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**North
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Conference
on
Economics**

Baia Mare, Romania
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Book of Abstracts

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Edited by:

***Assoc.Prof. Grațîela Dana BOCA, PhD
Prof. Cezar TOADER, PhD***

***Department of Economics and Physics
<http://econ.cunbm.utcluj.ro>***

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4. *Crina FILIP*
5. *Daniela Elena BIRTOC*
6. *Diana Sabina IGHIAN*
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8. *Elveda ÖZDILEK*
9. *Gabriel RUS*
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11. *Grațîela Dana BOCA*
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13. *Huysen HODA*
14. *İbrahim SOLMAZ*
15. *Jonida AVDULAJ*
16. *Klodian MUÇO*
17. *Kuci ALUSH*
18. *Lindita MUKAJ*
19. *Mahmut MASCA*
20. *Marsida VISHKURTI*
21. *Mentor ISUFAJ*
22. *Mustafa KARA*
23. *Natasha HODA*
24. *Osman HYSA*
25. *Paunita PIRLOG*
26. *Piro TANKU*
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Nicoleta MIȘU BĂRBUȚĂ, Universitatea "Dunărea de Jos" Galați, Romania
Nilda HOCAÖGLU, Afyon Kocatepe University, Turkey
Recep YÜCEL, Kırıkkale University, Turkey
Sinan SARAÇLI, Afyon Kocatepe University, Turkey
Siniša BOGDAN, University of Rijeka, Croatia
Suzana BAREŠA, University of Rijeka, Croatia
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Ozan CAN, Kırıkkale University, Turkey



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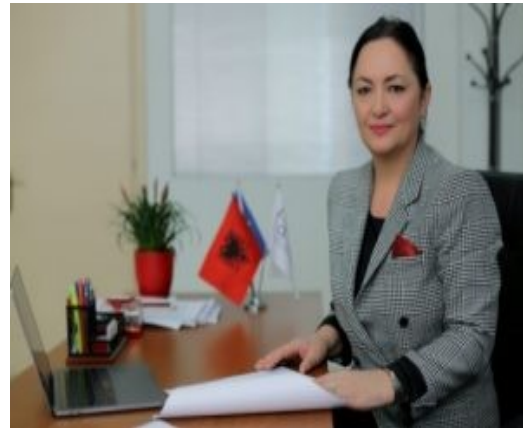
Constantin CUCOSEL, PhD



INVITED SPEAKER

Prof. Dr. Ela GOLEMI

**"Aleksander Moisiu" University,
Durrës
Albania**



Keynote Title:

Common Mistakes Done in Financial Scientific Studies

COFFEE BREAK

Assoc. Prof. Dr. Sinan SARAÇLI

**Afyon Kocatepe University,
Afyon Turkey**



Keynote Title:

Machine Learning and Statistics



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THE ROLE OF SYNDICATES IN THE DECISION MAKING OF ITALIAN PRODUCERS FOR DELOCATION OF PRODUCTION

Klodian MUÇO

“Aleksander Moisiu” University, FASTIP, Albania
kmuco@fastip.edu.al

Natasha HODA

“Aleksander Moisiu” University, FASTIP, Albania
nhoda@fastip.edu.al

Jonida AVDULA

Agricultural University of Tirana, Albania
jonidaqendro@hotmail.com

Hysen HODA

“Aleksander Moisiu” University, Albania
hhodaj@yahoo.com

ABSTRACT

Over recent years one of the hottest debates in Italy is the low competitiveness and delocalization of enterprises, Fiscal pressure, labor costs and syndicate pressure are often resistless for Italian companies, which see them as the only opportunity, internationalization and realization of production process in the other countries, with low cost and high flexibility in the employment contracts. In this way, operating mainly small enterprises that belong to the traditional sector breakdown of the production process and above all when the manufacturing process is intensive and unspecialized. Based on these facts and having the main hypothesis of the fact that the moderate power of trade unions reduces the off shoring offsetting, this study makes an assessment of off shoring effects to look at the role of trade unions in speeding up or curbing the delocalization of Italian companies. To carry out this work we have started with literature review, to continue with the descriptive statistical analysis. The main conclusion of this paper is that the Italian enterprises delocalize especially to reduce the labor costs and production costs, and the role of syndicate in delocalization is inconsiderable.

