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Business and Administrative Sciences
Student Conference**

(IBASSC-2018)

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**Abstracts, Conference Program,
Participants**

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Foreword

This book contains the abstract of the 3rd International Business and Administrative Sciences Student Conference, organised by the Faculty of Administrative Sciences and Economics of Ishik University. The conference is sponsored by **Al-Uroush Automotive (BMW)**.

The purpose of the IBASSC – 2018 is to bring together students and researchers of accounting, business, economics, and politics to share their researches and interests in those fields. IBASSC – 2018 received over 35 abstracts from students. These were then reviewed by senior academics. The selected full papers will be published in conference E-Proceedings.

Our mission is to make IBASSC – 2018 a place where students and researchers meet to discuss the developments in their fields and discuss their interests.

We would like to thank all the participants, the members of the organizing committee and Ishik University administrators for putting this conference together.

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**3rd International
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Keynote Speaker

Keynote Speaker

Dr Jay Joseph

Lecturer

University of Kurdistan Hewlêr



Dr. Jay Joseph is a Lecturer at the University of Kurdistan Hewler, specializing in corporate sustainability and entrepreneurship. He is a Master's in Business graduate from Victoria University of Wellington (New Zealand), and PhD graduate from the University of South Australia (2017). Jay has published in change management, leadership, and macroeconomics, and has managed over 27 social research projects both in academic and market research. While working as a Lecturer at the University of Kurdistan Hewlêr in 2017-18, Jay has published on topics concerning broader economic issues within Kurdistan, which included the conceptualization of economic scenarios following the 2017 independence referendum (The British Journal of Middle Eastern Studies), and interaction between the political and economic institutions in the region (book chapter in print). He currently works with UNIDO Iraq, UNIDO Lebanon, and IOM Iraq to evaluate and enhance funding models to support small businesses; particularly those in post-conflict zones.

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TITLE

(indicative)

Inquiry and understanding: Fanning the flame of enlightenment



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Business and Administrative Sciences
Student Conference**

Abstracts

Online Marketing Strategies for Reaching Today's Teens

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ABSTRACT

Online marketing is a powerful promoting method that uses different methodologies and tools through the internet, which builds a bridge between organizations and possible customers to rise and develop business, So an effective well-set strategy should be obtained in order to achieve desired benefits, In this research the prospect of 100 people was collected both male and female all are from teenage and I checked what could encourage them about online marketing and what keeps them from it, the results will be a corner stone in those strategies that target teen. In this research I found out online marketing is important for all business specially teens which spend much time using internet through computers/smartphones, that should be done by following strategies and consider the highly effect of teens preferences on this strategy and how it would change it from ordinary online marketing to successful one with high return of investment.

Keywords: Online Marketing, Marketing Strategies, Teens, Advertising.

The Role of the Social Responsibility in Improving the Performance of The Organization

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ABSTRACT

The purpose of the study is to determine the role of social responsibility in improving the performance of the institution, where the theory aims to determine whether the role of social responsibility has an impact on the performance of employees and improve the performance of the company if the social motivation to stimulate the employee has used a number of the farthest dimension where there the ethical, economic, results show that CSR has a role where the number of respondents agrees and strongly agree is more and through the results show that CSR has an important role in improving and evaluating the performance of employees in the company to do so without doubt quantity, To get them from a previous search questionnaire. A total of 94 questionnaires were prepared and prepared by a private company in the Kurdistan Region of Iraq. company Sardar Group cars were selected in the first section of Toyota and second Jaguar. A sample of staff and managers was selected, done using the SPSS programs.

Keywords: Social Responsibility, Improving the Performance, Human Relations, Trade Unions, SPSS.

Effects of motivation on employee's performance case of study family mall (Erbil)

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ABSTRACT

In my research, the aim is to determine the effect of motivation on performance in family mall Erbil, Motivation is taken as independent variable; Performance is taken as depended variable. My strategy for undertaking this research was quantitative method, A sample population taken from Family mall Erbil and the sample size strategy was randomly to get more information, my research result shows that motivation in general increases performance and the sub tasks of motivation such as rewards, payment, risk taking increases performance too. So that family mall employees had a good motivation according to my research result.

Keywords: Employee, Motivation, Performance.

