



geacollege

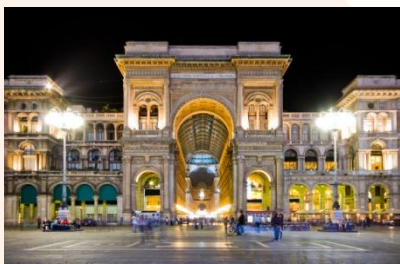
ABSRC 2015 MILAN CONFERENCE PROCEEDINGS

*Advances in Business-Related Scientific
Research Conference - Abstracts*

**ABSRC 2015 MILAN,
Milan, Italy, December 10 - 11, 2015**

Editor: Ajda Fošner

www.absrc.org



<p>CIP - Kataložni zapis o publikaciji Narodna in univerzitetna knjižnica, Ljubljana</p> <p>001.891:658(082)(086.034.4)</p> <p>ADVANCES in Business-Related Scientific Research Conference (2015; Milan) Conference proceedings [Elektronski vir] / Advances in Business-Related Scientific Research Conference - ABSRC 2015, Milan, Italy, December 10 - 11, 2015; editor Ajda Fošner. - Ljubljana : GEA COLLEGE - Fakulteta za podjetništvo, 2015</p> <p>ISBN 978-961-6347-58-7</p> <p>1. Fošner, Ajda</p> <p>282316032</p>	<p><i>Copyrights: Name, form, design, reproduction - GEA COLLEGE - Faculty of Entrepreneurship; Contents of individual papers - paper authors</i></p> <p><i>Editor: Ajda Fošner</i></p> <p><i>Issued and published by: GEA COLLEGE - Faculty of Entrepreneurship, Dunajska 156, SI-1000 Ljubljana, Slovenia</i></p> <p><i>Year: 2015</i></p> <p><i>(December 2015)</i></p> <p><i>Number of issued CDs: 200</i></p>
---	--

ABSRC is an important international gathering of business and business-related sciences scholars and educators.

ABSRC 2015 - organized by GEA COLLEGE - Faculty of Entrepreneurship.

Publisher: GEA COLLEGE - Faculty of Entrepreneurship, Dunajska 156, SI-1000 Ljubljana, Slovenia.

All submissions were reviewed. Selection for inclusion in the conference program was based upon quality, originality, and relevance, in the judgment of the review process.

Contents of papers published as received from the authors. The authors retain their rights to publish their papers elsewhere.

All rights reserved.

Conference Chair

Prof. Dr. Ajda Fošner

Conference Scientific Review Committee (in alphabetical order)

Prof. Dr. Suavi Ahipasaoglu, Okan University, Istanbul, Turkey

Prof. Dr. Bostjan Antoncic, University of Ljubljana, Ljubljana, Slovenia

Prof. Dr. Heri Bezic, University of Rijeka, Rijeka, Croatia

Prof. Dr. Ionel Bostan, University "Stefan cel Mare" of Suceava, Suceava, Romania

Patrycja Chodnicka, University of Warsaw, Warsaw, Poland

Prof. Dr. Alex F. DeNoble, San Diego State University, San Diego, California, U. S. A.

Prof. Dr. Giorgio Dominese, LUISS University Rome, Rome, University of Udine, Udine, University of Rome Tor Vergata, Rome, Italy

Prof. Dr. Ajda Fošner, GEA College, Ljubljana, Slovenia

Prof. Dr. Doris Gomezelj Omerzel, University of Primorska, Koper, Slovenia

Prof. Dr. Dietmar Grichnik, University of St. Gallen, St. Gallen, Switzerland

Prof. Dr. Katherine Gundolf, GSCM - Montpellier Business School, Montpellier, France

Prof. Dr. Robert D. Hisrich, Thunderbird School of Global Management, Phoenix, Arizona, U. S. A.

Dr. Nicholas S. Jewczyn, Ashford University, San Diego, California, U. S. A.

Dr. Renata Karkowska, University of Warsaw, Warsaw, Poland

Dr. Claudine Kearney, University College Dublin, Dublin, Ireland

Prof. Dr. Ekaterina Kostina, Novosibirsk State Pedagogical University, Novosibirsk, Russia

Prof. Dr. Abey Kuruvilla, University of Wisconsin Parkside, Kenosha, Wisconsin, U. S. A.

Prof. Dr. Leonard H. Lynn, Case Western Reserve University, Cleveland, Ohio, U. S. A.

Prof. Dr. Stephen O. Migiro, Graduate School of Business Leadership, Midrand, South Africa

Prof. Dr. Rickie Moore, EM Lyon, Lyon, France

Dr. Malgorzata Olszak, University of Warsaw, Warsaw, Poland
 Prof. Dr. Figen Ozulke, Okan University, Istanbul, Turkey
 Prof. Dr. N. Panchanatham, Annamalai University, Tamil Nadu, India
 Dr. Mohammed Abdul Raffey, Dr. Babasaheb Ambedkar Marathwada University, Aurangabad, India
 Prof. Dr. Cezar Scarlat, University Politehnica of Bucharest, Bucharest, Romania
 Prof. Dr. Peter Schmidt, Holmes Graduate School of Management, Melbourne, Australia
 Prof. Dr. Seval Selimoglu, Anadolu University, Eskisehir, Turkey
 Prof. Dr. Gangaram Singh, San Diego State University, San Diego, California, U. S. A.
 Dr. Seweryn Spalek, Silesian University of Technology, Gliwice, Poland
 Prof. Dr. Dindayal Swain, International Management Institute, Bhubaneswar, India
 Prof. Dr. Jaka Vadnjal, GEA College, Ljubljana, Slovenia
 Dr. Drasko Veselinovic, GEA College, Ljubljana, Slovenia

