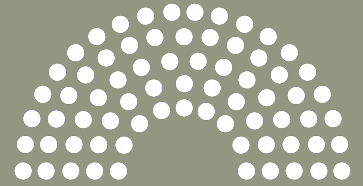




4TH INTERNATIONAL  
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BUSINESS &  
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# BOOK OF ABSTRACTS



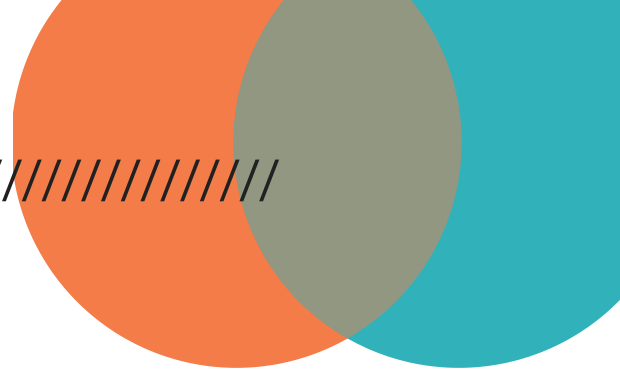
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## ABOUT ICOBM'19

The 4th International Conference on Business and Management held at Erasmus University, Rotterdam, Netherlands. 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 5th International Conference on Business and Management (ICOBM'20) is billed to take place between 12th - 13th December, 2020 in South Africa.

## THE ORGANIZERS

### AARESOC.

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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# **The Impact of Innovation Management on Business Globalization: A Case Study of Mobile Industry.**

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## **Abstract**

Innovation is by far the trendiest management issue nowadays and the rhetoric of innovation in business has been globalized. Increasing competitiveness implies economic change through the introduction of new technologies and new methods of production, as well as, the development of new skills. Innovation is the core of this process. Innovation management is focused on the systematic processes that organizations use to develop new and improved products, services and business processes. It involves development of creative ideas within the business and the networked environment.

Focusing on the management of innovation implies also the management of talents among the employees. The knowledge captured in new technologies and processes has led to growth and competitiveness. Developing knowledge-based society requires adequate levels of investment in research, development, education, as well as creating a favorable environment for innovation. Reengineering in terms of innovation has helped many businesses to improve their productivity and consequently to grow in competitiveness.

The management that place values on innovation in a certain industry turns to have business globalization, digital revolution, and dynamic development of technology, products and services. Management of innovation is a complex task of leadership that aims at a systemic process of change throughout strategic and operational approaches. This study will focus on the impact of innovation management on business globalization. The independent variables include process innovation, product innovation and organizational innovation while organizational culture is the moderating variable. The research will be a survey research in which questionnaire is administered to managers that are concerned with innovation in mobile industry. The data will be analyzed using SPSS v.20 software.

**Keywords:** Innovation Management, Globalization, Mobile industry and SPSS v.20 software

# Tourism in Socotra Island and its Impact on the Yemeni Economy

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## Abstract

In apparent contrast to Perim and Kamram, Socotral Island possess unique features which makes it distinguishable from other numerous islands in Yemen. It is characterized by strange, natural and rich biodiversity with endemics habitat for plants and animals resident within it. The first Halocene was noticeable about three thousand years ago by the Southern Arabian, Socotra had a wetter climate than present, thus life expectancy for Human resident was very high (Damme and Banfield, 2011). This study intends to explore the impact of touristic activities on Socotral Island and in so doing, quantify the numerous impact it has on the Yemeni economy. An intensive extant study reveals that Socotra was an integral part of Arab-controlled market for locally produced incense and herbal products, notably; Aloe, Dragonblood and Frankincense (Groom, 1981 and Casson, 1989). The effectiveness of herbal items sourced from Socotra Island attracted more traders, many of them resulted in transplanting the desired plant species to more accessible areas. European interception in the beginning of 16th century, Portuguese and Greek to be precise had a resultant effect and caused a paradigm shift from pastoralism to fish farming, a legacy that remain noticeable on the Island up to the present times. Progressively, the influx of traders and visitors onto the Islands continued to announce the riches in biodiversity attributed to Socotra. While some of the visitors in their amazement took away some of the strange plants and animals found on the Island, others introduced new species of plants and animals. Gradually, the popularity of Socotra natural biodiversity and endemic existence earned International recognition and place it on global scale. In 2008, Socotra Island was ranked the UNESCO World Heritage Site; the global label which put Socotra Island Islands on the same platform with many competitive tourist centers in the World. Our findings will provide policy recommendations to foster and maximize the role and impact of the Socotral Island on the Gross Domestic Product of Yemen.

