ResearchGate

See discussions, stats, and author profiles for this publication at: https://www.researchgate.net/publication/318461417

Examination of theses made with health professionals and students relating to E-learning: Turkey profile

Conference Paper · June 2017

CITATIONS
0

READS
11

4 authors, including:



Rüveyda AYDIN
Akdeniz University
16 PUBLICATIONS **1** CITATION
SEE PROFILE



Ayse Deliktas
Akdeniz University
14 PUBLICATIONS **1** CITATION
SEE PROFILE



Oznur Korukcu
Akdeniz University
27 PUBLICATIONS **74** CITATIONS
SEE PROFILE

All content following this page was uploaded by Rüveyda AYDIN on 17 July 2017.

The user has requested enhancement of the downloaded file.

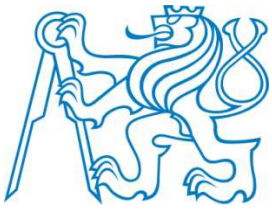
CIAE
Czech Institute of Academic Education z.s.

International Academic Conference on Teaching, Learning and E-learning in Budapest, Hungary 2017 (IAC-TLEl 2017)

and

International Academic Conference on Management, Economics and Marketing in Budapest, Hungary 2017 (IAC-MEM 2017)

Wednesday - Thursday, July 5 - 6, 2017



Czech Technical University in Prague

Google books

case centre

EBSCO INFORMATION SERVICES

CIAE
Czech Institute of Academic Education z.s.

Conference Staff

Conference Chair	Radek Kratochvil, Ph.D. *Czech Institute of Academic Education z.s., Czech Republic* *Czech Technical University in Prague*
Honorary Chair	Associate Prof. PhDr. Maria Janesova *Czech Technical University in Prague, Czech Republic*
Conference Scientific Committee	Mgr. Helena Kratochvilová *Czech Institute of Academic Education, Czech Republic*
	Assoc. Prof. Souvik Pal *Department of Computer Science and Engg. in Nalanda Institute of Technology, India*
	Assoc. Prof. Dr. Ioan-Gheorghe Rotaru *'Timotheus' Brethren Theological Institute of Bucharest, Romania*
	Assoc. Prof. Dr. Ömer Beyhan *Konya NE.University, A.K. Education Faculty, Turkey*
	Assoc. Prof. Anjali *Department of Computer Science & Engg, GNIT, India*
	Mario Konecki, Ph.D. *University of Zagreb, Faculty of Organization and Informatics, Croatia*
	Assoc. Prof. Jitender Grover *Department of Computer Science & Engg., M.M. University, India*
	Assist. Prof. Dr. Mohamad H. Atyeh *School of Business, Australian College of Kuwait, Kuwait*
Committee members	Radek Kratochvíl Helena Kratochvílová Hana Hamidová

Table of Contents

Registration Days and Times

Conference Program

Posters

Conference Publications / Proceedings

Contact, Cooperation

Upcoming Conferences

Registration Days and Times

Novotel Budapest Centrum

1088 Budapest, Rákóczi út 43-45, Hungary

Wednesday	08.40 - 09.00	pre-conference registration (IAC-TLEl and IAC-MEM) - foyer rooms Zsolnay I+II
Wednesday	09.00 - 16.00	conference registration (IAC-TLEl and IAC-MEM) - foyer rooms Zsolnay I+II

CIAE
Czech Institute of Academic Education z.s.

Conference Program

Wednesday, 5.7.2017

Meeting room Zsolnay I+II

09.00 - 09.10	**Official opening of the conferences IAC-TLEl and IAC-MEM** Conference Welcome	
09.10 - 10.30	The session chair: **Hana Hamidová**	*Education*
	Piotr Jednaszewski	IAC201707038
	Dirk Förster-Trallo	IAC201707052
	Majed Ali	IAC201707006
	Murat Polat	IAC201707027
10.30 - 10.50	**Coffee break**	
10.50 - 12.10	The session chair: **Piotr Jednaszewski**	*Economics*
	Geng Cui	IAC201707026
	Sigismundo Bialoskorski Neto	IAC201707039
	Dirk Förster-Trallo	IAC201707053
	Matti Koivisto	IAC201707042
12.10 - 13.00	**Lunch**	

Meeting room Zsolnay I (IAC-MEM) Session chair: **Shpetim Rezniqi**		**Meeting room Zsolnay II (IAC-TLEl)** Session chair: **Kamile Kabukcuoğlu**	
13.00 - 14.40		13.00 - 14.40	
Saranyapong Thiangtam	IAC201707058	**Sławomir Kujawski**	IAC201707004
Dafina Krasniqi	IAC201707034	**Ercan Kocayörük**	IAC201707008
Joanna Adamska-Mieruszewska	IAC201707010	**Agnieszka Kujawska**	IAC201707005
Egzon Kastrati	IAC201707035	**Kateřina Sachrová**	IAC201707013
Fernando Zanella	IAC201707041	**Phudinan Singkahmfu**	IAC201707044

14.40 - 15.00 **Coffee break**

Meeting room Zsolnay I (IAC-MEM) Session chair: **Árpád Ferenc Papp-Váry**		**Meeting room Zsolnay II (IAC-TLEl)** Session chair: **Hana Hamidová**	
15.00 - 16.40		15.00 - 17.00	
Árpád Ferenc Papp-Váry	IAC201707015	**Kamile Kabukcuoğlu**	IAC201707049
Fisnik Shala	IAC201707036	**Jasna Hudek-Knezevic**	IAC201707045
Valdrin Misiri, Fisnik Morina, Armend		**Ayşegül Derman**	IAC201707047
Mehmetaj, Sami Mazreku	IAC201707040	**Kamile Kabukcuoğlu**	IAC201707050
Dafina Krasniqi	IAC201707037	**Walaiporn Singkhamfu**	IAC201707055
Waleed Al-Zaidi	IAC201707043	**Serdar Derman**	IAC201707051

Note

- one presentation will be approximately 20 minutes
- please bring your presentation on a USB flash drive or PC-compatible CD/DVD disc
- presentation room will be equipped with a laptop and data projector for PowerPoint presentations

Thursday, 6.7.2017

09.45 - 10.00	Boarding to the ship (Departure/arrival place - Vigadó tér 5)
10.00 - 11.00	**The sightseeing cruise (Boat trip) with a non-alcoholic drink**

The sightseeing cruise is free for conference participants.

