



# 25th EBES CONFERENCE - BERLIN PROGRAM AND ABSTRACT BOOK

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It is my pleasure to mention that 2018 is our 10<sup>th</sup> anniversary of *EBES* which was established with a vision of inspiring collaboration among academicians around the world. *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. Any scholar or professional interested in economics, finance, and business is welcome to attend *EBES* conferences. Since our first conference in 2009, around 9,650 colleagues from 95 countries have joined our conferences and 5,541 academic papers have been presented. Also, in a short period of time, *EBES* has reached 1,840 members from 84 countries.

Since 2011, *EBES* has been publishing two academic journals which are both indexed in *Scopus* and *Emerging Sources Citation Index*. One of those journals, *Eurasian Business Review - EABR*, is in the fields of industrial organization, innovation and management science, and the other one, *Eurasian Economic Review - EAER*, is in the fields of applied macroeconomics and finance. *Eurasian Economic Review* is published thrice a year and *Eurasian Business Review* is published quarterly and they have been published by *Springer* since 2014.

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, 12th, 13th, 14th, 15th, 16th, 17th and 19th *EBES* Conference Proceedings have already been accepted for inclusion in the Thomson Reuters' *Conference Proceedings Citation Index*. The 18th, 20th 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. With your continued support *EBES* will remain at the forefront of finance and economics fields and we very much look forward to the next 10 years.

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 Berlin.

With my very best wishes,

Jonathan Batten, PhD  
President

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## CONFERENCE PROGRAM

WEDNESDAY, MAY 23 (DAY 1)

REGISTRATION: 08:15-16:00

OPENING SPEECH: 08:45-09:00

Room: 4.01 & 4.02

Mehmet Huseyin Bilgin, *Vice President of EBES and Istanbul Medeniyet University, Turkey*

Klaus F. Zimmermann, *UNU-MERIT, Netherlands*

Manuela Zipperling, *FOM University of Applied Sciences in Berlin, Germany*

DAY 1 - SESSION I: 09:00-10:50

### GLO SESSION 1: POLICY PANEL ON "MOBILIZING HUMAN RESOURCES IN AFRICA"

Room: 4.01 & 4.02

**Chair:** Kea Tijdens (University of Amsterdam, Netherlands and WageIndicator Foundation) and Christoph Kannengießer (CEO, German African Business Association)

*German Business in Africa - Challenges for Employment Creation*  
Christoph Kannengießer, German African Business Association, Germany

*A Research Agenda for Trade Developments in Africa*  
Ernest Ngeh Tingum, University of Cape Town, South Africa

*A Research Agenda Concerning Subjective and Objective Evaluations of Living Wages in Africa*  
Martin Kahanec, Central European University, Hungary and Martin Guzi, Masaryk University, Czech Republic

*A Research Agenda Focusing on Informal Labor Markets in Africa*  
Kea Tijdens, University of Amsterdam, Netherlands

*Employment Creation and Peace Building*  
Tilman Brück, International Security and Development Center, Germany

*GLO Thematic Cluster on Labor Markets in Africa*  
Almas Heshmati, Sogang University, South Korea

### BANKING

**Chair:** Ahmet Faruk Aysan

**Room:** 4.03

*Adoption of Banking Products and Services by Young People - Motives, Terms, Preferences*  
Michal Buszko, Nicolaus Copernicus University in Torun, Poland; Leszek Dziawgo, Nicolaus Copernicus University in Torun, Poland; Dorota Krupa, Nicolaus Copernicus University in Torun, Poland; and Malwina Chojnacka, Nicolaus Copernicus University in Torun, Poland

*Empirical Evidence on the Market Power, Business Model, Banking Stability and Performance in the Emerging Economies*  
Oktofa Yudha Sudrajad, HEC-University of Liege, Belgium and Georges Hubner, HEC-University of Liege, Belgium



**LABOR ECONOMICS II****Chair:** Klaus F. Zimmermann**Room:** 3.01*Employment in Canada: Is the Response to Macroeconomic Shocks Asymmetric?*

Samer Kherfi, American University of Sharjah, U.A.E.

*The U.S. Farm Workers' Employment Decisions under Changing Macroeconomic and Immigration Policy Environments*

Tianyuan Luo, The University of Georgia, U.S.A. and Cesar L. Escalante, University of Georgia, U.S.A.

*Underemployment among Educated Poles*

Anna Bebel, Wroclaw University of Economics, Poland; Maria Piotrowska, Wroclaw University of Economics, Poland; and Marek Košny, Wroclaw University of Economics, Poland

*Key Competences of Graduates Entering Economics and Business Field: An Empirical Study into Labor Market Success and Proximity to Employers' Requirements*

Bruno Skrinjaric, University of Ljubljana, Slovenia

*The Impact of Digitalization on the Facility Service Industry in Europe*

Alexander Redlein, TU Wien (Vienna), Austria and Eva Stopajnik, Vienna University of Technology, Austria

*Influence of Sociodemographics on Environmental Attitudes*

Zeynep Elitas, Anadolu University, Turkey

**MANAGEMENT II****Chair:** Desiree Helene Ladwig**Room:** 3.02*Relational Capital and an Enterprise Crisis in the Light of Expert Opinion Survey*

Anna Walecka, Lodz University of Technology, Poland

*New Tools, Methods, Procedures in Controlling in Management*

Juraj Misun, University of Economics in Bratislava, Slovakia and Ivana Misunova Hudakova, University of Economics in Bratislava, Slovakia

*Solution of Public Sector Decision Problems with Multi Criteria Decision Analysis Methods*

Hakan Murat Arslan, Duzce University, Turkey

*Conciliating the Modernist-Postmodernist Debate on the Relationship between Work and Play: The Case of Unstructured Organizational Play*

Martin Spraggon, Mohammed Bin Rashid School of Government, U.A.E. and Virginia Bodolica, American University of Sharjah, U.A.E.

