# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>DISCLAIMER</td>
<td>IV</td>
</tr>
<tr>
<td>ORGANIZING COMMITTEE</td>
<td>V</td>
</tr>
<tr>
<td>CONFERENCE CHAIR MESSAGE</td>
<td>VI</td>
</tr>
<tr>
<td>CONFERENCE PROGRAM</td>
<td>VII</td>
</tr>
<tr>
<td>TRACK A: BUSINESS, ECONOMICS, SOCIAL SCIENCES AND HUMANITIES</td>
<td>10</td>
</tr>
<tr>
<td>The Motivations to engage in Sharing Economy: A Case Study of Uber Morocco</td>
<td>11</td>
</tr>
<tr>
<td>The Impacts of Trade Frictions between the U.S. and China On the Growth Strategies of China’s Hi-tech Companies</td>
<td>12</td>
</tr>
<tr>
<td>Research on Countermeasures Against Financial Risks In China Under The Background Of Deglobalization</td>
<td>13</td>
</tr>
<tr>
<td>Rail, Rivers, Road or Air: Which infrastructure promotes growth in China?</td>
<td>14</td>
</tr>
<tr>
<td>Solitude and Privacy: Global Implications for the 21st Century</td>
<td>15</td>
</tr>
<tr>
<td>YouTube Marketing Opportunities and Prospects in Turkey</td>
<td>16</td>
</tr>
<tr>
<td>FUTURE EVENTS</td>
<td>17</td>
</tr>
</tbody>
</table>
CONFERENCE PROCEEDINGS

BOOK OF PROGRAM & ABSTRACTS

2nd International conference on Innovation in Social Science, Arts, Education, Economics and Business Management
(ISSA-NOV-2019)

CIES – 2019

ATHENS, GREECE
All rights reserved. No part of this publication maybe reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording or otherwise, without the prior written permission of the publisher. Applications for the copyright holder’s written permission to produce any part of this publication should be addressed to the publisher.


(ISSA-NOV-2019)

ISBN: 978-969-683-698-8

Disclaimer

Every reasonable effort has been made to ensure that the material in this book is true, correct, complete, and appropriate at the time of writing. Nevertheless the publishers, the editors, and the authors do not accept responsibility for any omission or error, or for any injury, damage, lose, or financial consequences arising from the use of the book. The views expressed by the contributors do not necessarily reflect those of the Charles Institute of European Studies.

Office Address:
Alfa Building Immaculada, 22 08017
Barcelona, Spain
CONTACT: 932 540-1 800
EMAIL: contact@cies.education
Organizing Committee

1. Ms. Grace Ooi
   
   Conference Organizer
   
   Email: grace@cies.education

2. Mr. Leon Yap
   
   Conference Organizer
   
   Email: leon@cies.education

3. Mr. Metin
   
   Conference Organizer
   
   Email: metin@cies.education


(AISSA-NOV-2019)

Athens, Greece

Venue: Titania Hotel Panepistimiou 52, Athens 10678 – Greece
Conference Chair Message

Dr. Carlos

2nd International Conference on Innovation in Social Science, Arts, Education, Economics and Business Management (ISSA-NOV-2019) serves as a 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–2019
# Conference Program

**DAY 01 Saturday (November 16, 2019)**

**Venue: Titania Hotel Panepistimiou 52, Athens 10678 – Greece**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>09:00 am – 09:20 am</td>
<td>Welcome Reception &amp; Registration</td>
</tr>
<tr>
<td>09:20 am – 09:30 am</td>
<td>Introduction of Participants</td>
</tr>
<tr>
<td>09:30 am – 09:40 am</td>
<td>Welcome Remarks – Conference Coordinator</td>
</tr>
<tr>
<td>09:40 am – 10:00 am</td>
<td>Grand Networking Session</td>
</tr>
<tr>
<td>10:00 am – 10:30 am</td>
<td>Tea Break</td>
</tr>
</tbody>
</table>
DAY 01 Saturday (November 16, 2019)
Presentation Session (10:30 am – 11:30 am)
Venue: Room 1

Track A: Business, Economics, Social Science & Humanities

| ISSA-NOV-102 | The Motivations to engage in Sharing Economy: A Case Study of Uber Morocco | Islame El Fikri |
| ISSA-NOV-103 | The Impacts of Trade Frictions between the U.S. and China On the Growth Strategies of China’s Hi-tech Companies | Fei Huang |
| ISSA-NOV-104 | Research on Countermeasures Against Financial Risks In China Under The Background Of Deglobalization | HuiJun Ma |
| ISSA-NOV-105 | Rail, Rivers, Road or Air: Which infrastructure promotes growth in China? | Jack Strauss |
| ISSA-NOV-106 | Solitude and Privacy: Global Implications for the 21st Century | Dr. Michelle Gordon |
| ISSA-NOV-107 | YouTube Marketing Opportunities and Prospects in Turkey | Mihalis Kuyucu |