**Keywords:** Tourism, Investors, Tourists, Economy

# The Relationship between Emotional Intelligence & Nursing Managerial Effectiveness

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## Abstract

Emotional intelligence (EI) is defined by the World Health Organization as “a state of well-being in which every individual realizes his or her own potential, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community”. Emotional intelligence is a greater predictor of success in almost every field of work than either prior work experience or standard Intelligence Quotient (IQ) score. Emotional intelligence is very critical to managerial effectiveness. This study seeks to investigate the relationship between emotional intelligence, personality, cognitive intelligence and managerial effectiveness in the healthcare sector. This paper will adopt the use of the quantitative research method where data will be collected through questionnaires and then, analyzed by using the descriptive statistics on SPSS. Two hospitals (one private and one public institution) would be considered. 125 respondents with both managerial and non-managerial positions from both hospitals would be involved in the study. Intelligence is continually seen as a normal fundamental part of the management activity which in turn focuses on the importance of the management effectiveness. However, management is not homogenous and the actions of managers differentially affect the performance outcomes of firms. Thus, the quality of management and the adoption of appropriate management practices such as emotional intelligence, matters and directly affects the outcome of nursing interventions and practices.

**Keywords:** Emotional Intelligence, Managerial Effectiveness, Health Care Management

# **The Impact of Top Management Team Characteristics and Business Strategy on Firm Performance: The Case of Emirates Airlines**

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## **Abstract**

The purpose of this paper is to investigate the impact of managerial characteristics and business strategy on Emirates Airlines performance, while considering the firm age and size as a mediators effecting the path of the impact on performance. This study is a longitudinal study (2004-2018), the data collected for this paper is a secondary publically available, for business strategy and airline performance, data is published on Emirates Airlines official website, while managerial characteristics data was available through social media, and other public websites. Pooled cross-sectional time series regression analyses were used with fixed-effects to test specific hypotheses. In this study, two relationships were tested, first managerial characteristics- airline performance, and business strategy-airline performance. Significant relationship were found in both, managerial characteristics- airline performance, and business strategy-airline performance. This longitudinal study investigates the performance, management, and strategy of the top performing airline in UAE, and subsequently highlighting the successful strategic choice and managerial characteristics in the airline business. This study will help developing strategic planning skills, marketing skills, TMT selection knowledge, performance analysis, as well as airlines managers to better understand the airline business. Additionally, academic researchers can benefit from this study to build up their future research.

**Keywords:** Top Management Team, Business Strategy, Airlines, United Arab Emirates, Emirates Airline

# **The Impact of Entrepreneurship Education on Innovative Start-Up Intention: The Mediating Role of Entrepreneurial Mind-Sets: Evidence from Amman Arab University**

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## **Abstract**

Entrepreneurship education at universities aims to create entrepreneurial thinking and spread the culture of entrepreneurship awareness, skills and attitudes of students to stimulate intentions entrepreneurship by graduates. For this, the researchers conduct this study to investigate the impact of entrepreneurship education on innovative start-up intention through the mediating effect of entrepreneurial mind-sets for the student in Amman Arab University. The findings of this study illustrate that entrepreneurial mind-sets mediates the relationship between entrepreneurship education on innovative start-up intention. Moreover, this study contributes to the body of knowledge by taking a case study of a successful private university in Jordan and enriches literature through new evidence that entrepreneurship education could enhance innovative start-up intention. Using Structural Equation Modelling (SEM) approach via IBM SPSS AMOS version 21 as the analytical procedure of choice with 204 valid questionnaires collected from Amman Arab University student.