The sightseeing cruise takes one hour between the Margit and the Rákóczi bridges, introducing the main sights of the city from the River Danube.

CIAE
Czech Institute of Academic Education z.s.

Wednesday - 5.7.2017

Meeting room Zsolnay I+II (IAC-TLEl + IAC-MEM)

Time: 09.00 - 09.10 **Conference Welcome**

Official opening of the conferences IAC-TLEl + IAC-MEM

Time: 09.10 - 10.30

Session chair: Hana Hamidová ***Education***

Author: Piotr Jednaszewski

University of St Andrews, Scotland

Presentation title: Preparing EFL Business Students for Negotiation

Number: IAC201707038

Abstract:

This document gives formatting instructions for authors preparing papers for publication. The aim of this article is to give teachers of EFL practical advice how to prepare their students for negotiations. The article presents the SWOT from the practical approach followed by the case study and the evaluation of the analysed business record. The problem of the employee`s company position and access to information is also high lightened as the key component of preparation for negotiations. Finally, the article presents stages of negotiations providing practical, down to earth input for each stage.

The first stage on Preparation and Planning is followed by the Initial Contact and Informal Stage of Negotiations. The subsequent stages include: Developing Relegations, Working on Variable Solutions, Formal Conclusions and Signing the Contract. Information provided in this paper is based on 15 years' work experience with international groups of students who attended the International Business and Negotiation Programme at the University of St Andrews, Scotland.

Authors: Soeren Dressler and **Thomas Rachfall** and **Dirk Förster-Trallo** and **Antti Kapanen**

Hochschule für Technik und Wirtschaft Berlin, Germany

Presentation title: Improved Learning Performance Based On A Flipped Classroom Concept – Results After Three Consecutive Courses

Number: IAC201707052

Abstract:

This research analyses the improved learning effectiveness due to a multiple digital and classroom training approach. The "management accounting" class at the HTW University of Applied Sciences Berlin is used as a platform to pilot sophisticated flipped classroom learning approach since 2015. This approach includes various digital tools ranging from different kinds of videos to a class response system combined with class room lectures. At the end of each term the students evaluate the used format. This empirical analysis confirms the effectiveness of the flipped class room concept. The students' acceptance and motivation is highest if various methods of teaching are been applied. Furthermore, students make sustained time investments to handle the resulting learning strains and invest more time to prepare and follow-up the classes. This demonstrates that the applied teaching form enables a constant and continuously learning progress for the students which leads to a promoting and trustful learning environment.

Author: Majed Ali

Ministry of Education, State of Kuwait

Presentation title: The Effect of the Project Method on the Development of Creative Thinking, Critical Thinking and Emotional Intelligence - A Case Study of Secondary School Students in the State of Kuwait

Number: IAC201707006

Abstract:

This research focuses on the project method, one of the main measures of the progressive movement championed by Dewey and Kilpatrick to educate and develop several cognitive and personality abilities and trends in students. This research discusses various theoretical and practical aspects of the project method within and outside of the school environment. A review of the literature supports the impact and importance of project method programmes on educational outcomes. The sample in this research is schools in the State of Kuwait. Therefore, the main objective of this study is to explore the effect of the project method on the teaching of agriculture in schools on students' development according to three variables –creative thinking, critical thinking and emotional intelligence –using a case study of secondary school students in the State of Kuwait. This study also attempts to examine the differences between the genders and students with different academic specializations (scientific and literary) in the variables of this study. Furthermore, investigate the directions of the correlations among the three variables of this study – creative thinking, critical thinking and emotional intelligence – in the total sample of secondary school students in this study. Additionally, study the effect and interaction of gender and

academic specialization (scientific and literary) on creative thinking. Finally, determine the best predictors of creative thinking among the study variables of critical thinking and emotional intelligence. The sample consisted of adolescents with a mean age of 17.2 years (SD 1.94 years). The participants were in the eleventh and twelfth grades of public secondary schools in the State of Kuwait. The total number of the sample was 157 students; 75 boys and 82 girls. The results generally show that there are no differences between the genders or academic specializations in the study variables. Creative thinking was found to be positively significantly correlated with emotional intelligence but it was not found to be related to critical thinking. Furthermore, academic specialization and gender (separately) have a significant statistical effect on creative thinking, but there is no significant statistical effect of their interaction together on creative thinking. Additionally, the most important independent variable to predict creative thinking is emotional intelligence. Finally, conducting an agriculture project – the specific project studied in this research– had a significant positive effect on the variables among the secondary school students in this study.

Author: Murat Polat

Anadolu University, Turkey

Presentation title: Developing A Scale On Attitudes

Number: IAC201707027

Abstract:

Language teaching is not only instructing a set of rules, words and patterns based on some skills like speaking, reading or writing in the target language but also understanding the nature of learning a foreign language and the integral system lying behind. In most ELT classes, the importance of grammar, how it should be taught or how much it should be integrated into language teaching are still matters of discussion. Considering this fact, learning teachers' attitudes towards teaching grammar is significantly valuable for researchers. This study thus aimed to design a scale that identifies teachers' attitudes towards the role of grammar in the process of teaching English, to pilot it, and to find out the psychometric qualities like reliability and validity of the scale designed. The scale was developed in two phases; it was first aimed to explore the factor structure of the scale, then to confirm the structure gained from the exploration of the items. The study was carried out in 2015 and 247 volunteer language teachers from 3 state universities in Eskişehir and Kütahya were included. The results of exploratory and confirmatory factor analyses revealed that the scale developed in this study was a considerably valid and reliable data collection tool including three factors. Finally, the analyses indicated that gender and graduate

faculties did not create significant differences whereas age and the degrees obtained by the teachers created a considerable difference on language teachers' attitudes towards grammar teaching ($p<.05$).

