



BSS – 2022

**Proceeding of 4th European Chapter of Recent
Researches in Business, Sustainability, and Social
Issues – 4th BSS:22**

**July 17 – 18, 2022
Radisson Blu Park Hotel, Greece**

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CONFERENCE DIRECTOR MESSAGE

European International Research Academy (EIRA) aims to embark on interdisciplinary discussions on vogueish research approaches, latest research findings and practical experiences in the field of social and applied sciences. EIRA is strongly committed to promote global communication, knowledge sharing, and a strong bonding among scholarly community. Therefore, EIRA offer a unique platform for professors, experts, researchers, students, scholars, professionals and interested individuals to exchange and discuss the latest scientific inquiries, methods, and achievements on novel research and discoveries with each other.

The EIRA further aims to;

- Provide a common platform for scholars and professionals to share and gain knowledge in their area of interest by interacting with others.
- Organize workshops for the awareness of latest research approaches, trends, and tools.
- Establish and maintain a professional network among international scholarly community.

The founders of EIRA believe that growth of academic society is not only based on the continues enhancement of education and research quality but also dissemination of knowledge and activities that triggers emerging issues and challenges that need to be adequately addressed to create a sustainable society.

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. Therefore, through EIRA I anticipate research that can reflect upon on innovative solutions and trigger debates on existing and emerging issues to open new opportunities and avenues for a better and sustainable society.

Thank You,



Dr. N. Ain
Conference Executive
EIRA.

SCIENTIFIC COMMITTEE

Dr. Constantine Dicoso, Panteion

University of Social and Political Sciences, Greece

Prof. Dr. Jose Arce

University of Navarra, Spain

Prof. Dr. Anna Maria

Polytechnic Institute, Portugal

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University of Zagreb, Croatia

Dr. Mohammad Albadarneh

Yarmouk University, Jordan

Prof. Dr. Salina Husain,

University of Putra Malaysia, Malaysia

ORGANIZING COMMITTEE

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Conference Chair

Mr. Robert Denglo

Conference coordinator

Mr. Yan Pisup

Conference coordinator

Mr. Methali Chaya

Conference coordinator

EIRA SPONSORS

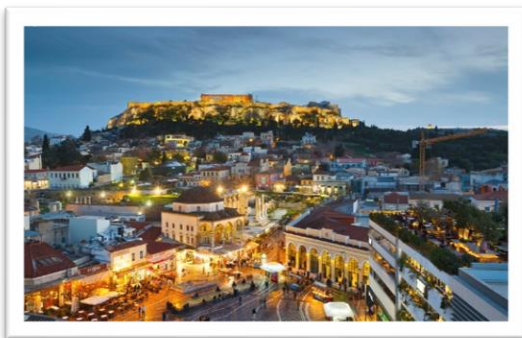
We would like to extend our gratitude to the sponsor of this year's EIRA conference for all their support of this endeavor.



WF Tjänster AB

CITY OVERVIEW

Athens is the capital of Greece. It was also at the heart of Ancient Greece, a powerful civilization and empire. The city is still dominated by 5th-century BC landmarks, including the Acropolis, a hilltop citadel topped with ancient buildings like the colonnaded Parthenon temple.



CONFERENCE PROGRAM

Day 1 (July 17, 2022)

Time	Activity
10:00 a.m. to 10:10 a.m.	Welcome Reception & Registration
10:10 a.m. to 10:20 a.m.	Welcome Remarks – Conference Coordinator
10:20 a.m. to 10:30 a.m.	Opening Ceremony
10:35 a.m. to 11:15 a.m.	Group Photo Session
11:15 a.m. to 11:30 a.m.	Grand Networking Session and Tea Break
11:30 a.m. to 01:30 p.m.	Presentation Sessions

Day 1 (July 17, 2022)

