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PhD. Lect.	Donat Rexha	AAB College, Kosova
PhD. Lect.	Emine Balcı	Sakarya University
PhD. Lect.	Ertilla Druga	European University Of Tirana, Albania
PhD. Lect.	Fatma Uzunses	Bilecik Şeyh Edebali University
PhD. Lect.	Ferit Karahan	Kütahya Dumlupınar University
PhD. Lect.	Gökhan Kerse	Aksaray University
PhD. Lect.	Güngör Hacıoğlu	Çanakkale Onsekiz Mart University
PhD. Lect.	Kadir Tutkavul	Kütahya Dumlupınar University
PhD. Lect.	Madalina-Teodora Andrei	Spiru Haret University, Bucharest, Romania
PhD. Lect.	Muhammet Yunus Şişman	Kütahya Dumlupınar University
PhD. Lect.	Mükerrem Oral	Akdeniz University
PhD. Lect.	Rukiye Sönmez	Çanakkale Onsekiz Mart University

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PhD. Lect.	Safiye Süreyya Bengül	Kütahya Dumlupınar University
PhD. Lect.	Vildan Saba Aktop	Afyon Kocatepe University
Dr.Resch.Asst.	Cevat Söylemez	Kütahya Dumlupınar University
Dr.Resch.Asst.	İnanç Kabasakal	Ege University
Dr.Resch.Asst.	Nilay Bıçakcıoğlu	Dokuz Eylül University

### **Statement of Responsibility**

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

The 5<sup>th</sup> InTraders International Conference on International Trade provides Republic of Turkey, Council of Higher Education "International Conference" criteria.

The 5<sup>th</sup> InTraders International Conference on International Trade was held on 13-14 April 2020 with participants from 11 different countries; Turkey, Romania, The Republic Of North Macedonia, India, Iraq, Kosovo, Somalia, Malaysia, Philippines, Pakistan and Zambia. The 61 % of studies is presented by foreign authors out of Turkey.

In the program, just accepted and presented studies are mentioned.

## **Appreciation**

I am gratified to have the honor to put forward the vote of thanks to all the Congressional Coordinators, Congressional Committees, Writers and Authors who provided the intensive work performance for the Congress.

First of all, I would like to convey my special thanks to the honorable

### **Keynote Speakers**

**PhD, Liza Alili Sulejmani. International Balkan University, Republic of North Macedonia**

**Dear Prof. Dr. Adriana Schiopoiu Burlea, University of Craiova, Romania**

**Dear Assoc. Prof. Dr. Omar Khalid Bhatti, İstanbul Medipol University, Turkey**

### **Special Guest**

**Dear Dr. Ajay Kumar, Director, TIAS, Delhi, India**

Special thanks to Dear Marinică Tiberiu Şchiopu from Romania and Dear Assoc. Prof. Dr. Leena Jenefa from India for your devotion and support.

The Congress is scheduled for 2 days by using Zoom Live Sessions.

We aim to provide contribution international trade field by our [International Spring Conferences](#), [International Autumn Conferences](#), [Academic Journal](#), [Conference Alerts News](#) and [International Market Research](#).

There will be special issues in [InTraders International Trade Academic Journal](#) from the studies take place in our conferences.

InTraders conference is international and targets the participants from all over the world and shape the organization in this direction.

The congress aims to have papers from academicians and private sector managers. The written and presentation language is English.

[Conference main topics](#); international trade, business, economics and supply chain management.

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Thank you for your great work dear friends. Last but not the least, my little motivators Emre and Yunus ÇAPRAZ, you are great....

In upcoming [Autumn Conference](#), a beautiful congress which carries more than international congress criteria is waiting for all of you.

Wish to meet you all in this new international conferences...

**Kürşat ÇAPRAZ**

Director of InTraders Academic Platform

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## **The 5th InTraders International Conference On International Trade**

### **Online Presentation Program**

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Session 1	10:00-10:40	<b>Opening Ceremony Keynote Speakers</b>
Session 2	11:00-11:40	Abstract No: (15.-17.-29.)
Session 3	13:00-13:40	Abstract No: (8.-14.-18.-33.)
Session 4	14:00-14:40	Abstract No: (12.-6.-21.)

##### **Second Day, 14 April 2020**

Session 5	10:00-10:40	Abstract No: (10.-23.-34.-35.)
Session 6	11:00-11:40	Abstract No: (.)
Session 7	13:00-13:40	Abstract No: (-27.-31.-22.-37.)
Session 8	14:00-14:40	Abstract No: (-32.-36.)
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Session 11	17:00-17:50	Abstract No: (40.-43.-44-46.-47.-48.)

**\*Live presentation by using Zoom Program.**

**Keynote Speakers (Joined)**

**PhD. Faculty Member, Liza Alili Sulejmani. International Balkan University, Republic of North Macedonia**

**Prof. Dr. ADRIANA SCHIOPOIU BURLEA, University of Craiova, Romania**

**Assoc. Prof. Dr. Omar Khalid BHATTI, İstanbul Medipol University**

**Special Guest (Joined)**

**Dr. Ajay Kumar, Director, TIAS, Delhi, India**

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***13-14 April 2020, Video Conference, TURKEY***

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(The written and presentation language; English)**

