



ABSTRACT PROCEEDING
Volume 1, Issue 2

CIMBH-APRIL-2019

Venue: Best Western Globus Hotel Rome, Italy

Date: April 24-25, 2019



**Institute for Social and
Economics Research**

ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH)

Conference organized by:



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

Mission, Innovative Features & Ethics and Values

ISER is an organization aims to provide a platform to innovative academicians and researchers around the globe. The organization also encourages research activities by organizing research training workshops, conferences and publishing high quality research manuscripts in reputable international journals.

ISER creates positive energy through youthfulness and innovative ideas. We create and host our conferences such a way that students get a chance to interact with eminent fellows of ISER.

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Membership, Conference, Publishing, and Research Information

Abstracts of the registered participants will be published in the conference abstract book with an ISBN.

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Welcome Message

ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH)

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

Ali Sarikaya, University of Pecs, Hungary

HAOUAM ZOHRA, Departement de communication et environnement d'entreprise, Hassan 1er. Maroc Casablanca. Maroc

Vimut Vanitcharearnthum, Chulalongkorn University Bangkok, Thailand

Yousaf Jamal Effat, University Jeddah. Saudi Arabia

Dimesh Manoj Sivaguru, University of Kelaniya Sri Lanka

Prabath Perera, University of Kelaniya Sri Lanka

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Rafeah Legino, Universiti Teknologi Mara (UiTM) Malaysia

MANDENGUE Samuel Honore, University of Douala Douala, Cameroon

Dr. Rong Zhang Nishinippon, Institute of Technology 1-2-11, Muro-machi, Kokura-kita, Kitakyushu, Fukuoka, Japan

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 ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH) who volunteered their time to help organize the conference.

Business Administration and Marketing

Management, Firms, Startups, Corporate Culture, Social Responsibility, Marketing, Advertising, Public Relations, Consumer Behavior, Brand, Identity and Corporate Reputation, Entrepreneurial and Small Businesses Marketing, Marketing Segmentation, E-Marketing, Computer Software in Business Administrations, Accounting and Auditing, Trade, Tourism, Transportation Systems, Environmental and Ecological Economics, Strategy, General Management, Management Theories, Modern Management Practices, Entertainment, CSR and Business Ethics, International Business, Innovation, Supply Chain Management, Operations Management, Information Management, Human Resources Management, Project Management

Accounting

Accounting Practices, Financial Modeling, Financial Analysis, Financial Statistics, Future Markets, Risk, New Trends for Accounting and Finance, Research for Accounting, Tax Theories and Practices, Tax Avoidance, Invasion and Extraction from Tax Invasion, Corporate Finance, Finance Theories, Money, Credit and Banking, Stock, Currency and Bonds, Commodity

Social Sciences and Humanities

Education Challenges, E-learning in higher education, Life Long Learning, Sociolinguistic, Social cohesion and multiculturalism, Economic-Sociology, Major trends in society, EU citizenship, Political Sciences, Psychology applied in Economics, Anthropology, Arts, English, History, Information science, Islamic Studies, Language, Linguistics, Literature, Local Government, Museums and heritage, Music, Occupational Science, Philosophy Poetry, Politics, Popular Culture, Psychology, Religious studies, Social Sciences, Sociology, Women's history

Interdisciplinary

Children and Youth, Communications and Media, Complex Systems, Conflict resolution, Creativity, Culture, Disaster Management, Discourse, Film studies, Gender studies, Globalization, HIV/AIDS, Human Rights, Identity, LGBT Studies, Leadership, Memory, Multidisciplinary Studies, Poverty, Public Policy, Security, Sexuality and eroticism, Spirituality, Sport science, Sustainable development, Urban studies, Violence Women's studies

General Economics, Economic Development, Technological Change and Growth

Microeconomics, Household Behavior and Family Economics, Economic Development, Sustainable Development, Eco-Development, Production and Organizations, Welfare Economics, Macroeconomics and Monetary Economics, International Economics, Public Economics, Analyses of Economic Development, Agriculture; Natural Resources; Energy; Environment; Other Primary Products, Human Resources; Human Development; Income Distribution; Migration, Economic Development: Financial Markets; Savings and Capital Investment; Corporate Finance and Governance, Regional, Urban, and Rural Analyses, International Linkages to Development; Role of International Organizations, Fiscal and Monetary Policy in Development, Trade Policy; Factor Movement Policy; Foreign Exchange, Innovation and Invention: Processes and Incentives, Management of Technological Innovation and Research and Development

IT Business

Business for AI and Deep Learning, Technological Forecasting and Social Change, Business for Big Data, Internet of Things and Cloud Computing, Business for IT-driven Services, Information Systems and Informatics, ICT for Business, ICT for Education, Healthcare, Finance and Other Sectors, Large Scale Surveys and Analysis, HCI and Computers Human Behavior, Computers In Industry

