizational Performance

**Main Conference Thematic Tracks:** General Management, Strategic Management

# Idea of Administrative Reform in Turkey: The Obsessions and Basic Problems

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## Abstract

Administrative reform is an important concept for the public administration field. Reform initiatives/ideas starting as military, political and administrative reforms in the last days of the Ottoman Empire, continued after the foundation of the Republic of Turkey as well. This continuity can be interpreted as pretty much 'reform obsession', rather than the implementation of reforms and monitoring the results. In this context, every effort to analyze the public administration system will be incomplete without considering administrative reform movements in Turkey. Administrative reform efforts can be investigated by differentiating their failure points and reforms methods. In periodic examination, reform reports can be considered as important objects of study in terms of reform efforts. In this context, 'Foreign Expert Reports' are remarkable memory codes, re-shaping the Turkish public administration. In addition, there are documents such as Preliminary Report on Administrative Reform and Reorganization prepared by local experts, including arguments on the formation and functioning of the administrative structure. In terms of the reform monitoring process, it is clear that 'five-year development plans' and the government programs carry important function. Finally, the European Union Progress Reports can be recognized as mirrors of administrative reforms. . In the lights of this framework, general systematics of this study is built on analytical evaluation of the evolution of administrative reforms in Turkey and public administration scheme shaped with reforms.

**Keywords:** Administrative Reform, Reform obsession

**Main Conference Thematic Tracks:** General Business & Management, Management

# The Role of the Engineering Heritage in the Branding of Borjomi City (Georgia, Samtskhe-Javakheti Region)

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## Abstract

Engineering heritage belongs mainly to the end of 19th and the beginning of 20th century. The paper aims to present the Engineering Heritage and to determine its role in the Urban Tourism for case of well-known Georgian resort, Borjomi city. Development of the resorts in Georgia was one of the main objectives of Russian Kingdom, which was the owner of the Borjomi Valley in 19th century, until revolution in 1917. Borjomi city with its surroundings was well known, beloved recreation and health-care place for royal family and nobles. Later in 20<sup>th</sup> century Soviet time Borjomi became a cradle of tourism industry. Development of the local resort facilities was followed with large building activities from the second half of the 19<sup>th</sup> century. Engineering heritage got unfortunately completely neglected since 90th of the 20<sup>th</sup> century. Paper aims to present and reveal importance of engineering heritage, to determine the role of these constructions in Urban Tourism development and Branding of the resort cities. Engineering heritage gives significant information about development of the technical progress of the industry period and can serve as nice public space, to bring additional benefits to the tourism diversification, ecological situation, and City Branding of the Tourism and recreation cluster of the Samtskhe-Javakheti region.

**Keywords:** Engineering Heritage, City Branding, Tourism and Recreation, Cluster  
**Main Conference Thematic Tracks:** Tourism & Hospitality Management Urban Tourism and Cultural Heritage

# **The Influence of Psychological Capital on the Growth Intentions of Entrepreneurs: A Study on Malaysian SME Entrepreneurs**

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## **Abstract**

Growth of entrepreneurial ventures plays important role in a country's economic development and entrepreneurs' growth intention is considered as an important predictor of their venture growth. On the other hand, Psychological capital (PsyCap) is one such resource which can influence attitudes and behaviours like growth intentions of entrepreneurs. This study aims to investigate the relationship between psychological capital and growth intentions of entrepreneurs specifically in the Malaysian context. Data was collected from 275 Malaysian SME entrepreneurs and regression analysis reveals that PsyCap, as a core construct, positively and significantly influences the growth intentions of entrepreneurs. Further, it is also identified that two out of four dimensions of PsyCap (hope and self-efficacy) have significant and positive influence on entrepreneurs' growth intentions. Also, PsyCap, as a core construct, more powerfully predicts growth intentions as compared to its first order constructs separately. These findings highlight the significance of PsyCap as a core construct in entrepreneurial research. It contributes knowledge to psychological capital and entrepreneurship literature and also has implications for existing and prospective entrepreneurs as well as government and private bodies.