Meeting room Zsolnay I+II (IAC-TLEl + IAC-MEM)

Time: 10.50 - 12.10

Session chair: Piotr Jednaszewski ***Economics***

Authors: Geng Cui and **Xiaolin Li** and **Ling Peng**

Lingnan University, Faculty of Business, Hong Kong

Guangdong University of Finance and Economics, China

Presentation title: Regulatory Distance and the LocationChoice of Emerging Market Multinationals

Number: IAC201707026

Abstract:

Existing research of emerging market multinationals corporations (EMMNCs) suggests that they are attracted to either countries of poor governance or locations of high regulatory quality, i.e., countries with greater regulatory distance. Drawing from the concept of institutional experience [28], we examine the different directions of regulatory distance (i.e., worse, similar and better) and propose a curvilinear relationship between regulatory distance and country location choice. Based on the data from 301 Chinese multinationals, we find that the relationship between regulatory distance and location choice exhibits an inverted U-shape. Moreover, institutional interactions including the bilateral investment between countries and social networks of firms positively moderate the impact of regulatory distance. These findings furnish meaningful insight into the location choice and internationalization behavior of EMMNCs.

Authors: Sigismundo Bialoskorski Neto and **Reinhard Bachmann**

University of São Paulo, School of Economics, Brasil

University of London, School of Oriental and African Studies, UK

Presentation title: The Role Of Trust In Cooperative Organizations' Life Cycle

Number: IAC201707039

Abstract:

Cooperatives are formed by members, frequently small economic agents. This research tries to answer the following question: What is the role of trust in cooperatives within their cultural and institutional frameworks. This is, we seek to develop a conceptual analysis of trust behavior in the life cycle of cooperatives as calculus-based trust, knowledge-based trust, and identity-based trust. Our contribution also describes levels of trust quality, such as integrity, competence and

benevolence. The hypothesis is that trust, as a social capital, has different characteristics in the cooperative's organizational time line, building on changing characteristics of the membership composition. The latter modifies trust in members' relationships and the social capital of the cooperative as a whole. This paper is a theoretical approach, and the model explains the different membership characteristics in cooperatives and combines the ideas of trust and membership heterogeneity dynamics. The focus is on agricultural cooperatives, specifically in marketing and processing cooperatives in the agribusiness economic sector. The membership of these cooperatives is characterized by a high level of heterogeneity.

Authors: Dirk Förster-Trallo and **Thomas Rachfall** and **Bruce M Wood** and **Mary Maclachlan** and **David K Harrison**

Hochschule für Technik und Wirtschaft Berlin, Germany

Glasgow Caledonian University, School of Engineering and Built Environment, Scotland

Presentation title: The impact of psychological occupational strains on Engineering Managers stress feeling – a test of the JDC model

Number: IAC201707053

Abstract:

An extensive literature review on the topic of physical and psychological strain experienced by engineering managers (EMs') revealed a significant gap in understanding the impact of occupational strain on EMs'. This research closes the existing gap by analyzing the impact of psychological occupational strains on EMs' stress feeling. Based on Karaseks' Job demand – Job control model, a research project with 153 German EMs' was conducted. Therefore, a modified version of the Copenhagen Psychosocial Questionnaire was used to identify relevant strains for EMs' and to evaluate their impact on EMs' stress feeling. The research found out that meaning of work, demands for hidings emotions, emotional demands as well as the possibility for development mainly affect EMs' stress feeling. Furthermore, this contribution compares these insights with the status quo of occupational strain load for EMs'.

Author: Matti Koivisto

South-Eastern Finland University of Applied Sciences, Finland

Presentation title: Managing Change with the Balanced Scorecard in a Higher Education Institution

Number: IAC201707042

Abstract:

Finnish higher education system is currently going through a process of changes. Cuts in public funding, new funding models, and introduction of tuition fees for students outside EU/EEA area have changed operating environment of the universities and universities of applied sciences in Finland. Also in a global perspective, the role of the higher education institutions has changed. They are now crucial national and regional operators and they are expected to be contributors to innovation, attractors of international talent and business investment as well as providers of social and cultural vitality. In order to re-direct the use of resources, internal business processes, and other modes of operation many Higher Education Institutions (HEIs) have started to apply management tools like the Balanced Scorecard (BSC), which offers a practical approach to translate the strategy into practical objectives and measures. This paper discusses the use of the BSC as a change management tool for a Finnish university of applied science. The analysis suggests two major findings. First, during major organizational changes the management is likely to focus more on internal than external perspectives of the BSC model. Second, the performance drivers derived from the HEI's sources of money creates a clear cause-and-effect chain between non-financial measures and financial outcome measures and this way supports the original idea of the BSC framework.

Meeting room Zsolnay I (IAC-MEM)

Time: 13.00 - 14.40

Session chair: Shpetim Rezniqi ***Economics***

Authors: Saranyapong Thiangtam and **Pongpun Anuntavoranich** and **Wilert Puriwat**
Bangkok University, School of Business Administration, Thailand
Chulalongkorn University, Technopreneurship and Innovation Management Program, Thailand

Presentation title: A Structural Model of Technology Acceptance of Life Insurance Agents: Evidence from Thailand

Number: IAC201707058

Abstract:

This study aims to develop and validate a causal relationship model of sales force automation acceptance as a result of perceived usefulness and ease of use, social influence and online social network as well as facilitating conditions. The sample of 500 life insurance agents was randomly selected. Questionnaire was the research tool. The study found that the theoretical technology acceptance model agreed well with empirical data. Results of analysis found that facilitating conditions have the highest influence on adoption of sales force automation, followed by social influence. It is also found that online social network has more influence than offline society. This result can be applied as a guideline in the use of online social network to encourage people to adopt new technology.

Authors: Dafina Krasniqi and **Fisnik Shala** and **Egzon Kastrati** and **Blerina Ramaj**
University ‘‘Haxhi Zeka’’, Kosovo

Presentation title: The Role Of The Organizational Culture On Employees’ Engagement

Number: IAC201707034

Abstract:

The paper intends to introduce the importance of employees’ engagement in productivity and contribution to the success of the organization. The engaged employees express themselves entirely physically, mentally and emotionally during the roles they have in the organization. There has been a wide spread and broad support for the results that strongly support the idea that the engaged employees have a positive impact on the organization’s performance and sustainability. The purpose of this paper is to link and combine our knowledge as well as familiarity with the concept of the culture of the organization and the needs of the diagnosing through its

measurement results that scholars of this field agree that the Culture has complex nature and appears as layered in what is called the "visible'' and "invisible" layer. This paper will answer the research question: Do the organizational culture and communication impact on employees' engagement? For the realization of this research paper is used a methodology that consists of a combination of primary and secondary data. A significant proportion of secondary data is provided through the use of electronic libraries and theoretical review also relied on various examples.

