

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
Polytechnic of Medimurje in Cakovec



Economic and Social Development

57th International Scientific Conference on Economic and Social Development

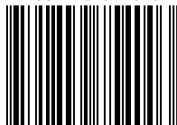
Book of Abstracts

Editors:

Aleksandra Grobelna, Marin Beros, Hrvoje Volarevic



ISSN 1849-7543



9 771849 754003 >

6 August, 2020

Varazdin Development and Entrepreneurship Agency and University North
in cooperation with:
Faculty of Management University of Warsaw
Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat
Polytechnic of Medimurje in Cakovec

Editors:

Aleksandra Grobelna, Gdynia Maritime University, Poland
Marin Beros, Juraj Dobrila University of Pula, Croatia
Hrvoje Volarevic, The Croatian National Bank, Croatia

Economic and Social Development

57th International Scientific Conference on Economic and Social Development

Book of Abstracts

6 August, 2020

Title ■ Economic and Social Development (Book of Abstracts), 57th International Scientific Conference on Economic and Social Development

Editors ■ Aleksandra Grobelna, Marin Beros, Hrvoje Volarevic

Scientific Committee / Programski Odbor ■ Marijan Cingula (President), University of Zagreb, Croatia; Sannur Aliyev, Azerbaijan State University of Economics, Azerbaijan; Ayuba A. Aminu, University of Maiduguri, Nigeria; Anona Armstrong, Victoria University, Australia; Gouri Sankar Bandyopadhyay, The University of Burdwan, Rajbati Bardhaman, India; Haimanti Banerji, Indian Institute of Technology, Kharagpur, India; Victor Beker, University of Buenos Aires, Argentina; Asmae Benthani, Mohammed V University, Morocco; Alla Bobileva, The Lomonosov Moscow State University, Russia; Leonid K. Bobrov, State University of Economics and Management, Novosibirsk, Russia; Rado Bohinc, University of Ljubljana, Slovenia; Adnan Celik, Selcuk University, Konya, Turkey; Angelo Maia Cister, Federal University of Rio de Janeiro, Brazil; Mirela Cristea, University of Craiova, Romania; Taoufik Daghi, Mohammed V University, Morocco; Oguz Demir, Istanbul Commerce University, Turkey; T.S. Devaraja, University of Mysore, India; Onur Dogan, Dokuz Eylul University, Turkey; Darko Dukic, University of Osijek, Croatia; Gordana Dukic, University of Osijek, Croatia; Alba Dumi, Vlora University, Vlore, Albania; Galina Pavlovna Gagarinskaya, Samara State University, Russia; Mirjana Gligoric, Faculty of Economics - Belgrade University, Serbia; Maria Jose Angelico Goncalves, Porto Accounting and Business School - P.Porto, Portugal; Mehmet Emre Gorgulu, Afyon Kocatepe University, Turkey; Klodiana Gorica, University of Tirana, Albania; Aleksandra Grobelna, Gdynia Maritime University, Poland; Liudmila Guzikova, Peter the Great Saint-Petersburg Polytechnic University, Russia; Anica Hunjet, University North, Koprivnica, Croatia; Khalid Hammes, Mohammed V University, Morocco; Oxana Ivanova, Ulyanovsk State University, Ulyanovsk, Russia; Irena Jankovic, Faculty of Economics, Belgrade University, Serbia; Myrl Jones, Radford University, USA; Hacer Simay Karaalp, Pamukkale University, Turkey; Dafna Kariv, The College of Management Academic Studies, Rishon Le Zion, Israel; Hilal Yildirim Keser, Uludag University, Bursa, Turkey; Sophia Khalimova, Institute of Economics and Industrial Engineering of Siberian Branch of Russian Academy of Science, Novosibirsk, Russia; Marina Klacmer Calopa, University of Zagreb, Croatia; Igor Klopota, Medjimursko Veleuciliste u Cakovcu, Croatia; Vladimir Kovsa, University of Zagreb, Croatia; Goran Kozina, University North, Koprivnica, Croatia; Dzenan Kulovic, University of Zenica, Bosnia and Herzegovina; Robert Lewis, Les Roches Gruyere University of Applied Sciences, Bulle, Switzerland; Ladislav Lukas, Univ. of West Bohemia, Faculty of Economics, Czech Republic; Mustapha Machrafi, Mohammed V University, Morocco; Joao Jose Lourenco Marques, University of Aveiro, Portugal; Pascal Marty, University of La Rochelle, France; Vaidotas Matutis, Vilnius University, Lithuania; Daniel Francois Meyer, North West University, South Africa; Marin Milkovic, University North, Koprivnica, Croatia; Abdelhamid Nechad, Abdelmalek Essaadi University, Morocco; Gratiela Georgiana Noja, West University of Timisoara, Romania; Zsuzsanna Novak, Corvinus University of Budapest, Hungary; Tomasz Ochinski, University of Warsaw, Poland; Barbara Herceg Paksic, University of Osijek, Croatia; Vera Palea, Universita degli Studi di Torino, Italy; Dusko Pavlovic, Libertas International University, Zagreb, Croatia; Igor Pihir, University of Zagreb, Croatia; Dmitri Pletnev, Chelyabinsk State University, Russian Federation; Miroslaw Przygoda, University of Warsaw, Poland; Karlis Purmalis, University of Latvia, Latvia; Nicholas Recker, Metropolitan State University of Denver, USA; Kerry Redican, Virginia Tech, Blacksburg, USA; Humberto Ribeiro, University of Aveiro, Portugal; Robert Rybnicek, University of Graz, Austria; Elzbieta Szymanska, Bialystok University of Technology, Poland; Katarzyna Szymanska, The State Higher School of Vocational Education in Ciechanow, Poland; Ilaria Tutore, University of Naples Parthenope, Italy; Sandra Raquel Alves, Polytechnic of Leiria, Portugal; Joanna Stawska, University of Lodz, Poland; Claudia Miranda Veloso, University of Aveiro, Portugal; Ilko Vrankic, University of Zagreb, Croatia; Stanislaw Walukiewicz, Bialystok University of Technology, Poland; Thomas Will, Agnes Scott College, USA; Li Yongqiang, Victoria University, Australia; Peter Zabielskis, University of Macau, China; Silvija Zeman, Medjimursko Veleuciliste u Cakovcu, Croatia; Tao Zeng, Wilfrid Laurier University, Waterloo, Canada; Snezana Zivkovic, University of Nis, Serbia.

