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PROGRAM AND ABSTRACT BOOK**

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About

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## EBES Eurasia Business and Economics Society

*EBES* is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics, but also encouraging the intellectual development of scholars. In spite of the term "Eurasia", the scope should be understood in its broadest term as having a global emphasis.

EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. To reach its goal, EBES benefits from its executive and advisory boards which consist of well-known academicians from all around the world. Every year, with the inclusion of new members, our executive and advisory boards became more diverse and influential. I would like to thank them for their support.

EBES conferences and journals are open to all economics, finance, and business scholars and professionals around the world. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since 2012, EBES has been organizing three conferences every year: One in Istanbul (usually in late May or early June) and two in Europe or Asia (usually in January and October). Since our first conference, 3884 academic papers by 6823 colleagues from 92 different countries have been presented. Also, in a very short period of time, EBES has reached 1394 members from 76 countries.

Since 2011, EBES has been publishing two academic journals. One of those journals, *Eurasian Business Review - EBR*, is in the fields of industry and business, and the other one, *Eurasian Economic Review - EER*, is in the fields of economics and finance. Both journals are published bi-annually and we are committed to having both journals included in SSCI as soon as possible. Both journals have been published by **Springer** since 2014 and are currently indexed in the *EconLit*, *Google Scholar*, *EBSCO*, *ProQuest*, *ABI/INFORM*, *Business Source*, *International Bibliography of the Social Sciences (IBSS)*, *OCLC*, *Research Papers in Economics (RePEc)*, *Summon by ProQuest*, and *TOC Premier*.

Furthermore, since 2014 Springer has started to publish a new conference proceedings series (*Eurasian Studies in Business and Economics*) which includes selected papers from the EBES conferences. The 10th, 11th and 12th EBES Conference Proceedings have already been accepted for inclusion in the Thompson Reuters' **Conference Proceedings Citation Index** and subsequent conference proceedings are in progress.

On behalf of the EBES officers, I sincerely thank you for your participation and look forward to seeing you at our future conferences. In order to improve our future conferences, we welcome your comments and suggestions. Our success is only possible with your valuable feedback and support.

I hope you enjoy the conference and Istanbul!

With my very best wishes,

Jonathan Batten, PhD  
President



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## Welcome to the 16th EBES Conference - Istanbul

We are excited to organize our 16th conference on May 27<sup>th</sup>, 28<sup>th</sup>, and 29<sup>th</sup> at *Bahcesehir University* in Istanbul, Turkey with the support of the *Central Bank of the Republic of Turkey* and *Istanbul Economic Research Association*. We are honored to have received top-tier papers from distinguished scholars from all over the world. We regret that we were unable to accept more papers than we have. In the conference, 273 papers will be presented and 478 colleagues from 56 countries will attend the conference.

We are pleased that distinguished colleagues *Jonathan Batten*, *Douglas Cumming*, and *Arch Woodside* will join the conference as keynote speakers. *Jonathan Batten* is professor of finance at *Monash University*, Australia. He is a well-known academician who has published articles in many of the leading economics and finance journals and currently serves as the editor of many journals such as *Emerging Markets Review*, *Journal of International Financial Markets, Institutions & Money*, and *Finance Research Letters*. *Peter Szilagyi* is Associate Professor of Finance at *CEU Business School, Hungary* and maintains a fellowship at *Judge Business School, University of Cambridge, United Kingdom*. He has been an external fixed-income consultant to the World Bank and the Asian Development Bank, and before entering academia worked for the BBC World Service. He is editor of the *Journal of Multinational Financial Management*, subject editor of the *Emerging Markets Review*, and holds one of the first research grants awarded by the SWIFT Institute. Last but not least, *Arch Woodside* is professor of marketing at *Boston College, USA*. His 200+ research journal articles appeared in the 35 different top psychology, management, marketing, and tourism journals and were cited more than 10,000 times. He is the Editor-in-Chief of the *Journal of Business Research* which is one of the top three scholarly journals based on citation impact (h5 index) in the field of marketing globally. He also co-founded the *Advertising and Consumer Psychology Symposium* held annually by the *Society of Consumer Psychology*.

In the first day of the conference we are also organizing a special journal editors session. Our keynote speakers (*Jonathan Batten*, *Arch Woodside*, and *Peter Szilagyi*) who are editors of the high prestige journals will talk about "How to Publish in Web of Science Journals". I highly encourage you to attend the session.

