

Business and Social Science Research Conference: Dubrovnik 2014

The MacroJournals Conference on Medicine, Science, and Technology - Dubrovnik 2014



August 4-5, 2014

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BY:

The **Macro**theme Review

The Journal of **Macro**Trends in
Technology and Innovation

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Conference Program:

August 4th, 2014

Business and Social Science Research Conference: Dubrovnik 2014

9-9:30	Registration (conference hall)
9:30-12:00	Speakers/Presentations
12:00-1:30	Conference Lunch
1:30-5:00	Speakers/Presentations

The MacroJournals Conference on Medicine, Science, and Technology - Dubrovnik 2014

9-9:30	Registration (conference hall)
9:30-10:30	Poster installation at the venue (bring tape)
10:30-12:00	Speakers/Presentations
12:00-1:30	Conference Lunch
1:30-5:00	Poster session

August 5th, 2014

- Guided hiking tour – bring comfortable clothing and walking/running shoes, and water.
- Meet: Hotel Park Lobby at 8:00am
- Expected return time: 11:00am
- Very slow and relaxed walk with plenty of rest.



Session 1: Business and Social Science - Conference Room A

9:30am	<p>IMPLEMENTING STRATEGIES Gülnur İLGÜN, Sevilay ORAK <i>Hacettepe University of Turkey</i></p>
9:45am	<p>BUDGET DEFICITS, INFLATION AND THEIR UNCERTAINTIES: EVIDENCE FROM TURKEY Serkan Erkam* and Murat Çetinkaya** *<i>Hacettepe University, Faculty of Economics and Administrative Sciences, Department of Public Finance, Turkey</i> **<i>Member of the Competition Board, Turkish Competition Authority, Turkey</i></p>
10:00am	<p>Influence of CSR Communication versus Unsustainable Actions on Purchase Intention and Moderator Effect of Green Consumer Antonio B Oliveira Jr <i>Centro Universitário da FEI / Department of Administration / São Paulo, SP, Brazil</i></p>
10:15am	<p>JUDICIALIZATION FOR HEALTH AND PERFORMANCE OF OPEN UNIVERSITY OF SUS FOR STRENGTHENING HOME CARE IN BRAZIL MÁRCIA MARIA PEREIRA RENDEIRO (UNA-SUS/UERJ), ANA EMÍLIA OLIVEIRA (UNA-SUS/UERJ), PAULO ROBERTO VOLPATO DIAS (UNA-SUS/UERJ), MARCIA TABORDA (UNA-SUS/UERJ), LENIR SANTOS (UNA-SUS-UERJ), LUCIANA BRANCO DA MOTA (UNA-SUS/UERJ), CAROLINA TAVARES DE OLIVEIRA (UNA-SUS/UERJ). <i>UNA-SUS/UFMA, Brazil</i></p>
10:30am	<p>The effect of trading activity on returns and asymmetric volatility of Korean stock market Ki-Hong Choi, Seong-Min Yoon <i>Department of Economics/ Pusan National University/Busan/ Korea</i></p>

10:45am	Group dynamics as a determinant of Top Management Teams' effectiveness and the method of its diagnosis Malgorzata Marchewka <i>Cracow University of Economics</i>
11:00am	The performance of Green Technology Investment in Korea Seonmin Kim <i>Seoul National University of Science and Technology, Republic of Korea</i>
11:15am	Risks of Moving to the Cloud Maurice Danaher <i>Zayed University, UAE</i>
11:30am	Which Types Of Internet Banking Service Effects Bank's Income Statement? An Empirical Study For Turkey Between 2006 – 2013 Esref Savas Basci <i>Hitit University, Faculty of Economics and Administrative Sciences, Turkey</i>