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31	<b>The Importance Of Product Positioning As Communication Tool: Management Concept</b>	Asst. Prof. Dr. Gordana Petrusevska, Asst. Prof. Dr. Liza Alili Sulejmani	International Balkan University	The Republic Of North Macedonia
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37	<b>COMPARATIVE ANALYSIS OF THE NEXUS BETWEEN TAXES AND ECONOMIC GROWTH IN THE REPUBLIC OF KOSOVO AND REPUBLIC OF NORTH MACEDONIA</b>	<b>Donat Rexha, PhD, Rrezarta Gashi, PhD, Liza Alili Sulejmani, PhD</b>	<b>AAB College, Republic of Kosovo, AAB College, Republic of Kosovo, International Balkan University, Republic of North Macedonia</b>	<b>Republic of Kosovo, Republic of North Macedonia</b>
38	<b>The relationship between e-service quality and time spent on the site: A research on news sites</b>	<b>Assist. Prof. Dr. Yusuf ÖCEL, Yusuf Selman ÖNCE</b>	<b>Düzce University Faculty of Business</b>	<b>Turkey</b>
39	<b>Structuring Decisions of Food Sector Export Firms with Decision Making Methods under Uncertainty</b>	<b>Assoc. Prof. Dr. Hakan Murat ARSLAN</b>	<b>Düzce University Faculty of Business</b>	<b>Turkey</b>



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41	<b>The effect of the Technology Invention in Digital classroom on academic success and online technologies self-efficacy</b>	<b>Dr Jagbir Singh Kadyan, Assistant Professor, Dr Leena Jeneffa, Associate Professor , Dr M.Abu Nasi Senior Lecturer &amp; Course Leader</b>	<b>Swami Shraddhanad College, University of Delhi, India, Tecnia Institute of Advanced Studies , Delhi, India, London Metropolitan University, United Kingdom</b>	<b>India</b>
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47	<b>LIE DETECTION USING VOICE STRESS ANALYSIS</b>	<b>S.P.Sudha, S. Nagarajan Assistant Lecturer</b>	<b>St. Eugene University</b>	<b>Zambia</b>
48	<b>Strategic relationship between Suppliers Management and Synergistic effects on firm's performance</b>	<b>Dr.Asif Mehmood Rana ,Dr. Muhmmad Bilal, Dr.Noheed Khan ,Dr.Nazakat Ali, Munawar Hayat</b>	<b>International Islamic University, Islamabad, Pakistan, Iqra University Islamabad Campus, Pakistan, College of Commerce , Government College University Faisalabad ,Pakistan, Iqra University Islamabad Campus, Pakistan,International Islamic University Islamabad, Pakistan</b>	<b>Pakistan</b>

## **Romanian Terms of Turkish Origin Related to Trade and Food as Part of the Intercultural Dialogue Between Orient and Occident**

**Marinică Tiberiu Șchiopu, PhD. , Romania**

Department of Romanian Language and Literature, Faculty of Letters, University of Craiova,  
Romania

### **Abstract**

My study explores the intercultural relations between Romanian and Turkish peoples as reflected by the Turkish loanwords in the Romanian language as part of the larger picture of the Orient-Occident dialogue. The trade and culinary Romanian vocabulary reveal an old and close relationship with the Turkish language generated by the activity of the Ottomans on the Romanian territories starting from the fourteenth century CE. Although Romanians and Ottomans had a long tensioned relation, the first ones were deeply influenced by their conquerors not only in their lifestyle but also the Romanian language was shaped by the Turkish idiom for nearly 500 years. For instance, Romanian borrowed 2750 words from Turkish over time but many of them became gradually archaisms, being used just by writers to create a historical background for their pieces of fiction. Currently, only about 1000 words of Turkish origin are still used in the Romanian language, representing daily activities, food, parts of the house, furniture or adjectives. Apart from administration and army, traders represented one of the main agents of cultural exchange and dialogue. Romanian cuisine was also influenced by Turkish cuisine: *sarma*, *ciorbă*, *iahtie*, *baclava*, *ciulama* etc. In the current study, I will focus my historical, linguistic and intercultural analysis on the trade and culinary vocabulary to stress how the two languages interacted during their half-millennium relation, on the one hand, and to point out the striking resemblance between the two peoples' lifestyle, on the other.

**Keywords:** culinary vocabulary, interculturality, international trade, loanwords.

**JEL Codes:** B17, B27

# **The Effect of Academic Motivation Of International Trade Students On Entrepreneurship Tendency And Female Entrepreneurship Values**

**Cihat KÖKSAL, Turkey<sup>1</sup>**

**FOS HASSAN, Turkey<sup>2</sup>**

## **Abstract**

This study aims to find out the underlying effects of the academic motivation of international trade students on entrepreneurship tendency and female entrepreneurship values. The study is conducted on international trade students in Turkish universities both in bachelor's and master's level. The international trade department is selected for the survey as they are more likely to integrate into the international business environment, and their tendency for establishing new businesses will increase the exports, which is considered one of the engines for economic growth. The survey is analyzed using correlation, and regression analyses between the variables and research model are formed. This study will also help to understand the motivations of international trade students in establishing their businesses and their approach to female entrepreneurship, which is very important for the development of the economies in the world.