Support and Protection Emerging Industries to Promote Domestic Production in Kurdistan/Iraq

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ABSTRACT

The most important procedure of having successful economy is to support the development of industrial sector, which is the basis of the GDP growth. Due to the current situation in the state, it has become necessary for the government to support these local industries. Since the time of Kurdistan investment council founding, the council has initiated many laws that have very good influence in founding many factories in the region during 2006-2012. In addition to that the investment income growth rate has increased but soon began everything moving decline after this period because of many factors experienced by the region. The goal of the research is to demonstrate the situation of the local industries and their concept of improving productivity with the help of the government. The import of foreign goods has led to closure of many firms after 2003. Also, the Government support has reduced due to the security status which also had a direct affect in weakening of the industrial sector in general, and its role in the growth of the economy. Kurdistan Region Government investigates the problems of local industries .The research tries to explain the problems of domestic industries, and government support methods, illustrate the weakness of government support for industries down to building proposals on the role of the state in supporting the sector. One of the most important research proposals is that small and medium industries in Kurdistan can only be developed through laws aimed at arranging these industries by financing and supporting investors, educating employees and reducing taxes and customs duties on raw materials. Also, the government must regulate the import of goods to compete for domestic industries, in a manner that does not affect small industries.

Keywords: Support and Protection Emerging Industries to Promote Domestic Production in Kurdistan/Iraq

Building Mutually Beneficial Student and Institutional Relationships Through Social Media a Study on Sample in Private Universities in Erbil

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ABSTRACT

Social media is playing an important role in almost all the aspects of our life. One of the main goals of social media is to connect people and build relationships between people and entities. In this study we will discuss the role that social media plays in the relationship between students and universities. It also shed light and give some insights about the assessment of students to the activities and features provided by the university. The study collected secondary data from journals, articles, books, websites to build the required literature and for the primary data it was collected by a survey questionnaire which was distributed among 110 students (only 100 were acceptable) from three private universities (Ishik, L.F.U and Cihan university). The study used SPSS to analyze the data and the result shows that most of the respondents were agree about the statement of education and social media and there is a positive relationship between students and social media in Private Universities. That indicates as one variable increase or decreases another variable also positively or negatively changes too.

Keywords: Social Media, Universities, Private Sector, Students.

Social Media Impact on Relationship Marketing

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ABSTRACT

The purpose of this research is to discuss the use of social media as a Relationship Marketing tool in the context of technology companies (mostly smartphones). The specific objectives are to explore the use of social media in meeting relationship marketing goals within the context of technology companies, to explore how technology companies managers see the opportunities of social media in meeting relationship marketing goals, to explore how technology companies managers see the challenges of social media in meeting relationship marketing goals, and to examine the benefits of social media, if any, in enhancing long-term relationships with their favorite company from the perspective of customers of technology companies. Also, understanding the impact of social media on Relationship Marketing will help growing companies to utilize the Web 2.0 for a better, easier, and faster relationship building and increase customers' loyalty. Guided by an instrumentalist philosophical worldview, the research adopted a quantitative research methodology. The approach reflects a sample of data source (consumers). Putting an individual emphasis on the data source, the study is conducted to accomplish the overall purpose of the dissertation using an article-based format. The findings of this research suggest that there's a positive impact of Social Media on Relationship Marketing from both, firm and consumer perspective.

Keywords: Social Media, Relationship Marketing, Smartphones Industry, Apple Inc, Samsung Group.

Impact of Manager Absenteeism on Employees and Workplace

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ABSTRACT

Considering the property relativist theory, the purpose of this study is to gain an in depth understanding of exactly what impact of manager absenteeism can be reflected on employees and workplace. The paper used to enlarge the scope of approaches that have been used as case studies and data on property transactions to analyze the impact of the absenteeism management. The cases demonstrate the gap that occurs when the organization misses its manager, the act of employees after the manager is not present is the problem that may affect the whole organization's performance, productivity, behavior, ethics and development. The research describes the ethical framework for employee's attitude with absent manager within the organization. The relative analysis of different organizations assists decision makers to clarify factors that can direct the organization towards best results for employees to be more loyal and attractive to the work enhancement.

