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CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

International Conference on
“Social Entrepreneurship, Social Innovation and Business Research”
SESBI-2018

CIES – 2018

BARCELONA, SPAIN
Proceedings of the International Conference on

“Social Entrepreneurship, Social Innovation and Business Research”

SESB-2018

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International Conference on
Social Entrepreneurship, Social Innovation and Business Research (SESB)

Barcelona, Spain

Venue: Salles Hotel Pere iv Carrer De Pallars, Barcelona Spain
Conference Chair Message

Dr. Carlos

International Conference on “Social Entrepreneurship, Social Innovation and Business Research” SESB– 2018” serves as platform that aims to help the scholarly community across nations to explore the critical role of multidisciplinary innovations for sustainability and growth of human societies. This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe these studies have the potential to address key challenges in various sub-domains of social sciences and applied sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let’s break all the discriminating barriers and get free from all minor affiliations. Let’s contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Thank you.

Dr. Carlos
Conference Director
Email: carlos@cies.education
CIES– 2018
## Conference Program

**DAY 01 Saturday (March 17, 2018)**

**Venue:** Salles Hotel Barcelona, Spain

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<td>09:00 am – 09:30 am</td>
<td>Welcome Reception &amp; Registration</td>
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<td>09:30 am – 09:45 am</td>
<td>Opening Ceremony</td>
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<td>09:40 am – 09:50 am</td>
<td>Welcome Remarks – Conference Coordinator Charles Institute of European Studies</td>
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<td>09:50 am – 09:55 am</td>
<td>Introduction of Participants</td>
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<td>09:55 am – 10:00 am</td>
<td>Group Photo Session</td>
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<tr>
<td>10:00 am – 10:30 am</td>
<td>Grand Networking Session and Tea Break</td>
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DAY 01 Saturday (March 17, 2018)

Session I (10:30 am – 12:00 pm)
Venue: Room 1
Session Chair: Mr. Leon Yap

Track A: Business, Economics, Social Sciences and Humanities

| SB-MAR-107  | Enterprise Flexibility and Innovative Capacity: Evidence from the German R&D survey | Dr. Thu-Van Nguyen |
| SB-MAR-107A | Enterprise Flexibility and Innovative Capacity: Evidence from the German R&D survey | Dr. Verena Eckl |
| SB-MAR-109  | Social entrepreneurship in an Islamic context | Dr. Veland Ramadani |
| SB-MAR-113  | The Power of Authenticity for New and Existing Products | Sean Coary |
| BAR-338-101B | Innovative Startup marketing | Sergey Shkarovskiy |

Lunch Break (12:00 – 01:00 pm)
### Track A: Business, Economics, Social Sciences and Humanities

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<td>Hina Rehman</td>
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### Track B: Engineering Technology & Applied Sciences

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<td>New Inverse Operator for Solving Wave Equations with Alternative Combination of the Initial and Boundary Conditions</td>
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<td>03-NSRA-106</td>
<td>Ranking of Recycling Technologies Metal Components of End of Life Vehicles by using Modified ELECTRE</td>
<td>Vulić Miroslav</td>
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**Closing Ceremony**
DAY 02 Sunday (March 18, 2018)
City Tour and Shopping Day

All respective guests are free to conduct their own sightseeing and tour. The second day of the event is reserved for this memorable purpose.
TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES
Social Entrepreneurship in an Islamic Context

Dr. Veland Ramadani*
South-East European University, Macedonia

Abstract

The concept of social entrepreneurship still has not been fully understood because of the various interpretations that come-out from different perspectives and people. However, previous studies on social entrepreneurship, mostly perceived it from the Western perspective, which was not established from a religious point of view, which is a consequence of the lack of religious relations. In fact, the perspective of religion is rarely found in the literature on social entrepreneurship in previous studies. The term of Islamic social entrepreneurship is still new in social entrepreneurship and social enterprise theory and research. Entrepreneurship from an Islamic perspective closely considers on principles of thoughts that are affirmed in the following two ways. Firstly, Islam encourages entrepreneurial development and entrepreneurship as an integral part of its religion. Secondly, in the perspective of ownership resources and treasure, Muslims are Khalifah and agents of trust of Allah who are responsible to generate prosperity and considering that doing business is a part of ibadah or good deed. Third, in the perspective of being successful in doing business, the most important thing is to be as useful as possible for the society (cooperation for existence) and to live ethically in correspondence with the philosophy of belief in Allah the Almighty.