Session 2: Business and Social Science – Conference Room A

1:30pm	<p>How tax policy measures, taken during the period of recession, influenced tax revenues and tax orientation of EU member countries? Marko Primorac, Nika Šimurina <i>University of Zagreb, Faculty of Economics and Business, Croatia</i></p>
1:45pm	<p>Local Consumers Trust in Multinational Corporations' Product: The Role of Cognitive and Affective Trust on Customer Loyalty. Song-Hon Hong <i>Kyungpook National University, Department of Business Administration, South Korea</i></p>
2:00pm	<p>HOSPITALITY AND RELIGIOSITY: GLOBAL IMPLICATIONS Jeffrey Kantor & Zeev Shtudiner <i>Department of Economics & Business Administration, Ariel University, Israel</i></p>
2:15pm	<p>Inter-Municipal Cooperation and Satisfaction with Services: Evidence from the Norwegian Citizen Study Tor Georg Jakobsen*,** and Marthe Holum** <i>Norwegian University of Science and Technology, Norway*</i> <i>Trondheim Business School, Trondheim Area, Norway**</i></p>
2:30pm	<p>ORGANIZATIONAL STRESS, ORGANIZATIONAL CYNICISM, ORGANIZATIONAL REVENGE, INTENTION TO QUIT: A STUDY ON RESEARCH ASSISTANTS Özlem Özer, Cuma Songur, Ahmet Kar, Mehmet Top, Gülsün Erigüç <i>Hacettepe University, Faculty of Economics and Administrative Sciences Department of Health Administration, Ankara, TURKEY</i></p>

2:45pm	<p>Political Risk, Nearsourcing, and Supply Chain Management in Healthcare Services George Priovolos <i>Iona College, NY, USA</i></p>
3:00pm	<p>An analytical research on travel decision factors : with a case of Chinese tourists visiting Korea Weon Jae Kim <i>Incheon National University, Incheon, Korea</i></p>
3:15pm	<p>The Effects of Academic Counselling Systems on Career Adaptabilities: A Study on School of Tourism and Hotel Management' Students Muharrem TUNA[*], Pelin KANTEN^{**}, Murat YESİLTAS^{**}, Selahattin KANTEN^{**}, Ali Murat ALPARSLAN^{**} <i>Gazi University, Faculty of Commerce and Tourism Education, Turkey</i> <i>Mehmet Akif Ersoy University, Turkey</i></p>

Session 3: Business and Social Science

<p>9:30am 3:30pm-5:00pm</p>	<p>Approach to technology in pedagogy and the characteristics of \"the good teacher\": Is there a necessary connection between an attitude towards technological innovation and teaching quality? Rachel Baruch <i>Achva Academic College, Israel</i></p>
<p>9:30am 3:30pm-5:00pm</p>	<p>Human Trafficking in Albania: Implications for Social Work Policy and Practice Venera Bekteshi*, Eglantina Gjermeni**, and Mary P. Van Hook***, <i>University of Illinois at Urbana-Champaign, Urbana, IL*</i> <i>University of Tirana, Tirana, Albania**</i> <i>University of Central Florida, Orlando, FL***</i></p>
<p>9:30am 3:30pm-5:00am</p>	<p>Economic resilience to crisis of Pomorskie region in Poland Grzegorz Masik <i>University of Gdansk, Poland</i></p>
<p>ES1</p>	<p>The Reasons for Establishment of Economic Courts in Egypt Mohamed Ghanem <i>Tanta University, Faculty of Law, Egypt</i></p>
<p>ES2</p>	<p>Recodification and Legal Consciousness Jan Duda and Marketa Klusonova <i>Masaryk University, Brno, Czech Republic</i></p>
<p>ES3</p>	<p>The reflection of cultural policy concerning theatres and theatre related legislation on “quality of life.” Marketa Klusonova and Martina Urbanova <i>Masaryk University, Law faculty, Department of Legal Theory, Czech Republic</i></p>
<p>ES4</p>	<p>ANALYSIS AND DESIGN OF SUPPLY CHAIN MODEL FOR A SPECIFIC ORGANISATION Aditi Choudhary <i>BITS Pilani Dubai Campus</i></p>