Keywords: Impact of Manager Absenteeism, Employee, Workplace, Performance, and Productivity

Effect of Online Shopping on Customer Behavior

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ABSTRACT

This study has been conducted in order to identify customer buying behavior in Kurdistan region towards online shopping. To do this the main question of this thesis was, what is consumer buying behavior toward online shopping in Iraqi Kurdistan Region? Many literature reviews will be studied whether they are from the same region or from different countries, to further understand the case and to be able to answer the questions and reach the aims and objectives of the thesis. This will all be studied carefully and a survey questionnaire will be used in quantitative and descriptive manner in order to analyze customer's feelings and thought which affect their behavior towards online shopping and finally the results will be analyzed by SPSS program which makes all data clear and understanding. As for the results we I reached the conclusion where I realized that according to the customers online shopping needs a lot of development in this region even though people are using it, and I could write my recommendation due to their responds to the questionnaire.

Keywords: Customer Behavior, Online Shopping, Quality, Trust

An Investigation of the Factors That Predict the Success of Entrepreneurs in Kurdistan

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ABSTRACT

The process or the word of entrepreneurship can be characterized by some features, which are designing, launching and running a new business. In each country, the process of running businesses differs according to the economic, political, and other reasons. In previous ten years, there has been huge change in entrepreneurship and people are more aware of this manner. Running small to medium business in Kurdistan was just a matter of time where after 2008, Kurdistan started to experience new development in the business where people started to open their own business and help the government to reduce the pressure on them and receiving employees in their companies. The aim of this study is to investigate the perspectives of Kurdish people who are running small to big business in the region. The investigation about this case was made through interviewing some of the business runners in the country. The success and the failure of the businesses in Kurdistan region were discussed through the interviews and the factors affecting entrepreneurship in Kurdistan positively and negatively.

Keywords: Entrepreneurs, Success, Entrepreneurship, Business, Factors, Successful.

Impact of customer relationship management on customer satisfaction in private sector organization

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ABSTRACT

This research is one of the important sector in the business sectors generally and in the private sector organization especially , it is related to every customer while need to satisfy regarding many of the important factors for example price and quality of production ,which are important to buy transition, sales process, with appearing customer relationship management(CRM) on the customer satisfaction in private sector organization, helping by the concept and replying the survey questions from participate in this research, and the kind of this research is quantitative . Regarding the research questions : How different a level of customer satisfaction in connect to customer relationship management, and what is the customer relationship management variables and influencing of customer satisfaction in private sector organization have a related with the topic of the research, the researcher responding the research question by the result of the conclusion in this research which was take from SPSS program and tick it by participate peoples in the survey questions in the conclusion part in this research topic. The customer relationship management (CRM) has great impact on customer satisfactions. The conclusion attained was from the research questions answered by the participants.

Keywords: Customer Satisfaction, Customer Relationship Management(CRM)

A Comparative Case Study on Challenges and Obstacles Facing the Women Entrepreneurs in Kurdistan

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ABSTRACT

This research is based towards the influence of women as business women in the society and the factors and element affecting being a women entrepreneur in the economic development and the women that are willing to take action in the business sector. The women who are stepping up to open and run a business with all the norms and condition in the cultural community. Women entrepreneurs are facing a wide mixture of challenges both in the starting and in growing their business enterprises. The objective of this paper is to investigate the challenges women entrepreneurs face in Kurdistan and exploring the challenges that women entrepreneurs can face in Erbil and Sulimaniyah, the importance to a prospective women entrepreneur that can handle their business and continue doing their enterprise. The paper used a qualitative research design using in-depth interviews with some women in the region. The findings were that the challenges were identified as weaknesses to women entrepreneurs, which comprises lack of education and training, lack of access to finance, gender discrimination, negative attitudes and inadequate resources. Recommendations were made to women entrepreneurs, Lastly, limitations of this paper as well as future research directions were enunciated clearly.