Review Committee / Recenzentski Odbor ■ Marina Klacmer Calopa (President); Ana Aleksic; Sandra Raquel Alves; Ayuba Aminu; Mihovil Andjelinovic; Josip Arneric; Lidija Bagaric; Tomislav Bakovic; Sanja Blazevic; Leonid Bobrov; Ruzica Brecc; Anita Ceh Casni; Iryna Chernysh; Mirela Cristea; Oguz Demir; Stjepan Dvorski; Robert Fabac; Ivica Filipovic; Sinisa Franjic; Fran Galetic; Mirjana Gligoric; Tomislav Globan; Anita Goltnik Urnaut; Tomislav Herceg; Irena Jankovic; Emina Jerkovic; Dafna Kariv; Oliver Kesar; Hilal Yildirim Keser; Martina Dragija Kostic; Tatjana Kovac; Vladimir Kovsa; Angelo Maia Cister; Katarina Marosevic; Vaidotas Matutis; Marjana Merkač Skok; Daniel Francois Meyer; Natanya Meyer; Josip Mikulic; Ljubica Milanovic Glavan; Guenter Mueller; Ivana Nacinovic Braje; Zlatko Nedelko; Gratiela Georgiana Noja; Zsuzsanna Novak; Alka Obadic; Claudia Ogregan; Igor Pihir; Najla Podrug; Vojko Potocan; Dinko Primorac; Zeljka Primorac; Sanda Renko; Humberto Ribeiro; Vlasta Roska; Souhaila Said; Armando Javier Sanchez Diaz; Tomislav Sekur; Lorena Skufflic; Mirko Smoljic; Petar Soric; Mario Spremic; Matjaz Stor; Tomasz Studzieniecki; Lejla Tijanic; Daniel Tomic; Boris Tusek; Rebeka Daniela Vlahov; Ilko Vrankic; Thomas Will; Zoran Wittine; Tao Zeng; Grzegorz Zimon; Snezana Zivkovic; Berislav Zmuk.