Conference Research Papers List

ABSRC 2015 MILAN PAPERS AND AUTHORS

Hayatul Safrah Salleh, Nor Azila Mohd Noor, Nik Hazimah Nik Mat, Yusnita Yusof, Wan Norhayati Mohamed	THE INFLUENCE OF SELF-EFFICACY ON FUNCTIONAL FOOD CONSUMPTION BEHAVIOUR AMONG MALAYSIAN CONSUMERS
Manilall Dhurup, Chendedzai Mafini	FINDING SYNERGY IN FASHION APPAREL DECISION-MAKING CONSTRUCTS: A GENERATION Y COHORT ANALYSIS IN AN EMERGING MARKET
Chendedzai Mafini	EXPLORING THE SATISFACTION OF EMPLOYEES IN THE FREIGHT LOGISTICS INDUSTRY
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	BASICS PRINCIPLES OF THE WORLD ECONOMY AND THE MOMTCHIL DOBREV'S "THEORY OF THE DEGREE OF TRUST" - THE BASIC PARADIGM IN THE HUMAN SOCIETY
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	THE MODEL OF THE POLITICAL MAFIA IN EUROPA - RISK FOR EUROPA IN IT'S ECONOMY AND BUSINESS BASED ON MOMTCHIL DOBREV 'S "THEORY OF THE MAFIA" AND THE MOMTCHIL DOBREV 'S " DEGREE OF TRUST"
Momtchil Dobrev, Mariola Garibova, Alexander Gariboff	THE CONNECTION BETWEEN THE "MOMTCHIL DOBREV'S THEORDY OF DEGREE OF TRUST" AND "MOMTCHIL DOBREV;S LAW OF PROMOTION WITH PRIZE FUND" - THE MOST SUCCESFUL STRATEGY IN THE MARKETING BUSINESS AND MANAGEMENT
Simon J Wilde, William J Smart, Michael J Bryant	CONSUMER INFLUENCES INTO WEATHER APPS USAGE ON SMARTPHONES: KEY HIGHLIGHTS
Deseré Koko	INNOVATION MANAGEMENT AT UNIVERSITIES OF TECHNOLOGY IN THE SOUTH AFRICAN CONTEXT
Yong-Gook Bae	THE TECHNOLOGICAL CONVERGENCE IN SOUTH KOREA: FOCUSING ON THE GOVERNMENTAL BASIC R&D PROJECTS
Justyna Łukomska-Szarek, Sylwia Łęgowik-Świącik, Dagmara Bubel, Agnieszka Wójcik-Mazur	SELECTED ASPECTS OF THE DEVELOPMENT OF ENTREPRENEURSHIP IN POLAND AGAINST THE INTERNATIONAL TRENDS
Fjona Zeneli	FINANCIAL ANALYSIS OF WATER SECTOR IN ALBANIA

Dana Ondrejová	TO THE SELECTED MISLEADING COMMERCIAL PRACTICES ACCORDING TO THE BLACK LIST OF THE DIRECTIVE NO. 2005/29/EC
Celina M. Olszak, Maria Mach-Król	BIG DATA - A NEW VALUE FOR ORGANIZATIONS
Huseyin Arasli, Winifred L. Doh' Nazanin N. Alpler	DOES EMPLOYABILITY MODERATE THE EFFECT OF WORK-RELATED STRESSORS ON SERVICE SABOTAGE BEHAVIORS? THE CASE OF HOTELS' FRONTLINE EMPLOYEES IN CAMEROON
Harri Virolainen	SOCIAL RELATIONSHIP BETWEEN MEMBERS OF VIRTUAL TEAMS
Taha-Hossein Hejazi, Leilanaz Akbari	A MATHEMATICAL PROGRAMMING BASED APPROACH FOR OPTIMIZATION OF SYSTEMS WITH CATEGORICAL VARIABLES
Mikhail Nemilentsev	INSTITUTIONAL, SOCIAL AND CULTURAL VIEWS OF ENTREPRENEURSHIP: THEORETICAL STUDY OF THE ENTREPRENEURSHIP CONCEPT
Aurora Kinka, Halit Xhafa	FISCAL DECENTRALIZATION AND ECONOMIC GROWTH CASE OF ALBANIA
Ivana Šabatová	COMPLIANCE ACHIEVEMENT AND ASSURANCE OF PROCESSES AND SERVICES IN A DYNAMIC ENVIRONMENT
Entela Prifi	THE LEGAL NATURE OF BANKING CONTRACTS
Amira Mabrouk	ENVIRONMENTAL POLICY AND SOCIAL ACCEPTANCE : A TOBIT MODEL APPROACH TO MONETIZE URBAN TRAVEL TIME
John S. Appel, Nina Forest	A COMPREHENSIVE PLAN TO STUDY AND ADDRESS THE GLOBAL ISSUES AND CHALLENGES OF AUTISM
Lucija Mulej Mlakar	BUSINESS AND CREATIVITY: CREATION OF POSSIBLE WORLDS
Wojciech Dyduch, Katarzyna Bratnicka	VALUE CAPTURE AND APPROPRIATION: THE CONSTRUCT AND ITS OPERATIONALIZATION

CONTENTS

A COMPREHENSIVE PLAN TO STUDY AND ADDRESS THE GLOBAL ISSUES AND CHALLENGES OF AUTISM John S. Appel, Nina Forest	1
DOES EMPLOYABILITY MODERATE THE EFFECT OF WORKRELATED STRESSORS ON SERVICE SABOTAGE BEHAVIORS? THE CASE OF HOTELS' FRONTLINE EMPLOYEES IN CAMEROON Huseyin Arasli, Winifred L. Doh, Nazanin N. Alpler	3
THE TECHNOLOGICAL CONVERGENCE IN SOUTH KOREA: FOCUSING ON THE GOVERNMENTAL BASIC R&D PROJECTS Yong-gook Bae	4
CONSUMER INFLUENCES INTO WEATHER APPS USAGE ON SMARTPHONES: KEY HIGHLIGHTS Michael J. Bryant, William J. Smart, Simon J. Wilde	5
FINDING SYNERGY IN FASHION APPAREL DECISION-MAKING CONSTRUCTS: A GENERATION Y COHORT ANALYSIS IN AN EMERGING MARKET Manilall Dhurup, Chengedzai Mafini	6
BASICS PRINCIPLES OF THE WORLD ECONOMY AND THE MOMTCHIL DOBREV'S "THEORY OF THE DEGREE OF TRUST" - THE BASIC PARADIGM IN THE HUMAN SOCIETY Momtchil Dobrev, Mariola Garibova, Alexander Garibov	7
THE CONNECTION BETWEEN THE "MOMTCHIL DOBREV'S THEORY OF DEGREE OF TRUST" AND "MOMTCHIL DOBREV; S LAW OF PROMOTION WITH PRIZE FUND" - THE MOST SUCCESSFUL STRATEGY IN THE MARKETING BUSINESS AND MANAGEMENT Momtchil Dobrev, Mariola Garibova, Alexander Garibov	8
THE MODEL OF THE POLITICAL MAFIA IN EUROPA - RISK FOR EUROPA IN IT'S ECONOMY AND BUSINESS BASED ON MOMTCHIL DOBREV 'S "THEORY OF THE MAFIA" AND THE MOMTCHIL DOBREV 'S " DEGREE OF TRUST" Momtchil Dobrev, Mariola Garibova, Alexander Garibov	9
VALUE CAPTURE AND APPROPRIATION: THE CONSTRUCT AND ITS OPERATIONALIZATION Wojciech Dyduch, Katarzyna Bratnicka	10
A MATHEMATICAL PROGRAMMING BASED APPROACH FOR OPTIMIZATION OF SYSTEMS WITH CATEGORICAL VARIABLES Taha-Hosseini Hejazi, Leilanaz Akbari	11