Conference Schedule

ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH)

Rome, Italy

April 24-25, 2019

09: 00 am - 09: 20 am	Registration and Reception
09: 20 am - 09:30 am	Introduction of Participants
09: 30 am - 09:40 am	Inauguration and Opening address
09: 40 am - 09:50 am	Grand Networking Session
09: 50 am - 10:00 am	Tea Break

ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH)

**Day 01: Wednesday
April 24, 2019**

Session 01: 10:00 am 11:00 am

Track A: Business, Economics, Social Sciences and Humanities

Presenter Name: Yusuf Akkoca

Reference ID: RMS-449-101

Paper Title: Effects Of Organizational Image And Corporate Trust Perceptions On Social Capital Of Non-Governmental Organizations Employees

Presenter Name: Petra Jakaa

Reference ID: CIMBH-APRIL-08

Paper Title: Influence of Banks Balance Sheet Structure on Profitability

Lunch Break & Closing Ceremony

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: John Myhill

Reference ID: RMS-449-102A

Country: Linguistics in the Department of English Language and Literature at the University of Haifa in Israel

ISER International Conference on Contemporary Issues in Management, Business, Economics, Social Sciences & Humanities (CIMBH)

**Day 02: Thursday
April 25, 2019**

Conference second day is reserved for participants own tourism activities.



Institute for Social and
Economics Research

Conference Abstracts

Track A: Business, Economics, Social Sciences and Humanities

Influence of Banks Balance Sheet Structure on Profitability

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The aim of this paper is to investigate the influence of banks balance sheet structure on profitability. Banks balance sheet reflects its specific function as an economy intermediary, but varies significantly between banks due to their strategy, market position, available sources of financing or other internal and external factors. For the purpose of this paper balance sheet structure is measured with received loans to assets ratio (LTA), total equity ratio (ER), given loans to total assets (GLTA) and financial assets to total assets (FATA). These are independent variables in this research reflecting assets structure and structure of sources of financing. Loans to deposit ratio (LDR) and deposits to assets ratio (DAR) were excluded from the research due to correlation. Profitability is measured with return on assets (ROA), return on equity (ROE) and net interest margin (NIM). The sample covered by the analysis comprises of all Croatian banks that were active in year 2018, excluding housing saving banks. Statistical analysis (regression) reveal that regarding assets structure given loans to total assets ratio have statistically significant and positive influence on ROA and NIM, while other ratios dont have statistically significant influence. On the other hand, within structure of financing sources only loans to total assets ratio have significant and negative influence on ROA, while equity ratio has no influence on profitability. Analysis showed that balance sheet structure has no effect on ROE. Overall balance sheet structure partially explains profitability movements and authors other research and literature overview show that there are some other variables, such is size, influencing profitability movements in Croatian banks.

Index Terms: Banks Profitability, Balance Sheet Structure, Loans, Deposits

Effects of Organizational Image and Corporate Trust Perceptions on Social Capital Of Non-Governmental Organizations Employees

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The concept of social capital is an important concept that shows the development of countries and individuals. Many components of the society are the source of social capital with the factors of trust, loyalty and belonging. At the same time, one of the most important factors affecting social capital is corporate trust and corporate image. Trust, on the one hand, as a result of reciprocity, social networks and common values; on the other hand it creates social capital by creating reciprocity, social networks and alliances. As a result, it is controversial whether trust is a product or reason of social capital. Organizational image is defined as the perceptions and beliefs of the people within the organization about the perceptions of those outside the organization. The opinions of the external customers on the organization affect the perception of the members of the organization regarding the image of the organization. The way in which organizations work is shaping the identity of the organization, and the identity of the organization determines how the outside of the organization perceives the organization. In this study, it is aimed to measure the effects of organizational trust and organizational image perceptions on social capital of employees in civil society organizations. In this context, the questionnaire forms were distributed and the data were collected and analyzed.

Index Terms: Social Capital, Organizational Image, Organizational Trust, Corporate Trust

Upcoming Events

<http://ise-research.com/mrshm-5-19/>

<http://ise-research.com/dems-5-19/>

<http://ise-research.com/irssh-6-19/>

<http://ise-research.com/masab-6-19/>

<http://ise-research.com/abmss-7-19/>

<http://ise-research.com/cbssg-7-19/>

<http://ise-research.com/nrbms-8-19/>

<http://ise-research.com/abmem-10-19/>

<http://ise-research.com/namee-10-19/>

<http://ise-research.com/dtbel-11-19/>

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<http://ise-research.com/cpbss-12-19/>

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<http://ise-research.com/ebms-01-20/>

<http://ise-research.com/shme-2-20/>

<http://ise-research.com/rsbeh-1-rome/>

<http://ise-research.com/ebehs-3-20/>