Organizing Committee / Organizacijski Odbor ■ Domagoj Cingula (President); Djani Bunja; Marina Klacmer Calopa; Spomenko Kesina; Erlino Koscak; Tomasz Ochinski; Miroslaw Przygoda; Michael Stefulj; Rebeka Danijela Vlahov; Sime Vucetic.

Publishing Editors ■ Spomenko Kesina, Mario Vrazic, Domagoj Cingula

Publisher ■ Design ■ Print ■ Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia / University North, Koprivnica, Croatia / Faculty of Management University of Warsaw, Warsaw, Poland / Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco / Polytechnic of Medimurje in Cakovec, Cakovec, Croatia

Printing ■ Online Edition

ISSN 1849-7543

The Book is open access and double-blind peer reviewed.

Our past Books are indexed and abstracted by ProQuest, EconBIZ, CPCI (Web of Science) and EconLit databases and available for download in a PDF format from the Economic and Social Development Conference website: <http://www.esd-conference.com>

© 2020 Varazdin Development and Entrepreneurship Agency, Varazdin, Croatia; University North, Koprivnica, Croatia; Faculty of Management University of Warsaw, Warsaw, Poland; Faculty of Law, Economics and Social Sciences Sale - Mohammed V University in Rabat, Morocco; Polytechnic of Medimurje in Cakovec, Cakovec, Croatia. All rights reserved. Authors are responsible for the linguistic and technical accuracy of their contributions. Authors keep their copyrights for further publishing.