Throughout the years, EBES conferences have been an intellectual hub for academic discussion for our colleagues in the areas of economics, finance, and business. Participants have found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that our future conferences will improve further the development of knowledge in our fields. In addition, based on the contribution of the paper to the field, the *EBES Award Committee* has selected one of the papers for the *Best Paper Award*. The Best Paper Award winner will be announced during the conference.

On behalf of EBES, I would like to thank to the host institution *Bahcesehir University*, our sponsors the *Central Bank of the Republic of Turkey* and *Istanbul Economic Research Association* and, all presenters, participants, board members, and keynote speakers and I am looking forward to seeing you all again at the upcoming EBES conferences.

Best regards,

Ender Demir, PhD  
Conference Coordinator



national and international scene, thus attracting an increasing interest in the theoretical and empirical research. The wide and rich literature on family businesses has highlighted a variety of topics, such as the understanding of the success and development factors of family businesses, the peculiarities of their management models, their corporate governance, their valuation, and, generally, the specificity of small and medium-sized businesses. Today, a definition of a family business, which is unanimously accepted by the scholars of the field, is non-existent. Therefore, this work aims at identifying those aspects, which are typical of a family business. Moreover, the above said paper highlights too some other aspects, useful to identify family businesses from non-family ones. Finally, the paper wishes to examine how the identified variables (such as the ownership, dimensions, succession and involvement of family members) affect the family business performance.

**Keywords:** Family Businesses, Specific Features, Literature Review, Ownership Structure, Succession

#### **Implementation of the Occupational Safety and Health Act 1994 (Act 514) in Small and Medium Enterprises (SMEs): Is Self Regulation Working?**

**Sharija Shaari**

University of Malaysia Sabah, Malaysia

##### **Abstract**

The paper seeks to discuss the underlying principles of implementing the Occupational Safety and Health (OSH) in the small and medium enterprises (SMEs). The main statutes that govern OSH in Malaysia are the Factories and Machineries Act 1967 (FMA) and the Occupational Safety and Health Act 1994 (OSHA). However, the discussion is solely based on the OSHA. The underlying principles between FMA and OSHA differ. FMA is very prescriptive whilst OSHA is based on self-regulation. The main objective of this paper is to determine whether self-regulation is actually working in SMEs? It is hypothesized that self-regulation is not actually working in SMEs as many of them do not understand the legal duties imposed by OSHA upon them. It is due to limited access to competent staff, funding and technological resources. The study deploys qualitative method. It was conducted at the small and medium manufacturing enterprises in Kota Kinabalu Industrial Park (KKIP). The finding supports that self-regulation is not actually working in SMEs. Hence, the underlying principle of self-regulation cannot simply be transferred to SMEs. Such finding is congruent with the findings derived in the Australia and the United Kingdom. Nevertheless, there is limitation in this research as the finding cannot be generalized to represent the situation throughout Malaysia. Thus, this paper concludes with a call for greater comprehensive research regarding the challenges faced by SMEs in adhering to the OSHA.

**Keywords:** Self-regulation, Statutory, SMEs, Occupational Safety and Health

#### **HEALTH ECONOMICS**

**Room:** B202

**Chair:** Sofia Vale

#### **The Impact of the Great Recession on Child Health**

**Liliana Danila**

American University of Sharjah, U.A.E.

##### **Abstract**

Prior literature has documented that: i) adult health and lifetime income are associated with childhood health and ii) childhood health is associated with household income. In this context, we investigate the impact of the Great Recession on children's health in the US. In particular, we are interested whether children from lower socioeconomic status households have been impacted to a larger extent by the recent economic downturn. Using US data from the 2007 and 2011 National Surveys of Children's Health and data from the Panel Study of Income Dynamics, we estimate a difference-in-difference probability model to quantify these effects. We deal with the potential endogeneity by using variation in the labor market conditions. Our results have implications for public health policy.

