

ABSTRACT PROCEEDING
Volume 1, Issue 2



SEBMH-FEB-2019

Venue: Mercure Hotel Amsterdam City

Date: February: 09-10, 2019



**Social Sciences
and Economics
Research Society**

SSEERS International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH)

Conference organized by:



**Social Sciences
and Economics
Research Society**



This conference is dedicated to educators all over the world and to the members of the Social Sciences And Economics Research Society (SSERS) whose passion for teaching, learning, research, and service are helping to transform the academy in many positive ways.

Mission, Vision, and Core Values

To create inspiring convention, exhibition and entertainment experiences that exceeds our researchers expectations in an innovative, sustainable and proudly multi-cultural in European way.

The main objectives of the SSERS are, to strengthen business, economic and social sciences research, propose ways to enhance research activities and training through collaborations, provide multiple outlets of publications for young scholars through collaborations, and provide focused recommendations to the business, economics and social sciences schools for enhancing research skills of graduates through collaborations.

Membership, Conference, Publishing, and Research Information

If you are interested in serving as the volunteer reviewer for the next conference, please contact:

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SSERS International Conference on Social Sciences, Economics, Business Management & Humanities

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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH)

We are happy you decided to join your colleagues from around the world to explore innovative technologies, pioneering pedagogical strategies, and a sampling of international collaborations that are being used to engage and retain students, researchers and Scholars in the new millennium.



Scientific Committee

Navid Yahyaei, Islamic Azad University (Isfahan,Iran)
Kian Pishkar, Islamic Azad university Jieroft Branch Jieroft
Vimut Vanitcharearnthum, Chulalongkorn University Bangkok , Thailand
Yash Tiwari Hidayatullah, National Law University Raipur, India
Alpha Janga, Alliant International University San Diego, California
Saritha Attuluri, Alliant International University San Diego, California
Mohammad Abdur Rahim, Sukhoi State Technical university of gomel GOMEL, BELARUS
Farooq Anwar, The University of Lahore, Pakista
Dr. Nik Hazimah Nik Mat, Universiti Malaysia Terengganu, Malaysia
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Majid Asadnabizadeh, University of Payam Noor, Bushehr Centre, Iran
Phongsakorn Methitham, Naresuan University Phitsanulok, Thailand
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka
Fiska Maulidan Nugroho, University of Jember, Jember
Dr. Anupama Rajput, Delhi University Pitampura, India
Dr. Bhawna Rajput, Delhi University Pitampura, India
Mahdis Kanani, National Iranian Petrochemical Company, Tehran Iran
Maduranga Pushpika Kumara Withanawasam, University of Sri Jayewardenepura Nugegoda , Sri Lanka

Acknowledgements

The organizing committee would like to thank all those people who were involved in making the conference a success. A great amount of planning and organizing is required to hold a successful conference, so we are indebted to those who volunteered their time and energy.

We want to thank all the members of the Social Sciences And Economics Research Society (SSERS) who volunteered their time to help organize the conference.



Social and Community Studies

Sociology: concepts and practices, Geographical perspectives on spaces and flows, what are the behavioral sciences, Psychology of the social. Where mind meets world: cognitive science as interdisciplinary practice, Economics as social science, Sociology and history: the dynamics of synchrony and diachronic, Philosophys place in the social sciences, Social welfare studies as interdisciplinary practice, Health in community, Horizons of interest: agenda setting in the social sciences, Research and knowledge in action: the applied social sciences, Social sciences for the professions, Social sciences for social welfare, Accounting for inequalities: poverty and exclusion, Social breakdown: dysfunction, crime, conflict, violence, Social sciences addressing social crisis points, Technologies in and for the social Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, work life, resource distribution, consumption, well being, living standards, Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions, Research methodologies involving human subjects, The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

Arts

Teaching and Learning the Arts, Arts Policy, Management and Advocacy, Arts Theory and Criticism, Social, Political and Community Agendas in the Arts, Visual Arts Practices, Performing Arts Practices: Theater, Dance, Music, Literary Arts Practices, Media Arts Practices: Television, Multimedia, Digital, Online and Other New Media, Other Arts

Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other Humanities

Humanities

Media, Film Studies, Theatre, Communication, Aesthetics, Design, Language, Linguistics, Knowledge, Philosophy, Ethics, Consciousness, History, Historiography, Literature/Literary Studies, Political Science, Politics, Teaching and Learning, Globalization, Ethnicity, Difference, Identity, Immigration, Refugees, Race, Nation, First Nations and Indigenous Peoples, Sexuality, Gender, Families, Religion, Spirituality, Cyberspace, Technology, Science, Environment and the Humanities, Other

Civic and Political Studies

Political science as disciplinary practice, Investigating public policy, Law as a social science, Criminology as social science, Public health, Social sciences in the service of social policy: risks and rewards, Accounting for the dynamics of citizenship, participation and inclusion, Trust, social capital, social cohesion and social welfare, Politics and social sciences, Interdisciplinary perspectives on politics, public policy, governance, citizenship and nationality, Security and insecurity, conflict and cohesion, war and peace, terror and anti-terror, The neo- liberal state and its critics, Policy measures: assessing social need and social effectiveness

Cultural & Global Studies

Cultural studies are of human life ways: anthropology in its contexts; Of human life courses: family, childhood, youth, parenting and aging; Of human origins: paleontology, primate evolution, physical anthropology, Ethnographic methods,



Social meanings: language, linguistics, discourse, text, Cultural studies as a constitutive field, Social science stances: modernism and postmodernism; structuralism and post structuralism, Where humanities and social sciences meet, Social structure and human culture: the sociological and the anthropological, Interdisciplinary perspectives on human differences, Identities in social science: generational, gender, sexuality, ethnic, Perspectives on, and voices of, difference: multiculturalism and feminism, Religion and the human sciences, Health, well-being and culture, Global flows, Global security, Human movement: migration, refugees, undocumented migrants, The dynamics of globalization, diaspora and diversity, Globalized economics: inequalities, development, free and fair trade, Developed and developing worlds, Inequalities in international perspective, Poverty and global justice, Human rights in global perspective, The local and the global

Environmental Studies

The natural and the social: interdisciplinary studies, Human environments, Sustainability as a focus of interdisciplinary study, What are applied sciences?, Health and the environment, People, place and time: human demography, Environmental governance: consumption, waste, economic externalities, sustainability, environmental equity, Human interests in the natural sciences: the politics of the environment

Organizational Studies

Management as social science, Culture in organizations, Technology and work, The social dynamics of organizations, Human resource management, Workers rights, Corporate governance, Organizational and social sustainability, Corporate social responsibility, Knowledge ecologies: embedded knowledge in the organizational setting, Tacit and explicit knowledge, Private and public knowledge, Scenario building and futures forecasting, Organizational change

Educational and Communication Studies

Education as a social science, The learning sciences, Action research: the logistics and ethics of interventional social science, Teaching and learning the social studies, History teaching and learning, Economics teaching and learning, Geography teaching and learning, Technology in learning and learning about technology, Communication Media studies as social science, Communications as a social science, Information and communications technologies, the social web: the internet in its social context, Human-computer interactions, Literacies as a social learning experience

Economics, Finance & Accounting

Financial Accounting, management accounting, auditing tax accounting, Accounting information systems Islamic Finance, Financial Markets, Money and Capital Markets, International Finance, Derivatives & Foreign Exchange Rates, Islamic Banking, Portfolio & Funds management, Behavioral finance, International Economics, Public Finance (GST & Taxes), Monetary Economics, Sectorial Studies, Macroeconomic Issues

Business and Management Studies

International Business, Globalization, International Law, Management in Multicultural Society, International Market Entry, Cross Cultural Management, Business Models, Organizational Studies Organization Behavior, Organization Theory & Design, Organization Development, Organization Culture and Values, Operations & Supply Chain Management, Operations Management, Sourcing, Logistics management, Supply chain strategy, Project Management, Human Resource Management, Training & Development, Conflict Resolution, Global and Multicultural Issues, Strategic HR Management, Recruiting and Staffing, Marketing Management, Hospitality and Tourism, Advertising, Promotion & Marketing Communication, Branding & Positioning, Consumer Behavior, Innovation & New Product Development, International and Cross-Cultural Marketing, Customer Relationship Management (CRM), Pricing, Public Relation, Retailing and Sales Management, Marketing Technology, Modeling and forecasting, Social Responsibility, Ethics and