CONTENTS

THE POLICY OF THE LABOUR MARKET IN BULGARIA IN THE FACE OF CHALLENGES AFTER THE PANDEMIC SITUATION CAUSED BY COVID-191

Venelin Terziev

THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) ON HUMAN RESOURCES1

Daglas Koraca

ALIGNED EMPLOYEE VOICE AND MANAGER VOICE AFFECTING INNOVATION WORK BEHAVIOUR: A CASE STUDY IN JORDANIAN BANKS.....3

Lusan rawashdeh, Dory Tibor

COMPARATIVE ANALYSIS OF GOVERNMENT REVENUE AND EXPENDITURES IN THE CASE OF THE FEDERAL GOVERNMENT OF ETHIOPIA.....4

Samuel Atsibha Gebreyesus

METHODS OF BUSINESS RISK ANALYSIS IN THE PROCESS OF MANAGING BUSINESS OPERATIONS OF MULTINATIONAL COMPANIES.....6

Andreja Rudancic, Petar Misevic, Danijel Knezevic

PROBLEMS OF STRUCTURAL DEFORMATION AND ANALYSIS OF THE STATE OF REINVESTMENT IN AZERBAIJAN.....7

Elshad Mammad-Hasanov

ELECTRONIC INFORMATION EDUCATIONAL ENVIRONMENT AS A NECESSARY COMPONENT OF THE MODERN EDUCATION SYSTEM8

Uiliiia Ostrovaya, Zemfira Aksyanova

RESEARCH ON CONSUMER BEHAVIOR IN THE ENVIRONMENT OF MODERN MARKETING CHANNELS10

Bozena Krizan

RATING SYSTEMS - OPEN MANAGEMENT CONCEPT11

Marina Purgina, Aleksey Dobrinin, Roman Koynov

MOROCCAN FOLK STORIES: A SOCIO-CULTURAL PERSPECTIVE13

Moulay Sadik Maliki

NOVEL METHODOLOGIES TO EXPLAIN SMES' INTERNATIONALISATION14

Shital Jayantilal, Silvia Ferreira Jorge, Susana Aldeia

OIL REVENUES, FISCAL FRAMEWORK AND ECONOMIC DEVELOPMENT: THE CASE OF AZERBAIJAN15

Orkhan Sadigov

PRINCIPLES OF FINANCIAL PROVISION OF THE MILITARY FORCES16

Venelin Terziev

THE POLICY OF THE LABOUR MARKET IN BULGARIA IN THE FACE OF CHALLENGES AFTER THE PANDEMIC SITUATION CAUSED BY COVID-19

Venelin Terziev

National Military University, Veliko Tarnovo, Bulgaria

University of Rousse, Rousse, Bulgaria

terziev@skmat.com

ABSTRACT

This work makes a research and analyses the periods of crisis situation on the labour market in Bulgaria in the newest history of our country. A parallel is made with the measures, which were taken in the period of active economic and political transformation at the end of the nineties of the past century and the transition to market economy and the current crisis situation caused by the pandemic COVID-19 state of affairs. The prospects for action are analysed as well as the post-crisis measures and an attempt to forecast the future action is made.

Keywords: *Social system, COVID 19, Pandemic, Labour market, Policy*

THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES (ICT) ON HUMAN RESOURCES

Daglas Koraca

METRIS Research Center, Croatia

daglas.koraca@centarmetris.hr

ABSTRACT

It's impossible to imagine today's business needs without ICT. But, are we really aware of how ICT affects the businesses we

develop? In working experience, I realized that the implementation of ICT generate changes on human resources in a way management has not expected. Changes with big impact on the company, so the importance to understand it is extremely important. This motivated me to try to develop a monitoring model, to contribute to economic science and to generalize conclusions that will help managers in similar situations. Descriptive method, quantitative and qualitative analysis, statistical methods, generalization and specialization method, comparative analysis, mathematical and graphical methods were use in the paper. The survey included 209 companies from all Croatian regions, of which 61% small, 21% medium and 18% large enterprises, classified by the amount of total revenues, number of employees and all types of sectors by the national classification. The research confirms the fact that ICT significantly influence to human resources in general increasing the number of employees, thus confirming the hypothesis: ICT generate changes in the human resources of the company. The scientific contribution of the paper is evident in determining the quantitative and qualitative impact of ICT on human resources and in developing a model for monitoring that impact. The practical contribution reflected in the ability to use the research results in the real sector. The paper provides information from previous researches, author's views, conclusions and practical data consequently, that other researchers will be able to critically process, replicate, modify, or apply it. In addition, this paper may be an incentive to explore the impacts of ICT in other areas of the economy.

Keywords: *Human resources, Human resources management, ICT, Management*

ALIGNED EMPLOYEE VOICE AND MANAGER VOICE AFFECTING INNOVATION WORK BEHAVIOUR: A CASE STUDY IN JORDANIAN BANKS

Lusan rawashdeh

*Szechenyi istvan university, Hungary
Lozan.rawashdeh@yahoo.com*

Dory Tibor

*Szechenyi istvan university, Hungary
doryti@sze.hu*

ABSTRACT

Innovation has become an essential tool to achieve success and long term survival in the bank sector in the Hashemite Kingdom of Jordan. And innovation work behaviour considers an important factor for the field of individual innovation which leading to innovative output. While employees 'voices and opinions play an increasingly important role in improving organizational innovations. The manager's behaviours consider the essential tool to stimulate the employee voice and enable innovation behaviour. However, drawing on the social exchange theory the purpose of this study is to examine the impact of the alignment between employee voice and manager voice on the innovation work behaviour in three banks. With attempted to extend the studies in the context of innovative work behaviour and voice behaviour. To achieve these objectives, a paired questionnaire was developed and used to collect data by 80 employees and their direct managers. However, the Statistical Package for Social Sciences program was used to analyse and test the hypotheses. The findings of the study showed that there is significant existence of alignment between employee voice and their manager voice. Furthermore, voice behaviour yields a significant predictive value for intended innovative behaviour in the workplace. Therefore we suggest maintaining the current alignment between Employee voice and the manager's voice and

if possible develop it. Despite the plenty studies of voice behaviour, this study is the first in comprehensively examine the existence of alignment between employee voice and manager voice and the role of this alignment on the innovation work behaviour, with the aim to help the practitioners to develop and improve their work innovation behaviour and provide a practical insight to exploit internal opportunities and foster employee voice. As well as and due to the lack of previous researches focused on the study voice behaviour in the developing countries.
Keywords: *Employee voice, Manager Voice, Innovation work behaviour*