**Keywords:** Female Entrepreneurship Value, Entrepreneurship Tendency, International Trade, Academic Motivation

**JEL Code:** L26, P33

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# **The Importance of Applying Accounting Principles and Constraints to Determine the Tax Obligation**

**Ahmed Hussein Radhi AL-Rubaye, Iraq**

University of Baghdad

**Hassan Salim Muhsin, Iraq**

College of Dentistry, University of Mustansiriah

## **Abstract**

In light of the continuous changes in the global economy with turning to a free economy and encouraging investments foreign and everything related to economic changes, it increased the need to take advantage of accounting outputs to take decisions which serve the beneficiaries including the tax authorities as it is one of the beneficiaries. The relationship between accounting and tax had to be activated by identifying the exceptions to which it resorts accountant as a result of the development of economic life and the rapid changes in it, which required alignment. The process of calculating the tax by the assessor and tax examiner, when applying tax legislation with recent developments aiming to achieve economic, social and political goals as well as the financial goal through a balance between the interest of the state and society and the one charged with achieving justice and the economic well-being of society. Significantly, it requires more activation of the relationship between its intellectual and legislative aspects, and the applied between accounting and taxation to achieve the desired goals. Thus, prepare the financial statements and present them in a way that helps in reaching to taxable income or trying to get close to it, and stay away from the direction in which the information is used accounting for reducing the amount of tax or fraud with the intention of tax evasion by tampering or misrepresentation in financial statements, or by applying some accounting principles and determinants that help reduce income taxable if applied, and used for the benefit of the investor (owner) only.

**Keywords:** Economy, Tax, Accounting, Financial statements, Evasion.

**JEL Code:** H2

## **Research Trends Of Service Export: A Bibliometric Study**

**Res. Ass. Talha KARADAYI, Turkey**

Istanbul Commerce University

**Res. Ass. Doğan Mert AKDEMİR, Turkey**

Istanbul Commerce University

### **Abstract**

Export is the first stage of internationalization for companies to enter new markets with the aim of marketing their products and services, promoting growth, and reducing risk. Service export, on the other hand, can be defined as the service provided by a resident company to individuals or companies residing abroad. Service exports have become increasingly important thanks to developments that will facilitate the physical distances to be exceeded, such as increased transportation facilities, the widespread of the Internet, and the fact that portable smart devices become more important in our daily life. Within the scope of this study, using the bibliometric analysis method, academic studies published on the Web of Science (WoS) database for 45 years, including 1975 and 2019 years, were analyzed and the thematic development of the service export topic was examined by scientific mapping. With this study, it is aimed to reveal the interest of service exports, which increase the popularity of businesses and promise a high value-added income, and to determine which themes and dynamics are explored with service export. The study also aims to provide awareness and perspective to researchers who want to carry out studies in this field. In the research conducted with the title constraint on Web of Science, 312 studies were determined, 92 of these studies were excluded because they were irrelevant to the subject, and examinations were made for the remaining 220 studies. Accordingly, the number of publications, citations, themes, research areas, the distribution of publications by years, the h-index, and the document type, institution, country data on this issue were examined. The paper shows that research interest in the service export theme has been growing in recent years, and mainly some topics such as developing countries, productivity, innovation, and human capital have emerged as the thematic areas in the field of service export.

**Keywords:** service export, international trade, bibliometric analysis, VOSviewer, scientific mapping

**JEL Code:** F19

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## **Determinants Of National Savings In Somalia: Ages Of Political Instability**

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**Aden Ahmed Assoweh, Turkey**

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### **Abstract**

National saving plays a key role in improving productivity levels, creating job opportunities and financing new investments, however, the main aim of this paper is to investigate determinants of national savings in Somalia during social conflict by applying a life-cycle hypothesis under the Error Correction Model and Johansen Cointegration Technique, to examine long-term and short-term dynamics under consideration based on time series data for the period 1988 to 2017. The empirical results of the study found that, over the long term, household consumption and dependency ratios are inverse and significantly associated with national savings. On the other hand investment and income have a positive and significant impact on national savings. In the short term, only investment has a positive effect on national savings. Based on the findings of this study, the government should adopt strategies and policies to promote savings, increase domestic production and stimulate investment in order to achieve the goal of sustainable economic growth.

**Keywords:** National saving, Life cycle hypothesis, Co-integration, Savings, Political Instability, and Somalia.

**JEL Code:** D91, E21

# **The Effect Of E-Commerce And Awareness Of Brand Origin On Customer Purchase Behavior: An Application On Medical Devices Sector**

**Cihat KÖKSAL, Turkey<sup>3</sup>**

**Erce Can GÜNEL, Turkey<sup>4</sup>**

## **Abstract**

There is an increasing research interest to find out the reasons behind the purchasing behavior of consumers. E-commerce and awareness of brand origin are two critical factors that affect purchasing behavior according to many studies being conducted in different sectors. This study aims to investigate this relationship for medical devices sold at pharmacies, which has increasing importance in the health industry. A survey study has been conducted on pharmacists and their employees in Istanbul for this purpose. Results reveal important policy recommendations for the sector, both pharmacists and health policymakers.

**Keywords:** E-commerce, Awareness of Brand Origin, Customer Purchase Behaviour, Medical Device

**JEL Code:** L81, P33

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## **Determinants Of External Debt: Evidence From Somalia**

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Directorate National Statistics of Somalia

### **Abstract**

Most developing economies and other emerging economies need substantial external debt and foreign aid to achieve sustainable economic growth. However, the purpose of this paper is to investigate determinants of external debt in Somalia, by applying Johansen cointegration and an error correction model to examine the long run and short-run dynamics of the determinants of external debt based on time series data from 1985 to 2017. The results show that the exchange and government expenditure have a positive relationship with external debt, whilst the export and GDP per capita have a negative relationship with external debt. In the short run exchange rate have a positive significant relationship with external debt. While export, GDP per capita and government expenditure have no significant influence on external deb. the study recommends that the government should increase their export as to decrease the external debt by promoting local production industry which is then intended to export some local production, export activity gives a capital and money to pay the debt and also give an impact to the employment sector.