Session 1: 11:30 a.m. to 01:30 p.m

Sub-Theme: Economics and Social Sciences

Paper ID	Topic	Presenter
4 th BSS-22717-185	Herding behavior: Do domestic investors herd toward foreign investors in Vietnam stock market?	Quynh Nguyen
4 th BSS-22717-187	Governance and Territory. Pasaia, a Collective Failure	Jose Ramon Izkeaga
4 th BSS-22717-190	Communication channel and innovation acceptance amongst oil palm smallholders in Malaysia	Suhana Saad Ali Salman
4 th BSS-22717-192	Attempts and obstacles to an alternative food network in Beijing: a case study on the community supported agriculture	Zheng Zong
4 th BSS-22717-193	Oil Booms and Macroeconomic Activities in Opec Countries: The Cases of Saudi Arabia, Nigeria, and Venezuela	Majed S
4 th BSS-22717-194	Integrated vegetable production planning considering crop rotation rules using a mathematical mixed integer programming model	Jiangang Fei

LIST OF CONFERENCE ATTENDEES

The following Scholars/ practitioners/educationist who don't have any paper presentation, however, they will attend the conference as delegates & observers

Sr. No	Official ID	Name	Affiliation Details
1.	4 th BSS-22717-183A	Prof Eleni Mangina	University College Dublin, Ireland

Day 2 (July 18, 2022)

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.

Sub-Theme 1

ECONOMICS AND SOCIAL SCIENCES

Herding Behavior: Do Domestic Investors Herd Toward Foreign Investors in Vietnam Stock Market?

Quynh Nguyen*

Department of Economics Justus-Liebig University Giessen Giessen, Germany"

Abstract

Vietnam presents an interesting case study given that in recent years with the rapidly increasing foreign ownership. Vietnam government has accelerated the pace of financial reforms, including the relaxation of foreign investment restrictions. This study applies a secondary dataset comprises daily market trading information of 912 stocks from 18 industries listed on 2 Vietnam stock exchanges (HSX and HNX), which includes executed price, executed volume, daily Buy Orders and Sell Orders categorized into domestic investors' orders and foreign investors orders from 01.04.2010 to 10.04.2018. The regression results show a significantly positive relationship between foreign investors' trading and domestic investors' transaction in all trading activities in both up and down market. In other words, these results indicate that domestic investors in Vietnam concern foreign investors' trading as an important sign and domestic investors tend to follow their counterparties without appropriate fundamental information

Keywords: Herding, Foreign Investors, Domestic Investors

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Governance and Territory. Pasaia, a Collective Failure

Jose Ramon Izkeaga*

University of The Basque Country*

Abstract

The Bay of Pasaia is located in the heart of district known as Donostialdea (North Spain). An urban continuum than may be better understood as a community where individual interests intersect with common interests. The importance of the geographical location of this region is more than notable. The Bay of Pasaia right where Spain curves northward to meet France; it is the only natural point of passage on the west end of the Pyrenees Mountains, thus communicating the Iberian Peninsula with the rest of Europe. This is the strategic point for each and every known means of transport. The rail system consists of three different types of track gauge; the road network includes major motorways and the national road system; the airports at Hondarribia and Biarritz and the natural port of Pasaia complements this transportation node. All of this takes place in a small space, a natural corridor at the foot of Mount Jaizkibel. The infrastructures system is today absolutely insufficient, obsolete and in operative. This is the problem. The diagnosis. The Port of Pasaia is obsolete. Pressure is felt from urban growth in the surrounding cities and from the restrictions of the Hondarribia airport. The roads are saturated and traffic increases. The railway service is inefficient. This forces us to think about the current state of these services and to come up with a new way of organizing this "infrastructures complex" that can efficiently solve the problems of mobility, based on the different services complementing each other. The complexity involved in managing this situation calls for the creation of a powerful and competent administrator and management entity. Governance is a major 'factor' in achieving the objectives put forward by the community through its managers, as a goal for the transformation, improvement and development of the conditions in its territory.

Keywords: Donostia, Transport, Territory, Governance.