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Consumer Protection, Sports Marketing, Social Entrepreneurship and SME Management, New Business Models, Agri-Business, SME challenges & Issues, SME & Globalization, Entrepreneurial Marketing, Entrepreneurial Education, Technology Management Management Information System, Enterprise Resource Planning, Innovation & Creativity, E-Commerce & E-biz, Global Technology Transfer, Research & Operations, Education Technology Strategic Management, Small - Medium size Firms in Crisis, Social Issues in Management, Collaboration and Strategic Alliances



Conference Schedule

SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH)

Mercure Hotel Amsterdam City
February 09-10, 2019

09: 00 am 09: 30 am	Registration and Reception
09: 30 am 09: 45 am	Opening ceremony
09:45 am 10: 00 am	Welcome Remarks
10: 00 am 10: 30 am	Tea Break



SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH)

**Day 01: Saturday
February 09, 2019**

Session 01: 10:30 am 12:30 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Andrea Betti

Reference ID: 02-MEALP19-101

Paper Title: Questioning Humanitarian Intervention in the 21st Century: British Domestic Actors and Horizontal Foreign Policy Contestation During the Syrian Crisis

Presenter Name: Shelley Ching-yu Depner

Reference ID: 02-MEALP19-104

Paper Title: A Corpus-based Study of in Mandarin Chinese

Presenter Name: Jo-Hui, Chen

Reference ID: 02-MEALP19-108

Paper Title: The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Presenter Name: Jonathan Austin Daniels

Reference ID: 02-MEALP19-110

Paper Title: Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Presenter Name: Akpojivi-Edewor, Mercy Onome O

Reference ID: 02-MEALP19-111

Paper Title: Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

Presenter Name: Mr Rifqi Septiano Halim

Reference ID: 02-MEALP19-125

Paper Title: Effect of Variety of Capitalism Toward the Level of CSP

Presenter Name: Devesh Ramakrishnan

Reference ID: SEBMH-29-08

Paper Title: Music Preference & Life Situations A Comparative Study of Trending Music

Lunch Break (12:30 pm 01:30 pm)



SSERS International Conference on Social Sciences, Economics, Business Management & Humanities (SEBMH)

**Day 01: Saturday
January 26, 2019**

Session 02: 01:30 Pm 02:30 pm

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Ms. Sarah Putri Kinanti

Reference ID: 02-MEALP19-123

Paper Title: Effects of Luxury Brand Level Within the Luxury Industry towards the Level of Corporate Social Performance

Presenter Name: Pizengolts Vladimir Mikhailovich

Reference ID: 02-MEALP19-135

Paper Title: Investment Strategies of International Oil and Gas Companies

Presenter Name: Ms. Nabilla Bela Shafira

Reference ID: 02-MEALP19-124

Paper Title: Education Background and Innovation: Is CEOs Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?

Presenter Name: Ms. Salsabila Nurdhia Akbar

Reference ID: 02-MEALP19-127

Paper Title: The Influence of Perceived MNEs CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets

Closing Ceremony (02:30 pm 02:45 pm)



Conference Attendees

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

Participant Name: Odaro, Douglas Osaghae

Reference ID: 02-MEALP19-111A

Country: Department of Marketing Ogun State Institute of Technology Igbesa, Nigeria

Participant Name: Litani Ascentia

Reference ID: 02-MEALP19-115A

Country: Universitas Airlangga, Indonesia

Participant Name: Klaus Foraboschi

Reference ID: AMS-229-101A

Country: Voestalpine, Linz, Austria



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International Conference on Business Economics, Management, Social Sciences & Humanities (BEMSH)

**Day 02: Sunday
February 10, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track A: Business, Economics, Social Sciences and Humanities



Music Preference & Life Situations A Comparative Study of Trending Music

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Over the past few years, numerous amounts of research have been conducted to determine on what basis do individuals prefer their music. However, the music individuals listen to is majorly connected the emotions they feel, the situations they are in & the activities they are performing. This research aims at (a) understanding the music preferences of individuals in different situations (b) understanding the music preferences of college going students. The results showed that in situations which involved high-attention work soft and instrumental music was preferred most by the subjects whereas in situations which required low-attention more upbeat & popular music was preferred. The total music preferred the most by the subjects was Pop in most situations

Index Terms: Activities, Emotion, Music Genres, Music Preference & Situations.