KEYWORDS: off shoring; delocalization; Italian enterprise, syndicate

JEL CLASSIFICATION: F22; F62; H21; L23

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DEEPENING INEQUALITY IN INCOME

Gaqo TANKU

University "Aleksander Moisiu" Durrës, Albania,

qtanku@edu.al

Piro TANKU

University "Alexander Moisiu" Durrës, Albania,

pirotanku@edu.al

ABSTRACT

Individuals living in a society seek to be equal among themselves. Understanding this equality presupposes equality with rights and duties set by law. Equality presupposes a human security, the main purpose being to provide the conditions for all people to use and expand their opportunities, solutions and skills, being free from insecurity. All these are related to respecting the innate dignity of each individual, which places the latter on equal terms. Inequality remains very little defined what it is, its consequences are very volatile and the causes that have brought this problem are very controversial. With the ever-growing demands of society, honest employee treatment is an important factor in moving ahead of it. Deepening income and wealth inequality as an international and national concern has deserved and deserves attention to various works and studies. The paper will deal with some aspects of this broad and multifaceted problem.

KEYWORDS: *inequality, equality, convergence, divergence, honesty, motivation.*

JEL CLASSIFICATION: J28, J41, M54

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A RESEARCH ON STRATEGICALLY EVALUATION OF WORKING PERFORMANCE OF SMES

Mustafa KARA

Istanbul Rumeli University, İ.İ.S.B.F. Turkey

drmkara@hotmail.com

Recep YÜCEL

Kırıkkale University, İ.İ.B.F.

akademik71@gmail.com

ABSTRACT

In strategic terms, increasing competition in every field with globalization is thought to make the management performance of SMEs even more important and sensitive. SMEs are very active in production and management and marketing functions, even though they have moderate manpower. Therefore, in the work performance of SMEs; planning and to decide, management and organization, job descriptions, mission and vision values, clearly identifying issues related to management knowledge level comes to the forefront. The aim of this study is; it seeks to identify work performance in SMEs and to identify measures to further improve it in the future. The contribution of this to the field points to the importance of the study. For this purpose, the research part of the study will be conducted on SMEs in Bolu. In the research, survey method was preferred for quantitative and data collection. The results of the research, it is believed that SMEs will support to improve their work performance.

KEYWORDS: *Performance, Performance of Work, Small Business, Strategic Thinking.*

JEL CLASSIFICATION: J44, J50, J54, J53

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A STUDY ON COMPARISON OF TURKEY'S HUMAN CAPITAL STOCK WITH BRICS COUNTRIES BY TOPSIS METHOD

Mahmut MASCA

Faculty of Economics and Administrative Sciences,

Department of Economics,

Afyon Kocatepe University, Afyonkarahisar, Turkey

mmasca@aku.edu.tr

ABSTRACT

Human capital stock of a country is of great importance because it shows the economic growth potential of the country in the future. In this study, BRICS Countries which are Brazil, Russia, India, China, South Africa, and Turkey are compared in terms of human capital performance. In the comparison of countries, the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS), which is one of the Multi-Criteria Decision Making (MCDM) is applied. The infant mortality rate (per 1,000 live births), unemployment rate (percentage of total workforce), life expectancy at birth, total (years), mean years of schooling, total (25 years and over), labour force participation rate (percentage of total population between 15-64), health expenditure (percentage of GDP), internet users (percentage of total population) and population between 15-64 years (percentage of total population) are used as the indicators of human capital stock in the study. The data for 2005, 2010 and 2014 of the countries have been used for comparison. The analysis period was ended in 2014 since no data were available for the next turn from this date. Russian Federation is the country with the highest human capital performance and South Africa is the country with the lowest human capital performance in all the examined years. Brazil, China, Turkey and India follow the Russian Federation in 2005. But China, Brazil, Turkey, India and South Africa follow the Russian Federation in 2010 and 2014. South Africa and India which are the countries most disadvantaged in terms of human capital should make comprehensive reforms in these subjects and increase the quality of human capital rapidly to grow economically in the future.

KEYWORDS: Human capital, Economic Growth, TOPSIS Method, Multi Criteria Decision Making Techniques.