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Communication Channel and Innovation Acceptance Amongst Oil Palm Smallholders in Malaysia

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Abstract

The diffusion process typically involves both mass media and interpersonal communication channels. Information technologies such as the Internet and cell phones – which combine aspects of mass media and interpersonal channels, represent formidable tools of diffusion. This study seeks to measure the influence of palm oil innovation characteristics such as communication channels towards acceptance of agricultural innovation among smallholder palm oil farmers. Diffusion of Innovation Theory is adopted in formulating the theoretical framework to measure how the palm oil innovation is diffused among the smallholder farming community. This study employed a quantitative approach to obtain data from smallholder farmers in East Malaysia. A survey using questionnaire was used to collect data from 99 sampled respondents representing the smallholder palm oil farmers. Previous studies have shown the influence of communication technology channels in diffusing innovative farming techniques. However, in this study, unlike characteristics of innovation, which positively influenced innovation acceptance, the influence of communication channels was negative. This is due to factors such as low education and income, cultural aspects, location, access to the internet and do not know how to get information. The use of communication channels for development should be geared up as an aspect of development communication. This is a missed opportunity as farmers nowadays do have social media account and innovative ways of farming could be diffused to the farmers via the social media apps.

Keywords: Diffusion of Innovation, Communication Channels; Palm Oil Farmers, Social Media, Characteristics of Innovation

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Attempts and Obstacles to an Alternative Food Network in Beijing: A Case Study on the Community Supported Agriculture

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Abstract

The notion of Alternative food network (AFN) has been introduced into China for about a decade year. But the development of AFN is not as smooth as expected. AFN is not a simple process of self-management by farmers, but a process of cooperation between farmers, citizens, government and other stakeholders. AFNs of China is quite exotic, and what works well in one territory may not work well in another. While increasing attention has been paid to AFNs in China, little is known about what conditions are necessary for a successful project. To fill this gap, this paper aims to address the following questions: what are the conditions necessary for a successful project in China? What are the conditions necessary for farmers and citizens to participate in AFN? what roles can and does government play? These questions are addressed through analysis of a case of community supported agriculture (CSA) in Beijing. A framework of conditions for analyzing an AFN system is developed, and the conclusion is drawn that building mutual trust and collaborative networks is crucial for the success of AFNs. Furthermore, the success of collaborative networks depends in Beijing upon government intervention

Keywords: Alternative Food Network Supported Agriculture, Government Intervention Collaborative Network, Professional Cooperatives

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Oil Booms and Macroeconomic Activities in Opec Countries: The Cases of Saudi Arabia, Nigeria, and Venezuela

Majed S*

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Abstract

The Organization of the Petroleum Exporting Countries (OPEC) plays a critical role in influencing world oil prices. Between 1970 and 1973, the global demand for oil increased considerably and OPEC states were significant in meeting this global demand. Furthermore, an oil shock occurred in 1973 when OPEC members increased oil prices; in the past, they had only prevented oil companies from reducing prices. Since then, OPEC has attracted considerable attention from researchers and the study of the behavior and history of this organization has intensified.¹ A look at the historical events reveals that the oil production of OPEC countries is a leading factor determining oil prices as it accounts for 40 percent of the total world production and its exports account for 60 percent of the total oil traded globally. Given these facts and on the basis of their overall contribution to global economic growth, we can conclude the importance of these countries and the importance of a related economic study. If we consider the OPEC member states in greater detail, we find that Saudi Arabia is the largest OPEC producer of oil in the Middle East; Nigeria, the largest oil producer in the continent of Africa.

Keywords: Macroeconomic Activities, Opec Countries, Petroleum

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Integrated Vegetable Production Planning Considering Crop Rotation Rules Using a Mathematical Mixed Integer Programming Model

Jiangang Fei *

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Abstract

In this paper, a mathematical optimisation model was developed to maximise the profit in a vegetable production planning problem. It serves as a decision support system that assists farmers in land allocation to crops and harvest scheduling decisions. The developed model can handle different rotation rules in two consecutive cycles of production which is a common practice in the organic production system. Moreover, different production methods of the same crop were considered in the model formulation. The main strength of the model is that it is not restricted to predetermined production periods, which makes the planning more flexible. The model is classified as a mixed integer programming (MIP) model and formulated in PYOMO - a Python package to formulate optimisation models- and solved via Gurobi and CPLEX optimiser packages. The model was tested with secondary data from “Australian vegetable growing farms” and the results were obtained and discussed with the computational test runs. The results show that the model can successfully provide reliable solutions for real size problems.

Keywords: Crop Rotation, Harvesting, Mathematical Model Formulation, Vegetable Production

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VISION

**Our vision is to
promote research and
excellence through
networking platform.**

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