

ABSTRACT PROCEEDING
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BMSE-JUNE-2019

Venue: Mercure Budapest Buda

Date: June 22-23, 2019



**Social Sciences
and Economics
Research Society**

SSERS International Conference on Business Economics, Management, Social Sciences and Education Research (BMSE)

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:

mail: contact@sser-society.org

Web site: <http://sser-society.org/>



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Welcome Message

The Social Sciences And Economics Research Society (SSERS) welcomes you to SSERS International Conference on Business Economics, Management, Social Sciences and Education Research (BMSE)

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
Dr Mourad Mansour,King Fahd University of Petroleum and Minerals Saudi Arabia
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 interventionary 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 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 Business Economics, Management, Social Sciences and Education Research (BMSE)

Mercure Budapest Buda
June 22-23, 2019

10: 00 am 10: 30 am	Arrivals, Doorstep and Handshake
10: 30 am 10: 45 am	Welcome Remarks (Mr Akhlaq Ahmed)
10:45 am 11: 00 am	Networking



SSERS International Conference on Business Economics, Management, Social Sciences and Education Research (BMSE)

**Day 01: Saturday
June 22, 2019**

Session 01: 11:00 am - 12:00 pm

Track 1: Business, Economics, Social Sciences and Humanities

Presenter Name: Thomas Power

Reference ID: BMSE-69-01

Paper Title: The Case for Pluralism in Economics Teaching

Presenter Name: Tina Vuko

Reference ID: BMSE-69-09

Paper Title: Estimating Price and Income Elasticity of Tobacco Demand

Closing Ceremony & Lunch : (12:00 pm - 01:00 pm)



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SSERS International Conference on Business Economics, Management, Social Sciences and Education Research (BMSE)

**Day 02: Sunday
June 23, 2019**

Conference second day is reserved for participants own tourism activities.



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Conference Abstracts

Track 1: Business, Economics, Social Sciences and Humanities



The Case for Pluralism in Economics Teaching

Thomas Power *

Technological University, Dublin

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Recently Andy Haldane, chief economist at the Bank of England, made comments that the economics profession was in crisis. Nobel Prize winner Jean Tirole calls for economics to capture a more societal approach. The economics profession is in crisis. Daniel Kahneman and Amos Tversky both psychologists and whose partnership produced the foundations of behavioural economics or the idea of economic irrationality, are at the forefront of this revolutionary thinking. The fundamental problem is that undergraduate economics courses lack historical and critical perspectives and of any pluralistic forms of economics. There is a greater demand now from students for a more pluralistic approach to economics and universities need to respond. Ethics, political philosophy and history need to be enhanced in the curriculum. According to research carried out by the International Student Initiative for Pluralism in Economics (ISIPE)-consisting of 100 university groups in 30 countries mathematics and statistics make up 35% of course content while contemporary issues such as environmental economics and inequality and economic history make up just 10%. This research was conducted post the 2008 global financial crash. Reflective (thoughtful and philosophical) learning that provides context to economic theory is crucial but, according to the research, is almost absent from the economics curricula.

Index Terms: Any pluralistic, Inequality, Undergraduate Economics



Estimating Price and Income Elasticity of Tobacco Demand

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In the recent years, there has been a growing awareness of the harmful effects of smoking worldwide and considerable effort has been put in order to reduce tobacco consumption. Among many different policy tools and control measures used to reduce smoking prevalence, tobacco taxation is considered to be the most effective one. Having an estimated price and income elasticity of tobacco demand for a specific country enables robust projections of how much a tobacco tax increase will affect government revenues and tobacco use. In this study aggregate time series data on cigarette consumption, tobacco prices, income and smoking restriction policies from 2000 to 2017 is used to estimate the price and income elasticity of tobacco demand in Croatia. After specifying conventional cigarette demand model in linear functional form Engle-Granger (1987) two-step method was applied to estimate long-run and short-run price and income elasticity of tobacco demand. The results show that demand for tobacco product is inelastic with a long run-run price elasticity at -0.3. This suggest that higher tobacco taxes have a potential to reduce cigarette consumption in Croatia. However, the results should be interpreted with a caution because of inherent limitations regarding short time series.

Index Terms: Tobacco, Income, Demand, Elasticity, Tobacco Control, Policy Measures



Upcoming Events

<https://sser-society.org/gesh-july-2019/>

<https://sser-society.org/begh-aug-2019/>

<https://sser-society.org/ahse-sep-2019/>

<http://sser-society.org/iebs-aug-2019/>

<http://sser-society.org/emem-sep-2019/>

<http://sser-society.org/gass-oct-2019/>

<http://sser-society.org/pmss-nov-2019/>

<http://sser-society.org/hssm-dec-2019/>

<https://sser-society.org/bemsh-jan-2020/>

<https://sser-society.org/sebmh-feb-2020/>

<https://sser-society.org/cesba-mar-2020/>