FISCAL DECENTRALIZATION AND ECONOMIC GROWTH CASE OF ALBANIA **12**
Aurora Kinka (Pulti), Halit Xhafa

INNOVATION MANAGEMENT AT UNIVERSITIES OF TECHNOLOGY IN THE SOUTH AFRICAN CONTEXT **13**
Deseré Kokt

SELECTED ASPECTS OF THE DEVELOPMENT OF ENTREPRENEURSHIP IN POLAND AGAINST THE INTERNATIONAL TRENDS **14**
Justyna Łukomska-Szarek, Sylwia Łęgowik-Świącik, Dagmara Bubel, Agnieszka Wójcik-Mazur

ENVIRONMENTAL POLICY AND SOCIAL ACCEPTANCE : A TOBIT MODEL APPROACH TO MONETIZE URBAN TRAVEL TIME **16**
Amira Mabrouk

EXPLORING THE SATISFACTION OF EMPLOYEES IN THE FREIGHT LOGISTICS INDUSTRY **17**
Chengedzai Mafini

BUSINESS AND CREATIVITY: CREATION OF POSSIBLE WORLDS **18**
Lucija Mulej Mlakar

INSTITUTIONAL, SOCIAL AND CULTURAL VIEWS OF ENTREPRENEURSHIP: THEORETICAL STUDY OF THE ENTREPRENEURSHIP CONCEPT **19**
Mikhail Nemilentsev

BIG DATA - A NEW VALUE FOR ORGANIZATIONS **20**
Celina M. Olszak, Maria Mach-Król

TO THE SELECTED MISLEADING COMMERCIAL PRACTICES ACCORDING TO THE BLACK LIST OF THE DIRECTIVE NO. 2005/29/EC **21**
Dana Ondrejová

THE LEGAL NATURE OF BANKING CONTRACTS **22**
Entela Prifti

THE INFLUENCE OF SELF-EFFICACY ON FUNCTIONAL FOOD CONSUMPTION BEHAVIOUR AMONG MALAYSIAN CONSUMERS **23**
Hayatul Safrah Salleh, Nor Azila Mohd Noor, Nik Hazimah Nik Mat, Yusnita Yusof, Wan Norhayati Mohamed

COMPLIANCE ACHIEVEMENT AND ASSURANCE OF PROCESSES AND SERVICES IN A DYNAMIC ENVIRONMENT **25**
Ivana Šabatová

SOCIAL RELATIONSHIPS BETWEEN MEMBERS OF VIRTUAL TEAMS

Harri Virolainen

26

FINANCIAL ANALYSIS OF WATER SECTOR IN ALBANIA

Fjona Zeneli

27

ALPHABETICAL INDEX

A

AKBARI, LEILANAZ	11
ALPLER, NAZANIN N.	3
APPEL, JOHN S.	1
ARASLI, HUSEYIN	3

B

BAE, YONG-GOOK	4
BRYANT, MICHAEL J.	5
BUBEL, DAGMARA	14
BRATNICKA, KATARZYNA	10

D

DHURUP, MANILALL	6
DOBREV, MOMTCHIL	7 8 9
DOH, WINIFRED L.	3
DYDUCH, WOJCIECH	10

F

FOREST, NINA	1
--------------	---

G

GARIBOV, ALEXANDER	7 8 9
GARIBOVA, MARIOLA	7 8 9

H

HEJAZI, TAHA-HOSSEIN	11
----------------------	----

K

KINKA (PULTI), AURORA	12
KOKT, DESERÉ	13

L

ŁĘGOWIK-ŚWIĄCIK, SYLWIA	14
ŁUKOMSKA-SZAREK, JUSTYNA	14

M

MABROUK, AMIRA	16
MACH-KRÓL, MARIA	20
MAFINI, CHENGEDZAI	6 17
MOHAMED, WAN NORHAYATI	23
MOHD NOOR, NOR AZILA	23
MULEJ MŁAKAR, LUCIJA	18

