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**November 25-26, 2017
Athens, Greece**

**Proceedings of International Conference on
Business Social Science
And Economic Research
CSER-2017**



Greece Institute of Research Promotion

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CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

**“International Conference on Business Social Science
And Economic Research”
CSER-2017**

GIRP – 2017

ATHENS, GREECE

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CSER-2017

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**International Conference on
Business Social Science and Economic Research (CSER)**

Athens, Greece

Venue: Astor hotel 16, Karageorgi Serbias str. 10562, Athens Greece

Conference Chair Message

Dr. Athena

International Conference on “Business Social Science and Economic Research” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Carlos
Conference Chair
Email: athena@girpeducation.com
GIRP– 2017

Conference Program

DAY 01 Saturday (November 25, 2017)

Venue: Room 1

09:00 am – 09:30 am	Welcome Reception & Registration
09:30 am – 09:45 am	Opening Ceremony
09:40 am – 09:50 am	Welcome Remarks – Mr. Metha Shahi – Conference Coordinator Greece Institute of Research Promotion
09:50 am – 09:55 am	Introduction of Participants
09:55am – 10:00 am	Group Photo Session
10:00am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (November 25, 2017)

Session I (10:30 am – 12:00 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

CSER-NOV-102	Differences in White Subjects\ Response to Ads with Same-race v Mixed-race Couples	Subodh Bhat
CSER-NOV-112	The Nexus Between Governance Factors And Foreign Direct Investments: Evidence From Panel Data	Kivanc Altintas
CSER-NOV-113	Exploring the Effects of Materialism and Hedonic Consumption on Attitudes Towards Permission-based Mobile Marketing Messages	Hülya Akdemir Cengiz
CSER-NOV-117	Architectural Inspirations of the High - Rise Movie	Karol Wyszacki
CSER-NOV-118	The Idea of Labyrinth in Cities of the Future	Katarzyna Witasiak
CSER-NOV-119	Online Information Practices for User Innovation in Data-Rich Environments	John Dong
CSER-NOV-109	Factors Influencing Passenger Car Demand: A Literature Review	Vu Minh Ngo
IABMSR-117-ANI102	Teachers' Attitudes on Computer-Corpus Data: A Technology-based EFL Vocabulary Selection and Instruction Source	Dr. Fatima Zohra

Lunch Break (12:00 – 1:00 pm) Closing Ceremony

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however they will attend the conference as delegates & observers.

Sr. No	Official ID	Name	Affiliation Details
1.	CSER-NOV-107A	Ronit Ronen	Private Clinic For Psychological Services, Israel

DAY 02 Sunday (November 26, 2017)

City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.

TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES

Differences in White Subjects' Response to Ads with Same-Race v Mixed-race Couples

Subodh Bhat*

Department of Marketing, San Francisco State University, San Francisco, USA

Abstract

Over the ages, society has generally frowned upon interracial romantic relationships. A few recent studies have shown that despite the improving attitude toward interracial relationships (c.f., Newport 2013), there is considerable prejudice toward them. Such antipathy may be based on the general prejudice toward other races and some notion of racial purity (c.f., Allport, 1958). In recent times, there has been a proliferation of advertisements using interracial couple imagery instead of traditional same-race couples. This research has both theoretical and practical relevance. Further, perhaps based on the same notion of racial purity, some research has suggested that white women/non-white men relationships are met with far greater disapproval than white men involved with black women (Romano 2003, Owen 2002). Thus, the hypothesis is that an ad with a white female and a non-white male will be less well received than an ad with a white male and a non-white female. Subjects were randomly assigned a packet, containing one of the nine ads (3 same-race and 6 mixed-race) and a survey. 381 surveys from white subjects were analyzed. Ads with same-race couples generated a more positive response than ads with interracial couples, it seems that a type of prejudice still exists. However, subjects did not differentiate between an ad depicting a white female with a non-white partner and an ad depicting a white male with a non-white partner, suggesting that a more gender-balanced perspective of interracial relationships is evolving.

