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# Investigation on the Effectiveness of Gamification Elements in Social Media Advertising in Hong Kong

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## Abstract

The effectiveness of applying game elements in video games and computer games are well examined and evidenced in western countries in past decade. However, it is lacking researches focus on the analysis of the game elements effectiveness on social media advertising especially in Asian countries. This research is to investigate if the game elements can apply in social media advertising effectively. The aims of this research are (1) to find out the most commonly use game elements of the social media advertisement in Hong Kong Facebook platform; (2) to investigate which game elements motivate people to engage to social media advertising in terms of having positive game experience; and (3) to examine if those game elements integrate to social media advertising effectively run. It is also expected to explore educators' perceptions towards the definition of gamification context in social media advertising.

Many scholars adopt game design in the marketing context and investigate on the impact of gamification as a system (Yang, Asaad and Dwivedi 2017; Wanick, et al. 2018). Some adapt the MDA (mechanics, dynamics and aesthetics) framework for business gamification aims to explicate the relation of users' motivation and technology features (Hunicke et al. 2004; Ruhi 2013). Many scholars also apply game elements into services and marketing perspectives to examine how those elements can motivate people's behavior (Zichermann and Cunningham 2011; Hassan, Dias and Hamari 2019).

Facebook is generally used by Hong Kong netizens when compared with other social media platforms. 1,200 social media advertisement are collected as samples to investigate which game elements are the most commonly use in Hong Kong Facebook platform. Still image of advertisements will be the focus in this research. The researcher uses those game elements to create stimulus for an experimental-control group test which is conducted on 44 participants as a pilot research. Based on the use of enjoyment, humour and arousal to examine if the game elements would lead to positive game experiences. The researcher also uses the aspects of perceived usefulness, intention to share. The findings should assist advertisers and marketers to make sense of their digital advertising design strategy in a long advertisement, brand attitude and level of engagement to test if the gamified elements integrate with the effectiveness of social media advertising. The result shows there is no significance on the gamified advertisements which is expected to yield a higher score of game experience for participants. However, there is significant correlation on the attractiveness between the game element, feedback and reinforcement and social media advertising effectiveness. There will be a discussion of the commonly use game elements in Hong Kong Facebook platform are appropriate employed in order to lead to the effectiveness of social media advertising. A combination of game elements use in advertisement would be proposed for further investigation.

*Keywords:* Gamification, social media advertising, game elements, MDA framework.

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## Changes in Land Use in Jewish and Arab Municipalities between the Years 2003 -2013

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### Abstract

This study compares the amount of land designated for various uses in the Jewish and Arab municipalities in Israel, between the years 2003-2013. It is generally accepted that the Jewish-Arab conflict in Israel is heavily based on land ownership. This conflict still has implications for the policies and actions of the State of Israel on the one hand, and the attitudes and behaviors of the Arab population on the other. The purpose of this study is to compare, according to land use, the amount of land administered by Jewish local authorities and the amount of land administered by Arab local authorities. The first part of this study compares land use in both sectors (Jewish and Arab) according to data gathered in 2013, which was the last year for which the amount of land under control of local authorities was published. The second part compares data from 2013 with data for the amount of land under the jurisdiction of the local authorities from 2003. Two main conclusions emerge from the study. The first is that in 2013, the area per capita used for residential living in the Arab localities was larger, presumably because of the lack of high-rise buildings. The second conclusion is that in the Arab sector, the areas designated for economic and public purposes are much smaller. Therefore, the Israeli government should allocate additional government land to the Arab local authorities.

*Key words:* Land use, Arab sector, local authorities, Israel Land Authority

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## **Wage disparities between men and women in the Israeli economy**

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### **Abstract**

In Israel, as in many other countries, wage received by women are lower than those received by men. The purpose of this study is to examine which part of the gender wage gap in Israel can be explained by differences in demographic attributes, and preferences of men versus women, and which part cannot be explained, that is, indicates gender discrimination. The study uses the Mincer equation and the Oaxaca decomposition, and utilizes data from a survey carried out by the Israel Central Bureau of Statistics This study addresses the period 2005 to 2017, which allows examination of existing trends in this field. Results of the study show that during this period there was no systematic change in the unexplained wage gap, which indicates the existence of gender discrimination, even though the gap between men's and women's wages increased towards the end of the period.