Authors: Joanna Adamska-Mieruszewska and **Łukasz Dopierała**

University of Gdansk, Institute of International Business, Poland

Presentation title: Pension system: challenges and reforms – the case of Poland

Number: IAC201707010

Abstract:

In the 1990s, after the economic transition, Central and Eastern European countries have faced significant problems with aging societies. Fertility rates dropped, life expectancy increased, and in consequence, the inverse old age dependency ratio decreased. Defined-benefit pension schemes became ineffective and in need of changes. One of the first countries that have begun the process of transforming the pension system into the funded, defined contribution scheme (DC), was Poland. The first, significant reform was launched in 1999 when DC system was introduced. The new scheme consisted of three pillars – two mandatory and one voluntary, all based on DC or notional DC solutions.

Since 1999 Polish pension system was changed several times. Implemented reforms partly diminished the significance of the private pillar. The most significant reform was launched in 2014 when the capital part became voluntary. The next, fundamental one is planned for 2018.

The aim of this article is to present the current situation of the Polish pension system, including the latest reform, its assessment in the opinion of domestic and international institutions as well as the impact on the financial sustainability. The paper presents the implications of the change for the future pension beneficiaries and their pension awareness. The article also shows the results of a survey conducted on young people from the northern region in Poland, which analyzed the long-term propensity to save and opinions on the Polish pension system.

Authors: Egzon Kastrati and **Fisnik Shala** and **Dafina Krasniqi** and **Blerina Ramaj**

University ''Haxhi Zeka'', Kosovo

Presentation title: The Impact Of Organizational Conflicts On The Performance Of The Enterprise

Number: IAC201707035

Abstract:

The process of realizing the work to achieve the objectives of the organization is realized by the managers and other people since every person has values and personality and conflicting display options are large. The term implies something that is harmful to the organization, but not many organizations today incite conflict with the aim of generating more productive ideas and are extremely functional but in what way should be promoted this a challenge for managers. The purpose of this paper is to analyzed the impact of the conflict in the organization and this paper will answer the research questions: How does conflict affect organizational context in performance? How does conflict of interest affect demotivation of employees? For the realization of this research paper is used a methodology that consists of a combination of primary and secondary data. A significant proportion of secondary data is provided through the use of electronic libraries and theoretical review also relied on various examples.

Author: Fernando Zanella

UAE university, Dept. of Economics and Finance, UAE

Presentation title: Military and civil spending cycles

Number: IAC201707041

Abstract:

This paper measures the degree of adjustment between government revenues and military expenditures for 132 countries throughout 25 years. Our research is unique by searching for evidence of military involvement in the politics of budgetary allocation of public funds, during economic cycles, by testing the speed of adjustment between defense and non-defense expenditures and government revenues. Specifically, we test for military expenditure stickiness, i.e., if defense expenditures decrease less than proportionally to other expenditures during contraction cycles but increases more or less proportionally during expansion cycles: our results show military expenditure stickiness.

Meeting room Zsolnay II (IAC-TLEl)

Time: 13.00 - 14.40

Session chair: Kamile Kabukcuoğlu ***Education***

Authors: Sławomir Kujawski and **Agnieszka Kujawska** and **Adam Piesik** and **Monika Zawadka** and **Joanna Słomko** and **Piotr Biegański** and **Sebastian Szyper** and **Malwina Tudorowska** and **Paweł Zalewski** and **Jacek J Klawe** and **Małgorzata Tafil-Klawe**

Ludwik Rydygier Collegium Medicum in Bydgoszcz NCU, Poland

Presentation title: The impact of 29-hours of sleep deprivation upon short-term memory in young, healthy males

Number: IAC201707004

Abstract:

Introduction: The short-term memory functioning is inseparably related with almost all intellectual activities performed in daily-life. One of factors that can potentially disrupt above abilities is the sleep deprivation (SD). Nowadays, work habits force to perform intellectual activities in partial or total SD conditions very often. Therefore, it would be worth to examine SD influence on short-term memory on participants which are used to day-time work.

Aim: The aim of this study is to examine the influence of 29-hours of sleep deprivation upon cognitive functioning in a group of young, healthy males.

Material and Methods: 59 volunteers – young, healthy males, were examined with a computerized battery test that consisted of Simple Reaction Time, Choice Reaction Time, Visual Attention Test (VAT) and Delayed Matching to Sample (DMS). Six series of measurements were undertaken over a period of 29 hours of SD.

Results: Repeated measures ANOVA results with Bonferroni test adjusted confirmed the number of errors and correct responses in third attempt in SRT and DMS test was significantly different in consecutive measurements.

Conclusions: The study has confirmed that subjects made significantly more errors, and consequently, noted a smaller number of correct responses, in DMS and in third attempt of SRT test, which is executed approximately after 12 minutes battery test beginning. However, rest of the results showed reversed direction of SD influence. These studies showed, inter alia, that effect of SD could be noticed in performance of the relatively easiest test after more than 10 minutes of intensive mental effort.

Author: Ercan Kocayörük

Canakkale Onsekiz Mart University, Faculty of Education, Turkey

Presentation title: How Parent Support the Adolescent Development: Self–Determination Theory on Adolescent Development

Number: IAC201707008

Abstract:

Self–Determination Theory (SDT) identified three universal human needs-the needs for competence, relatedness, and autonomy. According to the theory, these needs--the needs for competence, autonomy, and relatedness--must be ongoingly satisfied for people to develop and function in healthy or optimal ways . Healthy adjustment and higher levels of self-determined motivation are presumed to result when the individual experiences satisfaction of these needs by feeling effective, connected to others, and autonomous

This study examined that whether parents supportiveness exert solely direct effected on adolescents' life satisfaction or whether these effects were mediated through the Basic Psychological Needs (BPN- competence, relatedness and autonomy). The direct paths suggest that supportive relationships from parents promote feelings of well-being of adolescents. However, the indirect paths proposed that parent supportiveness have indirect influences on well-being through BPN. Parent supportiveness likely foster high levels satisfaction of BPN, which in turn have been linked with high levels of well-being.