**Keywords:** Entrepreneurship Education, Innovative Start-Up Intention, Entrepreneurial Mind-Sets, Social Education, Extracurricular Programmes, Curricular Programmes

# **The Relationship between Cognitive Dissonance and Switching to another Brand: The Mediating Role of Purchase Regret. Evidence from an Online Shopping Context in North Cyprus**

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## **Abstract**

This study aims to observe the relationship among cognitive dissonance and switching costs, through mediating effect of purchase regret regarding online post-purchase. In particular, the authors contemplate the nature of the relationship by observing the effect of purchase regret (the mediator). The population of the study involves postgraduate students in a private university in North Cyprus. A sample size of 354 participants recruited using a convenience sampling technique. Structural equation model and AMOS were the statistical analyses employed to test the hypotheses. The findings reveal that when consumers feel emotional disappointment after online shopping, which is opposite to their expectation of the product, the dissatisfaction will turn into feelings of regret, that then translates into the switching of brands.

**Keywords:** Cognitive Dissonance, Purchase Regret, Satisfaction Level, Switching Brands, Online Shopping Context, North Cyprus

# Changing Organizational Structures of Universities during the Transition to Distance Education: Turkish Context

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## Abstract

Online distance education is rapidly becoming a mainstream technology and form of content presentation in higher education systems. Due to its inherent opportunities to reach new students, create new resources and benefit from innovative technologies and pedagogies, distance education has been the focus of many higher education institutions and allows these opportunities to contribute to the field as effectively as possible. Thus, it is essential to examine how distance education is ideally structured in higher education institutions, which are primarily established to offer face-to-face education. Because of its unique components, implementation of distance education programs requires certain revisions in general administrative structures of institutions offering face-to-face instruction. Therefore, it is especially important to evaluate how such changes are integrated into this innovative education form in countries like Turkey, where universities are managed as uniform organization. This study aims to evaluate general administrative structures used in Turkey while online distance education programs are provided. For the purposes of the study, these programs were classified as associate, undergraduate and graduate programs. The study aims to examine 206 Turkish universities offering distance education programs in order to evaluate overall nature and scope of their administrative structures. The data of the study were collected through content analysis method by examining the related guidelines published by Measurement, Selection and Placement Center (OSYM), the lists of programs published on the official webpage of the center and the information about departments, units and programs published on the official websites of 206 universities. Prior to the analyses, the data obtained were classified according to level of education, the academic units they were involved in and whether they are distance education units or not. The findings showed that universities have established central units to solve technical problems; however, there is a disorganized administrative structure in terms of academic issues. In addition, these structures greatly vary from university to university. In conclusion, it might be stated that universities failed to establish a centralized policy and administrative structures although they play a crucial in the efficiency and success of distance education programs.

**Keywords:** distance education, organizational structures, politics of higher education, administration of distance education

## Leadership from both Military and Business Perspectives

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### Abstract

Leadership has been a great concern for organizations for several decades. It has been defined in terms of behaviors, traits, influences, interaction patterns within which it is considered as the main role in organizational change. Throughout history, most of leadership skills are taken from the military. When using these skills, value may be added to the organizations. The estimation of the progress of military-to-association range of abilities comes when military aptitudes and systems are converted into the setting that makes the best incentive for the organization. In order to find out the effect of these traits and skills taken from military and applied in business organizations leading to its success, 250 blank questionnaires were distributed on 4 companies in Lebanon owned by veterans. The research results indicated that the chosen skills and traits taken from military and applied in business lead to the success of the organization except technology where the chi-square test showed that there is no relation between the success of the organization and technology of the Lebanese veteran leader. In addition to the questionnaires, interviews were conducted with the owners of these businesses showing the importance of the military skills and traits taken from military and applied in business in the success of the organization.