Keywords: Women entrepreneurs, motivation, Business, challenges, leadership, Obstacles

The Impact of Human Resource Management Practices on Corporate Financial Performance

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ABSTRACT

This research is quantitative and exploratory the impact of human resource management practices on corporate financial performance it is one of the important sector in any organization the advantages of Human Resource management with suppliers in private sector the main target of this research is to resemble the principle and concepts of benefits. The Impact of Human Resource Management Practices on corporate financial performance the researcher used a questionnaire in order to collect data about the advantages of Human Resource Management participates. The questionnaire was composed of two sections. The first section consisted of demographic questions, starting with respondents the gender. The second section of the questionnaire consists of ten factors as data analysis. The researcher gathered data for the study through distributing questionnaire as a primary data. The questionnaire was prepared and distributed to respondents from the Cihan Group and Korek Telekom. Secondary data is the need for conducting research work, which was done by collecting from different sources. Research questions consist of three questions which have a link with the topic of the research. The researcher answered the research question by the result of the conclusion in this research which was take from Statistical Package for Social Sciences SPSS v22 program and tick it by participate peoples in the survey questions, also make integration with my idea about topic of this research. The conclusion designed and wrote by tanking the information in the answering from participating in the research question.

Keywords: Human Resource Management Practices, Corporate Financial Performance.

The Impact of Employee Compensation on Job Satisfaction: Case Study at Ishik University and University of Kurdistan - Hawler

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ABSTRACT

Job satisfaction can be reached out by giving marvelous Compensation System like liberal pay, certification, phenomenal opportunity and basic work. These components have a gainful result on Job satisfaction of Employees. The Researcher utilized a Questionnaire recalling a definitive target to accumulate information about the Impact of Compensation Management on Job satisfaction of Ishik University and UKH. The Researcher collected information for the study through passing on Questionnaire as Primary Data. The Questionnaire is sorted out and distributed to the Employees at Ishik University and UKH. The secondary data is prepared for planning Research work, which is finished by collecting it from previous Academic Articles, books, and past studies identified with Compensation Management and Job Satisfaction in Education Sectors. A randomly Sampling framework was gotten the opportunity to gather information. Where every single one of the work environments and Employees in the two Universities will have an approach of the underlying speculation with odds of being perused the study. Ishik University currently has 349 employees, the amount of population in this study will be 349 units and the sample size of this study was 46. And UKH currently has 149 employees which are the population size and the sample size was 35. According to the quantitative analysis which has been utilized as a part of the current research, the researcher utilized frequency analysis in the purpose of obtaining the answers of the key research questions; as results the researcher came to close the degree that first research question; that the compensation strategy of Ishik University and UKH is all things considered fundamentally more plausible separating and other connection whose work in a tantamount field, the degree that the second research question, the researcher found that employees have positive views on the compensation system at Ishik University and UKH finally the third research question, the researcher found that workers are fully satisfied and agreed on the current existence of the compensation system.

The Impact of Organizational citizenship behavior on Job Satisfaction

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ABSTRACT

Prior research has shown that there is a significant correlation between organizational citizenship behavior (OCB) and job satisfaction (JS) (Stephen P. Schappe, 2010). Those two variables were studied collectively to determine how the OCB has an impact on JS. Research has specified that OCB can be separated into many different categories such as Altruism, Courtesy, Conscientiousness, Civic virtue, and Sportsmanship. Additionally, Job Satisfaction has: Intrinsic & Extrinsic with their sub-dimensions, the intrinsic job satisfaction has (Achievement, Recognition, the work itself, Responsibility, Advancement, and Growth) and extrinsic job satisfaction has (Supervision, Working conditions, and Interpersonal relation, Company policy, Salary, Job security, and Status), quantitative method was used to obtain the empirical base for the study. Correlation and regression analyses were used to interpret the data. The results show that there is a positive relationship between JS and aspects that established OCB.

Keywords: Job Satisfaction, Organizational Citizenship Behavior, Altruism, Conscientiousness, Sportsmanship, Courtesy, Civic virtue, Intrinsic, Extrinsic, Supervision, Working conditions, Interpersonal relation, Company policy, Salary, Job security, Status, Achievement, Recognition, The work itself, Responsibility, Advancement, and Growth.

