BOOK OF ABSTRACTS

IMSS-17

**INTERNATIONAL BUSINESS MANAGEMENT
AND SOCIAL SCIENCES CONFERENCE
October 21-22 / Barcelona - Spain**

Organizaed by

ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

TABLE OF CONTENTS

Book of Abstracts of the International Business Management and Social Sciences Conference

IMSS-17

Edited by

Prof. Dr. Perez M.

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ARS provides an ideal academic platform for researchers to present the latest research findings and describe emerging technologies, and directions in Social Sciences, Business Management, Engineering and Natural Science issues. The conference seeks to contribute to presenting novel research results in all aspects of Social Sciences and Engineering. The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Engineering, Social and Applied Sciences. It also provides the premier interdisciplinary forum for scientists, engineers, and practitioners to present their latest research results, ideas, developments, and applications in all related areas. The conference will bring together leading academic scientists, researchers and scholars in the domain of interest from around the world. Our oncoming events of the successful conference series focusing on Engineering and Social Sciences. Hence, the scientific program focuses on current advances in the research, production and use with particular focus on their role in maintaining academic level in Engineering, Social & Applied Sciences and elevating the science level. The conference's goals are to provide a scientific forum for all international prestige scholars around the world and enable the interactive exchange of state-of-the-art knowledge. The conference will focus on evidence-based benefits proven in clinical trials and scientific experiments.

Best Regards,
Chairman of Conference
Prof. Dr. T.I.K.

IMSS-17

PROGRAM
SCHEDULE

ACADEMIC RESEARCH & SOLUTIONS

Conference Schedule

DAY 01 Saturday (October 21, 2017)

Venue: Salles Hotel, Barcelona, Spain

09:00 am - 09:30 am	Welcome Reception & Registration
09:30 am - 09:40 am	Opening Ceremony
09:40 am - 09:50 am	Welcome Remarks -**Dr. Perez M.**- Conference Coordinator
09:50 am - 09:55 am	Introduction of Participants
09:55 am – 10:00 am	Group Photo Session
10:00 am – 10:30 am	Grand Networking Session and Tea Break

DAY 01 Saturday (October 21, 2017)

Session 1 (10:30 am - 12:00 pm)

Venue: Room 1

Session Chair:Dr. Babar Zaheer Butt

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Cognitive, Physical, Social and Emotional Development of a Child	Dr. Rehab Begum
Challenges Issues in Medical Education and Expansion, of Medical colleges in Pakistan	Dr. Maida Khattak
Competitive Factors in Spanish Wine Industry. Independent Wineries versus Business Groups	Assoc. Prof. Juan Ramón Ferrer Lorenzo
Economic Exposure of Stock Returns: An Investigation through Multifactor Model	Dr Babar Zaheer Butt
Enhancing Teaching and Learning Methodology with Computing Visualisation in Studies of Qiraat (Malaysia)	Dr. Ahmad Zulfiqar Shah Abdul Hadi
Trafficking in Persons under the International Criminal Court Jurisdiction	Muath Al-Zoubi

Lunch Break (12:00 - 01:00pm)

DAY 01 Saturday (October 21, 2017)

Session 2 (01:00 pm - 02:30 pm)

Venue: Room 1

Session Chair: Mr. Leon Yap

Track B: Engineering & Technology, Computer, Basic & Applied Science

Point of Discussion	Presenter
Effective Project Management Tools	Mohammed ALSaleh
Classification of Different Wind Speed Data in Turkey by Using Data Mining Algorithms	Mustafa Akkaya
Gender Prediction based on Facial Images with Artificial Neural Network	Asst. Prof. Mehmet Hacibeyoglu
Data Clustering using Metaheuristics: Bat Algorithm and Particle Swarm Optimization	Asst. Prof. Kemal Alaykiran

Tea Break (02:30 - 02:45pm)

DAY 01 Saturday (October 21, 2017)

Session 3 (02:45 pm - 04:30 pm)