Keywords: Social Entrepreneurship, Islamic Entrepreneurship, Dual Contrary Motive

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Enterprise Flexibility and Innovative Capacity: Evidence from the German R&D Survey

Dr. Thu-Van Nguyen\textsuperscript{1*}, Dr. Verena Eckl\textsuperscript{2}
Stifterverband Wissenschaftsstatistik, Germany

Abstract

Increasing competition and rapid technological and structural changes mark today’s digital area. Firms have to be more and more innovative in order to survive on the market. But what are the driving factors behind a firm’s innovation capacity? To what extent does its flexibility in terms of openness to new working structures, conditions, and new research fields play a role, especially for the ICT sector? This paper aims at empirically analyzing the effect of flexibility on innovative capacity by using a unique German dataset on R&D expenditures. First results of linear regression models indicate that there is indeed a positive effect of having “open structures” on firms’ innovation performance, especially within the ICT sector.

Keywords: Flexibility, ICT Sector, Innovative Capacity, Open Structures

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Email: thu-van.nguyen@stifterverband.de
The Power of Authenticity for New and Existing Products

Sean Coary *
Saint Joseph’s University, USA

Abstract

Although product claims of authenticity, many of them false, engulf consumers, they still seek authenticity in personal possessions (Grayson and Shulman, 2000), brands (Holt, 2002), consumer goods (Goldman and Papson, 1996), and retail settings (Wallendorf, Lindsey-Mullikin, and Pimentel, 1998); moreover, consumers demand authenticity from brand marketers (Beverland, 2005; Gilmore and Pine, 2007). This goal is heightened as consumers must sift through the claims of authenticity associated with numerous products; in today’s marketing setting, a central theme is this tension between the authentic and inauthentic (Brown, 2001). Due to these claims, consumers must constantly evaluate marketing messages in their quest for a truly authentic product, service, or experience. Restaurants and ethnic foods are another area where consumers seek authenticity in experiential products (Lu and Fine, 1995). Though consumers desire authentic food products, one cannot neglect consumers’ desire for quality. Across three studies, authenticity demonstrated its ability to overcome a quality deficiency. These results suggest that authenticity must also be considered. Consumers appear to be evenly split on their preference for either a highly authentic food item or a high-quality food item. If their brand is perceived to be authentic, it’s critical for them to communicate these authentic characteristics, especially if they are lower in quality. Here the goal is to discount authenticity as there may be an objective reason for why quality is crucial and not subjective to taste.

Keywords: Authenticity, Quality, Entrepreneurship, Tourism, Food, Consumption

*All correspondence related to this article should be directed to Sean Coary, Saint Joseph’s University, USA
Email: scoary@sju.edu
Leadership Supports Communication

Hina Rehman*
NUML, Pakistan

Abstract

Public sector reforms were initiated and sponsored by IMF (International Monetary Fund), World Bank and United Nations Development Program (UNDP) in Pakistan during 1990s. The main purpose of the reforms was to improve the condition of the public sector organizations by making them more responsive to the need of society welfare. These Public sector reforms were introduced by consultants, bureaucrats and leader of the organization in their respective departments and units. So it can be assumed that leadership plays an important role in success and implementation of these reforms. Leaders of the organization initiated, associated and communicated employees the potential benefits of the reforms. 70 to 90 percent of the leader (manager) time spent in communicating with their respective employees as mentioned by most of the studies. This study aims to investigate the role of leadership support on perceived benefit of internal communication of these reforms. For this study, survey method was adopted to gather data from 135 Middle level employees (17 and above grades) of eleven (11) Public Sector organizations by convenience sampling technique. Findings of the study showed that leadership support is a significant predictor of perceived benefit of internal communication. So it is concluded that leadership support increases the internal communication perceived benefit and facilitate, share and commit their employees toward organization progress in more precise manner.