N

NEMILENTSEV, MIKHAIL	19
NIK MAT, NIK HAZIMAH	23

O

OLSZAK, CELINA M.	20
ONDREJOVÁ, DANA	21

P

PRIFTI, ENTELA	22
----------------	----

S

SALLEH, HAYATUL SAFRAH	23
SMART, WILLIAM J.	5

Š

ŠABATOVÁ, IVANA	25
-----------------	----

V

VIROLAINEN, HARRI	26
-------------------	----

W

WILDE, SIMON J.	5
WÓJCIK-MAZUR, AGNIESZKA	14

X

XHAFA, HALIT	12
--------------	----

Y

YUSOF , YUSNITA	23
-----------------	----

Z

ZENELI, FJONA	27
---------------	----

CONTENTS

ALPHABETICAL INDEX

PAPER

A COMPREHENSIVE PLAN TO STUDY AND ADDRESS THE GLOBAL ISSUES AND CHALLENGES OF AUTISM

John S. Appel

Policy advisor for govt & corporations

Chicago, Illinois, USA

john_appel@sbcglobal.net

Nina Forest

Creative Director, Mature. Brain

USA

autismlearning2007@yahoo.com

Abstract

This paper includes several related parts: (1) An intellectual/normative framework that challenges the research and policy-making community to study and address the complex and poorly understood world of autism. (2A) A visualization or graphic road map of the relevant variables that comprise the autism realm: “The Autism Life Matrix.” (2B) A longitudinal representation of “what” is involved (i.e., a guide for learning) and “how” to address autism challenges (i.e., a guide for doing or acting) for each stage of an individual’s life-cycle. (3) A proposal to fund, regularly collect, analyze, and report quantitative and qualitative survey data from the United States and world-wide on specified parameters among those touched by autism through their family or vocation. (4) A description of the proposed development of an empirically based autism algorithm or equation using econometric analysis of survey data as well as case studies. (5) A plan to establish an international autism think tank or institute (as part of a consortium of universities reflecting an interdisciplinary orientation) to design, coordinate, carry out, and report research on the efficacy of various diagnostic and treatment modalities as well as study the individual and societal costs of autism over the life cycle, including case studies. This institution will maintain a museum, a library, and a repository or computerized data storage center of all of the world’s data, research and reporting on autism as well as a world-wide registry of all those on the autism spectrum and their associated caregivers. It also will provide autism medical evaluation, treatment plans, and patient care as well as train doctors and nurses specializing in this area. It will maintain a web site, produce documentary/educational films and videos, and publish newsletters, curriculum guides, manuals, and specialized materials for educators, for those trained to serve the autistic community, and for the families of those with the diagnosis of autism spectrum disorder. It also will include a conference center that will host and broadcast periodic world-wide conferences, provide housing for those in residence, and feature a day-care facility with a professional staff. A brief account of the reality of living

Advances in Business-Related Scientific Research Conference 2015 in Milan
(ABSRC 2015 Milan)
December 10-11, 2015, Milan, Italy

with autism also is presented. (6) A summary of a proposal to design, research, write, publish, and distribute a medical school textbook on the autistic brain and its evaluation and treatment. (7) A plan to educate the general public around the world (through mass media such as film and television) so that society will embody a more compassionate understanding of autism and manifest a collective willingness to devote more resources to addressing the issues and needs of those in the autism community. (8) A brief summary of a separate, detailed proposal with a budget to obtain sufficient funding to implement all the steps needed to meet the goals and objectives of this comprehensive effort.

Economics of autism 2. Medical textbook mapping the autism brain 3. Repository of data

Topic Groups: policy, economics over the lifetime

CONTENTS

ALPHABETICAL INDEX

PAPER

DOES EMPLOYABILITY MODERATE THE EFFECT OF WORK-RELATED STRESSORS ON SERVICE SABOTAGE BEHAVIORS? THE CASE OF HOTELS' FRONTLINE EMPLOYEES IN CAMEROON

Huseyin Arasli

Eastern Mediterranean University, Faculty of Tourism
Famagusta, North Cyprus
huseyin.arasli@emu.edu.tr

Winifred L. Doh*

Eastern Mediterranean University, Faculty of Tourism
Famagusta, North Cyprus
winifred.doh@emu.edu.tr

Nazanin N. Alpler

Eastern Mediterranean University, Faculty of Tourism
Famagusta, North Cyprus
nazanin.naderiadib@cc.emu.edu.tr

Abstract

As a result of work-related stressors and roles conflict, frontline employees find ways to leverage their burden by getting back at the organization. As a transferred aggression, frontline employees indulge in sabotage behaviors during service interactions. If frontline employees demonstrate such negative behaviors in the event of service dealings, the organization's image would be impaired and customers would be disappointed. However, employability could moderate the propensity to service sabotage. Actual data was retrieved from Cameroon, popularly known as "Africa in Miniature" and imputed on IBM SPSS 0.20, data analyses program. In consonant with the proposed hypotheses, the analyses revealed that frontline employees facing job insecurity and family-work conflict are apt to sabotage the service. But, this is not the case if their employability level is high. Implying, that human resource managers should pay attention to employees with high employability, since, today's employment situation is characterized by the salience of employability.

Keywords: Employability, Service Sabotage, Job Insecurity, Family-Work Conflict, Frontline Employees, Cameroon.

Topic Groups: Organizational Behavior, Human Resource Management and Career Development, Managerial and Organizational Cognition and Psychology

CONTENTS

ALPHABETICAL INDEX

PAPER

THE TECHNOLOGICAL CONVERGENCE IN SOUTH KOREA: FOCUSING ON THE GOVERNMENTAL BASIC R&D PROJECTS

Yong-gook Bae

Korea Institute of S&T Evaluation and Planning, National R&D Coordination Head Division

Republic of Korea

gook@kistep.re.kr

Abstract

The basic research has low economic feasibility in the short term, but it has critical value as fundamental research. As the complexity of science and technology has increased steadily, the convergence between different areas has become one of the major issues in academia, industry, or public administration. This study focused on the basic research and the scientific output in the view of convergence. This research utilized the Korean governmental R&D project data and empirically identifies the relationship between the technologies based on the concept of the convergence. The network analysis was used as an analysis tool. The degree- and betweenness centralities are the main indicators for the measures of a role of local centrality and a technological intermediary role. The results of the study showed the core technologies and the difference in the input and the output.

Keywords: convergence, R&D, government, technology

Topic Groups: Technology and innovation management, Research methods, Social sciences and business

CONTENTS

ALPHABETICAL INDEX

PAPER

CONSUMER INFLUENCES INTO WEATHER APPS USAGE ON SMARTPHONES: KEY HIGHLIGHTS

Michael J. Bryant

*School of Business and Tourism, Gold Coast Campus, Southern Cross University
Australia*

Dr. William J. Smart

*School of Business and Tourism, Gold Coast Campus, Southern Cross University
Australia*

Dr. Simon J. Wilde*

*School of Business and Tourism, Gold Coast Campus, Southern Cross University
Australia*

simon.wilde@scu.edu.au

Abstract

Prior to the IT revolution, weather information was typical broadcast through non-electronic and electronic media. However, through the advent of technology, populations are now able to receive routine weather information through media other than the traditional sources of television and radio. These media channels include various forms of computing devices, such as personal computers, laptops, tablets, phablets and smartphones. In view of the growth, the ever-increasing penetration and adoption of smartphones, coupled with the mobility of societal lifestyle patterns, the 'smartphone' would seem to be well suited as a device for consumer acceptance of weather information by means of weather apps.

As part of a larger study into the acceptance, trust and value of weather apps by smartphone users, a number of key consumer-based insights are illustrated within this paper. These insights may have implications for both marketers of smartphones and developers of weather apps.

Keywords: Location Based Services, weather apps, usage, smartphones, consumers.

Topic Groups: Marketing and consumer behavior.

