



Eurasia Business and Economics Society
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37th EBES CONFERENCE - BERLIN

PROGRAM AND ABSTRACT BOOK

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THURSDAY, OCTOBER 7 (DAY 2)

DAY 2 - SESSION I: 09:00-11:00

FOM - GLO SESSION

(FOM University of Applied Sciences, Cologne, Freiburg University and GLO)

Chair: Alexander Spermann, *FOM University of Applied Sciences & Freiburg University & GLO, Germany*

Room: Z-Room 1

The European Central Bank's Strategy Review and the Management of Inflation Expectations
Monika Wohlmann, FOM University of Applied Science, Germany

Retail Location Choice Models. A Comparison of Gravitation and Logit Model
Sascha Frohwerk, FOM University of Applied Sciences & Hasso-Plattner-Institute & GLO, Germany

Development of a Low Carbon Economy in Wuxi City. An Example of Climate Change Mitigation in China on the Local Level
Andreas Oberheitmann, Tsinghua University, China & FOM & GLO, Germany

Private vs. Public Financing of Sport Stadia in Germany - An Empirical Analysis
Michael Drewes, FOM University of Applied Sciences, Germany and Luca Rebeggiani, FOM University of Applied Sciences, Germany

Evolution or Revolution: The Entry of New Company Successors in Germany
Sascha Frohwerk, FOM University of Applied Sciences & Hasso-Plattner-Institute GLO, Germany; Carsten Kruppe, FOM University of Applied Sciences, Germany; and Holger Wassermann, FOM University of Applied Sciences, Germany

Did the Refugee Crisis Cause the Rise of Right-Wing Parties? Empirical Evidence from East Germany
Kai Klotz, FOM University of Applied Sciences, Germany and Alexander Spermann, FOM University of Applied Sciences & Freiburg University & GLO, Germany

ACCOUNTING/AUDIT

Chair: Katie Landgraf

Discussant: Nives Botica Redmayne, *Massey University, New Zealand*

Room: Z-Room 2

The Use of Court-free Company Amalgamation for Internal Business Restructuring in Hong Kong
Daniel H. K. Ho, Hong Kong Baptist University, Hong Kong

The Analysis of Audit Market Concentration in Visegrad 4 countries
Michal Šindelář, Prague University of Economics and Business, Czechia

The Effects of Financial and Operating Leverage on Performance of the Saudi Cement Sector: An Empirical Study
Rawia Reda Obaid, King Abdulaziz University, Saudi Arabia and Raed Obaid, King Abdulaziz University, Kingdom of Saudi Arabia

The Effectiveness of the Internal Control System in Preventing Operational Risks to Income Statement Issuance: A Practical Risk-based Internal Audit Perspective
Tamer Aksoy, Ibn Haldun University, Turkey

Corporate Taxation and Intangible Assets: A Systematic Review and Future Research Trends
Sarmad Ali, University G. d'Annunzio Chieti – Pescara, Italy

The Impact of Cargo and Ancillary Revenues on Net Profit for Full Service Carrier Airlines
Tamer Aksoy, Ibn Haldun University, Turkey and Onur Bas, Ibn Haldun University, Turkey

EBES - Eurasia Business and Economics Society

EBES is a scholarly association for scholars involved in the practice and study of economics, finance, and business worldwide. EBES was founded in 2008 with the purpose of not only promoting academic research in the field of business and economics, but also encouraging the intellectual development of scholars. In spite of the term “Eurasia”, the scope should be understood in its broadest term as having a global emphasis.



EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since our first conference in 2009, around 14,060 colleagues from 99 countries have joined our conferences and 7,870 academic papers have been presented. EBES has reached 2,587 members from 87 countries.

Since 2011, EBES has been publishing two journals. One of those journals, ***Eurasian Business Review - EABR***, is in the fields of industrial organization, innovation and management science, and the other one, ***Eurasian Economic Review - EAER***, is in the fields of applied macroeconomics and finance. Both journals are published quarterly by **Springer** and indexed in **Scopus**. In addition, EAER is indexed in the **Emerging Sources Citation Index (Clarivate Analytics)** and EABR is indexed in the **Social Science Citation Index (SSCI)**. EABR has an Impact Factor of 3.5 (2020 JCR Impact Factor).

Furthermore, since 2014 Springer has started to publish a new conference proceedings series (***Eurasian Studies in Business and Economics***) which includes selected papers from the EBES conferences. The series has been recently indexed by **SCOPUS**. In addition, the 10th, 11th, 12th, 13th, 14th, 15th, 16th, 17th, 18th, 19th, 20th (Vol.2), 21st, 24th and 25th EBES Conference Proceedings have already been accepted for inclusion in the **Conference Proceedings Citation Index - Social Science & Humanities (CPCI-SSH)**. Other conference proceedings are in progress.

On behalf of all EBES officers, I sincerely thank you for all your support in the past. We look forward to seeing you at our forthcoming conferences. We very much welcome your comments and suggestions in order to improve our future events. Our success is only possible with your valuable feedback and support!

I hope you enjoy the conference!