Authors: Agnieszka Kujawska and **Sławomir Kujawski** and **Małgorzata Gajos** and **Joanna Androsiuk-Perkowska** and **Radosław Perkowski** and **Katarzyna Mądra-Gackowska** and **Weronika Topka** and **Sylwia Płusa** and **Kornelia Kędziora-Kornatowska**

Ludwik Rydygier Collegium Medicum in Bydgoszcz NCU, Poland

Presentation title: Education as one of the main elements of cognitive reserve in people 60 years of age

Number: IAC201707005

Abstract:

Introduction: The positive relationship between level of education and cognitive functioning is well examined. Researchers showed that people with a higher level educational attainment had a 47% decreased risk for dementia compared to those with a lower level of education. Nevertheless, studies showed that a higher level of educational attainment was associated with a more rapid decline in cognitive function. Cognitive reserve theory supplies a clarification for this findings as follows: individuals with higher level of education, more frequent participation in leisure

activities have efficiently compensated for pathology in the early phases of Alzheimer's pathology.

Aim: The aim of the study is to examine the relationship between education and cognitive functioning of people after 60 years old.

Material and methods: In these preeliminary studies 128 participants were examined. The level of education and number of years of education were examined using a social questionnaire. Cognitive functioning was evaluated with Mini–Mental State Examination (MMSE), Montreal Cognitive Assessment (MoCA) and Trail Making Test Part B (TMT B). Correlations were measured with r-Pearson test.

Results: The number of years of education were positively correlated with MoCa score ($p=0,009$) and verbal fluency subtest of MoCA ($p<0,001$) and negatively correlated with TMT B score ($p<0,001$).

Conclusion: In this preliminary studies we showed positive correlation between level of education and cognitive performance of older people. Longitudinal studies on larger samples with regression analysis are needed to estimate the level of influence of years of education on cognitive functioning in older people.

Author: Kateřina Sachrová

University of West Bohemia, Institute of Applied Language Studies, Czech Republic

Presentation title: Ethical Issues in Teaching Czech as a Foreign Language

Number: IAC201707013

Abstract:

The aim of the study is to consider the ethical issues that emerge in the work of a teacher of Czech for foreign adult learners and to highlight some areas connected to the teaching materials available that may be problematic. Attention is focused on the role a textbook can play in the intercultural communication that occurs within a nationally heterogeneous group. Suggestions are made to support intercultural dialogue based on mutual respect for different socio-cultural habits and values. The content is based on the analysis of data collected during a long-term observation of teaching and learning processes in lessons of Czech for Foreigners. It is also based on the shared experience of a team of university teachers who cooperate to create the courses of Czech as a Foreign Language. The practical part of the study contains a brief discussion of some ethical issues using examples from the textbook *New Czech Step by Step* by Lída Holá. Having analyzed those texts, we came to the conclusion that certain topics can be seen as problematic in respect of their appropriateness and comprehensibility for students from different cultural environments.

Author: Phudinan Singkahmfu

Chiang Mai University, Software Engineering Department, Thailand

Presentation title: Active Learning by Social Media and Short Lessen Pushing Method for After Class Study

Number: IAC201707044

Abstract:

Online study approach has more level that is attentive to applied in university due to it provide more accessibility between student and their lecturers. This research has developed the online social network application for after class study purpose. To present learning content, by posting online class lesson, and media as short messages to students' mobile phone, or tablet after school by stimulating their social network application using behavior. The specific mobile application was designed for student for work as social network study tools in each student's mobile phone. The application will short lesson and shows in the same way of regular social media application does. In addition, any reaction with lesson will display as notification on every class member, and encourage the other to read the recent activity lesson. Nearly 59 undergraduate software engineering students had been participated the research for one semester. In examining the student who used the online method, and student group, which studied only in a classroom, the improvement result found in the panel that used the online method rather than regular classroom-learning group. In addition, on this study shows evaluation result of the online application's efficiency by Inventory of learning Processes (ILP) assessment method combining with the K-mean clustering algorithm. The result shows as groups of student divided by the clustering algorithm from several factors such as the ILP result, study result and after semester questionnaire.

Meeting room Zsolnay I (IAC-MEM)

Time: 15.00 - 16.40

Session chair: Árpád Ferenc Papp-Váry ***Economics***

Author: Árpád Ferenc Papp-Váry

Budapest Metropolitan University, Tourism and Business Faculty, Hungary

Presentation title: How To Choose A City Slogan And A City Logo - The Role Of Verbal And Visual Identity In City Branding, With Examples From Hungarian Cities

Number: IAC201707015

Abstract:

Slogans and logos may be the most tangible elements in the marketing and communications of a city. Both are really good if they capture the character and story of the city, distinguish it from other places, and are capable of inspiring tourists, investors, and, not least, locals.

However, if slogans and logos are ordinary and meaningless, they may do more harm than good. ”The colourful city”, ”The livable city”, ”The friendly city”, ”Explore (city)”, ”A city that’s different”, or ”In the heart of Europe” are slogan efforts that have been used a thousand times before and will only make their user look ridiculous. Similarly, a logo that is overcrowded with too many elements at the same time is likely to become an incomprehensible montage, thus does not contribute to the improvement of the townscape. The same is true for logos with an oversimplified little sun shining, carrying no clear message.

Therefore this study first examines what elements make a good slogan. What aspects should professionals consider when creating a slogan? What do the examples of American cities tell us, and what can we learn from Hungarian examples?

In the next section, logos are discussed. What should we take into account when designing and approving a logo? How can it become a part of the entire visual identity? What are the typical examples in connection with it? How do Hungarian cities apply them?

All in all, the question is: what makes a good slogan and a good logo in the case of a city?

Authors: Fisnik Shala and **Dafina Krasniqi** and **Egzon Kastrati** and **Blerina Ramaj**

University ‘‘Haxhi Zeka’’, Kosovo

Presentation title: The Impact Of Market Research On Business Performance

Number: IAC201707036

Abstract:

Knowing the great importance that the market has as a concept for the realization of the activity of any enterprise should be explored about this issue. All enterprises whether manufacturing, trading or serving as an essential target see the penetration in the markets where they want to operate, so by looking at the degree of variability of the environment of these businesses where they operate and seeing each and every other day the consumer who these enterprises have, most of them should only see them as a temporary consumer because unfortunate for any business does not exist "one best way" to act and to avoid challenges. The aim of this paper is to continually explore the market to identify those opportunities and to avoid possible risks. Factors should be identified which would affect the performance of the enterprise. This paper will answer the research questions: How does the market affect the business performance of the enterprise? What is the impact of research on the competitive position of the enterprise? For the realization of this research paper is used a methodology that consists of a combination of primary and secondary data. Secondary data are the result of reviewing a broad literature on market management, which has served for hypothesis and for the theoretical model presented and tested in this paper.