Venue: Room 1

Session Chair: Dr. Rehab Begum

Track A: Business, Economics, Social Sciences and Humanities

Point of Discussion	Presenter
Answers Came from Different Industries for the Current Employer Branding Challenges	Dr. Mónika Fodor
Hate Speech in Turkish Media: The Example of Charlie Hebdo	Ferihan Polat
Effect of Religious Holy-Days and Optimism in Analyst Recommendations: Evidence from Arab Countries	Dr. Harit Satt
Conflicts Beyond Borders – Possibilities for International Alternative Conflict Resolution I.	Asst. Prof. Csilla Mizser
The Analysis of the Change of Consumption of Organic Productions in the Last Decades in Hungary	Asst. Prof. Gábor Gyarmati

Tea Break (04:30 - 04:45pm)

Closing Ceremony

List of Conference Attendees

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

Sr. No	Official ID	Name	Affiliation Details
1	10-IMSS-109A	Dr. Shehla	Peshawar Dental College Warsak Road KPK Peshawar Pakistan
2	10-IMSS-117A	Asst. Prof. Dr. Fatma Altınbaş Sarıgül	Altinbas University, Turkey

2nd Day (October 22, 2017)

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 & HUMANITIES

Economic Exposure of Stock Returns: An Investigation through Multifactor Model

Dr Babar Zaheer Butt[*]

Abstract Purpose of this study is to examine the stock returns variation to specific macroeconomic and industry variables by applying multi-factor model. Firms of Banking Industry were selected for this study on the basis of data availability, profitability and performance on the Pakistan Stock Exchange. The data for the selected firms and economic variables obtained for the period of 10 years. Descriptive statistics performed for the temporal properties and GARCH model was used to analyze the risk and return relationship. The tests were applied on the stock returns of each firm and on the data set of the entire industry to generalize the results. The results reveal that market return is largely accountable for the stock returns variation, however the inclusion of other macroeconomic and industry related variables has added additional explanatory power in describing the stock returns variation. It is also found that industry stock returns are more responsive to changes in economic conditions than firm level stock returns.

Keywords: Stock Market, Stock Returns, Macroeconomic Variables, Banking Industry, Multifactor Model

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Cognitive, Physical, Social and Emotional Development of a Child

Dr. Rehab Begum[*]

Abstract Developmental psychology is a relatively new science, but the continued pursuit of its study has led to many conclusions and insights on the development of humans. The study of child development has been particularly investigated, allowing people to realize and facilitate the transformations that occur from infancy through childhood through adolescence. First, I will examine cognitive development, or the development of mental and motor skills. I will also describe Cognitive development; it is based over in terms of two of the most well known theories on the subject: Jean Piaget's four stages of cognitive development and the information processing theory. The second aspect of child development that is examined is physical development. Physical development starts from the day of birth and advances rapidly. Changes can be seen weekly in infanthood and, though the process of physical development slows drastically, development continues into adulthood. The third aspect of development that I will examine is social and emotional development. Humans go from birth, where they only possess four innate emotions, to adolescence, where they face a complicated quest for identity. Although this is an overview of child development, it is important to remember that each theory in child development has its strengths and weaknesses and each theory has been subject to both affirmations and criticisms. Another thing to think about while going through this article is the importance of outside factors on a child's development. For example, children's development is affected by the historical time in which they lives, the culture they belong to, any social or demographic changes that take place in their culture, their family situation, and many other factors. Also, while development is explained in this article by age group, these ages do not represent definite marks as to where a child should be at a specific age, and are instead rough guidelines to the typical progression of child development.