**Keywords:** leadership, leader, veteran, military, business organization

# What Motivates a Scholar to Publish? An Empirical Research Directed to Turkish Communication Scholars

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## Abstract

This research seeks to understand how scholars' individual needs specific to work environments (manifest needs: need for achievement, affiliation, autonomy and dominance) affect their motivation to publish. The hypothetical relations of this study suggest that the effects of manifest needs do not only occur directly, but they also take place through the mediation of organizational commitment - an individual's identification with and involvement in an organization. Following a quantitative methodology, data is collected through a survey including the scales of: manifest needs (Steers&Braunstein, 1976), organizational commitment (Meyer&Allen, 1991) and motivation to publish (Miller, Taylor&Bedeian, 2011). The research also includes control variables as years of experience, number of publications, number of co-authors. The sample includes communication scholars in Turkey who work both at established and relatively newborn universities. This research seeks to generate two main contributions. First, to the best of the researcher's knowledge, there are no previous studies that undertake these dimensions within an academic work setting and in relation with the most important concept affecting a scholar's professional life, the motivation to publish. Hence, this research seeks to contribute to the organizational and vocational behavior literature with a specific focus in the academic setting. Second, on a more particular basis, it aims to generate contributions for the communication scholarship.

**Keywords:** Motivation to publish, organizational commitment, manifest needs, communication scholarship.

# Applied Environmental Operations and Business Techniques

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## **Abstract**

This paper examines the inherent issues associated with environmental management and also analyzes the techniques relevant to the industry which includes: monitoring continuous development through environmental auditing, the application of novel models of development, the creation of environmental management systems through quality and environmental linkages, waste reduction and life cycle evaluation, legislative processes, the creation of novel opportunities for cooperation through regional development and environmental policies, as well as the calibrated measurement of its performance. The first stage of the study will be presented at the conference as the research is currently ongoing.

**Keywords:** Environmental Management, Environmental Policies, Environmental Operations.

# **The Impact of Training on the Relationship between the Person-Job Fit and Employees' Job Engagement.**

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## **Abstract**

The study aimed to examine the relationship between person- job fit and the organizational engagement and identify the role of the training process in improving the impact of the person-job fit on organizational engagement. A questionnaire-based survey was designed to test the study hypotheses based on a data set of 127 employees working in Irbid Specialized Hospital in Jordan. In order to analyze the data collected, the study relies on the Statistical Package for Social Sciences (SPSS) where the descriptive statistics for all the fields of the study were estimated by extracting the means and standard deviations. The correlation matrix was also used to determine the relationship between variables. Furthermore, multiple regressions were used to determine the impact of the independent variable on the dependent variable. To estimate the moderating role played by the training process, the researchers create a new model that accounts for the effect of the interaction term between person-job fit and training process on organization engagement. The analysis of the data has revealed that person-job fit positively and significantly related to organizational engagement. Furthermore, the research data has also indicated that the training process, as a Moderating Variable, had a meaningful role in improving the relationship between person-job fit and organizational engagement.

**Keywords:** Training, person-job fit, and job engagement.

# The Effect of Interpersonal Conflict Resolution Approaches on Team Perception of the Aircraft Technicians

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## Abstract

The first thing that comes to mind when aviation is mentioned is a safe flight. There are many variables that affect this phenomenon. It is well known that human factors have the biggest effect on aviation accidents. After human factor and in order to elevate flight safety from the standpoint of aircraft maintenance, the next thing is to decrease the delays due to technical factors to the least amount possible, to raise competitive forces and minimize errors during maintenance.

Teamwork refers to the coordination of staff in the workplace regarding transactions as well as cooperation. As units of aircraft are evaluated in view of workers' coordination, teamwork is very important for the mechanics. With this research, it is aimed to determine the effect of the interpersonal conflicts between the mechanics in the maintenance units on the team concept. The research will be realized in the model of general screening based on quantitative method. The universe of this research consists of the technicians who are working in airline. Construction and validation of a Conflict Communication Scale developed by Goldstein (1999) and adapted to Turkish by Arslan (2005) and "Team Concept Intended for Elementary School Managers" developed by Atılğan (et al 2010) are thought to be used as means of data gathering. In the light of research, it is aimed to show managers recommendations which are pathfinder towards solving the dysfunctional conflict, supportive to workplace goals by managing the functional conflicts in the team effectively, and improving team performance.