COMPARATIVE ANALYSIS OF GOVERNMENT REVENUE AND EXPENDITURES IN THE CASE OF THE FEDERAL GOVERNMENT OF ETHIOPIA

Samuel Atsibha Gebreyesus

*Consultant and lecturer at Ethiopian Civil Service University
Addis Ababa, Ethiopia
PhD Student at
Azerbaijan State University Of Economics (UNEC), Azerbaijan
sasaamiya@gmail.com*

ABSTRACT

In civilized societies taxation is one of the oldest activities, which has been playing a key role for thousands of years. Public expenditure in developing countries like Ethiopia plays an important role in the process of economic development. The general objective of the study was to make a Comparative analysis of government tax revenue and expenditure budget of the federal government of Ethiopia. To conduct the study both primary and secondary data were used. Primary data were collected from the ministry of finance and economic cooperation

and the tax authority using questionnaire and interviews. The collected data were analyzed using SPSS 21 version. The findings show that the tax authority has limitations in using technologies to modernize the tax administration, poor the tax collection capacity. The Tax to GDP ratio of the country is low as compared to the sub-Saharan countries. There are different factors for the poor tax collection performance; weak enforcement and low tax audit coverage, and lack of strong cooperation with stakeholders. The government has weaknesses in the management public resources. The tax authority should use different Medias to create taxpayers awareness about tax, should strengthen its tax enforcement department to bring non taxpayers to the tax net.

Keywords: *Tax, Enforcement, Tax audit and expenditure*

METHODS OF BUSINESS RISK ANALYSIS IN THE PROCESS OF MANAGING BUSINESS OPERATIONS OF MULTINATIONAL COMPANIES

Andreja Rudancic

*Assistant Professor at Libertas International University,
Trg J.F.Kennedya 6b, Croatia
arudancic@hotmail.com; arudancic@libertas.hr*

Petar Misevic

*University North, Varaždin, Croatia
pmisevic@unin.hr*

Danijel Knezevic

*European Business School Zagreb,
Selska cesta 119, Zagreb, Croatia
danijel.knezevic@ebus.hr*

ABSTRACT

Multinational companies (MNCs) have become a relevant and influential factor for the achievement of competitive advantage on the global market. They expand their operations outside their home countries. The assessment of the role and importance of modern MNCs in the world economy implies a good understanding of all their forms and functioning of the global market. The risks MNCs are facing in their business, in addition to the usual business risks in foreign trade, are currency, transport, insurance, credit risks. They are additionally exposed to the risks of the resident country, which include political, corruption, criminal, or war risks. Although risk is an integral part of business operations, one should know how to manage it by making informed decisions based on modern analyses of quality data. The hypothesis in this paper is that knowledge of different qualitative and quantitative risk analysis methods makes it possible to determine the vulnerability of the system due to the existence of business risks. Practical examples from the operations of the selected MNC on the global market will be

considered using statistical correlation methods and trend analysis. The analysis will cover business risks MNCs are facing as well as business risk management methods appropriate for their identification and elimination. Statistical software IBM SPSS Statistics 24 and MS Excel will be used for the analysis and presentation of results.