Session 4: Medicine, Science, and Technology – Conference Room B

10:30am	<p>Careful Nursing in the Emergency Department Catherine Greene and Allison Sexton <i>Naas General Hospital, Ireland</i></p>
10:45am	<p>Preparation of potash alum PCM core by spherical agglomeration Andrea Fodor-Kardos (*,**), János Gyenis (*) (*) <i>Institute of Materials and Environmental Chemistry, Research Centre for Natural Sciences, Hungarian Academy of Sciences, Budapest, Hungary</i> (**) <i>Research Institute of Chemical and Process Engineering, Faculty of Information Technology, University of Pannonia, Veszprém, Hungary</i></p>
11:00am	<p>Estimates for Functional Partial Differential Equations Adem Zeinev and Nikolay Kitanov Bulgaria <u>affiliation</u></p>
11:15am	<p>The Predictive of Chaotic Systems with Using Expert Systems Remzi Tuntas <i>University of Yuzuncu Yil , Turkey</i></p>
ES5	<p>Diffusion of penetrating fluid in a cylindrical body Petar Halachev and Mihail Kolev <i>University of Chemical Technology and Metallurgy, Bulgaria</i></p>
ES6	<p>Optimal heat load distribution between cogeneration steam turbine installations in combined heat and power (CHP) plants Kaloyan Hristov and Ivan Genovski <i>University of Chemical Technology and Metallurgy, Bulgaria</i></p>

ES7	Tirana Healthy City: Albanian approach of local government in health competencies Qamil Dika <i>Albania</i>
ES8	The role of imaging examinations in Chronic Renal Diseases Marsida DULI <i>Albania</i>

Session 5: Medicine, Science, and Technology – Conference Room B

9:30am 1:30pm- 4:30pm	Synthesis of NdMnO₃, Nd_{0.6}Pb_{0.4}MnO₃ and (La_{0.7}Nd_{0.3})_{0.6}Pb_{0.4}MnO₃ nanopowders by mechanochemical activation Radoslav Raykov <i>University of Chemical Technology and Metallurgy, Bulgaria</i>
9:30am 1:30pm- 4:30pm	Psychological wellbeing and stress coping competency in Korean Nursing Students Young-Sun, Kim <i>Catholic University of Pusan, Busan, Korea</i>
9:30am 1:30pm- 4:30pm	Factors Affecting Sexual Autonomy among College Students in South Korea Gyoo Yeong, Cho and Yun Hee, Kim <i>Pukyong National University, South Korea</i>
9:30am 1:30pm- 4:30pm	Unaware of height and weight may cause error present in self-reported measures in adolescents Dong-Hee Kim <i>Pusan National University, Rep. of Korea</i>

<p>9:30am 1:30pm- 4:30pm</p>	<p>Synthesis and characterization of three block copolymers based on poly (ethylene glycol) and poly (4 vinyl pyridine) via atom transfer radical polymerization S.Vircheva, R.Bryaskova <i>University of Chemical Technology and Metallurgy, Department of Polymer Engineering, 8 Kl. Ohridski Blvd, 1756 Sofia, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Surface modified poly(butyl cyanoacrylate) nanoparticles: preparation, physicochemical characterization and in vitro toxicity V. Staneva*, G. Ivanova**, I. Iliev***, M. Simeonova* <i>*University of Chemical Technology and Metallurgy, Bulgaria;</i> <i>**REQUIMTE, Departamento de Quimica, Faculdade de Ciências, Universidade do Porto, Portugal;</i> <i>**Department of Pathology, Institute of Experimental Morphology, Pathology and Anthropology with Museum, Bulgarian Academy of Sciences, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Composite materials of Silk Fibroin (SF) and Calcium Phosphate Silicate (CPS) ceramic were prepared by method of mixing different percentage of component weight H.Georgiev L.Radev <i>University of Chemical Technology and Metallurgy, 8 Kliment Ohridski Blvd., 1756 Sofia, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>DIRECT SYNTHESIS OF AMINOPROPYL-FUNCTIONALIZED MESOPOROUS SILICA MATERIALS Nina Velikova, Yuliya Vueva, Yordanka Ivanova, and Yanko Dimitriev <i>University of Chemical Technology and Metallurgy, 8 Kliment Ohridski Blvd., 1756 Sofia, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Factors Affecting of SNS Addiction among College Students in South Korea Yun Hee, Kim <i>Pukyong National University, South Korea</i></p>