CONTENTS

ALPHABETICAL INDEX

PAPER

**FINDING SYNERGY IN FASHION APPAREL DECISION-MAKING
CONSTRUCTS: A GENERATION Y COHORT ANALYSIS IN AN
EMERGING MARKET**

Prof Manilall Dhurup

Faculty of Management Sciences, Vaal University of Technology

Private Bag X021, Vanderbijlpark, 1900

South Africa

Tel: 27 83 560 2078 (w)

27 16 950 6886 (h)

royd@vut.ac.za

Dr Chengedzai Mafini*

Faculty of Management Sciences, Vaal University of Technology

Private Bag X021, Vanderbijlpark, 1900

South Africa

chengedzai@hotmail.com

Abstract

This paper investigates the relationship between quality consciousness, product novelty, fashion consciousness, brand consciousness and brand loyalty in the purchase of fashion apparel within the Generation Y age cohort. A quantitative approach using the cross sectional survey design technique was used in which a six-section questionnaire was administered to a randomly selected sample consisting of 254 Generation Y individuals drawn from a South African university of technology. Hypotheses were tested using a combination of non-parametric Spearman's correlation analysis and multiple regression analysis. The results indicate that quality consciousness, product novelty and fashion consciousness were positively related to and predicted brand consciousness. In turn, brand consciousness was positively related to and predicted brand loyalty. The study provides important implications for fashion apparel retailers and marketers regarding continuous need to give emphasis to factors such as product quality, product novelty and branding of fashion apparel in order to generate greater opportunities for sales amongst the Generation Y cohort of consumers.

Keywords: Quality consciousness, product novelty, fashion consciousness, brand consciousness and brand loyalty, Generation Y

CONTENTS

ALPHABETICAL INDEX

PAPER

**BASICS PRINCIPLES OF THE WORLD ECONOMY AND THE
MOMTCHIL DOBREV'S "THEORY OF THE DEGREE OF TRUST" -
THE BASIC PARADIGM IN THE HUMAN SOCIETY**

Lord Prof. Phd Momtchil Dobrev

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

mdobrev@abv.bg

Lady Prof Phd Mariola Garibova

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

M.S. Alexander Garibov

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

Abstracts

The theory of truth developed and published 2014 in a book by Lord Prof. PhD PhD Momtchil Dobrev on the ground of his observations of many years on the society, market and formed respectively in theory and laws and practices to be applied in the contemporary life of every society, company or individuals, acting in the human society.

The theory give every human being, society, company and individuals concrete decisions to reach a better competitive power on the market in the globalization.

Keywords: Degree of truth, Human society

CONTENTS

ALPHABETICAL INDEX

PAPER

**THE CONNECTION BETWEEN THE “MOMTCHIL DOBREV’S
THEORY OF DEGREE OF TRUST” AND “MOMTCHIL DOBREV; S
LAW OF PROMOTION WITH PRIZE FUND” – THE MOST
SUCCESFUL STRATEGY IN THE MARKETING BUSINESS AND
MANAGEMENT**

Lord Prof. Phd Momtchil Dobrev

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

mdobrev@abv.bg

Lady Prof Phd Mariola Garibova

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

M.S. Alexander Garibov

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

Abstracts

Each company has to reopen different new methods and means in order to maintain high degree of competitive power on the market in the period of today economic crisis. The described and developed method and procedure by the author give every company concrete decisions to reach a better competitive power on the market in the globalization and mostly in the today economic worldwide crisis. The described below methods and procedures was developed by the author 1993 as a president of consulting company “D&M Dobrev Consulting House” [10] for analysis, tradings..

Keywords: Degree of trust, Innovation, Europa and World Economy

CONTENTS

ALPHABETICAL INDEX

PAPER

**THE MODEL OF THE POLITICAL MAFIA IN EUROPA – RISK
FOR EUROPA IN IT'S ECONOMY AND BUSINESS BASED ON
MOMTCHIL DOBREV 'S “THEORY OF THE MAFIA” AND THE
MOMTCHIL DOBREV 'S “ DEGREE OF TRUST”**

Lord Prof. Phd Momtchil Dobrev

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

mdobrev@abv.bg

Lady Prof Phd Mariola Garibova

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

M.S. Alexander Garibov

Scientific Research Institute Dobrev & Halachev JSC

Sofia, Bulgaria

Abstract

The developed by Lord Prof. PhD P\hD Momtchil Dobrev “Theory of corruption” and “Theory of the mafia” and its appearances – unstability factor in the social systems. In the paper is described the developed from Prof. Moomtchil Dobrev theory of mafia and developed Political model of the mafia.

Keywords: Political mode; of mafia, Theory of the Mafia ,Society.

CONTENTS

ALPHABETICAL INDEX

PAPER

VALUE CAPTURE AND APPROPRIATION: THE CONSTRUCT AND ITS OPERATIONALIZATION

Wojciech Dyduch*

University of Economics in Katowice, Faculty of Management

Poland

wojciech.dyduch@ue.katowice.pl

Katarzyna Bratnicka

University of Economics in Katowice, Faculty of Economics

Poland

katarzyna.bratnicka@ue.katowice.pl

Abstract

There is no agreement in understanding and defining the value creation and appropriation mechanisms. Moreover, the construct is often analysed in isolation, without looking at its antecedents and outcomes. At the same time, literature calls for researching motives and possibilities of value capturing mechanisms, and particularly for extending the research models with entrepreneurial processes (Fischer 2011), contextual factors and performance (James, et. al. 2013). This paper seeks to address the cognitive gap by focusing on the need of analysing the relations between entrepreneurship as the source of value, value creation and appropriation mechanisms, linking them with organization's results. First, theoretical underpinnings of the value creation and value appropriation processes are presented. Then, basing on the literature review, we offer a list of action-based VCA issues, and provide a proposition of the measurement scale. Some implications for future research concerning the VCA are given, and the model is offered.

Keywords: Value creation, value appropriation, entrepreneurship, performance, questionnaire

Topic Groups: Business strategy, entrepreneurship, research methods

CONTENTS

ALPHABETICAL INDEX

PAPER

A MATHEMATICAL PROGRAMMING BASED APPROACH FOR OPTIMIZATION OF SYSTEMS WITH CATEGORICAL VARIABLES

Taha-Hossein Hejazi

Department of Industrial and Materials Engineering, Sadjad University of Technology

Mashhad, Iran

t.h.hejazi@live.com

Leilanaz Akbari

Faculty of Industrial Engineering, Ferdowsi University

Mashhad, Iran

lilak417@yahoo.com

Abstract

Many of engineering, industrial, and service systems have multiple outputs, sometimes called responses. In multiple response optimizations, the aim is to select the best combination of factors considering all characteristics of the outputs. In this study, the existing methods of analysis and modeling such problems are reviewed, and a mathematical programming-based approach will be presented for optimization of systems with categorical variables. It is also assumed that both design factors and output characteristics are measurable in a categorical way. In order to describe the computational structure of the proposed method, a real case study on a welding process has been analyzed.