**Keywords:** External Debt, Cointegration test, Somalia

**JEL Code:** F34, F35, F40

# **Long run effect of Personal Remittances on the Real Effective Exchange Rates: Panel data analysis of the countries (1969-2018)**

**Mohammad Rafay, Turkey**

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## **Abstract**

The main aim of this paper is to examine the effect of personal remittances on the real effective exchange rate for different countries using a panel data analysis. We use data from World Bank for the period 1969-2019 and estimate the best regression model also applying few dummies. In the long run, we find that the personal remittances towards the respective countries negatively and significantly affect the real effective exchange rate. Clearly, the increase in the remittances leads to a depreciation of the real effective exchange rate, intending that remittances do not crumble the price competitiveness of the recipient countries in the long run. In consequence, remittances do not cause the Dutch disease's risk for the countries receiving high remittances in the long run.

**Keywords:** Real effective exchange rate, Personal remittance, Dutch Disease, World Bank.

**JEL Code:** D51

## **The Role Of International Trade On Economic Growth In Djibouti**

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**Cihat KÖKSAL, Turkey<sup>6</sup>**

### **Abstract**

The aim of this study is to describe and analyze the short and long-term quantitative evidence to show the effect of international trade on economic growth in Djibouti. The study is based on annual time series data ranging from 1986-2017 Djibouti. The study will use the ordinary least square (OLS) testing approach to examine the effect of international trade on economic growth in Djibouti by using current data. The result of this paper has shown that export has a significant positive impact on the economic growth of Djibouti. The study also indicates that there is a significant negative relationship between import and Djibouti's economic growth. This study is believed to contribute to the current academic knowledge and aim to help the decision making and implementations of government strategies in Djibouti.

**Keywords:** Export, Import, International Trade, Economic growth, Djibouti

**JEL Code:** F43, P33, C22

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## **Border Trade Applications In International Trade: Habur Border Gate**

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### **Abstract**

Border trade, which is a special form of international trade, is an application permitted by the country administrators within the framework of a joint decision agreement to provide their daily needs cheaper and in a shorter time for the local people living in the border regions. Turkey has started border trade for the first time in 1978 after the oil crisis unfolding in the world against goods for Iran oil imports in Ağrı-Gürbulak Border Gate.

This study aims to find out the economic added value to Turkey's economy via Habur Customs Gate which is located between Iraq and Turkey border.

The methodology of this study is literature review of border trade and through in-depth interview method with 10 local drivers who carry goods through borders, the interviews were conducted during three-month internship period between March-May, 2019.

As a result of the literature review, it was observed that the export made by border trade decreased by approximately 5 billion dollars in 2014-2015 and 2016 due to various reasons (security, political and terror etc.) that started in 2014. Among Turkey's borders the most revenue has been earned from Habur Border Gate, which is a vital point, a commercial bridge between Turkey and Iraq, one of the largest export market in the Iraqi border.

As a result of this study, it was observed that Habur Border Gate increased the value added to the country's economy with the right strategies in foreign policy, and when the relationships between the two countries are strained, export volume is decreased and country's economy and all cities in the region are negatively affected.

**Keywords:** International Trade, Border Trade, Habur Border Gate, Added Value to Economy

**JEL Code:** P45, N7, F13

# **Behavioural Economics Theories and Comparison of Other Economic Theories: Literature Review**

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## **Abstract**

Behavioural economics, which started its studies by discussing the rational individual assumption accepted by traditional economics models, provides a different perspective with the results of psychology. Even today, behavioural economic policies are included in the public policies of many states and economic models are trying to be established accordingly. That is to say, since behavioural economics models are different from mainstream economics models, behavioural economics models from the new economic policies in the 21st century are gradually increasing their worldwide validity. With these developments, concepts such as behavioural economics- behavioural economics and neuroeconomics are now included in the economic literature. On the other hand, the insufficient number of Turkish works in this field may make it difficult for those who want to work in this field.

The main purpose of this study is to contribute to the literature both in Turkish and English. The second aim of the study is to give an academic work to the topics such as behavioural economics, behavioural economics, neuromarketing, neuro-economics, that is, the sub-topics of behavioural economics which is the sub-branch of Economics. Thus, it is aimed to gather the importance of the behavioural economics branch for the researchers, academicians and scientists who are interested in this field, who are curious about its historical development and who want to research this subject, the historical process and the turning points and works that it lived until today. When these works are collected, it is aimed to present them all under one roof.

**Keywords:** Behavioral Economics, Neuroeconomics, Experimental Economics

**JEL Code:** D90, D91, D87

# **Long Run and Short Run Effects Of Foreign Direct Investments On Economic Growth: Empirical Evidence of The Republic Of North Macedonia**

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## **Abstract**

The contribution and effects of foreign direct investments on economic growth have been widely discussed among scholars for the last four decades, yet there exist few empirical studies discussing the effects of FDI on the economic growth in the long run and short run on developing countries. In this regard, this paper tries to empirically investigate this nexus for the case of the Republic of North Macedonia for the last two decades, by providing relevant contribution and empirical evidence of the impact of foreign direct investments on its growth in the long run and short run, for the time span 1998 – 2018. For this purpose, several econometric techniques have been employed such as Augmented Dickey fuller test for unit root, Johansen test for co-integration, Vector Error Correction Method – VECM, Granger causality test and Impulse Response Function for ensuring the robustness of the empirical findings.