Keywords: Child Psychology, Child Development

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Challenges Issues in Medical Education and Expansion, of Medical colleges in Pakistan

Dr. Maida Khattak[1*], Dr. Shehla[2]

Abstract Doctors and healthcare providers are looked upon by the society as highly respectable members of the society. Dealing with the lives of the patients is no small task! This respect, however, has a price tag. With esteem comes responsibility. Medical profession is very sensitive and one error, no matter how minor or trivial, can bring disaster. To avoid serious repercussions, it is imperative that medical graduates should have the requisite knowledge, skills, and attitude to deal head-on with the challenges that real life brings to them. The methods by which our students are converted from raw recruits into medical graduates need to be revisited. In simple terms, medical education needs to be constantly updated in response to our social needs and requirements of the medical practice. Training for doctors requires careful attention, as in these days of globalization the movement of doctors across international boundaries is even more frequent and, therefore, a degree of international homogeneity and understanding of educational and training standards is required even though cultural variations must be taken into account. Over the past two decades or so, there has been a major expansion of medical colleges in Pakistan, both at the government and private levels, perhaps more so at the latter level. The most recent figures suggest there are a total of 94 medical colleges in Pakistan, 39 of which are public and of these 55 are private medical colleges. The media recently voiced concerns about a number of issues related to alleged corruption in medical colleges and also about poor regulation and quality control through the Pakistan Medical and Dental Council (PMDC). The role of the regulator needs to be expressed, expanded and evaluated clearly and carefully. In the speed to develop more medical colleges, some colleges in the private sector are lagging behind in terms of resources-both human and material, and also less than rigorous evaluations in both the entry and exit of medical students.

Keywords: Medical Education, Challenges, Private Medical Colleges

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Conflicts Beyond Borders – Possibilities for International Alternative Conflict Resolution I.

Asst. Peof. Dr. Csilla Mizser[*]

Abstract Mediation is one kind of procedures to solve a conflict. Mediation is based on the voluntary participation of the parties. Mediation is a voluntary process in which an impartial person (the mediator) helps with communication and promotes reconciliation between the parties which will allow them to reach a mutually acceptable agreement. It is a procedure, in which an intermediary without adjudicatory powers systematically facilitates communication between the parties with the aim of enabling the parties themselves to take responsibility for resolving their dispute. The procedure has the character of confidentiality and the neutrality. Mediation is a negotiation facilitated by a neutral third-party who assists the parties in moving to resolution. The neutral third party has no control over the outcome of the case and conflict, but controls and directs the process itself, he or she is responsible for the procedure. While court proceedings are authoritative, formalised and claim-oriented, mediation offers a flexible, self-determined approach in which all aspects of the conflict -independent of their legal relevance- may be considered. Against this background, mediation in contrast to court proceedings is described as alternative dispute resolution (ADR).The question is: to solve the conflict and find a solution or to transform a conflict and reshape teh connection between the parties? What is the matter when the mediation process has to be conducted between parties, who live in different countries or when one person of the parents just want to go abroad with the common child or children. How can cross-border mediation help? This publication tries to show a possible answer.

Keywords: Transformation, Solution, Intermediary, Neutrality, Confidentiality, Cross-Border Mediation

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The Analysis of the Change of Consumption of Organic Productions in the Last Decades in Hungary

Asst. Prof. Gábor Gyarmati[*]

Abstract Organic agriculture is one of the solutions for sustainable agriculture. But as all market-based farming forms, the organic plant must be able to stand in the market. Over the past decades, more writing has been made with the aim of examining what the markets, the demand, the supply, the producers and the consumers of organic products are. Based on these surveys and researches, it can be stated that it is a fast-growing market that is seeking consumer products for consumer or health reasons or deliberately and is able to pay for it. However, around the crisis of 2008-2009, it has been seen that there is a narrow layer which has kept demand for these markets in the country and there is a decline of the domestic organic market, in contrast to Western European trends. The purpose of the present study is to examine current producer and consumer attitudes, characteristics, goals and opportunities and to show what factors have led to the fact that the size and growth of domestic organic production at present is far below compared to the Western characteristics. The material and methodology for these papers are in-depth interviews and questionnaire surveys with producers and consumers alongside the literature. The hypotheses of the paper are lower levels of solvency in demand, lower support levels, social factors and traditional eating characteristics, in addition to pricing significantly above the Western premiums, the general characteristics of agriculture (lack of capital, scarcity of processing capacity, logistics issues, etc.) led to the development of current scarce opportunities. The paper also discusses what changes need to be made in order to show the trends of Western markets at home? Here, in the same way as the previous point, my assumption is to increase the incomes and improve the awareness of the need for changes in food characteristics and capacities.