Analyses of Unemployment Impact of The Community of Kurdistan

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ABSTRACT

Among the working-age populace, a standout amongst the most harming singular encounters is. Unemployment. Numerous past examinations have affirmed the staggering impacts of Unemployment on singular prosperity, both monetary and non-financial. The world economy by and by experiences a money related emergency. Therefore, unemployment has risen significantly in numerous nations and it might keep on rise considerably further. This note endeavors to investigate the social results of unemployment. In doing as such, this note focuses on the individual level. It Solicits whether the informal communities from jobless people are influenced. Assist huge issue is the means by which joblessness encroaches on person Fulfillment and prosperity. There is no motivation to trust that the present emergency is a segregated marvel. Likewise, later on, there are probably going to be intermittent genuine financial downturns and accordingly unemployment levels will change significantly crosswise over time. To some degree, these varieties can be neutralized by national financial arrangements, however with an undeniably coordinated worldwide economy the conceivable activities by national governments are somewhat delineated. In this research I want to find answers for some important questions about unemployment. The questions I have are concerned with the impact of unemployment on the economic conditions in the country. I also want to investigate how unemployment effect on the poverty and the social life in the country. In order to achieve my research objectives, I distributed a survey of more than twenty-five questions to ask people what they feel and how they observe unemployment when they lose their jobs and the impact on their social life, family and income while they are unemployed. I found some the answers of the participants good while others disagree with my assumptions.

Keywords: Unemployment, Community and Kurdistan

An Analysis of Perception Buying Intention and Actual Purchases Behavior Towards Organic Food in Erbil City During Financial Crisis

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ABSTRACT

The green perception and the rising of organic food are still in the infant stage in Erbil. So, there is a need to gain data about the consumer's behavior towards organic food products. Specifically, this study goes to examine consumer's perception, purchase intentions and actual purchase behavior and the interrelationship between them in the context of organic food products. Based on the Concept of Planned Behavior, the five steps of consumer decision making process and previous studies on organic foods, 11 items of three dimensions were constructed to measure the consumer's perception towards organic food, 5 items were used to measure their purchase intention and five items were engaged to determine the actual purchase behavior of consumers. Data was collected in supermarkets and shopping mall areas in the Erbil city. A total of 180 completed questionnaires were distributed and representing 93.3% response rate, using convenient sampling method. The result specified that intention to buying organic food was suggestively influenced by the consumer's awareness of safety, health, environmental factors and animal good of the products. Shockingly, there was no significant effect of consumers' perceived quality of organic food products on their intention to purchase the products. Actual purchase behavior of organic food products was significantly affected by the purchase purpose of the products. Important means differences were experiential in the purchase intention of organic food products rendering to the respondents' gender, age, income level, and education level and occupation. Theoretically, this study supported the view of consumers' perception towards organic food products will affect their behavioral intention and then lead to the real purchase of the products. The answers proposed useful info to organic venders to help them grow. Effective marketing strategies to convince organic-concerned section to buy the organic food products and to enhance the pro-environmental obtaining behavior in Erbil during financial Crisis.

Keywords: Theory of Planned Behavior, Consumer's perception, Purchase intention, Actual purchase behavior, Organic food products.

Brand Loyalty by Youth in Erbil: A comparative Study of Apple I phone, HTC, Blackberry and Samsung Brands

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ABSTRACT

In this research study I will discuss how the youth in Erbil are loyal to the mobile brands that they use. In order to do this, I prepared a survey (convenience sampling) to show to what extent there is loyalty among youth, the role that price has on loyalty, what is the reason for brand shifting, what is the reason for not being loyal, what is the role of advertisement and what is the most purchased cell phone. The research design and methodology that I chose to use in my research was a quantitative method to analyze the youth's loyalty toward the brand that they are using, and what are the problems that cause the youth to be not loyal to the brands they are using. Finally, the results will be analyzed and showed in charts to make all the data clear and understandable. My overall intention was to show how much the youth are loyal to their brands and how I can extent the loyalty among the youth. Upon completion the research I found that the youth are loyal to the mobile brands that they use. We have not only found out that the youth of Erbil are loyal to their bands but we have also pinpointed the reason as to why some of them where not loyal and that was due to factors such as price and being undereducated. This is beneficial as our research has not only answered all the research questions that where posed but also has allowed us to state that the youth are loyal based on the results of my research and not to mention the reasons as to why they are not loyal. If bands can improve and find solutions to these factors that are the reason for poor loyalty among the youth in Erbil, they will in my opinion see an increase in their customer loyalty.