**Keywords:** Conflict resolution, Teamwork, Aviation, Team performance

# Linking Organizational Culture and Strategy: The Role of Organizational Structure and Transformational Leadership

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## Abstract

The main objective of this study was primarily to explicate the relationship between organizational culture and strategy in three major Higher Education Institutions in Buea, Cameroon. The study further analyzed whether the degree of association between the organizations culture and the process of strategy formulation and selection within this research environment could be strengthened by transformational leadership and organizational structure as mediating and moderating variables respectively. Using regression analysis, the study revealed that there is a weak but positive relationship between organizational culture and strategy. However, results revealed that transformational leadership and organizational structure did not mediate or moderate the link between organizational culture and strategy respectively. Findings further indicated that employees were oblivious of the respective organizational structure. Moreover, results did not indicate dominant organizational cultural dynamics or allude to culture type within these institutions. The study, a first in the higher education sector in Cameroon to investigate organizational culture and strategy, contributes premier results to this critical sector whose role in the economy chiefly includes providing training aimed at meeting the demand of the labor market.

**Keywords:** Organizational Culture, Strategy, Transformational leadership and Organizational Structure

# The Impact of Using RFID Technology on the Performance of Official File Tracking System

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## Abstract

The Radio Frequency Identification (RFID) technology provides the capabilities of wireless identification and tracking of targets. Its adoption and utilization are rapidly increasing in various contexts including organizations for supply chain management, hospitals for numerous varieties of uses and different public sector organizations. In line with its speedy adoption, researchers from numerous tutorial fields area unit work development and management connected problems. Nowadays, RFID is popularly referred to as a technology for automated identification by frequency of physical objects and people. The use of the technology, however, raises several security and privacy considerations that may affect its use. Key security issues include protecting the confidentiality, integrity, and availability of the data and information systems. The privacy issues include notifying consumers; tracking an individual's movements; profiling an individual's habits, predilections and allowing for secondary uses of information.

In this paper, the impact of using RFID technology on the performance of official file tracking system is studied and investigated. The survey research design method was used in this study. It involves using a self-design questionnaire in collecting data from the members of the Lebanese general security directorate. Results shows that adopting this technology may potentially lead to time saving, fast accessing of files and eliminating manual errors in the Lebanese General Security directorate. In addition to its low price, RFID tags can easily be attached to the file to be tracked. Moreover, the incorporation of the RFID technology to the current operational procedure does not require any infrastructure modifications.

**Keywords:** RFID, Tracking, Security, Privacy, SPSS.

# Linking Online Sales System, Infrastructure, Ease of Use & Information Accuracy in Improved Jordanian Restaurants Call Center Performance Effectiveness: An Empirical Study

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## Abstract

The aim of this study is to identify the link between online sales systems, infrastructure, ease of use & information accuracy in improving Jordanian restaurants' call centers' performance effectiveness (JRCCPE). In order to achieve the study's objectives, a questionnaire was administered for measuring the link between online sales systems (OSS), infrastructure, ease of use & information accuracy in improving JRCCPE. The study sample was selected by distributing 220 questionnaires to all employees of Jordanian restaurants' call centers (JRCC) from the set of employees working in an online sales system where (173) were retrieved. Aiming to answer the study questions and test hypotheses, the researcher extracted the means and standard deviations to apply the multiple regression equation. Accordingly, the study reached many results, showing a statistically significant effect for using the OSS, infrastructure, ease of use & information accuracy in improving JRCCPE. The study suggested that JRCC seeks adding various characteristics of editing, deleting, copying, and setting the time on the basis of text messaging through such networks as well as the need to conduct marketing studies in order to enable companies to achieve the customers' wishes in a method matching their expectations.