Keywords: Organic Production, Organic Food Consumption, Marketing Survey, Trends

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Competitive Factors in Spanish Wine Industry. Independent Wineries versus Business Groups

Assoc. Prof. Juan Ramón Ferrer Lorenzo[1*], María Teresa Maza[2], Silvia Abella[3]

Abstract Spain is the country with the largest area of vineyards in the world. As production stabilizes, consumption in Spain has suffered a significant decline in recent years, which has prompted companies to seek new markets and increase their competitiveness. The objective of this work is to analyze the factors that define competitiveness, from the optics of resources and capabilities, strategies, and business performance, between independent wineries and those belonging to business groups. The survey was conducted to all Spanish wineries, obtaining 339 valid answers. The analysis was performed using hierarchical regression, the results show that independent companies and those belonging to groups, have different explanatory elements of performance. Thus, while in independent companies resources and capabilities are more important than strategies, in companies belonging to groups both elements are relevant.

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Effect of Religious Holy-Days and Optimism in Analyst Recommendations: Evidence from Arab Countries

Dr Harit Satt[*]

Abstract The Muslim Holy days of Ashoura, Eid Milad-un-Nabi, Eid-ul-Fitr and Eid- ul-Adha are amongst the most celebrated religious traditions in the world, observed by more than 1.5 billion Muslims. This study has investigated the impact of these Muslim Holy days on daily stock returns of 8 Asian and African financial markets for a period of 2004 to 2015. The study documents statistically significant changes in daily stock returns associated with heterogeneity of worship, special consumption patterns and expenditures within these holydays. This paper examines the nearness of religious occasions impact on analysts' recommendations in MENA nationsśecurities exchanges (Tunis, Iran, Jordan, Kuwait, Oman , Qatar, Lebanon, Algeria, Saudi Arabia and Bahrain) amid the period in the vicinity of 2004 and 2015. Our discoveries uncover that on Pre-Holidays, analysts tend to issue negative recommendations, and issue positive recommendations on Post-Holidays. Our outcomes are powerful to substitute measures of positive thinking and in the wake of controlling for different firm-particular qualities.

Keywords: Analyst Recommendations, Holidays Effect, Optimism

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Trafficking in Persons under the International Criminal Court Jurisdiction

Muath Al-Zoubi[*]

Abstract This paper examines the effectiveness of addressing the crime of trafficking in persons (TIP) as a Crime against Humanity (CAH) falling under the notion of enslavement under the International Criminal Court (ICC) jurisdiction. In doing so, the paper will firstly examine the crime of TIP as a global problem, arguing that, to successfully address this crime, it is necessary to adopt both unifying and comprehensive approaches. Secondly, the paper argues that the notion of enslavement as a CAH under the Rome Statute of the International Criminal Court (RSICC) does not contain an accurate and precise definition of the crime of TIP, which may hinder the effective prosecution of the crime by the ICC. Thirdly, this paper highlights the need for the ICC's involvement as a more capable body than national criminal justice systems for addressing TIP as a CAH. Fourthly, this paper examines how the ICC might be more relevant in prosecuting perpetrators of the crime of TIP by examining three scenarios: referral of the crime of TIP to the ICC Prosecutor by a State Party, or by the Security Council, or by the Prosecutor acting proprio motu. This paper concludes by examining the lacuna in relation to addressing TIP as a CAH through the absence of a clear definition of TIP under RCICC and the failure so far to achieve any prosecution of the crime of TIP as a CAH under the ICC jurisdiction.