Keywords: Interracial, Same-Race, Advertisements

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The Nexus between Governance Factors and Foreign Direct Investments: Evidence from Panel Data

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Faculty of Social Sciences and Humanities/Necmettin Erbakan University, Turkey

Abstract

In recent years, foreign direct investments have been a vastly discussed economic term by both researchers and policy-makers. Foreign expertise provides various economic benefits to the host countries through improving existing production processes, increasing competitiveness and reducing disparities in welfare. Foreign direct investment flows could be influenced by several institutional, economic and political factors. This study aims to investigate the empirical relationship between foreign direct investment and these factors in a panel of 12 countries for 2002-2015 time period. In analysis, we employed an empirical method which considers cross sectional dependence. Therefore, we explored long term relations between variables through an estimation approach using Westerlund (2008) Durbin Hausman cointegration method and AMG estimator after unit root tests of variables. Empirical results show that there's a positive relationship between foreign direct investments and governance/economic factors for some countries in the panel.

Keywords: Foreign Direct Investments, Governance Factors, Panel Data Analysis, Macroeconomic Variables,

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Exploring the Effects of Materialism and Hedonic Consumption on Attitudes Towards
Permission-based Mobile Marketing Messages

Hülya Akdemir Cengiz^{1*}, Dr. Ahmet Gürbüz²
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Abstract

In recent years, mobile marketing has become extensively used as a powerful marketing method due to its ease of access to consumers, low cost, possibility of personalization, possibility of mutual interaction and high return rate (Yamamoto, 2011; Okazaki, 2012; Krum, 2010). Consumers are therefore confronted with intense promotional activities through both online and mobile channels. Often this situation can be disturbing, especially by some consumers. This can adversely affect the relationship that businesses have established with their customers. A seven-item materialism scale (Richins, 1987), an eighteen-item hedonic consumption scale (Arnold and Reynolds, 2003) and a twenty-two-item scale to measure attitude toward permission-based mobile marketing messages (ATPMM), which was developed by the authors of this study, were used as questionnaire form. The data were collected from 343 university students who are members of student community pages on Facebook. The data were analyzed by using the Structural Equation Model (SEM) approach. Results showed that hedonic consumption has a significant and positive effect on all sub-dimensions of attitude toward permission-based mobile marketing messages. Results also showed that materialism has a significant and positive effect on four sub-dimensions (informing, personalization, benefiting, establishing and sustaining relationship) of the attitude toward permission-based mobile marketing messages.

Keywords: Materilism, Hedonic Consumption, Permission Based Marketing, Mobile Marketing

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Architectural Inspirations of the High - Rise Movie

Karol Wyszacki*

Lodz University of Technology, Poland

Abstract

The aim of the paper is to present the aesthetic, social and philosophical factors, which influenced the movie "High - rise" by Ben Wheatley. The main inspiration of the original novel by J. G. Ballard was the story of the famous "Trellick Tower" - a brutalist building located in London, which become famous for the drug abuse and crime. There are also clues which can lead us to ideas of theory of modern architecture, which aimed to create new social order. The article will try to discuss if architecture can really influence psychology and habits of its inhabitants.

Keywords: High Rise, Architecture, Science Fiction, Ballard, Wheatley, Ballard, Trellick Tower, Brutalism

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The Idea of Labyrinth in Cities of the Future

Katarzyna Witasiak*
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Abstract

The article presents the labyrinth used in the visions of the future cities. The issue evokes urban manifestations of the 50s and 60s in the XX century. In the proposition of Yona Friedman's the "Ville Spatiale" the labyrinth is sketched as a symbol of freedom of choice . The article concentrates also on the vision of Bernard Tschumi's quarter called Factory 798 in Beijing which is inspired by the "Ville Spatiale". The paper mentions also the labyrinthine concept of "One City" created by Will Insley, which offers the investigation of abstract architectural space on an enormous scale . These projects define the need for new, vertical directions of urbanization, which could be the inspiration for the XXI visions of the future cities and and arcology. The paper shows that there has always been a need for artists to base on well-known archetypal patterns in the development of architectural visions. The work presents that transition and movement is the essence of the labyrinth in urban design. Archetype will appear as a provocateur for active leisure, a motivator for the atricalization of the world to enhance the quality and intensity of life in public space.