Keywords: response surface methodology; categorical variables; logit model; mathematical programming

Topic Groups: Industrial organization, Production and operations management

CONTENTS

ALPHABETICAL INDEX

PAPER

FISCAL DECENTRALIZATION AND ECONOMIC GROWTH CASE OF ALBANIA

Aurora Kinka (Pulti)*

*Department of Finance - Accounting, Faculty of Economy, University of Shkodra "Luigi
Gurakuqi"*

Albania

aurorapulti@gmail.com

Halit Xhafa

Department of Finance, Faculty of Economy, University of Tirana

Albania

Abstract

Recent years have seen worldwide interest in fiscal decentralization. Developed countries are reshaping their intergovernmental fiscal structure to be more in tune with the realities of the "post - welfare state". In many countries (mainly in those centralized) Central Governments regardless of the number of reforms and expenses, have failed in providing quality services and sustainable for the improvement of living standards for their citizens, because they are far from needs and problems faced by citizens every day. There are many empirical studies that analyze the relationship between fiscal decentralization and economic growth. According to the argument by Oates (1993) and Bird (1993), there are studies that show a positive effect of fiscal decentralization on economic growth. However, although most of theoretical literature discusses the potential positive effect of decentralization, there are empirical studies which don't report any significant relationship between these variables.

This paper is a literature review and has on focus to determine what effect has had the reform of fiscal decentralization on economic growth in case of Albania. It will serve as the contribution on fiscal decentralization topic, same as for academics, as well as for local governments units in our country.

Keywords: fiscal decentralization, economic growth, local government units, Albania

CONTENTS

ALPHABETICAL INDEX

PAPER

INNOVATION MANAGEMENT AT UNIVERSITIES OF TECHNOLOGY IN THE SOUTH AFRICAN CONTEXT

Deseré Kokt

Central University of Technology, Free State

South Africa

koktd@cut.ac.za

Abstract

It is an understatement to note that the world has changed radically over the past decade. This is evident in the development of a multitude of new technologies, including new product development and the massive expansion of Information Communication Technology (ICT). Organisations that are innovative in their product and service offerings are the ones' that prosper and grow. Innovation has thus become a major part of organisational success. The notion of innovation and Innovation Management is just as important for universities that need to supply the so called 'knowledge workers' to business and industry. As Universities of Technology (UoT's) in the South African context focus on vocational and professional development they are perhaps more geared towards innovation than classical universities. The aim of this paper is to propose a seven step model to assist UoTs in implementing Innovation Management.

Keywords: Innovation Management, Universities of Technology (UoT's), South Africa

Topic Groups: Technology and Innovation Management

CONTENTS

ALPHABETICAL INDEX

PAPER

**SELECTED ASPECTS OF THE DEVELOPMENT OF
ENTREPRENEURSHIP IN POLAND AGAINST THE
INTERNATIONAL TRENDS**

Justyna Łukomska-Szarek, Ph. D

Czestochowa University of Technology

Poland

jlszarek@zim.pcz.pl

Sylvia Łęgowik-Świącik, Ph. D*

Czestochowa University of Technology

Poland

sylwialegowik@op.pl

Dagmara Bubel, Ph. D

Czestochowa University of Technology

Poland

dagmarab@bg.pcz.pl

Agnieszka Wójcik-Mazur, Ph. D

Czestochowa University of Technology

Poland

wojcik@zim.pcz.pl

Abstract

The paper addresses the issue of the development of entrepreneurship in Poland against the international trends. The discussion presented in the first part deals with the characteristics of entrepreneurship in the light of literature on the subject. The second part of the paper includes assessment of the directions of the development of Polish enterprises. The third part of the paper presents analysis and assessment of entrepreneurship in Poland against EU countries. The last part of the paper presents survey results in the area of barriers to the development of entrepreneurship in Poland against barriers occurring in the world's 20 richest countries. The aim of the paper is to identify and assess parameters of the development of entrepreneurship in Poland against the international trends. The research methods used to achieve this aim are literature studies, descriptive analysis based on data from the Central Statistical Office of

Advances in Business-Related Scientific Research Conference 2015 in Milan
(ABSRC 2015 Milan)
December 10-11, 2015, Milan, Italy

Poland, SBA spreadsheets and reports from Ernst & Young. The study period covers the years 2008-2013. The issues of the development of entrepreneurship in Poland are important and topical due to their impact on economic processes in the EU.

Keywords: entrepreneurship, development indicators, barriers to the development, management.

ENVIRONMENTAL POLICY AND SOCIAL ACCEPTANCE : A TOBIT MODEL APPROACH TO MONETIZE URBAN TRAVEL TIME

Amira Mabrouk

University of Economic Sciences and Management

Tunisia

mabrouk.amira@gmail.com

Abstract

Swift, urgent and efficient are what best describe the solution that we have to come up with in order to manage the economic situation. In order to find the answer, we have to be mindful of the economic crisis embodied in the decayed sector of transportation which is one of the pillars of a country's development.

This study aims at monetizing the benefits of barrier-free transportation in society. This could be used by the State and by local authorities to add the "time-value" through politicoeconomic evaluation of transportation. The use of a stated-preference method for this study is justified by a systematic literature review of methods employed for non-market valuation.

Then, stated-preference methods using focus groups show the needs and expectations to save time in traffic. To define urban transportation in the city of Sfax in Tunisia, many questions have been raised. These questionnaires, along with a prescription of the study's procurement and the answers processing, should allow us to form an idea about the willingness of the roadusers to fight congestion and reducing the wasted time during daily trips. A pilot experiment has been realized to test the relevance of attributes and their levels.

This research is based on the notion of Willingness to Pay (WTP) defined as the price an individual is willing to pay to reduce congestion. Conducted On a sample of 457 drivers who move within the city of Sfax, this study applies the WTP concept in the context of duration analysis. This is followed by a descriptive and econometric analysis of the WTP using the Tobit Approach. This study has the objective of emphasizing the variables influencing the average duration, the choice and decisions made by drivers.