*Keywords:* wage disparities; Women; Oaxaca decomposition; Mincer earnings function

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## **Practical Methods for Managing and Improving Quality in Organizations**

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### **Abstract**

Globalization is transforming our world into an economic global village. In this environment, both small and large businesses are required to become more efficient and cope with a competitive global market where customers' expectations continually increase. In this new reality, quality is critical for success and yet, many managers ignore this at their own peril. This paper will focus on the philosophy and methods for improving the quality of a product/service, which in turn leads to a good long-term reputation and improved profitability. This philosophy that leads to "Quality Chain Reaction" includes: a) customer-focused strategy and creation of quality culture; b) emphasizing on prevention process; c) constant improvement of work processes; d) establishment of employee involvement and commitment; e) management support and positive leadership. In addition, it will present the rationale and practical implementations of the methods suggested.

*Keywords:* quality improvement, quality management, Quality Chain Reaction

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# KNOWLEDGE AND PERCEPTIONS ABOUT COVID-19: A COMPARISON OF ELEMENTARY AND SECONDARY STUDENTS

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## Abstract

Due to SARS-CoV2 virus epidemic arisen in Thailand in early March, because of the lack of understanding of the virus, a misconception of this information was inevitable, which might lead to a widespread transmission of SARS-CoV2 virus in this country, thus it was essential for the students to acknowledge and have a correct knowledge as well as the prevention of the virus. This article aimed to compare knowledge and perception about COVID-19 across elementary students and secondary students. The survey was conducted in questionnaire online, which had ten questions about fundamental data of the virus (understanding and the prevention of the virus). 893 students from Grade 4 to Grade 12, with an age from nine to eighteen participated in this survey. Statistics were the mean, the standard deviation and the t-test. As a result, there were apparent misconceptions in each question, four out of six questions about the prevention and every question about the understanding of the virus were highly misunderstood. The results indicated that the secondary students exhibited more knowledge about COVID-19 than the elementary students which had a different significance of 0.05. From the data gathered in this survey, it can be recommended for the further studies that these information should be urgently distributed through reliable sources on the internet for the students to gain more knowledge as well as awareness of the virus.

*Keywords: knowledge, perceptions, SARS-CoV2 virus, COVID-19, Students*

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## **Economic resilience of the European Union tourism industry in the context of the Covid-19 pandemic crisis**

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### **Abstract**

Regions around the world have faced many unexpected events, such as terrorist attacks, political crises, economic crises and pandemics, and these have affected their functions and structures, leading to destabilization. Each region responded differently to these shocks and crises: some regions overcame successfully, while others did not, some regions reacted directly and quickly, and others more slowly. Following the economic crisis of 2008-2009, the tourism industry has shown in some regions that it is more resilient to the economy of those regions. Given the current context caused by the new coronavirus COVID-19, the tourism industry has felt the effects as hotels and restaurants have been closed, international flights canceled, and depending on each region or country, various measures have been taken to ban travel, isolation and social distancing, and these measures can make major differences in the recovery of tourism. This paper presents a method of measuring the economic resilience of the European Union's tourism industry, assuming that regions based on domestic tourism will recover much faster than the rest of the regions.

*Keywords:* Economic resilience, tourism industry, Covid-19, economic crisis

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## Financial performance of the largest European airlines

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### Abstract

The financial performance of a company is essential for its assessment, either positive if the company makes profit or negative if the company is recording a loss. This study highlighted the value of some companies in the airline industry through financial performance indicators. The main purpose was to determine a ranking of the largest airlines companies in Europe, those are the companies with the largest number of passengers on board. A number of 15 companies from the air industry were included for the study, the analysis period was 3 years between 2016-2018. A number of 6 representative financial indicators were selected, such as: ROA, ROE, Leverage, Current Ratio, EBITDA and Net Margin. Those indicators belong to 4 different categories of indicators, such as: Profitability, Liquidity, Leverage, and Growth. All of these indicators helped us to determine the ranking based on the financial performance. The mode of aggregation of performance indicators was determined using the ARAS method, a multi-criteria method of analysis. This method helps to optimize the values of companies. The optimization of the values has been accomplished either on the basis of the optimal values for this industry from the Damodaran database, or on the arithmetic mean of the results of this 15 companies. The result of the study showed that in 2018, Ryanair, the company with the most passengers carried, is not placed in the top of his rank, it was ranked the 3rd. Also, in 2018, the company with the best rank of financial performance after the aggregation of indicators was the Wizz Air company.