Authors: Valdrin Misiri and **Fisnik Morina** and **Armend Mehmetaj** and **Sami Mazreku**

University of Peja " Haxhi Zeka", Kosovo

Presentation title: The Trade Cooperation Of Kosovo In The Region And Its Impact On Economic Growth

Number: IAC201707040

Abstract:

Trade as a notion is characterized by the potential to create profitable partnerships and stability in general. Above all, trade is the basis of economic development of each country, while free trade without barriers and provides that countries specialize in certain products and offers the possibility of creating economies of scale. Kosovo is a small country in the region, not only in size but also its economic impact. In the absence of a capacity to develop economic production in Kosovo it is at very low levels that fail to respond to the needs of domestic as.

This paper presents an empirical assessment of how it has impacted on Kosovo's economic growth, trade cooperation with other countries in the region. To achieve the purpose of this paper we are based on secondary data obtained from relevant state institutions in the field of trade and economic cooperation. The application of this methodology or these data results to be an empirical analysis that allows the inclusion of dynamics in the evaluation of trade cooperation. The model will give clear results (in the context of statistical analysis), underlining that Kosovo's

current trade is affected by past (previous) trade flows. In accordance with the literature on trade co-operation, the paper concludes that trade is positively affected by GDP, FTAs, colonial links and neighborhood. Another result of this material is that FTAs have positively contributed to the economic integration of Kosovo into the European Union.

Authors: Blerina Ramaj and **Fisnik Shala** and **Egzon Kastrati** and **Dafina Krasniqi**
University ‘‘Haxhi Zeka’’, Kosovo

Presentation title: The Organization And Its Role In An Enterprise

Number: IAC201707037

Abstract:

The main purpose of this paper is to present the most clearer way of organizing enterprises today, always taking into account the organization that is at the same time one of the main management functions. To know well what is the organization and what is its deciding role on the enterprise. Data on the bases of organization of the enterprises are provided by the research that has been done to enterprises within the country. The research is done mainly to enterprises that have a clear structure and are designed on the basis of a proper organization. The first part of this research paper presents the introduction into which the theme of the paper and the comprehensive form of organizing the enterprises are discussed. In the second part, respectively, the literature review includes materials from different books in the field of management and entrepreneurship, to go on further with the analysis of the way of organization on the basis of which hypotheses will arise. This paper will answer the research questions:

- ✓ How well are our businesses organized?
- ✓ Evaluation of performance factors affects the success of the enterprise.

Authors: Waleed Al-Zaidi and **Farsat Shaban** and **Nibar Naif**
Szent István University, Faculty of Economics and Social Sciences, Hungary
Duhok Polytechnic University, Department of Business Management, Iraq

Presentation title: The Role of Supply Chain Relationship Quality (SCRQ) on Customer Service Quality

Number: IAC201707043

Abstract:

The important keys for succeeding in supply chain management requires a heavy emphasis on high quality of relationship throughout the entire supply chain (Lourenço, 2005). So, the main aim of this study is to figure out the relationship between supply chain relationship quality (SCRQ)

indicators and their influence on quality of customer service and present some recommendations to develop the relationship between supply chain members. The importance of study is to clarify the importance of supply chain relationship quality in promoting customer service quality and examine supply chain relationship quality dimensions at two levels and their role in customer service quality. the first level represents pharmacies and their supplier (Zawita pharmaceutical warehouse) and the second level represents Zawita pharmaceutical warehouse and its suppliers (pharmaceutical companies). The main tool for collecting data is questioners, which have been distributed to directors of 35 pharmacies and main 5 department directors of Zawita pharmaceutical warehouse, and personal interviews with some of them in Duhok province-Kurdistan region of Iraq. The main conclusion has been indicated in this research is no long relationship with some pharmacies, all pharmacies do not use information technology tools to manage their materials and information sharing with their supplier which can cause some problems through supply chain, consequently, customer service quality and the relationship between Zawita pharmaceutical warehouse with its supplier is stronger than pharmacies with their supplier (Zawita warehouse).

Meeting room Zsolnay II (IAC-TLEl)

Time: 15.00 - 17.00

Session chair: Hana Hamidová ***Education***

Authors: Ruveyde Aydin and **Ayşe Deliktaş** and **Öznur Körükcü** and **Kamile Kabukcuoğlu**

Akdeniz University, Nursing Faculty, Turkey

Presentation title: Examination of theses made with health professionals and students relating to E-learning: Turkey profile

Number: IAC201707049

Abstract:

Purpose: The aim of the study is to examine theses made with health professional and students about e-learning in Turkey.

Methods: The theses found in the database of YÖK National Dissertation Center were search using keyword such as "E-Learning", "Web Based Learning", "Electronic Based Learning". Thesis that are considered to be related to the subject have been included in the study and have not been subject to any time limitations.

Results: As a result of the review, 7 thesis were included relating to e-learning or web-based learning with healthcare professionals or students in the study. Distribution of studies by years; 2007 (2), 2010 (1), 2011 (2), 2013 (2). It shows that the interest in the subject has increased especially after 2010.

Conclusions and Implications: The theses about e-learning in our country are of great importance in terms of infrastructure for e-learning projects to be carry out in the health sector. The studies show that e-learning is very important for health education. Therefore, for health professionals who are one of the professions where the problem of time and space is experienced intensely, e-learning should be generalize as a preferred model in continuous education.

Authors: Igor Kardum and **Jasna Hudek-Knezevic** and **Nada Krapic** and **Barbara Kalebic Maglica**

University of Rijeka, Faculty of Humanities and Social Sciences, Croatia

Presentation title: Five-factor personality traits as predictors of smoking in early adolescence – implications for health education

Number: IAC201707045

Abstract:

This study explored five-factor personality traits and their higher order factors as predictors of the age of cigarette smoking initiation and current smoking status among 457 primary school girls and 443 boys, aged 10 to 16 years. Cox proportional hazards regression analyses showed that five-factor personality traits predicted the age of smoking initiation. Neuroticism predicted earlier and Conscientiousness later age of smoking initiation in girls, while Neuroticism and Extraversion predicted earlier, and Conscientiousness later age of smoking initiation in boys. Personality traits also predicted current smoking status. Girls were more likely to smoke if lower on Conscientiousness, and boys if lower on Conscientiousness and higher on Extraversion and Neuroticism. Regarding higher order factors, alpha factor predicted the age of the first smoking experience and current smoking status in girls, while in boys, both factors predicted both criteria, and additionally their interaction predicted current smoking status. Implications of these results for health education and intervention programs are discussed.