Keywords: Trafficking in Persons, Crimes against Humanity, the International Criminal Court

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Enhancing Teaching and Learning Methodology with Computing Visualisation in Studies of Qiraat (Malaysia)

Dr. Ahmad Zulfiqar Shah Abdul Hadi[*]

Abstract The development of learning process by using the diversity of technologies has given many positive impacts on education. These development and computer programs have transformed teaching and learning scenarios in the classroom. It has become the premier teaching aids in order to improve and enhace the quality of teaching and learning process in the classroom. Ilmu Qiraat is a traditional knowledge which means its delivery process is really focusing on the concept of talaqqi and musyafahah. Hence, this article aims to expose the needs of enhancing teaching and learning methodology with computing visualization in studies of Qiraat. This study is a conceptual study by using a survey method. The survey has been conducted by analyzing websites, softwares, applications and multimedia that discussing on Qiraat studies. The results indicated that there have had a lot of computerized visualization mediums in Qiraat in the market but there are still no specific sources in Malay Language. Thus, this article will provide informations and the starting point towards empowerment of Qiraat studies comparable to other disciplines in the development of Islamic studies.

Keywords: Computing Visualisation, Teaching and Learning Methodology, Studies of Qiraat

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Answers Came From Different Industries for the Current Employer Branding Challenges

Dr. Mónika Fodor[*]

Abstract There are several challenges which employers in Hungary have to face: decreasing labour force, generation problems, very intensive changes in employees' expectations and preferences regarding to a successful carrier and ideal workplace. These are only some examples which modify the current labour market. Based on that the role of employer branding and reputation building will be more and more important tools in the portfolio of HR and HR marketing. Our paper focuses on the answers, solutions of different employees came from different industries. Main aim is to present adaptable employer branding tactical actions, HR-marketing tools to give a targeted support for the employees based on empirical experience. During our qualitative research project five expert interviews have been occurred with the help of semi-structured guide. We asked HR managers, employer branding experts from different companies (multinational, small and medium sized companies) to collect colourful experiences and to find the common ground of different employer branding solutions.

Keywords: Employer Branding, HR Marketing, Qualitative Research

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Hate Speech in Turkish Media: The Example of Charlie Hebdo

Ferihan Polat[*]

Abstract In this paper, the attacks at the French satirical magazine on January 7th, 2015 regarding the caricatures of Islam and the prophet Mohammad theme have been examined. The purpose of the study is to evaluate the view of the journalists as to whether the caricature carries out the hate speech or the freedom of express. In this context; firstly, the definition of hate speech, to whom it is pointed, its relation with the freedom of express have been examined, then the findings regarding the columns watching have been analyzed. In this study, the language of the mainstream media has not been found as intense as to raise the discriminatory language and the prejudice. Columns have been written in the first six month of following the Charlie Hebdo attack; it is shown that there has been emphasis to freedom of express and peace on often neutral and the centrist newspapers. Sabah Newspaper, as a representative of pro-government media, has focused more on Islamafobia and the hate speech concept as distinct from others, and has not mentioned the freedom of speech. Yeni Akit Newspaper, as a representative of conservative pro-government media, engages hate speech with the report called "Charlie Hebdo has looked for a trouble again." Habertürk on the one hand, has focused on "This is not the true nature of Islam" theme; and, on the other hand, Sabah Newspaper has mentioned that the caricature was a subject of an attack to Islam itself. According to the research result, it is seen that the newspapers have made news as they represented their political ideologies, and have not considered the other opinions.

Keywords: Charlie Hebdo Attack, Hate Speech, Freedom of Expression. Turkish Press

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TRACK B: ENGINEERING AND APPLIED SCIENCES

Data Clustering Using Metaheuristics: BAT Algorithm and Particle Swarm Optimization

Kemal ALAYKIRAN[1*], Kemal Mehmet HACIBEYOGLU[2], Kemal Mohammed H. IBRAHIM[3]

Abstract Data clustering is the unsupervised classification of unlabeled instances into clusters which is used as a preprocessing method in data mining. In the data clustering process, determining the centers of the clusters is a combinatorial optimization problem. Metaheuristic algorithms are often used to solve optimization problems. In this paper we used two metaheuristic algorithms: Bat Algorithm (BA) and Particle Swarm Optimization (PSO) for determining the center gravity of the clusters with different sizes of number of cluster parameter. In the experiments, we used five different datasets from UCI repository. Silhouette Coefficient is used as fitness function for determining the optimum center of the clusters. Finally, we measured the accuracy of the clustering process by classifying the clustered data clusters with artificial neural networks.