Keywords: Labyrinth, Ville Spatiale, Arcology

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Online Information Practices for User Innovation in Data-Rich Environments

John Dong *

University of Groningen, Netherlands

Abstract

Internet has been changing contemporary information environments into being data-rich by with user-generated content. The rich data generated by users on the Internet provide new opportunities for customer-driven and open innovation on the one hand, and potentially lead to information overload when boundedly rational managers allocate their scarce attention to abundant information on the other. Drawing on a symbolic value perspective, we study firms' information practices in using online user innovation communities and their impacts on firm value. By extending the theory of information as symbol in data-rich environments, we conceptualize two types of information practices in using online user innovation communities: gathering of information refers to a firm's practices to acquire information about new products and services from its online user innovation community; justifying for innovation refers to a firm's practices to show that its new products and services are decided based on the most pertinent information from its online user innovation community. We propose that, in data-rich environments, gathering of information does not have symbolic value while justifying for innovation has. By using a longitudinal data set from Starbucks, we conduct an event study to empirically test our theory. We found evidence showing that gathering of information is not related to firm value but justifying for innovation is positively related to firm value in the financial market.

Keywords: Online Information Practices, User Innovation, Data-Rich Environments

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Factors Influencing Passenger Car Demand: A Literature Review

Vu Minh Ngo*

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Abstract

The automotive industry is widely considered as one of the fundamental industries for most of the developed and developing economies which plays an important role in society's developments and improvements of people's lives. Although developing for a long period of time, surprisingly, automotive-related academic researches have been rarely touched on the topic of factors affecting the passenger car demand systematically. As a result, there has been no consensus on what factors or groups of factors should be considered when estimating or projecting car demand among authors. Currently, most of the researches on automotive industry are mainly driven by the effects of the industry development on energy and environmental concerns. Thus, this paper attempts to provide the first and fundamental step from which larger and more systematic body of researches for understanding the real impacts of several factors or groups of factors on passenger car demand can be unfold. A number of automotive-related articles in high impact journal are reviewed and number of factors and group of factors including macroeconomics indicators, social economics factors and automotive-related unique factors were defined as the key influencers of passenger car demand. By reviewing the key researches and identifying key factors affecting passenger car demand form previous literature about car sales and demand, this papers can formulate research directions for further research about this essential but usually overlooked topic.

Keywords: Automotive Industry, Passenger Car Demand, Macroeconomics Factors, Social Economics Factors

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Teachers' Attitudes on Computer-Corpus Data: A Technology-based EFL Vocabulary
Selection and Instruction Source

Dr. Fatima Zohra *
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Abstract

The paper focuses on the area of vocabulary teaching in the foreign language classroom. It attempts to highlight the way computer corpus data enhance the difficulties involved in EFL (English Language Teaching) vocabulary teaching and learning. The aims from this article are: a) to raise awareness on the effectiveness of computer-corpus data in the area of EFL vocabulary selection and instruction, b) to report on EFL teachers' familiarity or unfamiliarity with those data and c) to analyze their attitudes on the application of computer-corpus analyses as a language source in English vocabulary selection and instruction. This study was conducted at the University of Abou-Bekr BELKAID -Tlemcen- at the department of Foreign Languages. The investigator had interviewed 10 EFL teachers in the English Section of this department and a combination of qualitative and quantitative data was collected in the form of a semi-structured interview as a data collection tool. The outcomes of the study provided insights on the situation under investigation and it was discovered that the majority of the teachers found computer corpus data as the most useful vocabulary input resource in the EFL teaching and learning milieu.

Keywords: EFL Vocabulary, Computer-Corpus Data, Teachers, Attitudes

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