In addition, empirical results suggest that FDI can stimulate the economic growth in the long run in the case of the Republic of North Macedonia, although showing insignificant effect in the short run. In the model, several macroeconomic indicators included play crucial effects on the economic growth of the country. In the short run, money supply has positive effect on growth, while domestic credit for public sector has insignificant effect on the economic growth. In the long run, FDI inflows, human capital and total domestic investments have significant effects on the economic growth of the Republic of North Macedonia.

Finally, FDI is assessed as an important factor that can stimulate and promote the economic growth in the long run in a developing country such as Republic of North Macedonia, thus should be encouraged efforts for attracting FDI to supplement the domestic investments, by constructing effective policies with a long run view.

**Keywords:** FDI, economic growth, VECM, Granger causality, Impulse Response Function.

**JEL Codes:** C32, F21, F43

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# **Nexus Among Private Investment, Public Investment and Economic Growth In The Republic of North Macedonia: VAR Approach**

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## **Abstract**

The main objective of this study is to investigate the long run and short run relationship between private investment and economic growth with reference to Macedonian economy by utilizing time series data for the time period 2000-2018.

In order to determine the long run relationship between private investment and economic growth VAR model is applied to determine the effects of private investment on the economic growth in the case of Republic of North Macedonia for the last two decades. Based on these results, Granger Causality test is performed to determine the causal relationship between private investments, public investments and economic growth in the Republic of North Macedonia.

Empirical findings reveal that there exist a significant relationship between private investment, public investment and economic growth; in addition evidence suggests unidirectional causality between real GDP growth rate and private investment. Finally, the negative theoretical relationship between public and private investment is also confirmed in the context of Republic of North Macedonia, due to financing of the public investment primarily by internal and external borrowing. Indeed, evidence show that tax revenues have little contribution in promoting public investment. In this regard, given the long run positive effects of private investment and public investment on economic growth, major policy implication for the government is to consider supplementary reforms.

**Keywords:** private investment, public investment, growth, VAR.

**JEL Codes:** C32, C82, E2

## **Early Republican Turkey of the Mixed Economy Model and Similarities in 21<sup>st</sup> Century China's Development**

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### **Abstract**

With the proclamation of the Republic "Republic of Turkey" in the name field Turkey, he had to appoint a new direction as a state, which limits itself to the post-Ottoman. This process should have been overcome by the decline of the male population that has been worn out of the war and the presence of an untrained population and the development of the country should have been ensured. Therefore, "education" and economy "were given importance. Thus, economic improvement was essential, together with education, for the development of the country and the improvement of the welfare of the people. Based on this point, Izmir Economic Congress was held in 1923 and important decisions were made in the development of the country. These decisions should also provide for a nationalist and independent model that could balance the private-public sector. As a result, in this Congress, Turkey's "Model of Mixed Economy" has emerged.

One of the BRICS countries that the breakthrough in the early 2000s and the center of attraction of direct investments, China examined Turkey and the economic models he applied in his historical process since Mao Zedung administration term. China brought to life "Socialist Market Economy" at the present with a structure similar to the model of Turkey tried to practice his early republican period and he has been extremely successful as the only country in the world to implement.

Within the scope of the study, historical process analysis of both countries will be made, and economic models will be examined and a comparative analysis method will be applied between the two countries. International system that the time and place to be the right conditions, the process of the works smoothly, the early republican period of Turkey's mixed economy model will be compared to China's 21st century socialist market economy. Thus, the effect of the Turkish mixed economy model on the development of China, where the time and place conditions have matured correctly, will be examined. On the other hand the study will be given to possible prediction of Turkey's current economic development.

**Keywords:** Turkey, Model of Mixed Economy, China, Early Republic Period, Development.

**JEL Codes:** F52, P40, P50



## **The Importance of Product Positioning As Communication Tool-Management Concept**

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### **Abstract**

In order effectively to handle each situation on the market, marketers must plan. Although every situation is unique, and therefore there is not a fall safe plan to meet. While there is not a universal plan, there are strategies, tactics and steps that help planning. The aim of this research is to present the importance of product positioning in management concept and need of implementing positioning as crucial way of communication with customers. Market research and collected information enable managers to make important operation decisions. The research methods used in this paper are theoretical and literature searches, personal interview of business market representatives, companies case analyses and e-mail surveys. Through systematic and critical process, data was analyzed and compared first concerning product positioning in North Macedonia comparing domestic and international products and second EU markets domestic and international products. The research in North Macedonia is conducted via qualitative and quantitative research. The EU markets are analyzed by means of theoretical and literature findings. The collected information is with sufficiently high quality and details to enable making important operating decisions. Used methods confirm the following hypothesis: H<sub>1</sub>- positioning remains one of the crucial communication tools and H<sub>2</sub>: A proper positioning model is pre-condition for improving operational results. This paper explains what companies do and how they become stronger by using the strategy of product positioning. In addition to this, the goal of this paper is to establish general guidelines for product positioning as crucial way of communication.

**Keywords:** positioning, products, marketing, communication, managing, customers

**JEL Code:** M31

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# **Political and Economic Crisis of Governance in Latin America: Problems to Become Chronic and Turkey**

**Dr. Faculty Member Asena BOZTAŞ, Turkey**

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## **Abstract**

Latin America shows great potential with a population of 629 million and a gross domestic product of 5.3 trillion USD and its emerging economies such as Brazil and Mexico, its rich natural resources and growing middle class, it is of great importance in the international system. There is and international importance in the system, but in recent years it started to give to Latin America, both in Turkey today to be examined in most of the states that make up the international system and has started to be discussed. It is particularly promising that the United States (USA) is involved in studies in a specific context other than its “backyard” definitions.