A Study on Analyzing Gender Behavior on Brand Selection in Clothing Industry

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ABSTRACT

The Brand selection is an essential step to understand gender choice behavior, and has therefore constantly got major notice from marketers. Brand preference discovers the type of characteristics a brand possesses to make strong its position and raise its market share. Moreover, it forms a critical input in developing a company's successful brand strategy. However, the shift to experiential marketing broadens the role of the brand from a bundle of attributes to experiences. Consumers cannot shape their preferences among brands using rational attributes only. They seek the brand that creates experience; intrigue them in a sensorial, emotional, and creative way. Companies' competitiveness in such market has, therefore become increasingly difficult. Their survival requires building their competitive advantage by delivering memorable experiences, which would affect customers' brand preferences, and consequently stimulate customers' buying decisions. Accordingly, the aim of this study is to develop a conceptual model that provides an understanding of how does behavior is affecting brand experience and brand preference on selection of the brand. To achieve the goal of this study, quantitative method was used with survey questionnaire to collect the data, and SPSS statistics is used to analyze the data. Findings show that behavior is the key sources of brand selection that behavior is affecting brand experience brand preference and brand selection.

Keywords: Brand, Behavior, Brand Experience, Brand Preference, Brand Selection

Impact of Human Resource Strategy in Competitive Advantage

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ABSTRACT

The purpose of this research was to study The Impact of Human Resource strategy in competitive advantage in Awamidica Co. The data of this study was collected in the form of the questionnaire taken from previous studies. The aim of the questionnaire was to understand the impact of the HR strategy on competitive advantage. The type of research was the quantitative approach. The result can be used in studies for improving the operations to manage the challenges that the company's meets in terms of Human Resource with competitive advantage, a total of 92 copies of the questionnaire were introduced through the SPSS and the results were analyzed through the analysis of the data in the SPSS program, which is positive as it is by the responses that the competitive advantage of human resource impact.

Keywords: Human resource strategy, social responsibility and competitive advantage

Online Social Media as an Advertising Medium (Clothing Marketing In Erbil)

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ABSTRACT

This study aims to investigate the importance and impact of the advertisement through social media sites. It used secondary data in the form of books, journals, articles and other types of resources to shed the light on the literature related to social media advertisements and for the primary data the study used two data collection methods, an online survey questionnaire to check the consumer side of the topic and an interview method to check the companies side. The sample for the survey was consumers from Erbil and for the interviews it was five famous clothing companies (LC WAKIKI, DE facto, MaxiMall, Istanbul Mall, Carrefour) which have branches in Erbil-Kurdistan. The purpose or benefit of the research is to study and analyse the effectiveness of advertising on the social networking sites and the extent of their impact on the client side and by the companies. The results showed a strong desire to follow up the announcement through the means of social communication, and the results showed there is a large majority of users of social media of all kinds, we will touch in depth this information through tables and graphs of the results in the following chapters.

Keywords: Online, Social Media, Advertising, Marketing, Companies, Customer, Effect.

The Effect of Performance Management System on Counterproductive Work Behavior of Employees

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ABSTRACT

A Performance Management System can be a solution for an organization because it offers to manage the organization; Performance management systems should manage the performance of the organizations support. A lot of research has already been done within performance management towards the integration of performance management in the organization, the different methods and the connection with HR. But whit this study it looks more at toward the effects and correlations of Performance Management specifically toward the concept of Counterproductive Work Behavior. Which of the different dimensions of Performance Management System should we focus on when encountered with Counterproductive work behavior? Is it Task performance which revolves around the central work tasks of employees and whether they do what they have to do? Is it Contextual performances which are those sets of behaviors that add to the organization's effectiveness by providing a nice environment where task performance can happen? Or is it Adaptive performance which is the ability to adapt work styles based on their surroundings and challenged introduced to individuals? The effect of a well implemented Performance Management System is inverse and direct at the same time. With Task Performance being the dimension that has an inverse relation witch Counterproductive work behavior. Where Contextual and Adaptive Performance have a positive week correlation which means that in some sort of way, they have a direct relationship. All the three dimensions of Performance Management have been represented in the questionnaire used when deducting this research.

Keywords: Performance Management, Task Management, Contextual Management, Adaptive Management, Counterproductive Work Behavior.