Author: Ayşegül Derman

Gaziantep University, Gaziantep Education Faculty, Turkey

Presentation title: To investigate the particulate nature of matter conceptions of pre-service classroom teachers by free drawing

Number: IAC201707047

Abstract:

The Particulate Nature of Matter is noted to be at the heart of science and many parts of modern science and science curriculum in the worldwide. The learning from most further topics in chemistry (solution chemistry, bonding, physical and chemical changes, etc.) are mainly based on the particle theory of matter. In the light of this perspective, the aim of this study was to probe the conceptions of pre-service classroom teachers related to the particulate nature of matter. The purpose of the present study is to determine the Particulate Nature of Matter (PNM) conceptions of pre-service classroom teachers by free drawing. This study was designed qualitatively. The participants of the study consisted of 50 pre-service classroom teachers. I asked preservice classroom teachers to draw how they depict the particulate nature of matter for the three forms of matter (solid, liquid and gas). I coded the drawings of the pre-service classroom teachers on the base of some qualitative criteria that is considered in related previous studies. The present study revealed that some of the preservice classroom teachers used the particulate representation (85%), while others used the continuous representation (15%). The pre-service classroom teachers in their particulate representations showed the solid particles to be in contact with each other, the

liquid particles to be one or two particles apart, and the gas particles three to four particles apart. However, the emptiness between solid, liquid and gas particles depicted in their representations is inconsistent with the scientific 1:1:10 distance ratio.

Authors: Ayşe Deliktaş and **Ruveyde Aydin** and **Kamile Kabukcuoğlu**
Akdeniz University, Nursing Faculty, Turkey

Presentation title: A new model on the education of the health professionals: The Flipped Classroom Model

Number: IAC201707050

Abstract:

Education systems are required to constantly develop and change in order to meet the needs and adapt to the times due to continuous development of technology. Moreover, increasing health problems and expectations of individuals from health professionals, the education of health professionals in particular must be continually evolving in an age-appropriate manner. With the flipped classroom model, which is one of the current approaches, the student learns and reads with the materials supported by him/her in the home that she/he will learn in the school at the traditional education, and finds opportunities to synthesize and evaluate of the information with activities together make his friends and teachers. This model, which has been in use since the last decade, is notable for use in health sciences, especially in nursing, medicine and public health. In some studies, students reported that studies with these methods were more active, they learned more effectively, had more fun in learning, had positive academic achievement outcomes, however in some studies, students stated that such learning model was not effective enough to make understanding of difficult subjects. It is suggested that more studies are needed to examine the effects of the flipped model, which supports the active learning process, and also the flipped classroom model should be considered as an educational option by pre-application in schools.

Author: Walaiporn Singkhamfu
Chiang Mai University, College of Arts, Media and Technology, Thailand

Presentation title: The Development of Research Potential in College of Arts, Media and Technology, Chiang Mai University

Number: IAC201707055

Abstract:

Nowadays, leading universities in the world and in most countries thrive to become the Research Universities, which focus on producing and developing innovative researches as a means to

generate fame and income. As a result, these universities play an important role in creating new body of knowledge for their countries' development, providing a more competitive edge against other nations and sustainability. This project's objectives were to study and evaluate the research potential and to propose a means to improve the research potential, to produce high-quality researches, to create innovation, and to become one of the National Research Universities and one of the World Class Universities for CAMT. The research method for this project is by studying and analyzing CAMT's research performance during the year 2014-2016. From the interviews and the conversations with personnel who were involved with the research system, it was found that the approach to developing research potential for CAMT was comprised of research strategy development, human resource development, motivations and incentives, monitoring and evaluation, and research Knowledge Management system, acting as a center for research knowledge exchange. The most recent approach to educational management in the Research University was Knowledge Management. [4]

Author: Serdar Derman

Gaziantep University, Gaziantep Education Faculty, Turkey

Presentation title: Pre-service teachers' Perceptions About Science

Number: IAC201707051

Abstract:

The focus of the present study is to reveal the perceptions of the pre-service teachers about science via metaphors. For this aim the sentences such as "Science likes……; because…." or "Science likes to…...; because……" were asked to complete to the 253 pre-service teachers. The present study is based on qualitative design. The metaphor elicitation method was realized in analysing data. The data obtained from the study was considered with content analyze. As a result of the study pre-service teachers produced 106 metaphors related to science. The pre-service teachers associated the 11 of metaphors with human (individual, little child, guide, rescuer, teacher, guidline, human, human body, woman, child learning new things, new born baby). Due to different properties especially child metaphor (little child, child learning new things, new born baby) is noteworthy among these metaphors. The pre-service teachers also produced their metaphors related to phenomena (nature, language, change, life, development, revolution, cosmos, soul, art, experience, time, space, and so on…). Metaphorical perceptions present indicators about perspectives on science and attitudes towards science of the pre-service teachers. Findings were discussed with comparing related studies and implications were made on the base of findings

Posters

IAC-MEM 2017

Author: Fjolla Trakaniqi
University "Haxhi Zeka", Kosovo

Presentation title: Effective Delegation opportunity for a better management - Case Study: Partnership Businesses in the Municipality of Peja - Kosovo

Number: IAC201707059

Abstract:

The phenomenon of global economic competition, which is becoming increasingly harsh and aggressive, also affected management. Competition strategies are different and improving competing skills can be accomplished in many ways. One of the most successful ways is considered treatment of time as priority. The era of global competition made life more complex, more stressful and more demanding. Thus, business management is changing steadily. Due to the great importance of time, within the management, apart from other functions, delegation is a very important place.

Many contemporary business managers face the problem of time and the implementation of effective management of time in everyday life. Every person has a program by which he regulates his ways of behavior in every area of life. People who manage well time have extremely good control over both their lives and the work they do. All these managers do not have the time to do all their work. For the achievement of their goals, most of the work is delegated. This paper will answer the research question: Does employee motivation and employee accountability influence effective delegation?