*Keywords:* Financial performance, ARAS method, airlines, ranking.

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## MAJOR CAUSES OF STRESS AND ANXIETY CAUSED BY QUARANTINE DURING THE GLOBAL PANDEMIC OF COVID-19

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### Abstract

Stress is a feeling of physical or emotional tension. It can be separated into two main types which are acute stress and chronic stress. Acute stress is short-term stress that is temporarily, happens during your day. It comes and goes quickly, for instance, an argument with your friends, criticism from your boss or a regular traffic jam. On the other hand, chronic stress is far worse because this type of stress developed from a bigger problems, for example, money problems, unhappy marriage or trouble at work. It also last longer than acute stress and a thing about this type of stress is the person who suffer from it might not know that they are suffering. During this global pandemic, there are a lot of people suffer from stress due to the lockdown or quarantine. COVID-19 or the global pandemic right now is preventing people from going to work and accessing services that they used to access before the pandemic. Furthermore, there are variety of reasons that develop stress for each person because they are from different backgrounds. A survey of 102 participants that experienced the stress and anxiety during global pandemic has revealed that 31.4 % are worry about getting infected. In addition, 38.3 % are extremely panicking about getting infected during this time. The major problems which are the main causes of stress and anxiety are financial problems, work suspension, sleep problems, losing focus and family issues. 23.5% of the participants state that they are very concern about their financial status. However, 16.7% are not really care about financial status at all. Although 26.5% are worrying about the job and the suspension 29.4% are completely fine with their current career. Moreover, 39.9% which are the majority of the participants are not suffer from anxiety. In contrast, the minority which are 18.4% of the participants are having a rough time dealing with their anxiety and mental issues.

**Keyword:** stress, anxiety, global pandemic, quarantine

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## **A short analysis of cryptocurrencies spectrum**

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### **Abstract**

This article approaches the issue of financial changes that technological development bring to the population, in developed countries, but also in undeveloped ones. An important series of risks arises due to the implementation of blockchain technologies, which attract the introduction of cryptocurrency in the economy. Due to a cautious attitude, the authorities are constantly focusing on ensuring a balance. In this regard, it is imperative that there exists a set of regulations applicable both at national and global level. This paper aims to present an overview of cryptocurrency operations, done globally, and to highlight areas where those are interfered with cybercrime. Even if the freedom to create these regulations exists, they must comply with legal norms and are conditioned by a limit of flexibility in integration. All reconfigurations that take place must be in a positive and generally adaptable perspective, in order to be adopted globally, based on existing common policies.

*Keywords:* blockchain, cryptocurrencies, fraud, algorithms, correlations, impact, risks.

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# THE CAREER MODEL ADOPTED BY HIGHER EDUCATION GRADUATES IN THE 21st CENTURY

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## Abstract

This paper identified two career models (Protean Career and Boundaryless Career) that can be considered appropriate for responding at the same time to higher education graduate's personal and professional needs, but also to flexibility and adaptability requirements of the current labor market. The research used the data from a questionnaire applied online (Computer-Assisted Web Interviewing) to the West University of Timisoara graduates', bachelor's degree. The questionnaire was applied in two stages, six months, and one year after graduation, and returned around 850 valid graduates' responses.

It was found a very high dynamic of the number of jobs compared to the short period since they are active in the labor market, especially among male graduates. At the level of individual factors that can influence career success, the importance given to both objective and subjective values is observed. The results show that for graduates, income, job security, the possibility of promotion, the use of knowledge, but especially leisure time, with consistent values in time for both stages of the study (6 months; 12 months), are equally a priority. Moreover, the results of the Pearson correlation indicated that there is a significant negative association between the variables of *leisure time* and *job satisfaction* ( $r(522) = -.17, p < .001$ ). Given the mode of action, the high dynamics of jobs, which reflects the much-needed flexibility in the dynamic context of the labor market, and the values that have guided job search, often working and studying at the same time, the pattern of employment career that most accurately describes the career profile of graduates seems to be that of the protean career (career chosen by heart), also called the career of the 21st century.