**Keywords:** Psychological Capital, Entrepreneurial Ventures, Entrepreneurs

**Main Conference Thematic Tracks:** Entrepreneurship and Small Business, General Business & Management

# Roof Insulation Management: A Determinant in Sick Building Syndrome Development

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## Abstract

Residents of buildings sometimes complain about health problems that seem to have direct connection to the condition of the occupied building; and they would immediately regain their health once they stop living in the building. This is a circumstance or scenario called Sick Building Syndrome (SBS). This does imply that various elements of the construction industry especially building construction are capable of affecting the safety and health of building occupants, for example, windows, floors, roofs designs and construction methods can substantially increase or reduce the safety and health level of occupants of buildings in society and the workforce. In other words, the more sustainable these elements are, the less hazards or negative impact on the building construction, the workforce, the environment, the occupants and vice versa. This study aims to use existing building construction methods and building designs in North Cyprus to create a framework for developing and evaluating the safety and health measures in North Cyprus' residential buildings, through research experiments construction building elements and afterwards a development of an SBS software to measure the SBS probability of any residential building in Northern Cyprus

**Keywords:** SBS, Roof Insulation, Management, Building, Construction, Design

**Main Conference Thematic Tracks:** Construction Management, Management

# Analysis of Corporate Environmental Performance Criteria with DELPHI, DEMATEL and ANP Methods: Automotive Manufacturers in Turkey

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## Abstract

The environmental problems that have come to the fore since the 1970s, in line with global industrialization since 1970, have enabled environmental issues to have a special importance in the concept of CSR, which is a multidimensional concept based on the different expectations of social stakeholders. In addition, corporate social responsibility, especially at the environmental level, is on the global agenda with recent ethical scandals (e.g., VW). At this point, while there is a particular importance of assessing the corporate environmental responsibility activities, in order to be able to make such an assessment it is an important necessity to determine the criteria that the related activities can be evaluated. In the literature, it is seen that environmental responsibility standards are shaped by environmental impacts, regulatory compliance and organizational processes in the context of responsibility or sustainability concepts. On the other hand, it is noteworthy that there is no consensus on how to measure corporate environmental responsibility (CER) and corporate environmental performance (CEP) and which criteria can be used, especially in terms of the automotive sector.

In order to address this gap, the aims of this study are; (1) to set the criteria for assessing corporate performances in the environmental dimension, (2) to determine the degree of relationship between them, and (3) to determine the level of relative importance with respect to each other, within the scope of automotive manufacturers operating in Turkey, To determine the criteria Delphi; to determine the interrelations DEMATEL and to determine the importance, levels of the Analytical Network Process (ANP) methods were used. As a result, twelve criteria have been determined, such as Emissions, Energy Consumption and Material; and Emissions identified as the most important criterion.

**Keywords:** Corporate Social Responsibility, Corporate Environmental Responsibility, Corporate Environmental Performance, Automotive Manufacturers

**Main Conference Thematic Tracks:** General Business and Management, Strategic Management

# **Impact of the European Foundation for Quality Management on the Business Outcomes of Jordanian Firms: The Case of Arabtech Jardaneh**

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## **Abstract**

A significant feature of the European Foundation for Quality Management (EFQM) model is that it provides broader and deeper insights into the cause and effect relationships which exists between an organization's activities and the results it achieves. This article examines how the implementation of the EFQM model is related to the business outcomes of Jordanian Firms. The research was conducted taking the Arabtech Jardaneh Company (AJ) as a case study. Data was collected using a 40-item questionnaire administered to the employees of AJ which assessed how AJ has benefitted from the implementation of the EFQM excellence model. The research sample size was N(112) managers and employees from a diverse range of departments and the results of the study reveal that organizations that have implemented the EFQM model and guideline record tangible and measurable changes in the efficiency and effectiveness with which business outcomes are attained as well as improvements in customer satisfaction. However, more attention needs to be paid to employee empowerment and participation.

