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BOOK OF ABSTRACTS

MASE-18

**International Conference on Multidisciplinary Approaches
in Social Science, Business & Economics
July 21-22 / Athens - Greece**

Organizaed by



ACADEMIC RESEARCH AND SOLUTIONS SOCIEDAD LIMITADA

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Book of Abstracts of International Academic Conference on Multidisciplinary Approaches in Social Science, Business and Economics

MASE-18

Edited by

Prof. Dr. Perez M.

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Welcome to Academic Research and Solutions Sociedad Limitada (ARS)

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.



MASE-18

Titania Hotel, Athens – Greece

PROGRAM SCHEDULE



Conference Schedule

DAY 01 Saturday (July 21, 2018)

Venue: Titania Hotel Panepistimiou 52, Athens 10678 – Greece

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 – 10:00 am	Group Photo Session & Ceremony
10:00 am – 10:30 am	Grand Networking Session & Tea Break

DAY 01 Saturday (July 21, 2018)

Session 001 (10:30 am – 12:30 pm)

Track 001: Business, Management & Economics Studies

Point of Discussion	Presenter
The Influence of Environment on Business Capabilities	Margarida Vicente
Geopolitics and Strategic Posture: Do Multinational Corporations need foreign policy?	Robert Moussetis

Track 002: Medical, Medicines & Health Sciences

Association Between Changes in Hemoglobin Concentration and Cardiovascular Risks and All-Cause Mortality Among Young Women	Gyeongsil Lee
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Track 003: Social Sciences & Humanities Studies

Ocean Sustainability and the Long-Term Future of Humanity: Between Despair and Hope	Choy Yee Keong
AI Cars: How Expensive Should they Be?	James Han
Leadership's Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience	Beskida Dorda
Key Determinants for Successful SME-S. A Review of SME Literature	Beskida Dorda

Lunch Break & Ending Note: (12:30 pm - 01:30 pm)



2nd Day- (July 22, 2018)

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: Social Sciences & Humanities Studies

Ocean Sustainability and the Long-Term Future of Humanity: Between Despair and Hope

Choy Yee Keong*

Abstract Our planet comprises mainly oceans covering roughly 70 percent of its surface. The world's oceans are intimately associated with human long-term existence; it is no exaggeration to claim that a thriving ocean means a thriving human civilization. Unfortunately, the world's oceans today are in such a state that they actually threaten the long-term survival of humankind. They have been plagued by widespread physical, biological and chemical changes caused by various unsustainable human activities including extractive industrial activities, large-scale commercial agricultural expansion, unsustainable fisheries, rapidly increasing shipping activities, and unrestrained coastal development, among others. The main purpose of this paper is to provide insights into the interconnectedness of life in the oceans as well as their life-supporting functions including climate change regulation, food provisioning and other supporting services in maintaining and sustaining human civilization into the indefinite future. The purpose of this assessment is to instil and instigate human urgency to work towards arresting the increasing anthropogenic pressures exerted on the oceans. More specifically, this line of assessment allows individuals to conceptualize the indispensable role the world's oceans play in human survival. This highlights the urgency of restoring the ecological integrity of the world's oceans and their marine ecosystems. A clear understanding of the inextricable link between an ecologically healthy ocean and human survival, prompting a more holistic view of man's place in nature, as a part of the larger Earth System, would provide a scientific basis for action by individuals. It is concluded that enabling the global community to appreciate fully the value of oceans to humanity based on environmental knowledge and scientific explanation could motivate collective and coordinated stewardship action of diverse stakeholders to exercise greater moral restraint and ethical responsibility towards the world's oceans.

Keywords: Sustainability, Humanity, Hope.

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Leadership's Relationship in the Banking Sector According to Leader-Member Exchanges (LMX) Theory and Employees' Experience

Beskida Dorda^{1*}, Assist. Prof. Eriona Shtëmbari Ph.D², Perparim Dervishi Ph.D³

Abstract Leadership is one of the main elements that affects job satisfaction in every organization. The level of job satisfaction perceived by employees, in many cases depends on the human relationships among people that held different job positions. The paper investigates on how banking employees evaluate the level of leader-member exchange of their organization. It explores how this relationship is considered according to them. This paper aims to study the level of leader-member exchange through LMX theory in banking sector related to the experience of their employees. Information is gathered through questionnaires, which are distributed to several banks. These banks operate in the capital of Albania, Tirana. The paper's results show that banks have moderate leadership style according LMX theory. It reveals also that results of LMX theory are affected from the period of time employees have dedicated to the company. Employees that had different periods of time working in the current job resulted with different considerations about the relationship leader-follower.

Keywords: Banking Sector, Job Satisfaction, Leader-Member Exchanges (LMX), Organization Performance.