With my very best wishes,

Klaus F. ZIMMERMANN
President

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Welcome to the 37th EBES Conference

We are excited to organize our 37th EBES conference which will take place on October 6th, 7th, and 8th, 2021 with the support of *the Istanbul Economic Research Association*. It will jointly be organized with *GLO (The Global Labor Organization)* and in collaboration with *the FOM University of Applied Sciences*. Due to the ongoing uncertainty regarding pandemic, the conference mode has been switched to “online/virtual presentation only”. Keep in mind that online conference is not intended to perfectly replicate the in-person conference experience.



We are honored to have received top-tier papers from distinguished scholars from all over the world. We regret that we were unable to accept more papers. In the conference, 177 papers will be presented and 379 colleagues from 54 countries will attend the conference. We are pleased to announce that distinguished colleagues **David G. Blanchflower** from *Dartmouth College (U.S.A.) & GLO (Germany)*, **Klaus Zimmermann** from *GLO (Germany) & EBES*, **Sriya Iyer** from *University of Cambridge (U.K) & GLO (Germany)*, **Marco Vivarelli** from *Università Cattolica del Sacro Cuore (Italy) & EBES* and **Dorothea Schäfer** from *German Institute for Economic Research DIW Berlin (Germany) & EBES* will join the conference as invited editors and/or keynote speakers.

Throughout the years, EBES conferences have been an intellectual hub for academic discussion. Participants have found an excellent opportunity for presenting new research, exchanging information and discussing current issues. We believe that our future conferences will improve further the development of knowledge in our fields. In addition, based on the contribution of the paper to the field, the *EBES Award Committee* has selected one of the papers for the *Best Paper Award*. The *Best Paper Award* winner will be announced during the conference.

On behalf of EBES, I would like to thank to all presenters, participants, board members, and keynote speakers. I am looking forward to meeting you in the conference and seeing you all again at the upcoming EBES conferences. We hope that everything would be improved in a short period of time and I could meet all of you in person in our conferences. We appreciate your patience, partnership, support and understanding during this extraordinary times.

Stay safe and healthy!

Best regards,

Ender Demir, PhD
Conference Coordinator

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literature to provide valuable guidance and insights for researchers or practitioners in this area and to identify several research gaps that are still under research and need to be investigated.

Keywords: Corporate Taxation, Intangible Assets, Multinationals, Systematic Literature Review

The Impact of Cargo and Ancillary Revenues on Net Profit for Full Service Carrier Airlines

Tamer Aksoy
Ibn Haldun University, Turkey

Onur Bas
Ibn Haldun University, Turkey

Abstract

Airline companies have had to manage their capacities better and generate new revenues due to low profitability rates, high risk and increasing competition conditions. As a result of the sale of products and services offered free of charge to passengers by companies applying the traditional airline business model for a separate fee to increase the revenues of the companies applying the low cost / low cost airline business model, ancillary revenues (AR) have occurred. AR are what airline companies offer to their passengers other than the tickets they have sold, services such as inflight catering, baggage fees, loyalty programs, seat fees, advertising and commission revenues and in-flight entertainment systems. In this context, in order for airline companies to survive today in tight competition conditions, it is important that they gain AR in addition to their main income. The study examines the effects of cargo revenues (CR) and AR on net income (NETINCOME) for three full service carrier airline companies: Turkish Airlines-THY, American Airlines-AA and Delta Air-DA. As far as it is known, there is no direct empirical study that addresses the effects of CR and AR on NETINCOME for airlines companies. The data used for the period of 2014Q1-2019Q4 was collected from Sorensen&Lucas (2020), IATA and related airline companies' annual reports in their official websites. Methodologically, a logarithmic econometric model was used in which CR and AR were included as independent variables and NETINCOME as dependent variable. SPSS-22 version was used to analyze data to cover the necessary analysis and tests (regression, reliability, cross section dependent, second generation unit root, delta slope homogeneity, cointegration, casualty etc). The study indicated a positive correlation existed between CR and AR and NETINCOME. The increase in CR and AR also increase the NETINCOME of airline companies. It was revealed that the AR in aviation, provide an important resource for airline companies. The study also reflected that AA and DA are among the top three companies with the highest AR in the world, while THY-AR are lower compared to these two US companies. On the other hand, the study indicated that the contribution of THY-CR revenues to NETINCOME is much higher than the other two companies. The results are also compatible with IATA data that THY is among the top 10 carrier companies worldwide in terms of CR. It is recommended airline companies should give enough importance to CR and AR to increase the profitability.

Keywords: Aviation, Ancillary Revenues, Cargo Revenues, Net Income, Financial Management, Managerial Accounting

MANAGEMENT AND MARKETING

Chair: Ender Demir
Room: Z-Room 3

Internal Communication and Culture – A Theoretical Framework

Axel Müller
FOM University, Germany

Alena Müller
Constantine the Philosopher University in Nitra, Slovakia

Abstract

The change in the world of work becomes clear in many aspects: VUCA and disruptive innovations, changed general conditions through globalization (and future de-globalization?) as well as industry 4.0, quantitative and qualitative change in the workforce and overall new conditions and instruments of communication. In this context, internal corporate communication is also changing. This article offers a