Questioning Humanitarian Intervention in the 21st century: British domestic Actors and Horizontal Foreign Policy Contestation During the Syrian Crisis

Andrea Betti ¹

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At the end of the 1990s, Western states agreed on the necessity to invoke and implement the norms related to HI, with NATO intervention in Kosovo as the most ideal-typical example. Opposition to Operation Allied Force was mostly limited to a group of developing countries. Despite an unclear legal basis and several doubts on the feasibility of using force for humanitarian purposes, in 1998-9 NATO countries considered that the international community had to resort to the military instrument in order to stop the violations of human rights perpetrated by the Federal Republic of Yugoslavia against the civilian population of Kosovo, even in the absence of a legal authorization by the Security Council. Things have started to change since 9/11 and the decision of the United States (U.S) and the United Kingdom (UK) to invade Iraq in 2003. Despite several United Nations (UN) documents and the positive development of the World Summit Outcome in 2005, the Iraqi war arguably contributed to give HI a bad name. This article focuses on the 2013-15 British domestic debate on the possibility of using force against the Syrian government of Bashar Al Assad. The goal is to analyze how relevant domestic actors, namely the David Camerons government and the political parties represented in the House of Commons, debated the concepts of R2P and engaged in several discursive strategies with the goal of influencing the decision on whether or not to intervene. The result was a rather confused debate, with the government facing several difficulties in convincing political actors about the legitimacy and viability of intervening in the Middle East. The perception of the failure of previous British governments of different ideological affiliations to carry out successful and useful interventions, especially in Iraq and Libya, favored the development of an intersubjective understanding that reflects a much more precarious consensus on R2P. The article explains how the memory of operations Iraqi Freedom against Saddam Hussein and Unified Protector against Muammar Gaddafi influenced the debate on whether to use force in Syria and shaped the perceptions of political parties by pushing them to claim a larger say in the disputes related to the legitimacy and feasibility of these operations. The Syrian debate emphasized the existence of partisan divisions about the role of Britain in the international system and reflected the will of British parties to problematize R2P by putting serious limitations to its invocation and operationalization

Index Terms: British foreign policy, social constructivism, role theory, humanitarian intervention, responsibility to protect, Syria



A Corpus-based Study of 在 in Mandarin Chinese

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This study explores the life-form affixoid 在 guest; person in Mandarin Chinese based on modified pattern analysis (Hunston & Francis 1999) and Mutual Information value (Hunston 2002). We inspect the dictionary senses of 在, analyze the distributional patterns of parts-of-speech, and co-appearing adjectives. The goal is to see what semantic domains are embedded in 在. More importantly, we intend to show the pragmatic patterns of 在 that correspond to its constructions. We used probes such as [-able 在] and [-tive 在 + NOUN] to locate the pragmatic patterns of 在. Three conceptualizations of 在, comprising the relations of three motions, were postulated after observing the collocation of 在 in corpus.

Index Terms: Life-form study, Corpus Linguistics, pattern analysis, person affixoids, presupposed interlocutor.



The Performance of Dividend ETFs: The Study of the Spillover and Leverage Effects

Jonathan Austin Daniels ^{1*}, Dang Trung Kienn ²

¹Rissho University, Japan

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Among a variety of Exchange-Traded Funds (ETFs), the dividend ETFs seem to expand in the number currently as of their concentration in looking for high yields and more stability for portfolios. This study applies the Generalized Autoregressive Conditional Heteroscedasticity-in-Mean-Autoregressive Moving Average (GARCH-M-ARMA) and the Exponentially Generalized Autoregressive Conditional Heteroscedasticity-in Mean Autoregressive Moving Average (EGARCH-M-ARMA) models to measure the spillover and the leverage effects from returns and return volatilities of high yield and low yield dividend ETFs on racing market stock indices, and vice versa. The findings show that the spillover effect in return is more happening in a group of low yield dividend ETFs, while the spillover effect on return volatilities is more dominant in a group of high yield dividend ETFs.