Keywords: Leadership Support, Internal Communication, Public Sector Reforms

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Innovative Startup Marketing

Sergey Shkarovskiy¹*, Tokarev Boris²
State University of Management, Germany

Abstract

Every day startups constantly worldwide in tens and in hundreds. Everyone looks for the proper place, offering something new in the form of an unknown product, absolutely new processes, or changes in structures of the organizations. The statistics shows that only an insignificant part of new products remains in the market. The reasons of it are different, but our interest represents those products, which are connected with marketing activities and influence of the markets. Modern practice pays very close attention to development of innovative products. The markets, in which such products appear, involve in the orbits more and more participants. The special attention to innovative products is caused by the fact, that they are accompanied by the strategic uncertainty of results: beginning with problems of technical feasibility of new product technology up to the search of financing resources. It shows the fundamental difference between carrying out of the marketing analysis of innovative products sale prospects and traditional marketing researches. Known to consumers products, including undergone modification (upgrade), are much less subject to risks of rejection by the market. For such products there are opportunities to receive statistics of sales, it is possible to study dynamics of market indicators, to investigate the attitude of consumers towards it, and to find out who and how uses this product. But abovementioned opportunities are absent for innovative products. We will pay attention to one characteristic of innovative products. They often, especially essentially new, alter a way of customer life.

Keywords: Innovative, Startup Making

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TRACK B: ENGINEERING, TECHNOLOGY AND APPLIED SCIENCES
New Inverse Operator for Solving Wave Equations with Alternative Combination of the Initial and Boundary Conditions

Prof. H. O. Bakodah¹*, N. A. Al-Zaid²
King Abdulaziz University, Jeddah, Saudi Arabia

Abstract

In this paper, a modified decomposition method with improved formula for the inverse operator is introduced and used to obtain approximate solutions for linear and nonlinear wave equations with Dirichlet, Neumann and mixed boundary conditions. Approximate analytical solutions obtained using the present approach involve combinations of the initial and boundary conditions which demonstrates efficiency and high accuracy over the standard Adomian decomposition method. All the results obtained using our method have been checked and compared with the exact solution. We presented some comparison graphs using Maple software.

Keywords: Initial-Boundary Value Problem, Linear and Nonlinear Wave Equations, Lesnic’s Approach

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Ranking of Recycling Technologies Metal Components of End of Life Vehicles by using Modified ELECTRE

Vulić Miroslav1*, Pavlović Milan1, Aleksić Aleksandar2, Tomović Aleksandar3, Tadić Danijela4
University Business Academy in Novi Sad, Serbia

Abstract

The evaluation and selection of recycling technologies presents one of the most important operational management problems. In this paper, a new fuzzy model to evaluate recycling technologies with respect to numerous criteria, simultaneously, taking into account the type of each criteria and its relative importance. The relative importance of criteria and their values are modelled by interval triangular fuzzy numbers type-2. Determining the criteria weights is stated as a fuzzy group decision making problem. The ranking of considered recycling technologies is obtained by applying modified ELECTRE. A case study with real-life data which come from reverse supply chain existing in the Republic Serbia is presented to illustrate the proposed method. The presented solution enables the ranking of recycling technologies and provides base for successful improvement of reverse supply chain management.

Keywords: Recycling Technologies, Interval Triangular Fuzzy Number Type2, Modified ELECTREE

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Barcelona, Spain