*Keywords:* Protean Career, Boundaryless Career, higher education graduates' career, the career of 21st century

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## **Hotel reservation cancellations: analysis and prediction using machine learning algorithms**

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### **Abstract**

In this paper, we analyzed data in tourism to predict whether a guest would cancel a hotel reservation using machine learning algorithms. The problem of canceling a hotel reservation is a problem faced by hotels worldwide. In case the guest does not show up and the hotel has kept a guest room, this is a loss for the hotel. Each case of booking cancellation is personal and requires a special approach and, of course, the good will of both sides. Recent advances in data collection and storage technology have led to vast repositories of data that are extremely difficult for humans to analyze. Machine learning algorithms have the ability to predict test data based on learning from training data. Using machine learning algorithms implemented in the Python programming language, we analyzed a set of hotel reservation data and made predictions. As shown in theoretical studies and confirmed in empirical comparative studies, there is no single best algorithm to be used for all data sets. This means that each algorithm has its own area of superiority and specializes in solving some classes of learning problems. In this paper, we used and compared the performance of the following algorithms: logistic regression, k-neighbor, decision tree, bagging, AdaBoost and random forest classifier. Such research can help hotel employees anticipate the possibility of canceling hotel reservations by taking into account detailed reservation data.

*Keywords:* booking cancellations, classifier, hotel reservation, machine learning.

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## **The main reason that Thailand's High School Student are not adept in the English Language**

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### **Abstract**

A large majority of high school students in Thailand have obstacles with the utilization of the English language; however, they have set their goal to be good at English. More than that, many students are intending and wanting to be even more successful in English. The objectives research regarding of a study of the main reasons why high school students in Thailand do not specialize in English were: (1) finding reasons they are not adapted and be good at English, (2) searching the reason why Thailand's children defected of learning English languages, (3) providing plausible and reasonable solutions for students. The instrument used in this study was a questionnaire survey of 130 high school students from the various schools which information has been collected by using statistical analysis in terms of turning to be the percentage. Following, each of percentage values has been arranged into categories before finding the best solutions to assist the high school students. It follows that responses from Thai high school students who think they are average and below average are 55.4% and 23% respectively. As well as skills, Speaking is the weakest skill which has a variety of causes which half of responses are inexperienced; furthermore, the other answers such as being too afraid of speaking and unknowing vocabulary are factors which make inefficient improvement in speaking skill. Consequently, 49.2 percent of students think complexity of grammatical range and accuracy is difficult.

*Keywords:* English, Language, High school, Education

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# SMART SPECIALISATION – STRATEGIC CONCEPT FOR CATALYSING INNOVATION AND RESILIENT GROWTH

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## **Abstract**

Smart specialisation is a unique strategic concept of the European Union for the purpose of facilitating innovation and competitiveness, with foundations that are unlike other innovation strategies. Smart specialisation has no universal recipe, but it is rather highly adaptable and volatile, which enables it to highly adapt to the specific needs of every nation and region. It also promotes territorial prioritisation and development, which is in the focus of the European Union for the future programming period 2021-2027. The purpose of this paper is to provide a comprehensive overview into the European Union framework for fostering innovation performance, as well as insights and deeper understanding of the foundations, methodology, characteristics and purpose of smart specialisation. This paper also aims to compare selected European Union Member states in order to show practical examples of the implementation of smart specialisation strategies. Austria, Croatia, Netherlands and Slovenia. The effectiveness of smart specialisation is shown in the fact that countries outside European Union have been embracing and implementing the smart specialisation concept.

*Keywords:* smart specialisation, territorial strategies, innovation, competitiveness, EU

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## Teachers Perceptions Regards Parental Involvement in the Jewish and Arab Educational System

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### Abstract

So far, no comparison was made between the Arab and the Jewish educational system regards parental involvement. The study attempts to examine the perceptions about parental involvement as described by the pedagogic staff and to compare between the two sectors and between the principals and the teachers. In this study, 16 staff members from 4 elementary schools (two of them were Jewish schools and two of them were Arab schools) were interviewed. In each school, the principal, the principal deputy and teachers were interviewed. The research method was semi structured interviews that enabled the pedagogic staff to describe how they perceive the concept of parental involvement, the advantages, disadvantages, difficulties and how to improve the parental involvement. The findings indicates that parental involvement in the Arab sector is lower than in the Jewish sector. Parental involvement in the Jewish sector has changed over the course of time and the involvement is more for personal interest (the child benefit) and less desire to contribute to the school. This trend is weakening the authority of the teachers and the school management. In the Arab sector, the parental involvement is for the benefit of the school and the involvement is directed by the principals to acquire resources from the village local council because of the parents kinship relations (the “hamula”/ extended family). In both sectors the principals and teachers express resistance towards parental involvement in the pedagogic contents and the curriculum and view it as an intervention.