<p>9:30am 1:30pm- 4:30pm</p>	<p>NOVEL SILICA HYBRID MATERIALS WITH SELF HEALING PROPERTIES FOR CONCRETE PROTECTION Elena Todorova, <i>University of Chemical Technology and Metallurgy, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>A standardized <i>Gentiana scabra</i> extracts possesses antidiabetic activity by stimulation of glucagon-like peptide-1 secretion through the Gβ pathway in db/db mice Hyeung-Jin Jang <i>College of Korean Medicine, Kyung Hee University, Heogi-dong, Dongdaemun-gu, Seoul, 130-701, Republic of Korea</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Mineral and polyphenol contents of self-brewed and commercial beer samples Edina Szabó–Péter Sipos <i>Faculty of Agricultural and Food Sciences and Environmental Management University of Debrecen, H-4032, Böszörményi út. 138. Debrecen, Hungary</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Effects of compost treatments on the dry matter-, ash-, total acidity-, sugar- and vitamin C content of the integrated and organic produced Golden Delicious and Pinova apples Anita Szabó <i>Hungary get affiliation</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Adaptation of the clinical guideline „Falls prevention of hospitalized patients“ for use in the Czech Republic Renáta Zeleníková and Radka Kozáková <i>Faculty of Medicine, University of Ostrava, Czech Republic</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>A new trend in scientific publishing: one man journals Recai Ogur <i>Department of Public Health, Gulhane Medical Faculty, Ankara, Turkey</i></p>

<p>9:30am 1:30pm- 4:30pm</p>	<p>Influence of silica yielded from the pyrolysis-cum-water vapour of waste “green” tires on the properties of epoxidized natural rubber based composites in the presence of different kinds of zinc soaps Yordan Kolev <i>University of Chemical Technology and Metallurgy, Bulgaria</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>RECYCLING OF MILL SCALE VIA ELECTROTHERMAL ROTARY BED Elisaveta Koleva <i>Bulgaria (affiliation)</i></p>
<p>9:30am 1:30pm- 4:30pm</p>	<p>Predictors of Posttraumatic Growth in College Students with Childhood Trauma Juyoung Ha <i>Pusan National University, South Korea</i></p>

Registered Participants/Discussants

Anita Sundarajan, USA

Hyun Ick Kim, Korea Credit Guarantee Fund (KODIT)

Book of Abstracts

Conference proceedings

**The Macrotheme Conference on
Business and Social Science:
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The Macrotheme Review
*A multidisciplinary journal of global macro
trends*



**The MacroJournals Conference
on Medicine, Science, and
Technology – Dubrovnik 2014**

The Journal of **Macro**Trends in Health and Medicine
The Journal of **Macro**Trends in Applied Science
The Journal of **Macro**Trends in Technology and Innovation
The Journal of **Macro**Trends in Energy and Sustainability

IMPLEMENTING STRATEGIES

Gülnur İLGÜN, Sevilay ORAK

Hacettepe University of Turkey

The phase after doing strategic analysis and composing strategy is the phase of carrying into the implementing strategy. Strategic planning stage make the previous analysis of strategic implementation, determine the appropriate strategic structure but not interested in phase implementation of strategy. Strategic management process don't finished only with making plans and programs, at the same time in terms of strategic implementation become more of an issue organizational structure, understanding of leadership and management and corporate culture of business. Strategic management deal implementation stage which ignored by strategic planning and at this stage organizational structure of enterprise played an active role, Which strategies that are appropriate to these structures, after the elections of appropriate strategies, who will apply them get the relationship between organizational culture and leadership are analyzed. Implementation of strategies in business also focuses on the importance of the relationship with other units. Organizational structure take into account whereas determine and implement of strategy. There are a strict dependence of the structure and strategy in organization. Generally structure prosecute strategy and business is structured in accordance with strategy. There are different business structure appropriate with corporate strategies, competitive strategies, strategic partnerships. Taking into account of health organization is matrix structure, strategy which will implement be difference as regard business structure. Firstly these study research structure of health organizations and after determine factor which affect these structure, structure of health organization appropriate to corporate strategies, competitive strategies, strategic partnerships reveal. Key words: Strategy, Health Strategy, Implementation Strategy

BUDGET DEFICITS, INFLATION AND THEIR UNCERTAINTIES: EVIDENCE FROM TURKEY

Serkan Erkam* and Murat Çetinkaya**

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Faculty of Economics and Administrative Sciences, Department of Public Finance, Turkey