Lunch Break & (Closing Ceremony 11:30 am - 12:30 pm)
DAY 02 Sunday (November 17, 2019)

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
The Motivations to engage in Sharing Economy: A Case Study of Uber Morocco

Islame El Fikri\textsuperscript{1*}, Salah Koubaa\textsuperscript{2}, Lhacen Belhacen\textsuperscript{3}
University Hassan II Casablanca, Casablanca, Morocco

Abstract

Recently, there have been substantial changes in the way people consume, with the emergence of new collaborative business models that are flourishing globally. The success of these models has been attributed to numerous simultaneous societal changes. Financial crises have encouraged people to search for other means of consumption. Also, significant technological advances have led to the Internet to become prevalent, thus making technologies a crucial aspect of life. As such, collaborative consumption can no longer be considered a hype as it has undoubtedly become an international phenomenon. The discrepancy between the real world and existing research, especially in Morocco, warranted this thesis to try to contribute to the existing discourse. In addition, numerous studies have been done on the sharing economy topic, but only a few of them have been done on Morocco’s Uber sharing economy. More importantly, only few of them have explored the motivations of this sharing economy in Morocco. This study sought to enhance understanding by deeply exploring this phenomenon. To achieve this, a qualitative study was conducted through 160 interviews of Uber drivers in Morocco. The study established that there is lack of clear understanding among Uber drivers as providers about the meaning of collaborative consumption and sharing economy concepts. The study also established that three major motivators influenced them to take part in the sharing economy. Implications for future research are provided along with the limitations of the study.

Keywords: Sharing Economy, Collaborative Consumption, Uber, Motivations

*All correspondence related to this article should be directed to Islame El Fikri
University Hassan II Casablanca, Casablanca, Morocco
Email: islame.elfikri8@gmail.com
The Impacts of Trade Frictions between the U.S. and China On the Growth Strategies of China’s Hi-tech Companies

Fei Huang¹*, HuiJun Ma², Yu Lu³
Army Logistic University, China

Abstract

On the basis of analyzing the status quo of trade frictions between the U.S. and China (including Extraordinary Characteristics, Superficial Causes and Central Truth), the paper firstly explores Concrete Impacts of Trade Frictions between the U.S. and China on the Growth Strategies of China’s Hi-tech Companies. Secondly, the authors make good use of SWOT method to analyze the restructuring of the growth strategies of China’s hi-tech companies under the impacts of trade frictions between the U.S. and China. Finally, the paper puts forward basic vision of restructuring the growth strategies of China’s hi-tech companies in order to respond to trade frictions between the U.S. and China.

Keywords: Trade Frictions, the U.S. and China, Growth Strategies, China’s Hi-tech Companies

*All correspondence related to this article should be directed Fei Huang
Army Logistic University, Tokyo, Japan
Corresponding Email: hfhly2001@163.com
Research on Countermeasures Against Financial Risks In China Under The Background Of Deglobalization

HuiJun Ma1*, Fei Huang2, Yu Lu3
Army Logistic University, China

Abstract

Deglobalization” refers to the regression of globalization. Since the establishment of the Bretton Woods System, the world economy and trade have been gradually integrated in the past decades, and the links around the world are even more inseparable in the Internet era. However, since the outbreak of the financial crisis in 2008, the policy of global integration has been blocked, the Brexit of the UK, the decline of the willingness of the United States to implement globalization, the rise of national populism and many other black swan events have demonstrated the rise of the "deglobalization" wave. In the context of this international environment, the potential threat of financial economic risks is constantly rising. Facing with such a situation, it is necessary not only to objectively analyze the manifestations and causes of the phenomenon of "deglobalization" and explore its impact on international finance, but also to study financial risks in combination with China's specific conditions and discuss practical and effective risk prevention measures, so as to achieve sound and healthy development of national economy.

Keywords: Deglobalization, International Financial Risks, Brexit, The Chinese Model

*All correspondence related to this article should be directed HuiJun Ma
Army Logistic University, China
Email: hfhly2001@163.com
Rail, Rivers, Road or Air: Which infrastructure promotes growth in China?

Jack Strauss¹*, Hongchang Li²
¹University of Denver, Denver, Beijing Jiaotong University, China

Abstract

We examine the relationship between growth in transportation and economic output across Chinese provinces from 2005-2014. Panel GMM methods evaluate the impact of changes in air, conventional rail, HSR, roads, and waterways turnover volume on provincial output growth. GMM estimates demonstrate that rail and roads significantly affect economic growth; rail’s impact is particularly significant and robust across econometric specifications, different regions in China and its estimates are economically large for agriculture and manufacturing output. Out-of-sample GMM forecasts show that road and rail substantially reduce forecast error of provincial GDP growth. In contrast, air, HSR and water usage do not contribute to economic growth. Impulse response and variance decompositions indicate that rail and roads considerably affect GDP growth across China, and there is bi-causality between transportation and economic growth. Cost-benefit analysis highlights that the benefit of roads, and particularly rail, outweigh the costs of infrastructure spending.