JEL CLASSIFICATION: J23, J50, J53

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THE NEED FOR INNOVATION IN PUBLIC SERVICES

Lindita MUKAJ

Regional Department of Albanian Education Durrës, Albania,
lmuka@edu.al

Mentor ISUFAJ

"Aleksander Moisiu" University Durrës, Albania,
misufaj@edu.al

ABSTRACT

For a company to become eager for new things, it must accept the fact that products, services, markets, distribution channels, processes, technologies have a "health status and a limited life, usually short". Any diagnosis requires making a decision, knowing the company, the products, the market, the customers, the technologies. Diagnosis involves analysis and much experience. The analysis allows finding questions and is a challenge for all the knowledge and for the whole experience of the organization. Business analysis provides information on the need for innovation. Appreciating the results obtained by focusing only on what exists shows the gap between what can be expected and what needs to be done to achieve the goals. The innovative achievements must be important enough to cover this gap and be obtained on time before the old one becomes outdated. The need for social innovation is growing. The introduction of innovative leadership in public service institutions may be the most important task of the millennium beginning.

KEYWORDS: innovation, public services, quality, management change

JEL CLASSIFICATION: J45, O30, O35

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INNOVATION AND PERCEPTION OF ORGANIZATIONS

Dorian KRISTIQUI

"Aleksander Moisiu" University, Durrës, Albania,
doriankristiqi@hotmail.com

Marsida VISHKURTI

"Aleksander Moisiu" University, Durrës, Albania,
mvishkurti@fastip.edu.al

ABSTRACT

How can we make the organization receptive to innovations, to want to do them, to reach them, to work for them? Innovation must be something common, even routine. Innovation is a means of self-preservation, self-perpetuation, it is the basis of safety and success for every leader. Innovation oriented information is necessary in the context of defining a time frame. A plan with specific objectives is also needed. Public services have sometimes developed excessively. They can be transformed, within certain limits and conditions, into profit-making enterprises. When the company needs capital, we can organize them so that, from capital consumers, they can form capital or make profits. In order not to become obstacles, the respective institutions can look at social, technological, demographic changes as on occasions in a period of rapid transformations. The need for social innovation is growing. The introduction of innovative leadership in public service institutions may be the most important task of the millennium beginning.

KEYWORDS: social innovation, public services, management change

JEL CLASSIFICATION: J45, O30, O35

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CREATIVITY AND INNOVATION

Marsida VISHKURTI

"Aleksander Moisiu" University, Durrës, Albania,
mvishkurti@fastip.edu.al

Lindita MUKAJ

Regional Department of Albanian Education Durrës, Albania,
lindamuka@dar.edu.al

ABSTRACT

We live in the age of innovation and creativity, and today's society is one of knowledge. In this context, for social and economic development it is necessary to achieve excellence, both individually and organizationally. Innovation management also involves concerns with specific activities for the development of new products and the processes encountered in carrying out the specific projects for the promotion of these products. Often, the development of a service involves the development of both a good material and a technology. Other times, the development of a product (good material) also leads to the development of a suitable manufacturing technology. and promotes it. All the analysis of the new industrial revolution that characterizes the end of our century is actually based on one word: NOW.

KEYWORDS: creativity, management change, innovation, organization

JEL CLASSIFICATION: J45, O30, O35

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THE IMPACT OF HUMAN CAPITAL ON ECONOMIC GROWTH: AN EMPIRICAL STUDY ON MIDDLE EASTERN COUNTRIES

Elveda ÖZDILEK

Sakarya University, Sakarya, Turkey

elvedaozdilek@sakarya.edu.tr

Mahmut MASCA

Afyon Kocatepe University, Afyon, Turkey

mmasca@aku.edu.tr

ABSTRACT

Human capital has begun to take place in the growth models after the Second World War with the change of traditional capital. Human capital expressing knowledge, skills and experience of individuals is closely related to both development and growth of countries. The aim of this study is to analyze the impact of human capital on economic growth. In this study, panel data analysis was performed by using data from the Middle East countries between 1993 and 2015. As a result of the analysis, the effect of total labor and capital formation on per capita income was negative, and the effect of education and health indicators included in the analysis as a human capital indicator was positive. In this study, the importance of human capital is once again emphasized on the importance of information and technology to give an age name. The growth problem, which is considered to be one of the most important issues of developing countries, is one of the factors influencing the determination of the country group. According to the prediction results, the positive effect of human capital on economic growth supports the general findings of the literature. Gross capital formation added to models as a representative of the physical capital and significant prediction results of total workforce added as a representative of labor are negative.

KEYWORDS: Human Capital, Economic Growth, Panel Data, Middle East.

JEL CLASSIFICATION: O40, O50, O53

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FOREIGN DIRECT INVESTMENT AND ECONOMIC GROWTH IN THE BRIC-T COUNTRIES: A PANEL DATA ANALYSIS

Tahsin BAKIRTAS

Sakarya University, Turkey,

bakirtas@sakarya.edu.tr.