The development of the economic, political and social national, regional and international relations of Latin American countries, and the mention of the name of Latin American Brazil in the multipolar global world are quite important developments. The development of the economic, political and social national, regional and international relations of Latin American countries, and the mention of the name of Latin American Brazil in the multipolar global world are quite important developments. Along with positive developments, Latin American countries can bring along the problems they have experienced in their historical process. Chronic political and economic problems, in particular, are considered as the main factors that make the administration problems of Latin America chronically.

Chronic administration and governance problems are one of the important issues that have existed in the historical process of Latin American countries and that they have continued to exist in the future. The chronicity of these problems also disrupts the development of Latin American countries and prevents them from rising and advancing both economically and politically in the global multipolar international system.

Recently, multi-dimensional foreign policy developed by Turkey, although the geographic distance said though proclaiming the Year for Latin America and the Caribbean in 2006 and "Latin America and the Caribbean Action Plan" to develop, the importance it attaches to the region and Latin America in countries that support leaning to the problem has demonstrated its determination. Political and economic cooperations carried out through the addition of TIKA development, cooperation and solidarity with countries in the region with humanitarian, political, diplomatic and non-governmental organizations, cultural and academic cooperation, Turkey's shaping its relations with Latin American countries, the important thing instrumental in supporting the resolution of chronic problems are issues.

**Keywords:** Latin America, Turkey, chronic problems, management, economics, politics, international relations

**JEL Code:** F54, F60, F68

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## **FDI and Economic Growth Relationship in Developing Countries in Africa: The Case of Kenya**

**Dr. Cihat KÖKSAL, Abdihakim Mohamed IBRAHIM, Turkey**

### **Abstract**

This study considers relationship of foreign direct investment and economic growth in developing countries in Africa for the case of Kenya and uses time series analysis covering the period from 1960 to 2018. The study explains how Kenya and foreign direct investment relates therefore the study explains the variations in the growth benefits of FDI. The study will use the regression as well as causality analysis to examine the effect of international trade on economic growth in Kenya. The result of this paper has shown that export has a significant positive impact on the economic growth of Kenya. The study also indicates that there is a FDI does not have a significant impact on economic growth. This study is believed to contribute to the current academic knowledge and aim to help the decision making and implementations of government strategies in Kenya.

**Keywords:** FDI, Economic growth, Africa, Time Series Analysis, Kenya

**JEL Code:** F43, P33, C22

# **Evidence of Long Run And Causal Relationship of Exports And Economic Growth In The Republic Of North Macedonia: VECM And Granger Causality Approach**

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## **Abstract**

In the recent past, there is evidence of long debate regarding the relationship among exports and economic growth in the developing countries, yet no consensus has been reached due to the controversial results of such nexus. In addition, the debate has been concentrated on the unsolved issue whether the economic performance is export-led or growth-driven in the developing countries, appointing on surface the importance of the causal relationship between exports and economic growth. Thus, the aim of this paper is to empirically analyze the causal relationship of exports and economic growth in Republic of North Macedonia, for the time period 2000q1 – 2018q4, by utilizing Granger Causality test. Additionally, to investigate the long run effects of exports on growth, Vector Error Correction Method has been employed to determine the existence of the long run relationship between export and economic growth in the Republic of North Macedonia for the last two decades.

Finally, results suggest positive long – run effects of exports on economic growth in the Republic of North Macedonia for the last two decades, revealing unidirectional causal nexus among exports and economic growth.

**Keywords:** real exports, economic growth, Vector Error Correction Method, Granger causality.

**JEL Codes:** C32, F10, F20, F43

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# **The Impact Of Price On Consumer's Buying Behavior In North Macedonia: Case Study Of 'Violeta' Wet Wipes**

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## **Abstract**

This paper aims to analyze the impact of price on consumers' psychology and on their buying behavior accordingly. It is widely accepted that price plays an important role in consumer buying behavior, especially in low-income countries with high unemployment. For this reason, this study investigates the impact of price on the buyer behavior of consumers from Skopje, North Macedonia that are regularly using baby wipes from the Bosnian brand 'Violeta'. The primary data has been collected through a structured self-designed questionnaire and filled by the walk-in customers at various stores in Skopje. The study also conducts an interview with the CEO of the main distributor of 'Violeta' brand products in North Macedonia. One of the main findings of the research is that in North Macedonia, a medium-income country, price plays an important role in the consumer's decision.

**Keywords:** price, consumer's buying behavior, North Macedonia

**JEL codes:** D4, D11, L66

## **Global Green and Clean Technology Financing Initiatives**

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### **Abstract**

Countries around the world are serious with going green as evidenced by the promotion of green technology. Several agencies, both governmental and otherwise offered financing as initiative to go green and sustainable. Studies as to this topic were made in different angles. The purpose of this study is to analyse these sustainable initiatives and make a general perception of the performance of these financing schemes around the globe. This paper finds out through a thorough analysis the trend with regards to these initiatives in promoting sustainable and green technology.