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Gender Prediction Based on Facial Images with Artificial Neural Network

Mehmet HACIBEYOGLU[1*], Kemal ALAYKIRAN[2], Yusuf Yalcin ILERI[3], Ayse AYVACI[4]

Abstract Gender prediction based on facial images is an important task for Human Computer Interaction and it can be used in many software that will develop a relation in social manner. In this paper, first the face image is determined from a head picture using image processing techniques and then the coordinates of eyes, mouth, nose and forehead on the face are detected. Then, the distances between the coordinates are calculated and normalized with data mining normalization techniques. Finally, gender prediction is performed using supervised artificial neural network with Back-propagation algorithm. The experiments are carried out using head pictures of 20 persons with 10-fold cross validation. The proposed method correctly predicted the gender of 17 out of 20 samples.

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Classification of Different Wind Speed Data in Turkey by Using Data Mining Algorithms

Mustafa AKKAYA[1*], Kadir SABANCI[2]

Abstract Today, the energy is one of the most significant indications in the development of the societies. One of the renewable energy resources, the wind power is quite important for generating energy. The method of generating energy from the wind power is wind turbines. In recent years, generating electricity with wind power has increased in Turkey as parallel to the world. Depending on this prevalence and development, the wind speed and direction data and analysing and categorizing these data is important. In this study, measured in the cities of Adıyaman, Nevşehir, Elazığ and Konya in 2014, the wind speed data obtained legally from the Republic of Turkey the Ministry of Forestry and Water Affairs and the General Directorate of Meteorology were analysed on the basis of provinces through WEKA software program by using Multilayer perceptron, K-NN and Naive Bayes algorithm. At the result of the analysis, the best success rate is achieved through K-NN algorithm (Correctly Classified Instances : 83.0357%). Besides, RMSE was calculated as 0.2859 and MAE was 0.1773. For the city of Mersin which has an important place in Turkey in terms of its wind potential, a classification was made by months based on the figures in the years 2014-2015 and 2016. The best success rate for Mersin was achieved through K-NN algorithm (Correctly Classified Instances : 90.4762%). In the classification made for Mersin, RMSE was calculated as 0.2713 and MAE was 0.1815 Finally, by comparing two analysis conducted, some recommendations were made about using wind power effectively and productively.

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Effective Project Management Tools

Mohammed Alsaleh[*]

Abstract When organizing any project, before diving into your project management software, it is important first to bear in mind precisely what the project is aiming to achieve. Clearly, any project will have a specific improvement objective that it will be expected to meet. Beyond that, though, in the wider context of the organization, it will be expected to begin setting the environment for other improvement activities on a much wider scale. To achieve the requirements of a "Successful Quality Improvement Project", a project must satisfy a number of success criteria: • It must contribute directly to the companyś overall improvement aims; otherwise, it will be seen as trivial and unimportant. • It must be well co-coordinated and monitored; a project must be run in a professional and disciplined fashion. • It must attempt to achieve a high involvement of the appropriate people from the appropriate levels. • It must optimize the use of peopleś time. The project must not tie people up in endless meetings, it must be a clearly, crisply executed set of activities with no-one feeling that their time is being wasted. The success of the use of effective tools in your project is as dependent upon the way in which it is carried out involving people as it is upon its outcome. Moreover, make sure that all projects support the overall organizational improvement program in Kuwait Oil Company and do not focus solely on their own narrow personal aims.

Keywords: Project, Management, Tools

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