Keyword: willingness to pay, value-time, transport policy, stated-preference method

CONTENTS

ALPHABETICAL INDEX

PAPER

EXPLORING THE SATISFACTION OF EMPLOYEES IN THE FREIGHT LOGISTICS INDUSTRY

Dr Chendedzai Mafini

Faculty of Management Sciences, Vaal University of Technology

P. Bag X021

Vanderbijlpark

South Africa

chendedzai@hotmail.com

Abstract

This study developed and tested a conceptual framework that linked job satisfaction to satisfaction to employee-supervisor relationships, task allocation, employment conditions and pay. A questionnaire partitioned into six sections was administered to 247 employees drawn from freight logistics companies located in Gauteng Province, South Africa. Hypotheses were tested using regression analysis. All four factors were statistically significant, which qualifies them as predictors of job satisfaction in a freight logistics environments. The findings of the study provide managers in freight logistics companies with information that may be used to develop strategies for enhancing job satisfaction among employees.

Keywords: Employee-supervisor relationships, task allocation, employment conditions, pay, job satisfaction, freight logistics

BUSINESS AND CREATIVITY: CREATION OF POSSIBLE WORLDS

Prof. Lucija Mulej Mlakar, Ph.D.

Slovenia

lucija.mulej@budnjani.si

Abstract

An attempt to give an overview of the present condition in the world of business can be subsumed in the following succinct statement: we are in transition. We are living in the twenty-first century but still operate in organizations designed according to outdated ideas; based on schemes and models from a different time and different challenges. To illustrate, let us take a quick detour into the world of physics. In the seventeenth century Isaac Newton compared the functioning of the world to a giant machine that could only be understood if taken apart into smaller parts. If we want to understand the principles of how a company operates, we should do the following: extract the business functions, meticulously analyze them and reassemble them into a business model. Believing nothing was lost in the process, we assume a foreign model can be adopted. Yet, with Newtonian logic we lose the basic cohesive – relationship – and disappointment is imminent. To present this problem metaphorically, *If you understand “one” you think you also understand “two”, as “one plus one is two”*. But you must also understand the “plus”. This *plus* is taken seriously by quantum physics that focuses on the invisible. The analogy with business management is clear: successful companies distinguish themselves from the rest in that they incorporate invisible secrets in their design of vision, values, and organizational culture of which nothing can be transferred. Social environment is too complex and requires much more creative management, and as such, simply copying foreign successful models just does not work.

Keywords: creativity, possible worlds, business environment, possibilities

CONTENTS

ALPHABETICAL INDEX

PAPER

**INSTITUTIONAL, SOCIAL AND CULTURAL VIEWS OF
ENTREPRENEURSHIP: THEORETICAL STUDY OF THE
ENTREPRENEURSHIP CONCEPT**

Mikhail Nemilentsev

*D.Sc., Senior Lecturer, Department of Business Management, Mikkeli University of Applied
Sciences*

Finland

mikhail.nemilentsev@mamk.fi

Abstract

This article represents a theoretical study of the entrepreneurship concept from the three interconnected perspectives. This is a theoretical paper without empirical analysis. However, the three perspectives of entrepreneurship are thoroughly analysed in order to clarify the notion of entrepreneurship. The first perspective – the institutional perspective of entrepreneurship – represents the legal frame of the entrepreneurship concept. The second perspective considered in the paper is the social framework of entrepreneurship. Social institutions, entrepreneurs' behaviour, informal networks and communities of entrepreneurs are considered. The third considered perspective is the cultural perspective of entrepreneurship. Aspects of an entrepreneur's culture, national and cross-national culture are considered for a fuller understanding of the studied concept. An interrelated nature of the three studied concepts points at the necessity to consider entrepreneurship as a multi-sided phenomenon. The theoretical conceptualisation is supplemented by the conclusions and discussion.

Keywords: culture; entrepreneur; entrepreneurship; entrepreneurship institutions; society

Topic Group: Entrepreneurship

CONTENTS

ALPHABETICAL INDEX

PAPER

BIG DATA - A NEW VALUE FOR ORGANIZATIONS

Celina M. Olszak*

Katowice University of Economics

Poland

celina.olszak@ue.katowice.pl

Maria Mach-Król

Katowice University of Economics

Poland

maria.mach-krol@ue.katowice.pl

Abstract

The research objective for this study is to investigate some values and benefits that Big Data may offer for an organization. Firstly, the issue of Big Data is identified. Then, Big Data application areas are presented. Finally, the most important techniques for analyzing Big Data are discussed. The study was based mainly on a critical analysis of literature, creative thinking, and an interpretive philosophy. The results of this research can be used by IT, business leaders, and policy makers as they plan and develop Big Data applications in their organizations. The paper provides valuable information on the chances and the possibilities of Big Data applying in organizations.

Keywords: Big Data, Business Intelligence, analyzing Big Data, organization, value

Topic Groups: Organizational information and communication systems, Technology and innovation management

CONTENTS

ALPHABETICAL INDEX

PAPER

**TO THE SELECTED MISLEADING COMMERCIAL PRACTICES
ACCORDING TO THE BLACK LIST OF THE DIRECTIVE
NO. 2005/29/EC**

JUDr. Dana Ondřejová, Ph.D.

Specialist assistant in the Department of Business Law at Masaryk University, the Faculty of
Law

Czech Republic¹

dana.ondrejova@seznam.cz

Abstract

Misleading commercial practices mean distinctive danger for proper commercial choice of the consumer, because they can force the consumer to make such an economic decision which he would have never done if there was no misleading practice. Unfair business practices are regulated **at level of the European union** by the Directive of the European Parliament and Council 2005/29/EC. The prohibition of application of misleading commercial practices is regulated **in national legal orders of the member states** of the European Union in law against the unfair competition, in special legal regulation regulating (forbidding) unfair commercial practices or in general codes protecting consumers. The subject of this contribution is a more detailed casuistic description of partial actions marked as misleading commercial practices described in so called Black list of unfair commercial practices (Annex to the Directive 2005/29), namely ten from those which are most frequently practiced in practice.

Keywords: misleading commercial practices, consumer protection, Black list of unfair commercial practices, regulation

Topic Groups: Law and business, Marketing and consumer behavior

¹ This contribution arose during the solution of research within the Grant Agency of the Czech Republic „The influence of the law of the European Union on the Czech regulation of unfair competition and unfair business practices“, No. GA14-20147S.