Index Terms: Dividend ETFs, Spillover Effect, Leverage Effect, GARCH, EGARCH.



Predicting, Quantifying, and Assessing Achievement Motivation in the ESL Classroom

Jonathan Austin Daniels *

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Educators often rely on achievements (i.e. grades) within the classroom as a measure of the classroom environment. However, if crafting a positive and nurturing classroom environment is the aim one that takes into account the needs and expectations of the students themselves then other methods of gathering feedback, such as classroom surveys, can be a valuable tool. The purpose this presentation is to outline the results of a survey given to first year Japanese university students majoring in law; the aim being to better understand their expectations and values regarding competency in English. These findings were used to identify a correlation between high attendance and approach-oriented motivation, and low attendance and failure-oriented motivation.

Index Terms: Achievement, ESL, Expectancy, Motivation, Value.



Effects of Marketing Strategies on the Performance of Retail Stores in Nigeria

Akpojivi-Edewor, Mercy O ^{1*}, Obanor Christopher ², Ajibike Abayomi A ³
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In the present day business environment that is characterized by the increased competition among local and international companies, the emergence of more demanding customers and great technological advances has resulted in a complex market in the retail business. In this complex market environment, the marketing strategy of the company could be a competitive advantage versus other companies provided that they deliver services and values that not only meet the customer demands, but surpass them. Therefore, the firms strategies should be characterized by a responsive work organization, based on co-operative relations not only within the firm but also in its relations with external partners such as customers, suppliers and competitors. The objective of the study was to determine the effects of marketing strategies on the performance of retail stores in Nigeria. The study adopted a cross sectional descriptive survey design. The population of the study comprised six retail stores. All the six registered firms were selected for the study. A questionnaire was used to collect data. The data was analyzed using descriptive statistics and regression models. The study established that the retail stores in have adopted several marketing strategies in order to improve their performance. The strategies used were product strategy, pricing strategy, physical evidence strategy. Product strategy enabled the retail stores to offer broad product line, stock products for different customer clusters, ensures that quality and reliability of the product offerings gain importance, utilize product design and technology in product development and that utilize early adopters for new product ideas and feedback. Pricing strategy was realistic and accurate, use of premium pricing on its products and price promotions and discounts. The use of marketing strategies resulted in increased sales, number of items sold, enhance purchase of products and increase market penetration of retail outlet.

Index Terms: Marketing strategies, Performance, Retail, Price Strategy, Product Strategy, Customer Cluster, Product Offerings.



Effects of Luxury Brand Level Within The Luxury Industry Towards the Level of Corporate Social Performance

Sarah Putri Kinanti *

University of Groningen, Netherlands

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The study is conducted to show whether being in a certain brand level within the luxury industry can be an antecedent towards the variation of corporate social performance by firms and brands in the luxury industry. Luxury industry is an industry where the firms that are included in it, sell very expensive goods in terms of price, the products are very expensive not just because of their brand value and symbolic benefits, but also because their production often involves the use of rare, precious materials and limited natural resources such as animal skins, fur, valuable gemstones (Luca, 2014). Luxury industry has a range of price point, therefore firms within the industry can be classified to levels based on the price point of which the products are offered. The classification of luxury firms or brands into specific levels are based on the level by Rambourg (2014), as the luxury industry comprised of several segments in this study I include apparel, automobile and luxury hospitality to the sample. The Conclusion shows the levels do not appear to have some kind of effect towards corporate social performance, it may be that even though the firms and brands have a different price point, they are still seen by customers and stakeholders as firms included in the luxury industry. Which means, they have the same problem, which is visibility and therefore instead of resulting in variation of Corporate Social Performance, it results in similar corporate social performance index conducted by these firms.