Authors: Shpetim Rezniqi and **Albana Paloja**
College Biznesi, DPT-Economic Finance, Kosovo
College Evolution, DPT-Economic, Kosovo

Presentation title: Models And Conditions For Assessment Of The Site Financial Banks

Number: IAC201707048

Abstract:

Albania as a bank based financial system country, has been exposed to domestic and foreign economic developments which are reflected in Albanian banking system. Since banking system represents about 91.3% (BoA, 2015) of Albanian financial system it is important that supervisory

authorities, bank managers and other interested parties to work toward ensuring a continuous healthy banking system. The progressive increase of banking operations and size are followed also with the increase of their problems. Issues like capital adequacy, profitability, quality of assets etc. became the most discussed issues among managers, policy makers etc. In this study are analyzed 14 banks which operate in Albania, for a period of 10 years. The scope of this study is first estimating the efficiency of Albanian banks through a non parametric model known as Data Envelopment Analysis. And, second, identifying and analyzing the effect of bank specific factors (independent variable) on bank efficiency (dependent variable).

IAC-TLEl 2017

Authors: Tsung-Li Wang and **Ya-Fen Tseng**

Shu-Te University, Department of Animation and Game Design, Taiwan

Chung Hwa University of Medical Technology, Department of Digital Design and Information Management, Taiwam

Presentation title: Summer Constellation Observation - Promoting Star-Observation Learning with 3D Animation

Number: IAC201707054

Abstract:

Earth science is a science that is quite close to nature, attaches great importance to life experience and environmental education. However, we often can only use pictures or videos to explain the geological, meteorological, astronomy, ocean and other phenomena in the general classroom. It is necessary to dynamic three-dimensional images to increase the student's learning experience. Therefore, this paper aims to implement 3D animations based on topic of "summer constellation observation in space seen from Earth" in Earth science course. For the learning content, the paper to produce a 3D animations with the summer triangle of four seasons constellation with. Moreover, this study implements a fairy-tale constellation animation, which attracts students' eyes by story to increase the motivation to explore astrology.

Authors: Polona Jančič and **Vlasta Hus**

University of Maribor, Faculty of Education, Slovenia

Presentation title: Project-based learning in Social Studies

Number: IAC201707056

Abstract:

Project-based learning is a didactic strategy whereby students, through various activities and with the help of a teacher's guidance, learn about a comprehensive interdisciplinary subject. In 2016, a study we conducted a study with 4th and 5th grade teachers in Slovenian primary schools, in order to examine how often teachers use project-based learning, what they think of project-based learning, and if they receive enough encouragement for employing such learning. We determined that most teachers employ project-based learning occasionally. Teachers believe that project work is not too difficult for students. Teachers have mixed opinions about students not enjoying project tasks, as they demand a lot of time and effort. Teachers receive encouragement for the use of project-based learning from their environment only occasionally.

Authors: Victor Kwok-Chi Lau and **Kenneth Ming Li** and **Shelly Liang Liao**

The Chinese University of Hong Kong, Hong Kong

Presentation title: Assessment of Students' Understanding of Nature of Science using Contextual Survey

Number: IAC201707024

Abstract:

Student's understanding of nature of science (NOS) is commonly assessed usingsurvey with general description. However, previous studies showed thatcontextual survey could reveal a different understanding of NOS. In this study, a contextual survey based on the story of discovery of DNA structure was used to assess students' understanding of NOS. A total of 134 students studying the general education foundation (GEF) course In Dialogue with Nature in The Chinese University of Hong Kong were surveyed. Six NOS sub-categories (*collaboration*, *competition*, *creativity*, *inference*,*scientific methods* and*tentativeness*) were developedfrom 16 Likert scale itemsusing factor analysis. The survey scores among students with different backgrounds (gender, religionand senior secondary science) were compared using MANOVA. Students studiedscience subjects in their senior secondary forms showed significantlybetter understanding of NOS in the sub-categories *inference* and *scientific method*. When compared with atheist students, students with Christian backgroundshowed a significantly higher score in the sub-categories*creativity* and *scientific method*. There was no significant difference between genders in overall scores and on any sub-category. This study provided valuable information to the teacher of the GEF course.

CIAE
Czech Institute of Academic Education z.s.

Conference Publications / Proceedings

"Proceedings of IAC 2017 in Budapest", ISBN 978-80-88203-02-5

Indexing – EBSCO, Google Books, NKC - National Library of the CR

Contact

Czech Institute of Academic Education z.s.

Vestecká 21

252 42 - Vestec

Czech Republic

Email: info@conferences-scientific.cz

Web: www.conferences-scientific.cz

and

Czech Technical University in Prague

Web: www.cvut.cz

Cooperation

The Case Centre

The Case Centre is dedicated to advancing the case method worldwide, sharing knowledge, wisdom and experience to inspire and transform business education across the globe. We are a not-for-profit organisation and registered charity. Access the best management cases, articles and book chapters available worldwide at www.thecasecentre.org. The Case Centre also offers services to support the writing and teaching of cases.

Upcoming Conferences:

AUGUST 2017 - AUSTRIA

International Academic Conference on Management, Economics and Marketing, Austria, Vienna (IAC-MEM in Vienna 2017)

and

International Academic Conference on Teaching, Learning and E-learning, Austria, Vienna (IAC- TLEl in Vienna 2017)

Friday - Saturday, August 18 - 19, 2017

NOVEMBER 2017 - AUSTRIA

International Academic Conference on Management, Economics, Business and Marketing, Austria, Vienna (IAC-MEBM in Vienna 2017)

and

International Academic Conference on Global Education, Teaching and Learning, Austria, Vienna (IAC-GETL in Vienna 2017)

and

International Academic Conference on Transport, Logistics, Tourism and Sport Science, Austria, Vienna (IAC-TLTS Vienna 2017)

Friday - Saturday, November 24 - 25, 2017

MARCH 2018 - HUNGARY

International Academic Conference on Management, Economics and Marketing, Hungary, Budapest (IAC-MEM 2018)

and

International Academic Conference on Teaching, Learning and E-learning, Hungary, Budapest (IAC-TLEl 2018)

and

International Academic Conference on Transport, Logistics, Tourism, Hungary, Budapest (IAC-TLTS 2018)

Friday - Saturday, March 16 - 17, 2018

Web: www.conferences-scientific.cz

View publication stats