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Key Determinants for Successful SME-S. A Review of SME Literature

Beskida Dorda^{1*}, Assist. Prof. Eriona Shtëmbari², Ariana Cela Ed.D³

Abstract Small and medium-sized enterprise (SME) is the category of businesses that is spread mostly all around the world. Business environment is changing faster than ever and as a result factors that affect businesses will have different aspects to see through. There have been many studies that aim to help SMEs to perform better. Their research has been focused on how different relationships between factors affect SMEs' performance. Little evidence is about the main factors which resulted important from the previous literature. This paper aims to develop an overview of the most important factors that worldwide literature has investigated till now. It will be a valuable source of knowledge for researchers who are interested in the investigation of SMEs, because it gives a general view of how different studies have developed their research toward barriers or success factors of SMEs. The paper represents different perspectives through summarizing important studies. The determinants resulted from this paper are: human resources, gender, culture, communication, government, financial issues, technology and innovation, environment, internationalization. Each factor resulted to have high impact on SMEs' performance or success.

Keywords: Determinants, Performance, Small and Medium-Sized Enterprise (SME), Success Factors.

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AI Cars: How Expensive Should They be?

James Han*

Abstract Artificial Intelligence enables self-driving cars, and with the development of technology, it is not surprising to see AI cars being a common means of transportation in the near future. How much more are people willing to pay for the cars to have the AI outfit? This study interviewed 70 high school students, who will be the first generation of AI car consumers, and found that in general most people are willing to pay about 20% more for the AI capability. Furthermore, the willingness to pay is much higher among boys than girls, and also higher among people with higher familiarity with AI.

Keywords: Willingness to pay, Artificial Intelligence, Self-driving Car JEL code: D, H, O, R.

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TRACK: MEDICINE & MEDICAL SCIENCES

The Association between Changes in Hemoglobin Concentration and Cardiovascular Risks and All-Cause Mortality among Young Women

Gyeongsil Lee*

Abstract Background: While anemia is considered to increase the risk of mortality in high-risk populations, its effect has not been examined among young populations. This study aimed to determine the effect of hemoglobin (Hb) concentration and its changes on the risk of acute myocardial infarction (AMI), stroke, cerebrovascular disease (CeVD) and all-cause mortality among young women. Methods: We analyzed data from the Korean National Health Information Database on 808,143 women aged 20–39 years without any cardio-cerebrovascular disease. A one-time Hb concentration and changes in Hb over a 2-year period were calculated as exposures. Participants were followed for a median of 10 years to determine the risk of AMI, stroke, CeVD and all-cause mortality. Results: There were U- or J-shaped associations between Hb concentration and AMI, stroke, CeVD and all-cause mortality, after adjusting for cardiovascular or mortality risk factors. Compared to Hb concentrations in the range of 12.0–12.9 g/dL, both higher and lower Hb concentrations were associated with stroke and lower Hb concentrations with elevated all-cause. Compared to persistently normal Hb concentrations (12.0–13.9 g/dL), changes in Hb concentrations in either direction were associated with elevated AMI. An increase in Hb concentrations over time elevated the risk of stroke risk, and a decrease in Hb concentrations over time elevated all-cause mortality. Conclusion: These findings suggest that regular Hb analysis may assist in identifying young women who are at risk of AMI, stroke, cerebrovascular disease and all-cause mortality.

Keywords: Hemoglobin Concentration; Acute Myocardial Infarction; Stroke; Cerebrovascular Disease; All-Cause Mortality.

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TRACK: BUSINESS & ECONOMICS STUDIES

Geopolitics and Strategic Posture: Do Multinational Corporations need Foreign Policy?

Robert Moussetis*

Abstract In today's world, it is apparent business has become more global, but the debate remains to what extent globalization takes place across production and markets. Arguably, a company may need a foreign policy considering events such as the takeover of Crimea, Russian threat to Ukraine, British exit from the European Union, continuous financial crisis in Greece, the rising barriers to trade, prolonged stagnation, rise of populism, the European socio-political and economic crisis or the expansion of China in South East China. This paper attempts to research different issues of the geopolitical environment a multinational corporation (MNC) addressing today. It is in the interest of a MNC and its managers to understand the complexity of the international geopolitical arena and to have the foresight to comprehend the implications and influences of events on the business continuum. A conceptual model is guiding the development of key elements but also future research. Moreover, the research is attempting to coalesce the strategic posture of the global business as they relate to geopolitical issues.

Keywords: Geopolitics, Strategy, Business, Multinationals.

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The Influence of Environment on Business Capabilities

Margarida Vicente*

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Abstract This research examines how marketing capabilities, technological capabilities, and organizational innovation influence export performance. More specifically, we examine the impact of marketing and technological capabilities on organizational innovation and the influence of organizational innovation on export performance. We investigate the mediating role of organizational innovation in the relationships between these two capabilities (i.e. marketing and technological capabilities) and export performance. In addition, we analyze whether these effects are moderated by high vs. low technological turbulence. Survey data of 471 exporting manufacturing firms based in Portugal was used to test the relationships between the constructs analyzed in this study. The findings demonstrate that marketing and technological capabilities have a significant effect on organizational innovation intensity, which in turn has a positive impact on export performance. Organizational innovation positively mediates the relationships between marketing and technological capabilities and export performance. Furthermore, the results show that marketing capabilities have a stronger impact on organizational innovation and export performance than technological capabilities. In both low and high turbulence, the innovation effects of marketing capabilities are higher than the effects of technological capabilities. Implications for scholars and practitioners are discussed along with suggestions for future research.

Keywords: Marketing Capabilities; Technological Capabilities; Organizational Innovation; Export Performance.

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