CONTENTS

ALPHABETICAL INDEX

PAPER

THE LEGAL NATURE OF BANKING CONTRACTS

Entela Prifti

University of Tirana, Faculty of Law, Department of Civil Law

Tirane, Albania

entela70@yahoo.it

Abstract

Banking contracts have significant similarities with other contracts. A part of them have their origin from roman law contracts. For these reasons, the definition of their legal nature has continuously been an object of doctrinal debate and judicial practice. This article analyzes the legal nature of banking deposit, credit lines, overdrafts, bank rebates and safe-deposit box. However, the bank practice also recognizes other contracts, this paper is confined only in banking contract that are prescribed in the Civil Code. In my view, even if debates over this topic continue, we have not to do with traditional contracts such as loan, lease or deposit ones, but with special contracts that present obvious distinctions from them.

CONTENTS

ALPHABETICAL INDEX

PAPER

THE INFLUENCE OF SELF-EFFICACY ON FUNCTIONAL FOOD CONSUMPTION BEHAVIOUR AMONG MALAYSIAN CONSUMERS

***Hayatul Safrah Salleh**

Universiti Malaysia Terengganu, School of Maritime Business and Management

Malaysia

hayatul@umt.edu.my

Nor Azila Mohd Noor

Universiti Utara Malaysia, Othman Yeop Abdullah Graduate School of Business

Malaysia

azila@uum.edu.my

Nik Hazimah Nik Mat

Universiti Malaysia Terengganu, School of Maritime Business and Management

Malaysia

nikhazimah@umt.edu.my

Yusnita Yusof

Universiti Malaysia Terengganu, School of Maritime Business and Management

Malaysia

yusnitayusof@umt.edu.my

Wan Norhayati Mohamed

Universiti Malaysia Terengganu, School of Maritime Business and Management

Malaysia

wannor@umt.edu.my

Abstract

In social cognitive theory, self-efficacy has emerged as an important factor in behavioral change. Thus, this study aimed to investigate the influence of self-efficacy on the consumption behavior of functional food product among adults' consumers. A survey was conducted in Malaysia with the sample of 452 respondents by using the self-administered questionnaire. The results showed that self-efficacy positively influences the consumers to

consume functional food. Despite the positive relationships, the explanatory power of self-efficacy to predict functional food consumption behavior was low. This indicated that there are other variables were also important in predicting functional food consumption behavior that need to be addressed in future research. The results from this study would be valuable for the marketers in the healthy food industry to formulate effective marketing communication strategies in order to facilitate favorable attitudinal change towards healthy food.

Keyword: Functional food, Self-efficacy, Consumption behaviour, Malaysia

Topic Group: Marketing and consumer behavior

CONTENTS

ALPHABETICAL INDEX

PAPER

COMPLIANCE ACHIEVEMENT AND ASSURANCE OF PROCESSES AND SERVICES IN A DYNAMIC ENVIRONMENT

Ivana Šabatová

*University of Economics in Prague, Faculty of Informatics and Statistics,
Department of Systems Analysis*

Czech Republic

sabi@sabi.cz

Abstract

Compliance achievement and assurance of processes and services with regulations, standards, and business requirements become a complex task in the permanently and increasingly changing environment. It should be resolved already in the stage of information systems' design and implementation. This paper introduces new concept of continual compliance management in dynamic service oriented architectures that reflects the most recent achievements in the field of information and communication systems. A system, process or a particular service is considered to be reliable and credible only if we are able to prove its compliance with the defined requirements in a trusted way. If the particular business process or business service is supported with an IT system, then the compliance assurance relates also to these supporting systems. This paper presents a methodology filling the gap between the potential of latest technologies implementation and business strategy development.

Keywords: Compliance Algorithm, Risk Assessment, Control, Business Process Management, Business Rules Management, Key Assurance Indicator (KAI)

Topic Group: Organizational information and communication systems

CONTENTS

ALPHABETICAL INDEX

PAPER

SOCIAL RELATIONSHIPS BETWEEN MEMBERS OF VIRTUAL TEAMS

Harri Virolainen

Mikkeli university of applied sciences

Finland

harri.virolainen@mamk.fi

Abstract

The number of virtual teams has been increasing as work is no longer as dependent on physical location as it used to be. In virtual teams people communicate mostly by use of electronic communication tools. This sets challenges for building social relationships between co-workers. The goal of this article is to analyze social relationships between the members of virtual teams. The study data was collected from 10 different virtual teams and the main data gathering method was the thematic interview. A questionnaire collected secondary data. The results show that a virtual working environment decreases informal personal communication and communication between team members as discussion is mainly work related, which affects social relationships between co-workers. Social relationships between virtual co-workers are mainly work-related relationships but it was found possible to build close relationships and even friendships. Furthermore, the depth of those social relationships affects virtual team members' communication and work.

Keywords: social relationships, virtual team, electronic communication

Topic group: organisational behaviour, Organizational information and communication systems, Human resource management

CONTENTS

ALPHABETICAL INDEX

PAPER

FINANCIAL ANALYSIS OF WATER SECTOR IN ALBANIA

Fjona Zeneli*

**Lecturer at Economics Department, Faculty of Economy, University of Vlora "I.Qemali"*

Vlora, Albania

fjona.zeneli@gmail.com

Abstract

58 utilities that provide water supply and sewerage service are currently operating in Albania (DPUK, 2014). Each of them reports every three months to the General Directorate of Water Supply and Sewerage System (DPUK) the aggregated data related to financial, operational and organizational indicators. On the basis of the ongoing performance of these parameters, Water Supply JSC benefit subventions from the state budget, mostly to cover the high energy bills or depreciation cost. Also, high operational costs as a main determinant in the ability of the utilities to get a bank loan and the numerous uncollected water bills make it difficult for them to overcome financial problems.

This paper is using the annual aggregated data of 2013 and the first half of 2014, for the 58 utilities that operate in the water sector, to make an analysis of the performance indicators and to identify the cost structure. As a result, they have had financial losses at the end of the fiscal year, which have led to lack of competitiveness in the market, providing unlimited service drinking water and sanitation for all population.

Keywords: water supply, cost analysis, optimal funds, uncollected water bills, operational costs

Topic Groups: Business strategy, Microeconomics, Organizations and financing.