Keywords: *Multinational companies, Business risks, Methods for analysing business risks, Energy sector*

PROBLEMS OF STRUCTURAL DEFORMATION AND ANALYSIS OF THE STATE OF REINVESTMENT IN AZERBAIJAN

Elshad Mammad-Hasanov

*Doctoral student, “World Economy” department,
Baku State University, Azerbaijan
Emammad-hasanov@gea.az*

ABSTRACT

Attaining objectives of socio-economic development requires establishment of effective mechanisms of modernization of an economy structure. The necessity of applying reinvestment mechanism in the course of reforms is analyzed in the article. The directions of reinvestment and the relationship between economic growth, reinvestment and economy sector have been reviewed. The influence of investment and reinvestment on changes in the economy structure has been analyzed. The problems of structural deformation have been disclosed and the state of the branches for investment and reinvestment investments has been described. The state of invested reinvestments, including the one in the public, private sectors of the economy has been analyzed. The difficulties arising from the usage of reinvestments have been displayed. The complexity of the interrelationship of reinvestment, economic growth and sustainable innovative development has been

determined, the possibilities to optimize the economy structure through the reinvestment mechanism have been analyzed. In the course of study, comparative analysis, methods of observation and groupings have been used. Recommendations have been put forward to improve an efficiency of investments and practical recommendations concerning reinvestments have been provided.
Keywords: *Reinvestment, Economic growth, Industries, Regulation, Investments, Structure*

ELECTRONIC INFORMATION EDUCATIONAL ENVIRONMENT AS A NECESSARY COMPONENT OF THE MODERN EDUCATION SYSTEM

Uliia Ostrovaya

*Novosibirsk State University of economics and management
Russia
belovayuli@yandex.ru*

Zemfira Aksyanova

*Novosibirsk State University of economics and management
Russia
sibzem@mail.com*

ABSTRACT

The Federal State Educational Standard of Higher Education in the Russian Federation are expanding the Scope of a higher educational institution towards the formation of the university electronic information-educational environment (EIEE). Along with the innovative communication technologies, the internal resources of the educational institution, of all publicly accessible web services and open educational resource created by the pedagogical community are becoming an effective mechanism for development of an E-Learning Environment. The teacher gets

additional opportunities at the creative approach in the process of language education, for the organization of educational cooperation, for involving students in the development of EIEE. A teacher can transform student-learning activities from a reproductive form to a productive, personalized form. E-learning is an educational approach that combines different types of multimedia technologies to ensure better education experiences for students and teachers. Today, it is a popular approach among especially teachers and educators. The e-learning method allows teachers to provide educational materials and the related knowledge to a wide-range of learners by using more effective and efficient communication channels. Apart from that, the use of computer and Internet technologies enables educators and learners to take advantage of e-learning systems from all over the world. In this article the authors discuss some approaches to the educational process in the electronic information educational environment for the undergraduate students studying in the areas of "International Relations" and "Tourism" at Novosibirsk State University of Economics and Management. When teaching the disciplines "Foreign language", "Foreign language in the professional field", "Foreign language second", authors use educational Internet resources to individualize the educational activities of students in the traditional educational process. The important thing is to mark web resources are becoming an important tool for student learning. Their use contributes to the development of key competencies at a professional level in accordance with the educational standards of the new generation. Students are actively forming a mobile personality-oriented educational environment, becoming active participants in the formation of EIEE, which corresponds to modern trends in the development of education.

Keywords: *creative approach, e-learning method, electronic information-educational environment, mobile personality-oriented educational environment, Web resources*

RESEARCH ON CONSUMER BEHAVIOR IN THE ENVIRONMENT OF MODERN MARKETING CHANNELS

Bozena Krizan

Croatia

bozena.krizan@hotmail.com

ABSTRACT

In the modern world, classic forms of marketing are becoming a thing of the past. Accelerated advances in technology have led to the emergence of completely new and up to several years in the past unimaginable marketing and sales tools. Over the years, marketing experts have devised new flyers and titles to watch from the car. Today they are becoming part of the past. Artificial intelligence and new programs enable the design of so-called "smart" marketing campaigns. The work done by humans is now largely done by artificial intelligent systems. In Croatia, we are witnessing the increasing use of such programs and the emergence of new occupations in the so-called digital marketing. The question is whether the experts felt that their campaigns were not successful enough or whether they wanted to alleviate their business problems. We will address the issue in another paper. Within this paper we want to present consumer behavior in modern marketing channels. Consumers are exposed to new ads on a daily basis under the baton of young marketing managers. The aim of this paper is to examine consumer behavior in the use of modern marketing channels in Croatia. For the purposes of this research, a survey questionnaire was conducted which, among other things, examines the extent to which consumers are familiar with modern marketing channels and whether they make purchases through these channels. The contribution of this paper is that it will present the current situation of consumers in the field of digital marketing. The paper can serve young marketers who are developing new innovative models of marketing advertising, but it will also give insight into the situation to researchers dealing with consumer behavior.