*Keywords:* parental involvement, educational system, Israeli Arab, Israeli Jews

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## **Estimating the impact of videos on fluency and vocabulary learning in TEYL; A case study**

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### **Abstract**

In the advent of the technological proliferation, the educational process of English Language Teaching (ELT) has been submitted to a series of profound changes. As a result, these advancements have led to an in-depth revision of the teaching methods, approaches and practices in class. Along with novel technological tools, differentiated instruction has provided the necessary pedagogical background so that the potential of technology is fully unraveled in a well-justified and systematized manner. This paper aspires to identify the influence of videos on fluency as well as on vocabulary enrichment, and to determine the impact of the aforementioned on speaking and lexical diversity. The current scientific database abounds with research findings that corroborate the benefits of integrating videos in ELT. Apparently, the scientific community converges on the fact that videos may help improve fluency and enrich vocabulary. Videos are a readily accessible online tool that effortlessly offers ample exposure to the target language. Additionally, learners tend to be more motivated and positively predisposed towards video viewing. Apart from the aforementioned, videos and their various genres may cater for different learning styles and preferences. All these foster language learning, thus, rendering the use of videos mandatory. In the paper at hand, 11 original video-based lessons were designed in accordance with the tenets of differentiated instruction. The participants were two young female students, who are at the age of 11 and who attend the 5<sup>th</sup> Grade of a Greek state primary school in Athens. In each lesson, pre- and post-tests were administered in order to spot changes in their lexis and speaking skills. Semi-structured interviews were also administered to the students and their mothers so that data from various sources could be collected. All the data which was gathered was submitted to qualitative analysis, while a part of them were quantified so as to estimate and measure changes in lexical diversity. The objective of this case study and action research was to provide more insight into the way young Greek learners conceive, experience and internalize differentiated instruction and videos with a view to boost fluency and lexis.

*Keywords:* Videos, differentiated instruction, vocabulary learning, case study, TEYL

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## **Analysis of the current corporate tax competition and possible tax reforms**

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### **Abstract**

The objective of this paper is to analyze the current situation referred to the corporate income tax and weighting up the different options for an European Union wide reform of group taxation. Company taxation in the Member States of the European Union has not so far been harmonized. Serious differences exist not only in the assessment bases but also in the tax rates. The wide range of profit tax rates for companies in the European Union, currently vary between 9 % and 35 %. These differences in tax burdens affect the cross-border investments in the European Single Market. This causes distortions in the choice of location, the nature of investments and their funding. An efficient allocation of resources cannot be achieved in this way; the competitiveness of the European Union based business is restricted and there is an available loss of welfare for the community as a whole. Moreover, the tax differences within the European Union leads to shifting the book profits to Member States with low profit tax rates. Loss of tax revenue and conflicts between Member States on the distribution of tax revenue are the consequences. Without a certain degree of coordination of Member States' tax policies in the field of company taxation, these problems will not be solved. Otherwise, neither the economic objectives of the internal market, nor a satisfactory distribution of the tax revenue were safeguarded. Different reform options for an European Union wide reform can be the solution. As part of this work, three reform options, like harmonization of corporate tax rate, harmonization of taxable base and a common consolidated corporate tax base, will be analyzed and evaluated.

*Keywords:* Harmonization of corporate tax rate, harmonization of taxable base, common consolidated corporate tax base, corporate income tax competition

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## CONVERGENCE IN PER CAPITA PRIMARY ENERGY CONSUMPTION AMONG EUROPEAN COUNTRIES: EVIDENCE FROM FOURIER UNIT ROOT TESTS