Keywords: Chinese High Speed Rail Transportation

*All correspondence related to this article should be directed Jack Strauss
University of Denver, Denver
Email: Jack.Strauss@du.edu
Solitude and Privacy: Global Implications for the 21st Century

Dr. Michelle Gordon*
The Pennsylvania State University 4000 University Drive, McKeesport, PA USA

Abstract

This article summarizes and draws connections among streams of theoretical and empirical research on the decline of solitude, a critical component of privacy, as caused by technological advances. It particularly examines the interplay of societal, governmental, and commercial forces in shaping our expectation of solitude. It further explores the business and ethical implications of a world in which reverence for solitude seems to be continually diminishing. Solitude is generally considered one of the four basic states of privacy, along with intimacy, anonymity, and reserve. It is generically defined as the state of being or living alone, or seclusion. With respect to privacy, solitude is considered a willful disengagement from others, enabling freedom from observation. Individuals experiencing solitude are particularly attuned to familiar dialogue with the mind or conscience. Given these parameters, it seems evident that societal appreciation of solitude has been diminished, if not destroyed, in contemporary society. Many adolescents, young and even mature adults have great difficulty separating from the group and the observation of others, attuning to familiar dialogue with the mind or conscience, and purposely forsaking technologies such as smart phone, tablet, personal computers, and the accompanying links to social media. A defining characteristic of modern society seems to be connectedness, whereas solitude requires meaningful disconnection. Anecdotal evidence and prior published works link solitude with ethical decision-making. Time spent in solitude, in enabling attuning to the mind or conscience, increases the quality and ethicality of decisions made. Solitude also appears to play a role in developing and maintaining the physiological and psychological health of the individuals, groups, and society. Purposely reflecting upon solitude’s place in contemporary society is critical not only in determining whether and how individuals seek solitude in an ever-connected society, but in examining the implications of a purposeful societal withdrawal from solitude.

Keywords: Solitude, Privacy, Technology, Society, Management, Aloneness, Constant Connectivity

*All correspondence related to this article should be directed Dr. Michelle Gordon
The Pennsylvania State University 4000 University Drive, McKeesport, PA USA
Email: mgh11@psu.edu
YouTube Marketing Opportunities and Prospects in Turkey

Mihalis Kuyucu*
Istanbul Aydin University, Turkey

Abstract

Given the unique context of Turkey as a YouTube marketing environment, the investigation considered YouTube marketing opportunities and prospects in the country. The discussion covered YouTube as a virtual platform, its history, YouTube marketing, data on global YouTube users and its usage, and data on YouTube users and its usage in Turkey before offering a conclusion on the matter. YouTube is a platform that combines user-generated video content hosting and social networking functions. More than a decade after its launch, design modifications occurred to develop YouTube’s commercial value to advertisers, creators, and viewers. YouTube marketing describes marketing on YouTube or use of YouTube as a marketing tool. As a marketing platform, YouTube offers a website conducive to advertising through the website itself or through channels with content that complies with YouTube standards and attracts a significant number of advertisement audience. In return, creators receive payment for monetized advertisement views and receive rewards for promoting brands and products. YouTube has amassed billions of users worldwide and realized billions in advertisement revenue earnings per year. YouTube marketing in Turkey is growing, stringent government censorship of the platform in some cases, as indicated by the year-on-year increase in digital advertisement spending that includes display/click and social media advertising. YouTube opportunities exist for brands and products that cater to the younger age group and for channels in the entertainment, film and animation, gaming, and music genres. Marketing opportunities also exist in other channel genres. YouTube marketing prospects in Turkey is positive due to the marketing opportunities for the Muslim demographic and by the expanding YouTube channels, creators, and influencers. The paper gives also examples of YouTube marketing issues in Turkey and it gives a statistical view of the big YouTube channels in the perspective of their reach. Finally, it concludes with the idea that YouTube is an important digital platform tool in Turkey to reach to target population which consist of more young population. Regarding that Turkey’s population average is young in general and stating that Turkey is one of the youngest countries in age in population within Europe its underlined that YouTube is an important marketing vehicle for marketing in local targets for both local industry players and international industry players who want to target Turkish population.

Keywords: YouTube, Marketing, Turkey, Young Population, YouTube Statistics, YouTube Usage

*All correspondence related to this article should be directed Mihalis Kuyucu
Istanbul Aydin University, Turkey
Email: michaelkuyucu@gmail.com
FUTURE EVENTS
You can find the Details regarding our future events by directing to the following links:

http://cies.education/conferences/

Contact us:

contact@cies.education

Publication:

publication@cies.education