**Keywords:** Financial schemes, green technology, green technology funding, clean technology, clean technology funding

**JEL Codes:** P33

# **Comparative Analysis Of The Nexus Between Taxes And Economic Growth In The Republic of Kosovo and Republic of North Macedonia**

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## **Abstract**

Having into consideration that taxes play a crucial role on the economic growth of the countries, there exists a large body of literature that has investigated the relationship among taxes and economic growth in the developed and developing countries in the last five decades, by using different methodologies. Yet, the unreached consensus regarding the direction and strength of this relationship has attracted the attention of both scholars and policymakers. In this regard, the main aim of this paper is to empirically determine the long run effects of the taxes on the economic growth for two emerging countries: Republic of Kosovo and Republic of North Macedonia, by using a Johansen methodology and Vector Error Correction model. Moreover, the results claim an existence of a long – run relationship among taxes and economic growth in the Republic of Kosovo and Republic of North Macedonia. In addition, in order to determine the direction of the causality among taxes and economic growth, Granger Causality test has been performed, demonstrating a unidirectional causal relationship in both of the countries. Finally, some pot- estimation tests have been employed to check the robustness, fitness and stability of the model.

**Keywords:** taxes, growth, VECM, Granger causality, emerging countries.

**JEL Codes:** C32, E62, H0, H2

## **The relationship between e-service quality and time spent on the site: A research on news sites**

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### **Abstract**

The new media is increasingly almost involved in every stage of life. One of these phases is news sites. News is a concept that transmits instantaneous developments to people in general, improves the audience's knowledge, and provides the most reliability among promotion tools. According to TUIK's research in 2013, it is seen that most internet users (75'6%) use the internet to read news, magazines, and newspapers. The main purpose of this study is to examine the relationship between e-service quality levels of news sites and the time spent on the site. In the universe of Duzce province, data were collected from 345 people using questionnaire technique. Frequency, factor analysis tests were applied to the collected data by using SPSS package program. According to the frequency analysis results, the top three news categories consumed are news related to the agenda, economy and the world. The top five most followed news sites are haberturk.com, internethaber.com, hurriyet.com, mynet.com, and haberler.com. According to the results of the factor analysis, two factors emerged. These are information and design. According to the results of the difference test there was a significant difference between the perception of the quality of news sites and the time spent on news sites.

**Keywords:** E-service quality, time spent on the site, news sites.

**JEL Code:** M3, M31



## **Structuring Decisions of Food Sector Export Firms with Decision Making Methods under Uncertainty**

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### **Abstract**

Recent studies have shown that export companies, especially food industry enterprises, have become essential to use statistical and decision-making methods to identify export products. While making these important decisions, food export companies can use Decision Making Methods under Uncertainty among statistical methods.

The main purpose of the study is; assist in the delivery of optimal decision is to export food products to the food export companies operating in Turkey to South Africa. In the analysis of the study, chocolate, sugar, biscuit and chewing gum, which are among the export products of the relevant enterprise, were accepted as decision elements. These decision items are expressed in a table of payments under strong and weak economic conditions. Relevant decision items were analyzed separately with Maximax, Maximin, Minimax and Hurwicz Methods.

As a result of analysis of decision making methods under uncertainty; it is concluded that the export company of the relevant export company is exported biscuits in the first row and chewing gum in the second row. What makes this study different from other studies, in the literature, there is no study using decision making methods that produce solutions for which product export companies should export. In future researches, decision making methods can be used under probabilities to solve export companies' decision problems.

**Keywords:** Decision Making Methods under Uncertainty, Statistical Methods, Food Industry Export Businesses

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

## **Dental Physicians' Empathy Towards Patients Well Being: Study With Reference To India**

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### **Abstract**

Empathy is the capacity to understand or feel what another being is experiencing from within the other being's frame of reference, i.e., the capacity to place oneself in another's position. Empathy is important trait to be possessed by medical professionals. It has been found to be directly therapeutic by reducing anxiety in patients. Empathy is invaluable for motivating the whole process of delivering care, for ensuring effective communication and for building long-term relationship of trust between doctors and patients. A surgeon, for instance should be highly empathic when discussion surgical options with an upset patient, but will need to regulate empathy during the surgery. This study aims to analyse the empathy level of dentists working in dental hospital in Chennai, India. The study has adopted descriptive research design . The study is carried out among 60 from patients and 60 from doctors. Totally 120 samples. Convenience sampling technique is used as the sampling technique. Through statistical techniques this study infers the doctors perspective towards the empathy they hold for their patients.

**Keywords:** Empathy, Patients Perspective ,anxiety

**JEL Code:** H44

**The effect of the Technology Invention in Digital classroom on academic success and online technologies self-efficacy**

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**Abstract**

Technology is an integral part of our everyday lives. The students are interested to study with electronic platform. This paper will discuss about the factors influencing digital classroom for college students. The innovation in the integration of technology usage into the classroom serves constructivist and sociocultural principles. In this research the researcher used primary and secondary source of data. The primary data were collected from 200 respondents and analysed using SPSS IBM 20.

**Keywords:** Technology integration, digital literacy and Innovation

**JEL Code:** D83, I21, I25, Q55

## **Effects Of Corporate Social Responsibility On Customer Perception In Zambia**

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### **Abstract**

Corporate social responsibility (CSR) refers to strategies corporations or firms conduct their business in a way that is ethical, society friendly and beneficial to Community in terms of development. This article analyses the meaning of CSR based on some theories available in the literature. It is argued that the three theories, namely utilitarian, Managerial and relational theories of CSR supported by works of other scholars in the Area could be used to suggest that CSR becomes an international concern due to the globalized nature of business that knows no border. CSR is evolving in its meaning and Practice. The article then discusses the role of CSR in community development because the very logic of CSR is towards seeing its impact on community socially, environmentally and economically. Competencies required by CSR managers are also analyzed in order to have a better understanding of the practical aspects of CSR. Finally, Conclusions and implications for future research are discussed.