**Keywords:** *OSS, Infrastructure, Ease of use, Information Accuracy, JRCC, JRCCPE.*

# Click Aktivists of the New Era, Slacktivist: An Exploratory Research to Define Slacktivist Typology

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## Abstract

With the growing popularity of social networking sites and the increased efforts of organizations to engage their supporters via social media, online cause engagement also become an important issue for both profit and non-profit companies. As the use of digital tools in cause engagement continues to increase, it becomes easier and less costly for consumers to engage a cause on social media. This kind of consumer behavior is called slacktivism and defined as a willingness to perform a relatively costless, token display of support for a social cause, with an accompanying lack of willingness to devote significant effort to enact meaningful change. Despite the criticisms in the literature, the collective power of slactivists is mostly overlooked. However slactivists has the potential to have a significant presence in cause engagement and social marketing campaigns. From this point of view, this study aims to describe the profiles of slacktivists in terms of their motivations, demographics, topics of interest and their perceptions of slaktivism. An online survey was conducted through social media between April-August 2018 and 387 questionnaires were collected. We used a single factor and cluster analysis to reduce the motivation items into factors and define the clusters of slactivists. We defined three different slactivist profiles; Inactivists, warriors and guardians. Defining the slaktivist profiles will help us to better understand which motivation factors are more effective in terms of acceptance, dissemination of messages, growth of awareness, fund accumulation and/or activate these groups in designing social marketing and similar campaigns.

This study was supported by Anadolu University Scientific Research Projects Commission under the grant no: 1609E679

**Keywords:** Slacktivism, social marketing, cause engagement, clicktivism, typology of slacktivists

# Strategic Alliances in the African Tech Sector

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## **Abstract:**

Since 2015, there has been a steady rise in the number of African Innovation and technology hubs. However, unlike North America, Europe and Asia, this development has not materialized a lot of Unicorns and Zebras (tech companies valued about above \$1 billion dollar or \$200,000 dollars respectively). Using a structure interview, this study collects and analyzes interview data from 100 key executives in the African tech sector to uncover key antecedents of the inability of most African tech companies to scale. Findings reveal that macro-economic variables influencing the pace of demand for innovative products were the primary culprits. The study ends by making policy recommendations and suggesting other avenues for future researchers to explore.

**Keywords:** Strategic Alliances, Strategy, Innovation, Technology, Africa

# The Effect of Exchange Rate Volatility on Growth in Turkey

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## Abstract

This paper uses an Autoregressive Distributed Lag (ARDL) Model to analyze the effect of Exchange rate volatility on economic growth in Turkey between 1998:Q1 and 2019:Q3. Turkish government and the central bank adopted various exchange rate measures and regimes in order to improve the output and increase the growth rates but the output performance was generally below the desired level. One of the reasons of achieving low growth rates is volatility of exchange rate. Volatility of exchange rate is calculated from the real effective Exchange rate by using the GARCH (1,1) model. Capital flows from abroad after financial liberalization policies implemented in Turkish economy after 1980's has led to exchange rate volatility. These volatilities in the exchange rate increased the risk and uncertainty in international transactions and negatively affected foreign trade and growth. Global financial crises of 2008 and the home-made crises of 2001 and 2018 caused severe fluctuations in the exchange rate. Due to the production structure which is heavily dependent on the imported inputs, production and growth rate decreased during the crises years. Our estimation results of ARDL model show that real effective exchange rate volatility has a negative and highly statistically significant effect on economic growth in Turkey. In order to ensure sustainable economic growth, it is necessary to strengthen the fiscal and financial structure and reduce the volatility in exchange rates. Changing the production structure and investing in education and high technology, increasing the domestic production of intermediate goods is also required for achieving high growth rates.

**Keywords:** Exchange Rate, Volatility, Growth, ARDL

# Google's Localization Strategy in Marketing Communication Techniques by using Doodle: Doodle Examples in Turkey

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## Abstract

Due to globalizing market conditions and changing consumer profiles, brands continue to tend to adopt a positioning strategy by acting both globally and locally while conducting their marketing communication efforts. A global brand operates in different countries and tries to localize in marketing communication if it cannot be localized in its product range or service. Google – which is one of the most prominent brand in the world in terms of technology among the mentioned brands (Glocal brands) - shows very important examples in its marketing communication strategy in terms of both global messages and localizing image by Doodle applications. In this study, Google's Doodle practices and techniques that were used when accessing global and local consumers are explored through the example of Turkey, it is classified and described. In addition, the importance of mixed marketing efforts developed by global brands sensitive to both localization and standardization on local consumers is emphasized. As a result, communication approaches and universal values of Doodle Google is examined by the case of Turkey.