Index Terms: Luxury, Industry, Corporate Social Performance



Effect of Variety of Capitalism Toward the Level of CSP

Mr Rifqi Septiano Halim *

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As an increasing pressure from the stakeholder, a company needs to take into account corporate social responsibility (CSR) in their strategy. They begin to see CSR as an opportunity to increase the growth of the company. Many independent agencies assess the corporate social performance (CSP) of the company. Therefore, we could see CSP as the outcome of what the company did relating to CSR. We can also relate to what the company did to the institutional level. Variety of capitalism is one of the frameworks that compare difference and similarities between countries. It divided the country into clustered of economies. Therefore, this paper aims to see how these varieties of capitalism are going to affect the level of CSP in their corresponding cluster. We use cross-sectional linear regression on the variety of capitalism with the CSP. The study use data from Thomson Reuters Asset4. The result shows that companies that operate in the CME cluster are better compare to the other cluster. This shows that the clustered of economies that the non-market strategy plays a role for building core competencies shows a high level of CSP. Cluster in which the institution is classified high will result in high level of CSP This is probably because to make the non-market party take side with your company, the company must comply with what the stakeholder party wants. In concluding, the company should take into account CSR in every place they conduct their business.

Index Terms:(CSR), Capitalism, Economies.



Education Background and Innovation: Is Ceos Knowledge Helpful for Entrepreneurial Oriented Firms to Innovate?

Nabilla Bela Shafira *

University of Groningen, Netherlands

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A firm innovativeness is a clear indicator of competitiveness. For that reason, a firm must have skillful decision makers to accommodate the innovation process. As the strategic decision maker of the firm, the CEO uses their cognitive resources in the problem identification and problem-solving processes. Cognitive resources rooted in a persons intelligence and can be developed by gaining knowledge, competence and experience. In addition, a firm can improve their innovativeness by applying entrepreneurial orientation. A firm with an Entrepreneurial Orientation (EO) exhibit practices, behaviors, and philosophies that emphasize innovative, risk-taking, and proactive actions. This research attempts to assess the influence of a CEOs educational background on innovativeness of entrepreneurial oriented firm. I examine the proposed research questions using a sample of 154 European firms (chemical, pharma, materials). CEO educational background is measured by their knowledge width the variety of academic majors achieved and knowledge depth education level and whether they have a degree in a firm-specific academic major. This research found that the CEO's depth of knowledge has a mixed influence towards firm innovativeness. The presence of firm-specific academic major in CEO's education background decreases firm innovativeness, while the higher education level increases a firm innovativeness.

Index Terms: Education Background, Firms Innovativeness, Entrepreneurial Orientation.



The Influence of Perceived MNEs CSR Performance on Corporate Reputation and The Moderating Effect of CSR Type in Emerging Markets

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The study is aimed to show whether perceived MNEs CSR performance can be a factor that positively influence corporate reputation, where CSR type (do-good CSR vs. do-no-harm CSR) act as the moderator on this relationship. To measure this relationship, this study focuses on the perception of stakeholders towards MNEs CSR performance, and this study focuses on the context of emerging markets. This study is an experimental study, in which manipulated scenarios incorporating the variables perceived CSR performance of a fictional MNE and CSR type are given to participants, where the participants are asked to measure corporate reputation based on the given scenarios. The empirical analysis shows insignificant relationship between perceived MNEs CSR performance, as well as insignificant interaction of CSR type on corporate reputation. This might be caused by the unawareness and unsupportiveness of stakeholders and the different perception of stakeholders in emerging markets towards CSR practices. Nevertheless, this study can contribute to further research regarding CSR in terms of stakeholders perceptions, and in regards to CSR studies in emerging markets, as well as contribute to the extension of knowledge in regards of CSR type, and its effect in the relationship between perceived CSR performance and corporate reputation.

Index Terms: CSR, Perceived CSR Performance, MNEs, Corporate Reputation



Investment Strategies of International Oil and Gas Companies

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The decline in oil prices, which began in the second half of 2014, turned out to be a protracted phenomenon and was a serious challenge for the industry. Oil and gas companies, like the leading oil-producing countries, are forced to rebuild their strategies, adapting to the new realities of the market. The article gives a brief overview and analysis of strategies of the of the modern oil and gas market main players, a description of their strengths and weaknesses. The common strategic concepts and management solutions that are specific to each of the companies separately are being identified. For the purposes of this article, there are seven companies, which were included in the analysis: ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni and Statoil

Index Terms: Investing in oil production, changing the strategy, ExxonMobil, Chevron, BP, Royal Dutch Shell, Total, Eni, Statoil.



Upcoming Events

<http://sser-society.org/cesba-mar-2019/>

<http://sser-society.org/abshl-april-2019/>

<http://sser-society.org/pems-july-2019/>

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