The Role of Service Marketing Mix in Retail Industry Case Study of Carrefour in Erbil

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ABSTRACT

Marketing mix plays an important role in the effort of organization which aims to enhance the marketing activities to sustain the business and create revenue. This study investigates the role of the marketing mix in the retail industry that it is one of the main industries which have a great attention and effort towards marketing and deals with a considerable number of consumers. The study used secondary data collected from books, journals and other resources to shed some light over the concept of the marketing mix and furthermore the service marketing mix as well. The primary data was collected using a survey covered both the product and the service mix plus some demographic insights. The sample of the study was 92 employees in Carrefour hypermarket which represent the biggest hypermarket in Erbil city. The data collected was processed by the SPSS programs and the results answered the main research questions and showed a positive attitude towards the application of the marketing mix in the selected retailer.

Keyword: Marketing Mix, Retail Industry, Retailers, Service Mix, 4ps

The Leadership Styles of Women and Men Case Study in Carrefour

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ABSTRACT

In this study, the aim is to identify the leadership styles of women and men in Carrefour private organization. In addition, to examine the leadership styles of women and men in private sector. For this purpose, in the beginning, the theoretical theorem for gender differences and similarities in leadership style as well as types of leadership style and the trait approach to leadership are considered in the literature. After a general literature review, the leadership styles of women and men questionnaire survey is conducted to explain the main different leadership styles between women and men in this private sector. This survey is covered to employees that are assistant experts and experts holding Senior Manager, Director, Vice President, Senior vice President and C level executive (CIO, CTO, COO, CMO, etc.). A sample of 108 employees was collected, and they were handed out the question and they asked to fill them in. Later, SPSS software program is utilized for analysis of data considering demographic properties.

Keywords: Women Leadership Style, Men Leadership Style

Factors that Affecting Employee Motivation to Achieve Organizational Performance

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ABSTRACT

The purpose of this research was to study the Factors that affecting Employee Motivation to Achieve Organizational performance. A questionnaire was taken from an academic paper to investigate the research problem. 120 survey results were analyzed in this study and SPSS was used to analyze the data. It is found that employee motivation was dependent on financial incentives. There was no evidence that non-financial reward contributes to employee motivation.

Keywords: Employee Motivation, Organizational Performance

The Impact of Knowledge on Ethic Management

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ABSTRACT

This research is concentrating on the use of ethic codes in our daily lives and in business. In this research data is collected on how ethical practices are given importance in business and how much it effects the success of a project. In this project the usage of ethical codes in companies or organizations in Kurdistan Region is taken into consideration, this research contains the ethical behavior of each individual whether it is the manager, employee, or customer. This research also demonstrates the importance of ethics in Kurdistan Region according to the data collected from the questionnaires distributed in different companies or organizations, and showing the ethical level of our nation. The type of the questionnaire is quantitative method, so the research type is the quantitative method, and the questionnaires were calculated by using Microsoft Excel.

Keywords: Effects of Ethics, Ethic Codes, Kurdistan Region.

The Responsibility to Protect in Today`s National Conflict: Political or Conceptual

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ABSTRACT

Civilians are the victims of political games internally and externally. The Responsibility to Protect aims at preventing atrocities civilians face in the hand of their own government. Many states are unwilling or unable to protect their own populations intentionally or unintentionally. States are unable to protect their own citizens and are often the perpetrators of human rights violations against their citizenry. Therefore, it is the responsibility of international community to act its responsibility to protect civilians. My thesis focuses on evaluating the Responsibility to Protect doctrine. I use Syria, Yemen, Libya, and South Sudan as case studies and examining these cases through comparative methods to answer the research questions and attain research objectives.

Keywords: The Responsibility to Protect, the United Nations, Intervention, Sovereignty, and Human rights.



**3rd International
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**3rd International
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Conference Program



IBASSC 2018
Erbil, Kurdistan Region-Iraq, May 14, 2018
PROGRAM FLOW
Ishik University