Hilal ALPDOGAN

Sakarya University, Turkey,

hgundogan@sakarya.edu.tr

ABSTRACT

The stable economic growth of developing countries is heavily dependent on -especially Foreign Direct Investment- foreign financing. Thus, developing countries become overly dependent on foreign-capital-exporting countries. In this study, this hypothesis has been proved using econometric methods. In this context, this study aimed to analyse the relationship between the gross domestic product (GDP) and the foreign direct investment (FDI) in the BRIC-T countries (Brazil, Russia, India, China and Turkey) by conducting panel unit root tests and panel cointegration tests as FMOLS and DOLS estimators and the Granger causality test and Dumitrescu–Hurlin panel causality tests over the period from 1992 to 2013. The findings of this paper show that the coefficient of the FMOLS estimator is 0.25, the coefficient of the DOLS estimator is 0.26 and both forecasted results are positive and reasonable at the 1% level of statistical significance. The direction of causality for these countries in the panel Granger causality tests is found to be a uni-directional from GDP to FDI, while a bi-directional between GDP and FDI homogeneous cause is found in the pairwise Dumitrescu–Hurlin panel causality tests. These test results indicate that the presence of FDI in the economic growth of the BRIC-T countries is very important and therefore these countries have become highly dependent on foreign-capital-exporting countries.

KEYWORDS: Foreign Direct Investment, Economic Growth, BRIC-T

JEL classification: F43, F63, O16

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ANALYSIS OF EMPLOYEES MOTIVATION AND SATISFACTION WITHIN THE BAKERY ORGANIZATIONS

Alina Natalia POP

Technical University Cluj Napoca, Romania

alinanataliapop@gmail.pop

ABSTRACT

There are successful companies but also companies without success, but the thing that makes the difference is the team with which they work, respectively the human resources. No company can operate at its true capacity or achieve the performance it desires without a powerful workforce. In getting performance results, the manager needs to have a high analytical and synthesis capacity, working pressure, bargaining ability, flexibility and mobility in thinking, openness to dialogue, team spirit, and last but not least motivate employees because success can only be achieved when each member of the team feels that it has value and is important within the organization. Human resources represent, for any successful organization, the core around which all other resources (material, financial, informational) revolve, and issues such as motivation, improvement, human resource assessment represent the main research directions of Human Resources Management of any organization. The main purpose of this case study is to research motivation and job satisfaction among employees at Maramureş County within a bakery production organization. In this research it is intended to highlight a few aspects regarding the motivation and satisfaction of the employees of this company, centralizing the answers given by 100 of its employees, resulting in that the human resource is the essential factor in the development, providing all the necessary means for the motivation and promoting employees at work, based on their professional skills, skills and aptitudes.

KEYWORDS: *human capital, innovation, competitiveness, social responsibility, human resources*

JEL CLASSIFICATION: *A10, A23, B40, C10, C83*

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ANALYSIS OF THE CORPORATE SOCIAL RESPONSIBILITY INTEGRATION IN THE STRATEGY OF ROMANIAN INDUSTRIAL COMPANIES

Gabriel RUS

*Technical University Cluj Napoca, Romania
rgawrielle@yahoo.com*

ABSTRACT

Corporate social responsibility has been and continues to be a "hot" and topical topic, regarding the analysis of its effects on increasing the competitiveness of the company, a strategy that analyzed from a structural point of view, respectively from different social perspectives, it produces effects significant on the management of industrial organizations. By analyzing the preliminary data tested with the help of statistical data analysis packages (SPSS 20), collected for a target group of 80 companies from Maramureş County level, it results that there is a significant connection between CSR practices and the competitiveness of companies. Following the statistical analysis of the data, it turns out that there is a positive link between CSR practices (work, human resources, environment, community) and the increase of the competitiveness of the company, which leads to the conclusion that the CSR strategy strengthens and strengthens the pillar of the company's competitiveness, a fact which generates a higher performance and implicitly leads to a perpetuation of the company in the medium and long term.