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### **Abstract**

The present paper aims to investigate the convergence in per capita primary energy consumption among European countries which are Austria, Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Norway, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Switzerland, Turkey, and the United Kingdom, employing Fourier unit root tests of Becker et al. (2006) and Enders and Lee (2012). The data set involves annual per capita primary energy consumption of European countries for the period from 1965 to 2018. The differential series per capita primary energy consumption of each country is calculated to test the convergence hypothesis of per capita primary energy consumption among European countries. The empirical results suggest that per capita primary energy use in Belgium, Bulgaria, Cyprus, Czech Republic, Denmark, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Luxembourg, the Netherlands, Poland, Portugal, Romania, Slovakia, Spain, Sweden, Turkey, and the United Kingdom has a divergent pattern. The results indicate that per capita primary energy consumption has diverged from the Europe average, implying that shocks to series are permanent. On the other hand, only four European countries, i.e. Austria, Finland, Norway, and Switzerland are found to be converging. It is suggested that the European countries that are diverging need to pursue policies to make their primary energy supply more stable. Thus, these countries may also move from being diverging to converging.

*Keywords:* Convergence, Divergence, Per Capita Primary Energy Consumption, Fourier Unit Root Test, European Countries

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## Levels of Academic, Economic, Medical and Social Stress and their Statistical Correlation among Thai High School and College Students

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### Abstract

In the current society, stress has a significant effect on individuals' daily activities, especially on students. In the midst of COVID-19 pandemic which results in educational transformation, economic recession, as well as social disturbance in Thailand, it is important to explore how these affect high school and college students. Thus, this research aimed to identify perceived levels of stress in academic, economic, medical, and social aspects and to investigate statistical correlations among them. An online survey using a 12-item questionnaire based on a 5-Likert scale was conducted with 200 respondents, consisting of high school ( $n = 155$ ) and college students ( $n = 45$ ). A paired t-test was used to compare differences between the mean scores of each of the categories at a significance level of 95%. The result showed that the level of social stress ( $\bar{x} = 3.86$ ) was the highest amongst the respondents, followed by academic ( $\bar{x} = 3.76$ ) and economic ( $\bar{x} = 3.61$ ) aspects which were not significantly different. Surprisingly, the level of medical issues was revealed to be the lowest ( $\bar{x} = 3.10$ ). Moreover, the levels of social and medical stress were found to have high positive correlation ( $r = 0.83$ ) whereas the others were moderately correlated. The results indicated that nowadays, students are not only facing emotional challenges from their education, but also economic, health-related, and social difficulties. Hence, it is advised for teachers and parents to also consider these possible challenges that contribute to their stress other than studying to alleviate negative consequences in students' life.

**Keywords:** Stress, Academic, Economic, Medical, Social, Correlation

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## **Earnings Management Analysis Using Beneish M-Model and Altman Z-Score Model**

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### **Abstract**

This paper presents the result of original empirical research. The research was conducted in the form of a case study of a domestic business entity (Republic of Serbia), whose main activity is trade in products in the field of sports and fashion. The financial analysis was performed using the Beneish M-model and Altman Z-score model, which were derived on the basis of official financial statements of the company, collected from publicly available databases (Balance Sheet and Income Statement 2016-2018) as a basic information foundation to predict the likelihood of manipulating one's own earning capacity.

The aspiration of the owners, and then the managers to show the performance of the companies better than they really are is certainly not new. The reason that special attention has been paid in the world to this issue since the beginning of the 2000s, until today, both by the scientific and professional public, and by the regulatory bodies in charge of financial reporting, are the great political and economic scandals caused by the presentation of inaccurate financial reports.

*Keywords:* Analysis, company, forensic accounting, Beneish M-model, Altman Z-score model, earnings management

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## **How does the Behaviour Change Wheel (BCW) inform parenting interventions for intergenerational child abuse?**

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### **Abstract**

Previous evidence suggests that parental history of child abuse increases the risk of child abuse and neglect, creating a cycle of intergenerational child abuse. Although research has examined the efficacy of parental interventions for treatment and prevention of intergenerational abuse, the content of interventions and the mechanisms of change are still unclear. Using the Behaviour Change Wheel; Behaviour Change Technique (BCT) taxonomy; Capability, Opportunity and Motivation model of Behaviour (COM-B) and Theoretical Domains Framework (TDF); this study fills this research gap through the examination of current interventions focused prevention of intergenerational child abuse; characterising their content and identifying mechanisms of action i.e., how they produce their effects. The study uses ten qualitative interviews with intervention heads or managers to understand the content and mechanisms of parenting interventions targeting intergenerational child abuse, to uncover the intervention functions which regulate parenting behaviours and the processes underlying behaviour change techniques used by interventions. For this purpose, the study used Behaviour Change Wheel and associated frameworks of COM-B Theoretical Domains Framework (TDF) and Behaviour Change Techniques (BCT).