**Keywords:** business, community, development, responsibility.

**JEL Code:** L21, M14, M31

## **Insight Of Quality Of Privacy and Security In Virtual Education And Webinar With Special Reference Towards Related Applications**

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### **Abstract**

The paper discusses the awareness of the privacy of the users on using the application . The users' attention on the recent developments about the applications on the global level is also discussed. The field of privacy and security is given importance in this paper. Centralized online learning applications pose a threat to their users' privacy and creating security issues . 100 sample respondents were selected using convenience sampling and the questionnaire were distributed to the respondents using google forms and analysed using IBM SPSS version 20.

**Keywords:** Security, Virtual class and privacy

**JEL Code:** I21, I25

## **An Empirical study towards Level of Satisfaction in Quality of Education with special reference towards Virtual Classroom Design**

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### **Abstract**

Information Technology in Education sector plays an important role for young generation students. Education is a most important and it will reflect the social and economic growth of a country. Online education represents a major shift from Traditional to Modern. There is a lack of student exposure to technological learning tools and the application of a flipped classroom approach to teaching. Latest technologies have been integrated and introduced in educational systems for the purpose of facilitating International curriculum design, enriching pedagogical material, and enhancing collaborative work among teachers and students. In this study the Researcher conducted a series of surveys over seven academic level. Three hundred and twenty one Questionnaires were collected from various respondents for this study. This present study has been conducted in Chennai in India. In this research, 5-point Likert scale, is used to measure each variable and analyzed using IBM SPSS version 20. There were no statistically significant differences in the level of satisfaction based on gender, age, or level of study.

**Keywords:** E-learning process; instructional design; online education; student satisfaction

**JEL Code:** D23, I20, I21

## **Influences of Organizational Climate On Job Satisfaction**

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### **Abstract**

Every organizations are focused with employee satisfaction and also it may connect with organizational climate. The study is investigated about the influence of organizational climate on job satisfaction. And this paper used statistical tools with frequency analysis, correlation, cluster and chi-square. The findings revealed that various factor influences of organizational climate on job satisfaction. The aim of this paper is to analyze the importance and influence intensity of different dimensions of organizational climate in terms of satisfaction, and thus employee motivation and employee performance.

**Keywords:** satisfaction, organizational climate, motivation, employee performance.

**JEL Code:** L10, L21

## **A Study on Export Performance Of Cashew Kernel And Liquid With Reference To India**

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### **Abstract**

Agricultural exports have been remained as the backbone of India's export and continued to be the backbone for future export growth. India ranks first in the world in the area utilized for cashew production and it is the third largest consumer. India sustained to be the largest producer of raw cashew nuts in the world. Though the production flourishes both in domestic and foreign trade, the problems associated with its cultivation, domestic and export marketing do not permit the growers to reap optimum return and traders do not get reasonable profit. Therefore, a study on export performance of cashew nut is carried out in order to enlighten the people concerned about the forecasting of export of the cashew kernel and cashew nut shell liquid. The objective of the study is to forecast the export performance of cashew kernel and cashew nut shell liquid from India. The result shows that the forecasting of cashew nut shell liquid is increasing trend and total export of cashew kernel also in increasing trend. The youngsters and unemployed youths from the agricultural family background or with agricultural education can be motivated to do business related to Cashew nuts plantation, processing, and its export to other countries.

**Keywords:** Agricultural, cashew nut, exports performance

**JEL Code:** P33



## **Lie Detection Using Voice Stress Analysis**

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### **Abstract**

To understand human behavior, scientists and behaviorists have always tried to determine how a person may react when introduced to a particular situation. The law enforcement authorities have not been left behind in their quest to understand and deduce how a person may react to a particular stimulus or situation. In trying to understand how a person reacts in particular situations, scientists came up with a machine called a polygraph which is used in order to determine stress in a person's auto responses as a sign of deception. Polygraph machines are designed to detect the motion or else the waves in an asynchronous or simultaneous process by record changes in physiological unexpected changes on characteristics. The polygraph though helpful is however difficult to operate, an operator has to undergo some training in order for them to be able to properly understand its working. The Voice Stress Analysis system works by detecting a person's stress through their vocal displacement patterns. It works by detecting the slight epiglottal displacement in a person's voice in order to detect the stress in those displacements.

**Keywords:** Polygraph, Stress, Behaviorists, Analysis, Epiglottal, Voice.

**JEL Code:** H12

## **Strategic Relationship Between Suppliers Management And Synergistic Effects On Firm's Performance**

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### **Abstract**

This study emphasized the upstream side of supply chain which is related to supplier management practices. Firm's performance effected due to supplier part and it has been well recognized in this literature and highlighted that strategic components of SCM have different effect on different level of performance. This study contributes in theoretical as well as practical perspectives. The data were drawn from manufacturing firms in Pakistan and latest empirical and qualitative and case studies findings. Every resource is important because different resources configure in different SCM practices for attaining operational goal efficiently. The outcomes show that to get sustainability in all strategic level of performance in all areas. As well as some limitation to address all strategic management practices. Basically guides the managers about selecting resources for achieving operational goal of firms.

**Keywords:** Strategic relationship, Suppliers and firms relationship, supplier assessment, logistics integration, performance

**JEL Code:** R41

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