*Development of Information Demand Model as a Solution to the Problems of Foreign Labor Market*

Anna Maria Pilarczyk, University of Szczecin, Poland and Tomasz Olaf Naprawski, University of Szczecin, Poland

*The Effects of Global Financial Crisis on Automobile Loan*

Erkan Kara, Necmettin Erbakan University, Turkey and Ozdal Koyuncuoglu, Necmettin Erbakan University, Turkey

**BUS TOUR: 19:30-22:30**

# ABSTRACT BOOK

## CONFERENCE PROGRAM

WEDNESDAY, MAY 23 (DAY 1)

REGISTRATION: 08:15-16:00

OPENING SPEECH: 08:45-09:00

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Room: 4.01 & 4.02

Chair: Kea Tijdens (University of Amsterdam, Netherlands and WageIndicator Foundation) and Christoph Kannengießer (CEO, German African Business Association)

**German Business in Africa - Challenges for Employment Creation**

**Christoph Kannengießer**

German African Business Association, Germany

**Abstract**

This study will report on the extent to which German companies are currently involved on the African continent regarding trade, foreign direct investment (FDI) and job creation. Also this study will characterize the essential conditions for more international and in particular German economic engagement on the continent, especially with regard to the creation of more local employment.

**A Research Agenda for Trade Developments in Africa**

**Ernest Ngeh Tingum**

University of Cape Town, South Africa

**Abstract**

Micro data of the Regional Program Enterprise Development for Cameroon's manufacturing firms in 2009 reveal that most firms were technically inefficient, but that firms in the food processing sector, followed by wood and furniture were most efficient. Firms with 5 to 20 years of operation experience were found to be more efficient. Results show that a higher level of efficiency, firm size, foreign ownership, lower tax rates, producing in the industrial zone, and being in the food processing and textile sectors are the major determinants of the propensity to export and for the decision to export or not. The policy recommendation is that, there is still room for technical efficiency improvements with existing firm technologies. In the near future, however, new technologies must be introduced to sustain higher efficiency levels and reduce related production costs. More so, in order to promote efficiency and export performance, policies should be designed at attracting FDIs more especially in the food processing and textile sectors. Follow-up research is urgently needed, for Cameroon and other African countries.



having a competency gap on graduates' probability of being employed by about 5%. On the other hand, this gap does not seem to affect their wages.

**Keywords:** Graduates, Competences, Competency Matching, Structural Unemployment

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### The Impact of Digitalization on the Facility Service Industry in Europe

**Alexander Redlein**

TU Wien (Vienna), Austria

**Eva Stopajnik**

Vienna University of Technology, Austria

#### Abstract

Digitalization is a huge topic today. It is important to know how many jobs will change or get lost due to digitalization to avoid mass-unemployment and prepare for this situation. One way to prepare for this situation is to train people for future skills. The Facility Service (FS) Industry is the third-largest in the EU counting more than 14 million employees (Redlein, Stopajnik, 22nd EBES Conference Rome 2017). Until now, it is unclear how many employees in FS will be affected by digitalization in Europe and how they will be affected in detail. Therefore, the research questions are: •What will be the effects of digitalization on the Facility Service Industry in Europe? •How many employees will be affected? Which new skills are necessary? To answer these questions the following method is used: The number of people working in FS is already clear, to estimate the effects of digitalization, literature research is conducted. The probabilities of automation of jobs in the EU, in Germany and in Austria are analyzed and presented and the results are applied on the FS sector. Furthermore, literature research on the jobs or tasks that are likely to be automatized and on the working skills needed in future is conducted. The results show that the estimations for jobs at risk vary between 6%-12% for European countries (Arntz et al./OECD 2016) and 54% on average across the EU (Bowles 2014). The reason for the variations is that recent studies conclude that not complete occupations will be automated but only tasks. All studies concluded that mainly routine jobs will be lost to digitalization. An analysis of the impact of digitalization on different tasks, occupations and industries shows, that the FS industry will be more affected than other industries. As the minimum estimate for all industries across OECD countries is 9%, it is very likely that at least 1.3 million employees in FS in the EU will face changes or lose their job due to digitalization. Therefore, it is very important to take measures quickly and to train people in the necessary skills needed in future. The World Economic Forum (WEF Davos 2016) suggests that in future skills like complex problem solving, critical thinking and creativity will be more important. Other studies (WIFO/BMVI 2017, European Commission/LinkedIn 2015) also see digital and technological competences as skills for the future.

**Keywords:** Facility Service, Digitalization, Automation, Employment

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### Influence of Sociodemographics on Environmental Attitudes

**Zeynep Elitas**

Anadolu University, Turkey

#### Abstract

As the level of concern for the environmental issues has increased, there is a rising interest in investigating factors that influence environmental attitudes. The goal of this study is to evaluate individual environmental attitudes and whether there are sociodemographic differences in this respect. It searches and evaluates how sociodemographics may impact on public impressions about environment using some analytical tools that can be considered to measure this impact. Study provides a comparison of two different survey data; a public opinion survey conducted by the Chicago Council on Global Affairs and WorldPublicOpinion.org and the International Social Survey Program.

**Keywords:** Environmental Attitudes, Sociodemographics, Public Perception, Survey Data

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