08:30 – 10:00	Registration	
10:00 – 10:15	The President’s Speech	
10:15 – 10:20	Dean of the Faculty	
10:20 – 10:25	Chair of the Conference	
10:25 – 11:00	Keynote Speaker	
11:00 – 11:15	Coffee Break	
PARALLEL SESSIONS		
Session 1: Hall 301		
Session Chair Mr. Aws Y. Obed		
Time	Paper Title	Author Name
11:30 – 11:45	Online Marketing Strategies for Reaching Today’s Teens	Abdulla Zaid Hikmat
11:45 – 12:00	The Role of the Social Responsibility in Improving the Performance of the Organization	Abdulumhimin Muhammed Ahmed
12:00– 12:15	Effects of Motivation on Employees’ Performance: Case of Study of Family Mall (Erbil)	Ahmad Salar Jalal
12:15 – 12:30	Support and Protection Emerging Industries to Promote Domestic Production in Kurdistan/Iraq	Alaa Awni Shakir
Session 1: Hall 302		
Session Chair Ms. Marion Oudar		
Time	Paper Title	Author Name
11:30 – 11:45	Building Mutually Beneficial Student and Institutional Relationships through Social Media: A Study on Sample in Private Universities in Erbil.	Ali Abdul Kareem Humadi
11:45 – 12:00	Social Media Impact on Relationship Marketing	Ali Natheer, Shahd Ilyas, and Sanaria Salah
12:00 – 12:15	Impact of Manager Absenteeism on Employees and Workplace	Ayman Rahman Kareem
12:15 – 12:30	Effect of Online Shopping on Customer Behavior	Baran Akram Mohammed Sharif
Session 1: Hall 303		
Session Chair Mr. Krishna Navulur		
Time	Paper Title	Author Name
11:30 – 11:45	An Investigation of the Factors that Predict the Success of Entrepreneurs in Kurdistan	Diiband Shadman
11:45 – 12:00	Impact of Customer Relationship Management on Customer Satisfaction in Private Sector Organization	Fatin Janin Jalal
12:00 – 12:15	A Comparative Case Study on Challenges and Obstacles Facing the Women Entrepreneurs in Kurdistan	Jwan Abdulsamad Haji Bradosti
12:15 – 12:30	The Impact of Human Resource Management Practices on Corporate Financial Performance	Kamaram Saadaldin Azaldin
12:30 – 13:15	Lunch Break	

Session II: Hall 301		
Session Chair Dr. Uma Shankar		
Time	Paper Title	Author Name
13:15 – 13:30	The Impact of Employee Compensation on Job Satisfaction: Case Study at Ishik University and University of Kurdistan - Hawler	Lawand Omer Mahmood
13:30 – 13:45	The Impact of Organizational Citizenship Behavior on Job Satisfaction	Lobna Ali Akram
13:45 – 14:00	Analyses of Unemployment Impact of The Community of Kurdistan	Mahmood Fuad Chalaby
14:00 – 14:15	An Analysis of Perception Buying Intention and Actual Purchases Behavior towards Organic Food in Erbil City During Financial Crisis	Marina Akheequer Shmuell
Session II: Hall 302		
Session Chair Mr. Anas Al Haj Hussein		
Time	Paper Title	Author Name
13:15 – 13:30	Brand Loyalty by Youth in Erbil: A Comparative Study of Apple iPhone, HTC, Blackberry and Samsung Brands	Mohammed Emad Agha
13:30 – 13:45	A Study on Analyzing Gender Behavior on Brand Selection in Clothing Industry	Mohammed Salah Ibrahim
13:45 – 14:00	Impact of Human Resource Strategy in Competitive Advantage	Mustafa Wisam Sarhan
14:00 – 14:15	Online Social Media as an Advertising Medium (Clothing Marketing in Erbil	Rami Amer Abed
Session II: Hall 303		
Session Chair Dr. Hawraman Ali		
Time	Paper Title	Author Name
13:15 – 13:30	The Effect of Performance Management System on Counterproductive Work Behavior of Employees	Rauzan Karim
13:30 – 13:45	The role of Service Marketing Mix in Retail Industry Case Study of Carrefour in Erbil	Raya Salem Ibrahim
13:45 – 14:00	The Leadership Styles of Women and Men Case Study in Carrefour	Zainab Muhammed Kamal
14:00 – 14:15	Factors that Affecting Employee Motivation to Achieve Organizational Performance	Zana Mustafa Jabbar
14:15 – 14:30	The Impact of Knowledge on Ethic Management	Zhela Siamand Muhamad
14:30 – 14:45	The Responsibility to Protect in Today's National Conflict: Political or Conceptual	Kewan Mohsin Ghafour
16:45 – 17:00 Closing Ceremony		



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