KEYWORDS: social responsibility, increasing competitiveness, management

JEL CLASSIFICATION: A10, A23, B40, C10, C83

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A CASE STUDY OF CURRENT STATUS OF FUTURE ENGINEERS AND MANUFACTURING SECTOR IN TURKEY

Arzum İŞİTAN

Pamukkale University, Turkey

aulukoy@msn.com

İbrahim SOLMAZ

Pamukkale University, Turkey

ibrahimsolmaz@edu.tr

ABSTRACT:

In this research, the situation of Turkey and the world in 2020 has been discussed by using the data of the machinery manufacturing sector from previous years. It is important that countries have the necessary production and technologies to increase their competitiveness. Machinery manufacturing industry is the locomotive power of all developed/industrialized and developing countries. Increasing competition and rapidly developing technology require both manufacturers and engineers working in the sector to constantly update themselves and adapt to new conditions. In this study, considering the developing technology and new needs, it is examined how the expectations of the employers from the engineers in machinery manufacturing sector have changed from yesterday to today, and how they can change after today. And some recommendations, that will not be taught as a lesson at school, from senior managers in the industry and a Manufacturing Engineer who has completed his undergraduate education and is entitled to receive his diploma, are included, also.

KEYWORDS: Machinery manufacturing, industry, engineer.

JEL CLASSIFICATION: I23, J24 L79

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DIGITAL MARKETING A NEW PROVOCATION

Rita TOADER

Technical University of Cluj Napoca, Romania

rita.toader@gmail.com

Cezar TOADER

Technical University of Cluj Napoca, Romania

cezar.toader@gmail.com

Diana IGHIAN

Technical University of Cluj Napoca, Romania

diana.ighian@yahoo.com

ABSTRACT

The recent developments in the fields of Artificial Intelligence, Machine Learning, coupled with the novel digital technologies and smart devices, as well as, the constant increase in the number of mobile messaging application users are fundamentally changing the interaction between customers and organizations. In this new digital world, companies are facing a new competitive reality, where the rules of engagement across sectors and industries are changing. Thus, enterprises need to adopt a proactive approach in their journey to becoming intelligent, as the service interface will be gradually transformed into a technology-dominant one. In the new digital world, customers' expectations are evolving and the pressure on the service representatives to provide faster and better solutions is constantly increasing. The most cited aspects that negatively impact the satisfaction with the service encounter are the following: inability to interact with a live person, inability to solve the issue or to find accurate information online, having to explain the problem multiple times to different people and the lack of ability or knowledge of the representative in solving the query.

KEYWORDS: digital market, management change, customer, machine learning

JEL CLASSIFICATION: C88, D49, O39

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HOW THEORY'S OF MOTIVATION ARE IMPLEMENTED IN "KUCOVA" PLANT

Gaqo TANKU

"Aleksander Moisiu" University, Durres, Albania
gaqotanku@hotmail.com

Vladimir MUKA

"Aleksander Moisiu" University, Durres, Albania
v.rmuka@yahoo.com

Piro TANKU

"Aleksander Moisiu" University, Durres, Albania
piro.tanku@gmail.com

ABSTRACT:

This paper has the object to provide more information to CEO about how theory's of motivation are implemented in "Kucova" Plant. At the beginning I made sure to describe what motivation is. Considering that the usage of motivation theories in "Kucova" Plant and its structures are low and employees barely know its function. There was made a study between employees of different levels at this plant. The purpose of this survey was to find how informed are employees about motivation theories and which of motivation tools do they prefer. After that I explained all the survey's questions along with the statistics, further more to show that this survey was successful or not. The finalization of this concludes in the fact that there is very little information on motivation theories and is barely practiced at "Kucova" There are numerous theories of motivation and a lot of research and literature. The question is: "What leads a person to behave in a certain way in his work place?" An employee is in most cases motivated when he/she acts and works as he/she wishes, therefore he/she finds pleasure in their work. Motivation is lower when choosing to carry out work only for generating such income. The individual should also like what they do in order to have a result of his work. Motivation of an individual is zero, unless it is organized independently of daily and its director constantly pressures upon the individual, thus the work becomes monotonous and the employee does not find any reason to continue and to improve the effectiveness of his work.

KEYWORDS: *Motivation, Organization, Survey, Theories, Financial, Needs, Structure*

JEL CLASSIFICATION : M19, M29, M49

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FACTORS INFLUENCING THE QUALITY EDUCATION

Paunita PIRLOG

‘‘George Baritiu’’ Technical College Baia Mare, Romania

ppaunita@yahoo.com

Crina FILIP

‘‘Gheorghe Sincai’’ National College Baia Mare, Romania

crinafilip@yahoo.com

ABSTRACT :

The objective of this study was to establish using statistics as a tool to measure the success and failure factors of the students and the perception of their influence. This study is a premiere because it is the first study that examines student performance and factors in an entrepreneurship department. More than that, discipline entrepreneurship has started to attract students lately due to the increasing needs of socio-economic development, job creation, poverty reduction and increasing self-employment. These are the advantages offered by entrepreneurship. The study found the factors responsible for success and failure. The success factors are the permanent study, the presence and completion of the mission, which are considered products of hard work, commitment and dedication. As far as failure factors are lack of effort, lack of dedication and commitment or non-fulfillment of high quality missions.