**Keywords:** Marketing Communication, Public Relations, Communication, Brand Management, Reputation Management.

# Measuring the Concept of “Fear of Missing Out (FOMO)” for Social Media Users

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## Abstract

Social media has become an important part of people’s social lives. In today’s world, many people use social media for various reasons. Firstly, they want to keep in touch with their friends in order to give information about the progress in their lives. Secondly, they also want to be informed about their friends’ lives. In today’s world, especially younger generation use social media tools more frequent than other people. These technologies provide advantages but could also lead to negative outcomes. One of these outcomes is determined as “Fear of Missing Out” (FOMO) concept that consists of trait and state FOMO dimensions. This concept can be defined as a "pervasive apprehension that others might be having rewarding experiences from which one is absent, FOMO is characterized by the desire to stay continually connected with what others are doing". Thus, it is an important concept for management and marketing and it is vital to know the level of FOMO for various characteristics of consumers.

The aim of this research it to measure the means of trait FOMO and state FOMO and to find out if there are statistically significant differences between demographic characteristics of respondents (age, gender, education and marital status) and both state and trait FOMO. An independent-samples t-test and ANOVA test were used to compare state FOMO and trait FOMO means between demographic characteristics. The findings of the research showed that there were statistically significant differences for age and marital status variables.

**Keywords:** Fear of missing out, social media, state Fomo, trait Fomo, Turkey

# **The Effect of Human Resource Management Practices (HRM) on Employee Performance: Review on Nigerian Banking Sector**

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## **Abstract**

This research is based on revising the finding of studies that have been previously carried out by different researchers in Nigeria with the aim of discovering the effect of Human resource management practices such as recruitment and selection, training and development and performance appraisal on employee performances in the Nigerian banking sector. The design applied to the study is descriptive and only secondary sources was used to collect the data for the research articles and found a positive relationship between human resource management practices and employee performance. Therefore, the study concluded that human resource management practices can be applied as a tool to enhance the performance of employees.

**Keywords:** employee performance, human resource management practices, Performance appraisal, Training and development, Recruitment and selection.

# **Satisfaction and Loyalty in Local Food Festival: Do Switching Barriers Matter?**

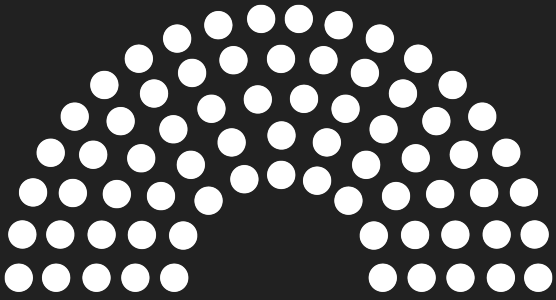
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## **Abstract:**

This study examines the switching barriers role as moderators of the relationship between satisfaction and customer loyalty, at a food festival in Delhi, India. The variables, (Availability & Attractiveness of Alternatives, Relational Investment and Switching Cost of switching barriers can be a vital factor for attracting more tourists into organized festivals as the alternatives can be scarce. Creating switching barriers can be an effective approach for obtaining long-term visitors. This study is a quantitative research with a questionnaire designed specifically with using related measures based on the literature. A convenient sample of 380 participants was used in this study. Internal consistency, correlation coefficient, descriptive statistics were applied as well as Moderated Regression Analysis for the analysis of the hypotheses with utilization of SPSS v.22. The reliability of the data was tested by Cronbach's alpha. The results of this study found that the role of switching barriers is statistically significant.

**Keywords:** Switching Costs, Satisfaction, Loyalty



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