

CONTEMPORARY ISSUES IN BUSINESS, ECONOMICS AND FINANCE

Edited by Simon Grima, Ercan Özen
and Hakan Boz

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VOLUME 104

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SERIES EDITOR'S INTRODUCTION

The Emerald book series: **Contemporary Studies in Economic and Financial Analysis**, edition CSEF104 includes studies on Contemporary Issues in Business Economics and Finance contributed mainly by authors invited from participants in the 3rd International Applied Social Science Congress (C-IASOS2019) held in Çeşme, İzmir, Turkey, between 4 and 6 April 2019.

An analysis of the existence of volatility spillover between the conventional stock index and participation-30 index based on the indexes in the Turkish Capital Markets BIST-30 and the Participation-30 indexes is carried out in Chapter 1. They find a strong correlation between the BIST-30 and Participation-30, which are affected by the same shocks, causality and volatility in both directions.

The authors of Chapter 2 identify models for carrying out bankruptcy risk analysis that have as variables relevant performance indicators to examine the bankruptcy risk of the Romanian industrial companies, to determine its predictability and significance, in order to avoid their potential bankruptcy.

In Chapter 3, the authors aim to support the employment of the female labour force and to show its share in the development and growth in the member countries of the Organisation of Islamic Cooperation (OIC). They find that female employment has a positive impact on economic growth for the selected OIC countries.

The author of Chapter 4 investigates the volatility spillover from oil to precious metals under high volatility and low volatility regimes. Accordingly, results showed that there were volatility spillovers from oil to palladium and platinum in low volatility regimes and from oil to platinum in high volatility regimes.

In Chapter 5, the authors reveal knowledge, report on perception level and look at the evaluation of exchange rate risk management techniques of enterprises registered to Afyonkarahisar Chamber of Commerce and Industry. The most important finding of this study is that the majority of the companies, which are operating in a competitive environment, are intensely exposed to foreign exchange risk but try to overcome the foreign exchange risk using traditional internal firm-level hedging methods instead of well-reputed external hedging methods or derivative instruments.

The authors of Chapter 6 demonstrate the effect of the CAMLS (C represents capital adequacy; A, asset quality; M, management adequacy; E, earnings; L, liquidity; and S, sensitivity to market risks) variables on the variable E. The study revealed the importance of the capital, management and liquidity variables, which are internal factors, in increasing the profitability of banks.

In the Chapter 7, the authors examine the interaction between experience, satisfaction and positive word of mouth within the context of city marketing. The findings of the study exposed an interaction between experience, satisfaction and positive word of mouth regarding a city. Additionally, it showed the mediator role of satisfaction on the relationship between experience and positive word of mouth.

The author of Chapter 8 aimed to determine the pros and cons of the Crowdsourcing concept through new media applications in the form of critical evaluations by examining sample case studies that use the Crowdsourcing concept. The study demonstrated that Crowdsourcing is becoming a worldwide business model and allows anyone with free time and internet connection to contribute to the economic productivity.

In Chapter 9, the authors analyse the effect of motivation factors on the performance of the salesperson and found that the dimensions of image and relations among five dimensions namely satisfaction, image, relations, knowledge of product and service and advertisement related to motivation factors have a significant effect on the task performance of salesperson.

The author of Chapter 10 focused on combining positive psychological capital and its assurances with seven different sources of motivation, as categorised in Allen and Fabian, in 2019. Based on input from managers of human resources department employees, job search behaviour was found to be high. The inability to optimise the skills of individuals and limited career opportunities in the institutions they work for are examples of factors that affect job search behaviour.

In Chapter 11, the author discussed tax as a tool for solving the issue of climate change. The author noted that a multidimensional policy instead of a one-dimensional policy, an environmentally conscious society and state, and cooperation of policy actors on a global scale are the basic elements, which can play an important role in the solution of the climate change problem.

In Chapter 12, the author discussed the concepts of community media, sustainability and female-oriented non-governmental organisations (NGOs), and then explained the media usage habits and the factors that affect the sustainability of the preferred channels of the female-oriented NGOs. Conclusions show that the financial, content production related, technical, and legal factors affect the sustainability of community media.

The author of Chapter 13 investigates the EU's anti-discrimination policy for sports (i.e. the Treaty of Lisbon (2009)). In this study, the author raises awareness of this crucial and unending discrimination problem in sports.

In Chapter 14, the authors measure efficiency of national innovation systems (NIS) using the data envelopment analysis (DEA) method. This method is used on country samples of 18 Eastern European and Central Asian countries (EECA) and Turkey. Based on the key findings one can note that Kazakhstan, Turkey, Latvia and Uzbekistan are more efficient in innovation performance when compared to other EECA countries.

In Chapter 15, the authors investigate whether the BIST30 index acted in accordance with the overreaction hypothesis against the return changes in the Dow Jones Industrial Average (DJIA) index during the 2008 global financial crisis. Findings obtained using the CAR analysis show that the BIST30 index did not generally act in accordance with the overreaction hypothesis against the DJIA.

The last chapter (16) relates to the determinants of the Bank's Stability in Latvia post-transition. The authors confirm the results of other studies on bank stability of small economies, with some exceptions due to the unique situation in term bank business models applied by Latvian banks.