**Keywords:** EFQM, Total Quality Management, Customer Satisfaction, Service Quality, Leadership, Corporate Image

**Main Conference Thematic Tracks:** Managerial Leadership, Operations & Supply Chain Management, Organizational Behavior

# Application of Data Mining to Improve Efficiency and Effectiveness in Education

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## Abstract

Nowadays, globalization and innovation have become critical subjects and processes for many businesses functions globally. Educational Data Mining (EDM) is one of today's educational management system processes that strive to bring global innovativeness by improving education institutions' student management processes. EDM mainly depicts any research regarding data mining applications and construct which enable the acquisition of novel formats of data from various educational fields. Using data mining technique in online learning will help to discover new insights and new patterns from the behavior of student's and their learning. In this paper, we provide a technique to help the administration of higher educational institutions to improve the evaluation and assessment of their learners as well as to improve their educational systems and processes.

**Keywords:** Educational data mining (EDM); E-learning; Data mining (DM); Learning Analytical Enhance Rubric (LAe-R); Moodle; Education Management

**Main Conference Thematic Tracks:** Educational Management, Management Information Systems & E-Business, Organizational Behaviour

## **Does Trust In Leaders Mediate The Servant Leadership Style – Job Satisfaction Relationship?**

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### **Abstract**

The huge growth in the economy of Dubai in the past few decades requires a high level of leadership and management. Leaders who act as mere management representatives and are not able to diversify their leadership styles cannot be effective. For a leader to show ineffectiveness means distrust, which lowers the satisfaction of employees in different aspects. Hence leadership and trust are topics that require further examination. This study tries to determine the interaction among servant leadership and job satisfaction while utilising the level of trust in a leader as a mediator between leadership approach and level of job satisfaction. The research was conducted on 260 employees drawn from four different hotels in Dubai (Jood Plaza, Sadaf Delmon, Ibis International and Address hotel).

Correlation analyses reveals a positive and significant relationship between servant leadership, job satisfaction and trust. There is a large gap in the literature when it comes to the direct relationship of servant leadership and job satisfaction in general, and this research hopes to fill the gap.

**Key Words:** Servant Leadership, Trust in Leader, Job Satisfaction, Hotel Industry

**Main Conference Thematic Tracks:** Managerial Leadership, Human Resource Management

# Overview of the Loopholes in the Management of Safe Building Constructions

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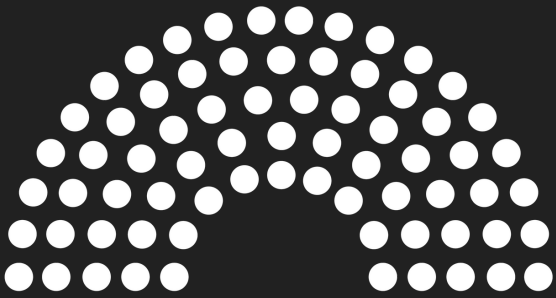
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## **Abstract**

Every year, records of accidents within the construction industry are reported. Over the years, serious injuries and fatalities to construction workers have been recorded because certain codes and regulations have not been fully accepted because of the cost and sometimes the political situation. When regulatory standards and prescription codes are relied upon, they tend to produce solutions to obvious risks and safety issues but are less effective in addressing previous unknown dangers. The prospect of recording deaths in today's construction activities is increasingly becoming unacceptable due to fear of litigation. This paper demonstrates that the construction sector plays an important role in the safety and health of the workforce, environment and societal occupants of buildings and consequently in the economy of every country. The character and content of the sector has been exploited to shed more light on the intricacy of the industry and also the construction process.

**Keywords:** Safe Building, Construction Management, Workforce Safety, Management, Health and Safety, Accidents, Occupational Hazards

**Main Conference Thematic Tracks:** Construction Management, Human Resource Management



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