Keywords: *consumer behavior, digital marketing, modern marketing channels, marketing*

RATING SYSTEMS - OPEN MANAGEMENT CONCEPT

Marina Purgina

*Novosibirsk State University of Economics and Management
(NSUEM)*

*Novosibirsk region, Novosibirsk
Kamenskaya str.56, 630099, Russian Federation
pur-11@yandex.ru*

Aleksey Dobrinin

*Novosibirsk State University of Economics and Management
(NSUEM)*

*Novosibirsk region, Novosibirsk
Kamenskaya str.56, 630099, Russian Federation
serpentfly@mail.ru*

Roman Koynov

*Novosibirsk State University of Economics and Management
(NSUEM)*

*Novosibirsk region, Novosibirsk
Kamenskaya str.56, 630099, Russian Federation
koynov_rs@mail.ru*

ABSTRACT

Achieving the target conditions for the functioning of organizations, socio-economic systems is inextricably linked with increasing the efficiency of individual performers. The most important role here is played by the issues of integrated performance assessment, rational choice of metrics. In other words, any assessment system should embody the well-known paradigm of the process approach - effective management is possible only with qualitative measurements. Initially, any rating system should provide some degree of freedom, which allows you to quickly adapt to changing operating conditions. The article considers the issues of creating rating systems based on the concept of open (agreed) management. We consider the

architecture of a mutable system, focused on the use of flexible software development methodologies in which the main subsystems interact with each other through interfaces. The main idea is to use a two-stage procedure for reconciling metrics and objects of activity at each reporting period of the system. On the one hand, this approach allows us to refine and specify the metrics used in the new planning interval, taking into account previous experience. On the other hand, in the control loop there is a feedback with the direct executors who form applications to the center, according to their needs, wishes and preferences. The system evolves, at each new stage of its activity, new elements and conditions are introduced that allow updating past experience in a new planning interval. Thus, the performers are directly involved in the formation of corrective actions. The purpose of using open control elements in rating systems is to create an architecture of a changing system, where the main participants are motivated to make changes. Changes are necessary because human, socio-economic groups are in motion and constantly evolving.

Keywords: *rating system, performance, concept of coordinated management, concept of open management, performance evaluation, multi-level system*

MOROCCAN FOLK STORIES: A SOCIO- CULTURAL PERSPECTIVE

Moulay Sadik Maliki

*Faculty of Letters and Humanities,
Hassan II University of Casablanca
19, Rue Tarik Ibnou Ziad, Bp 9167 Mers Sultan,
Casablanca, Morocco
Sadik.malikimoulay@univh2c.ma*

ABSTRACT

Folk stories/tales are artistic creations transmitted from one generation to another and kept alive by active tradition bearers, usually parents, grandparents and professional storytellers; they give a sense to people's lives and reveal the hidden part of human genius. The present article examines folk stories in the city of Errachidia, south east of Morocco, from a socio-cultural point of view. To be more precise, it tries to get insights into how these artistic creations, (i.e. folk stories) reveal the complex cultural values and linguistic systems in this semi-rural area and how people use these stories to create and maintain socio-cultural constructs.