#### **Risk Management and Compliance within the Health Care Sector**

**Alexander Redlein**

Vienna University of Technology, Austria

**Christian Humhal**

Vienna University of Technology, Austria

##### **Abstract**

**Introduction and background:** Taking risks can boost entrepreneurial activities but if these risks are not managed appropriately they can also be a threat to the organization. Risk management and compliance are getting more and more important, especially in the health care sector due to increasing legal demands. This development increases the costs especially in the secondary processes like facility management (FM). On the other hand the payments for treatments are reduced. Therefore process optimizations of the secondary processes in FM are useful methods to overcome this trade-off. Especially business process reengineering (BPR) is a proper method to increase efficiency and effectiveness of the secondary processes within the health care sector. **Task description and methodology:** According to BPR the first step is the definition of the strategy. This requires also the communication of necessary changes with the operational staff. The next step is the identification and determination of the process landscape. It contains, in a rather abstract form, a survey of all processes that are necessary for



the implementation of the strategy. Based on the process landscape the next step is to define and/or optimize the processes. As part of the analysis, optimization potentials, frequent role changes, lack of process steps have to be identified and redesigned. Then the operational and organizational structures as well as the interfaces are going to be optimized. In addition the risks are defined and the controls to cover these risks are included in the processes. Based on the validation of the enlarged processes the new landscape must be implemented and integrated. The last step is coaching of the process owner and his team. Conclusion: Based on an intensive literature research, the BPR methodology is a proper method to increase efficiency and effectiveness of the secondary processes within the health care sector. One of the general conclusions was that there had been a change in these secondary processes in FM from mainly focusing on cost reductions towards a higher degree of adding value. Risk maps and reference processes can be used as points of reference for developing an organization's own risk management system, as well as for designing their operational and organizational structures.

**Keywords:** Process Management, Risk Management, Compliance, Business Process Reengineering, Facility Management

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**Establishing Health Promotion Targets in Health Care by the Use of a Health Policy Framework in Carinthia/Austria**

**Guido Offermanns**  
University of Klagenfurt, Austria

**Abstract**

**Objective:** The Austrian health care system puts more focus on free access, high numbers of providers and technological equipment than on Public Health or Health Promotion targets, e.g. to support more activities in health promotion and prevention to start a change process in the health behavior of the population. One of the global targets of the project was to advance the start into a change process from a curative based to a preventive and health promotion driven system. The contribution presents the developing process, the Carinthian health policy framework and the derived health targets for groups (e. g. vulnerable groups) with a special focus on the determinants of health. It gives an example for the start into a change process of a health system with a traditional curative based approach (like in many of the old EU countries), but also for systems in a process of a total reorientation like systems in South-Eastern Europe, which should learn from the cases of the old countries. The vision to introduce a new view to the health system in Carinthia required the development of a vision for health, a policy framework for all sectors including health promotion, a process of target formulation that incorporates widespread stakeholder involvement, the creation of appropriate incentives and intelligence gathering. **Methods:** The project is based on a qualitative study in combination with a literature review in the first work package. One critical point was to include Health- and Social Professionals in the process and professionals from different political sectors with a strong relationship to health according to the concept of Health in all policies. Another point will be to describe critical factors for success in the cooperation between the project group and different levels of politics in Carinthia. **Results and Conclusion:** The developed policy framework and the targets are viewed as a means of defining and setting new priorities in Carinthian health care, creating high-level political and administrative commitment to particular outputs, and providing a basis for follow-up, continuous management and evaluation. The transfer of the targets takes now place in the political districts and the local communities or boroughs. A special tool will support the allocation of resources for projects in prevention and health promotion linked to the developed health policy framework.

**Keywords:** Change Management, Health Targets, Health In All Policies, Cross Sectional Issues, Patient Safety

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**Law-Breaking Criminal Behavior**

**Maria Vlachadi**  
University of Crete, Greece

**Fotini Evaggelidi**  
University of Crete, Greece

**Ioannis Loukataris**  
University of Macedonia, Greece

**Abstract**

The purpose of the survey conducted was the examination of the law-breaking criminal behavior of underage immigrants and the level of awareness of the students of University of Crete, concerning this issue. The sample of the survey in this particular project did not meet any specific criteria, all the participants, 70 in total, came from the University body and ranged between 18 and 23 years of age. Generally, the preparation, the conduct and analysis of the survey concerning immigrant juvenile delinquency has been a great opportunity to establish that first university students are willing to participate and assist in various scientific surveys and second that they are informed and sensitized enough, despite their young age, about a serious and complex problem which has tantalized the Greek society for a number of years. It is worth mentioning that most university students are in favor of a human approach to the problem that is through assimilation, education and integration of juvenile delinquents instead of the traditional strict correctional measures which most of the times exclude immigrants from socialization and end up having a totally negative outcome. Thus, even if the problem continues to exist the solution is quite simple if the state and the proper authorities see to an organization of a whole system of infrastructure which will have as an ulterior purpose the prevention of criminal behavior and not its violent suppression after it has already manifested.