KEYWORDS: management education, quality, human resources, success, failure

JEL CLASSIFICATION: I23, I29, J24

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AN OPEN DOOR –INNOVATION

Daniela Elena BIRTOC

Technical University of Cluj Napoca, Romania

daniela.birtoc@gmail.com

ABSTRACT

The key to success for companies is innovation. It in turn relies on other elements: intelligence, use of possible resources and not least on collaborations with other companies from abroad. A large number of companies and small and medium-sized companies (SME's) encourage and use startups as experiments in the innovation process. The purpose of this article is to report the results of the research carried out in Maramures for Start –up and SME's. We observed that most startups know they should cooperates with other companies from the beginning of their existence and that both sides have difficulties in carrying out a systematic search for potential partners. Therefore, to encourage the collaborative development of innovative solutions, we propose you building bridges between startups and SMEs, which makes identification possible users of new technologies (SME's) are more accessible for startups, as well as for startups more identifiable by SME's.

KEYWORDS: innovation, development, small business, resource

JEL CLASSIFICATION: O25, O31, O36

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A STUDY ON COMPARISON OF TURKEY'S HUMAN CAPITAL STOCK WITH BRICS COUNTRIES BY TOPSIS METHOD

Mahmut MASCA

Faculty of Economics and Administrative Sciences,

Department of Economics, Afyon Kocatepe University, Afyonkarahisar, Turkey

mmasca@aku.edu.tr

ABSTRACT

Human capital stock of a country is of great importance because it shows the economic growth potential of the country in the future. In this study, BRICS Countries which are Brazil, Russia, India, China, South Africa, and Turkey are compared in terms of human capital performance. In the comparison of countries, the Technique for Order Preference by Similarity to Ideal Solution (TOPSIS), which is one of the Multi-Criteria Decision Making (MCDM) is applied. The infant mortality rate (per 1,000 live births), unemployment rate (percentage of total workforce), life expectancy at birth, total (years), mean years of schooling, total (25 years and over), labour force participation rate (percentage of total population between 15-64), health expenditure (percentage of GDP), internet users (percentage of total population) and population between 15-64 years (percentage of total population) are used as the indicators of human capital stock in the study. The data for 2005, 2010 and 2014 of the countries have been used for comparison. The analysis period was ended in 2014 since no data were available for the next turn from this date. Russian Federation is the country with the highest human capital performance and South Africa is the country with the lowest human capital performance in all the examined years. Brazil, China, Turkey and India follow the Russian Federation in 2005. But China, Brazil, Turkey, India and South Africa follow the Russian Federation in 2010 and 2014. South Africa and India which are the countries most disadvantaged in terms of human capital should make comprehensive reforms in these subjects and increase the quality of human capital rapidly to grow economically in the future.

KEYWORDS: Human capital, Economic Growth, TOPSIS Method, Multi Criteria Decision Making Techniques

JEL CLASSIFICATION : F66, J24, O15

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STATISTICAL QUALITY ANALYSIS FOR TECHNOLOGICAL PROCESS

Gratiela Dana BOCA

Technical University Cluj Napoca, Romania

bocagratiela@cunbm.utcluj.ro

Sinan SARAÇLI

Afyon Kocatepe University ,Turkey

ssaracli@aku.edu.tr

ABSTRACT:

Listening to clients is an important step in the process continuous improvement of product quality and organization management. From this point of view, the complaint is the way a customer he expresses dissatisfaction, and for organizations he represents free, spontaneous and fast source of information. The claim sets finger on the wound, showing dysfunctions and weaknesses a quality of products and management. In this way, the efficient solutions can be identified in the process of continuous improvement quality. Customers can accept the fact that the manufacturing company made it error and that it will take the necessary steps to repair it mistakes made. Factors considered were the complaints of the partners and the material used that caused a series of malfunctions. The study presents the way in which through the statistical analyzes of the defects and claims within the technological processes in our case the extrusion section can identify the weak points and implement measures to improve the quality.

KEYWORDS: *quality management, defect, claims, statistical analyze, improvement*

JEL CLASSIFICATION : C83, C93, D29

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