Content was specified in terms of (i) component BCTs using the BCT Taxonomy and (ii) intervention functions using the Behaviour Change Wheel. Mechanisms of action were specified using the COM-B model and the TDF. Results suggest that the BCW is a useful tool in developing and refining existing interventions by systematically identifying content and mechanisms of interventions. Findings are discussed in terms of how these interventions can be further developed and improved based on the behaviour change techniques and theory.

*Keywords:* intergenerational child abuse, parenting interventions, behavior change, mechanisms of change, intervention content

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## Screen usage and physical health during Covid-19 lockdown

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### Abstract

At a present time, Humanity encountered a pandemic known as the Covid-19 virus that changed the world and human behavior. However, This situation leads to a new norm for working called “work from home” that need devices such as Computer or Laptop to keep employees relevant and productive. From the above, Working from home is an instance of necessitating screen usage for a long time that effected by Covid-19. Besides, During lockdown situations, People instantly have more time to be pleased with a vary of entertainment which are illustrated by display devices such as computers, tablets, and laptops too. As a result, the Covid-19 pandemic allows people to use screens both in the field of productivity and entertainment more than necessary. According to the survey, people typically seem to watch screens from their devices for approximately 6-7 hours a day which is already more than necessary. Surprisingly, after the epidemic began, people tend to increase the on-screen media consumption more than 10 hours a day. In medical aspects, Using a long period of the screen can affect physical health for instance headache and eye strain which these symptoms might lead to chronic diseases in the future. This is a hidden problem that comes from the effects of Covid-19 that needs to be resolved immediately. In solution, We can reduce health problems caused by prolonged use of the screen by resting the eyes by looking far away from the screen to relax the eye’s muscles to relieve the eyes pain. Having said that, Overusing and relieve the symptoms is just the solution to the end problems. In my opinion, The best way is exactly to limit your screen usage time as necessary to build a good discipline for yourself. To summing up, During the lock situation, We should not use this opportunity to watch the screen for too long, and if this cannot be avoided, it is better to suspend the screen periodically and get enough rest.

*Keywords:* Covid-19, Screen usage, Overusing, Symptoms

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## Andy Warhol and Frida Kahlo Effect in Fashion Design

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### Abstract

It is known that fashion designers make a great deal of use of art, especially the colors and stripes of painters and sculptors. Art movements popular in certain periods and popular artists of these movements have always been the leading factor for fashion. Fashion, like art, combines the trio of artwork, creative and audience. Therefore, fashion is counted as a branch of art and this is discussed as a current subject.

All the factors that have affected art and the artist for centuries also affect the fashion world and fashion designers. The movements influenced by artists from time to time became a source for fashion designers and played a major role in the formation of the style of the designer. At the same time, this influence was reflected in the works of fashion designers and was clearly seen in fashion collections, fashion shows and shows. In this influence, many subjects, people, events, popular artists of movements can form a source for fashion designers. At this point, Andy Warhol and Frida Kahlo, who inspired many fields, became the ones that are frequently used in fashion designers and inspire many collections. In this context, in the study, an evaluation was made on the effect of Andy Warhol and Frida Kahlo on fashion design, and the design dimension was discussed especially by giving examples from the use of clothes, shoes and accessories. When the designs are analyzed with this study, it has been revealed that fashion designers show themselves in the form of directing the existing visual cues to clothes, accessories, rather than making a creation about the influenced art movement or popular artists of the movements or interpreting the affected artwork with its own artistic expression language.

*Keywords:* Art movements, Andy Warhol, Fashion, Fashion design, Frida Kahlo.

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## Manipulation Detection in Financial Statements

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### Abstract

The financial statements, as the end product of the accounting information system, represent a structural presentation of the financial condition and financial success of the entity's operations during a specific time horizon. Lately, the financial fraudulent behaviour continued to increase with financial frauds being detected. There has been a significant increase in academic research in the field of accounting manipulation over the last decades. This paper aims to explore the modalities and patterns of fraud in financial statements. The aim of this paper is to point out the key determinants in the emergence of fraudulent financial statements. The paper uses the method of content analysis.

*Keywords: financial reports, corporations, fraud, red flags.*

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