Keywords: *Culture, construct, Sahrawi community, folklore, linguistic, artistic creations, values system*

NOVEL METHODOLOGIES TO EXPLAIN SMES' INTERNATIONALISATION

Shital Jayantilal

*REMIT – Research on Economics, Management and
Information Technologies,
Portucalense University, Porto, Portugal
shital@upt.pt*

Silvia Ferreira Jorge

*GOVCOPP, DEGEIT, University of Aveiro, Aveiro, Portugal
sjorge@ua.pt*

Susana Aldeia

*Portucalense University, Porto, Portugal
susanaaldeia@sapo.pt*

ABSTRACT

Family firms are the oldest and most predominant form of business in the world, it represents 70 to 90 per cent of the global Gross Domestic Product (GDP). Family firms worldwide vary from micro and small firms to large corporations which dominate the global business panorama. Family firms are an area of research which has drawn rising interest given the impact and influence that such firms have on the economy worldwide. One of the key challenges that these firms face in today's globalized markets is internationalization. Although various scholars have studied the various factors which play a role in this process, it is indeed necessary to adopt a more integrated vision. Internationalization is, at its core, a strategic decision. Therefore, it is essential to implement a methodology which accentuates an integrated vision and, considers the role and interplay of the various aspects influencing this decision, and also highlights the existent interdependencies. Game theory is the study of decision making by various rational players where decisions made by a player have repercussions on the outcomes of the other players. Strategic interdependence is the essence of game theory.

In this paper, we aim to shed new light on one of the most challenging topics in family business literature by using the robust analytical approach provided by game theory. The internal consistency and mathematical fundamentals of game theory make it a forefront strategic tool to study the complex decision-making process related to internationalization, which this chapter will explore. The literature review undertaken will also address policy recommendations since these may contribute to the internationalization process of these firms, which are so vital for our economic landscape, as well as enabling a better knowledge of the impact of policy actions on such processes.

Keywords: *Family Firms, SMEs, internationalization, game theory*

OIL REVENUES, FISCAL FRAMEWORK AND ECONOMIC DEVELOPMENT: THE CASE OF AZERBAIJAN

Orkhan Sadigov

*Azerbaijan State University of Economics (UNEC)
Istiqlaliyyat Str. 6, Baku AZ-1001, Azerbaijan
orkhan.sadiqov@maliyye.gov.az*

ABSTRACT

The main objective of the study is to investigate and learn of the importance of economic diversification, development of non-oil sector and ways of rational use of oil revenues. Research work has been carried out on the basis of systematic analysis and methods. At the same time economic diversification policies have been reviewed and the results have been analyzed which applied in the oil-rich countries. The practical significance of the research is that, as a result of the implementation of complex measures proposed in the article that can be achieved macroeconomic stability and sustainable economic development

regardless of oil revenues in Azerbaijan which it was justified by the evidence. At the same time, at result of the study found that oil-rich countries for reaching long-term economic growth and sustainable economic development should be able to develop the non-oil sector and obtain economic diversification.

Besides, the continued focus on the overall rather than the nonoil balance, and the regular use of supplemental budgets to spend windfall oil revenues contribute to procyclicality of fiscal policy, risking costly boom-bust cycles. Against this background, this paper suggests several improvements to the framework for fiscal policy. The scientific innovation of research-the certain features and the ways of development of towards oil revenues to the non-oil sector has been found out and prepared proposals during practice by author.

Keywords: *Oil revenues, the development of non-oil sector, the non-oil sector*

PRINCIPLES OF FINANCIAL PROVISION OF THE MILITARY FORCES

Venelin Terziev

National Military University, Veliko Tarnovo, Bulgaria

University of Rousse, Rousse, Bulgaria

terziev@skmat.com

ABSTRACT

Strategic decisions what defense capabilities our country needs in response to the dynamic changes in the security environment, have a direct relationship with the question „how much?“, what is the price that taxpayers should pay for the creation and development of these capabilities. And since security and defense are a public good the creation of which is entirely depending on the economic potential of the created GDP of the country, the manifestation of the price of that good is the budget of the

Ministry of Defense. This makes necessary the implementation of an appropriate system and means for management of budgetary resources, by means of which to bring to an increase the added value of defense capabilities. It comes to financial management, which gives an answer to the sources, the planning and control of the effective spending of budgetary resources for security and defense.

Keywords: *Financial provision, Military forces, Security and defense, Management*



كلية العلوم القانونية والاقتصادية والاجتماعية - سلا
Fakultet ekonomskih i društvenih nauka - Salé
Faculté des sciences juridiques
économiques et sociales-salé