Member of the Competition Board, Turkish Competition Authority, Turkey

The relationship between the inflation rate and its uncertainty is one of the most examined issues in macroeconomics since Milton Friedman's Nobel lecture on inflation and unemployment. This study is a new attempt to investigate the causality between dynamics of these two variables by controlling budget deficit level for Turkey. In addition, the model we used allows to investigate two macroeconomic determinants of budget deficit volatility, namely, budget deficit and inflation. In accordance with our main purpose, we use bivariate GARCH methodology and estimate the conditional standard deviations for the inflation rate and the budget deficit level by using monthly Turkish data covering 1987:M1-2003:12. These estimations are used to proxy inflation and budget deficit uncertainty, respectively, and help us to perform Granger-causality tests. Depending upon the results of the selection criterion and autocorrelation tests, diagonal VECM model is determined as the appropriate model for the analysis. The Granger causality tests performed based on this model reveals two significant results. First, we find evidence of bi-directional positive causality from the inflation rate to the inflation uncertainty supporting the Friedman-Ball and Cukierman-Meltzer hypotheses. And secondly, we find a positive causality from the budget deficit level to the budget deficit uncertainty.

JEL codes: C32, C51, C52, E31, H62

Keywords: Inflation, budget deficit, uncertainty, multivariate GARCH models, Granger-Causality tests.

Influence of CSR Communication versus Unsustainable Actions on Purchase Intention and Moderator Effect of Green Consumer

Antonio B Oliveira Jr

Centro Universitário da FEI / Department of Administration / São Paulo, SP, Brazil

Each time more organizations are making sustainable development and Corporate Social Responsibility (CSR) their strategic objectives. There are few studies of consumer behavior relating to the use of strategic actions based on the triple bottom line (dimensions: economic, social and environmental) (Choi & Ng, 2011). On the other hand, an individual concerned with the environment does not always have green behavior by setting the value-action gap (Picket-Baker & Ozaki, 2008). This gap materializes in current Dominant Social Paradigm (PSD) not converge with issues of environment and sustainability (Prothero, McDonagh & Dobscha, 2010). The term DSP is defined as "the set of norms, beliefs, values, habits, forming the worldview most commonly performed within a culture" (Pirages & Ehrlich, 1974 cited in Kilbourne, 2004). For Kollmus and Agyeman (2002) no single theoretical model adequately explains the gap between environmental awareness (value) and pro-environmental behavior (action). However, often consider the value-action gap can arise when a pro-environmental behavior does not track personal interest. This gap is problematic in the current context because of its direct impact on sustainability and its indirect effects on manufacturers of alternative sustainable products and companies with CSR (Prothero et al., 2011). But mainly, it directly influences the DSP. The objective of this research was to analyze: i) purchase intent of green vs non-green consumers after exposure to different stimuli communication (combinations company's newsletter vs newspapers and shares of CSR vs other actions); ii) the relationship between (economic, social and environmental) dimensions of a strategy CSR and Purchase Intent (PI); iii) the moderating effect of the green consumer in this relationship. To test the hypothesis an online survey was conducted in four stages, each using different communication stimuli. In the first, respondents were exposed to company's newsletter communicating CSR actions. Subsequent surveys showed some stimuli to respondents: news in newspaper with shares of CSR, company's newsletter with other strategic actions and story news with other strategic actions. Respondents, who agreed to participate spontaneously, had access to only one stimuli. The sampling

framework were users of one of the largest private company of insertion youth in the labor market, totaling 1703. The four stimuli and questionnaire were available in different sequential periods, for a total of 73 days from The results indicate that communicating CSR shares through the company newsletter or journal are beneficial to adopters of CSR business strategy. It was also observed that communicate other actions (other than CSR or negative news) through the newsletters or newspapers are not beneficial to companies because not adopting CSR strategies was perceived by consumers. I.e., the PI is higher for stocks of CSR over other actions, both by the company's newsletter as newspaper, but no significant differences between the medias. It seems likely that these communication mechanisms can help lessen the value-action gap, transforming the DSP. The DSP persists, the ruling class still denies the decay of the current model of unlimited growth because change is a major challenge (Varey, 2010). It was observed in the present study a significant proportion of young people with pro-sustainability intent. A good way to encourage the realization that, in an act of truly sustainable, it is through the disclosure of shares using CSR own company newsletters and mass media. With greater awareness of these actions, people may begin to question the current model, demanding new ways and approaches to business enterprises. The PI of green consumers is higher than non- green, both the newsletter and newspaper shares CSR. However no significant differences when other actions are communicated by both means. These results give hope to the fact that the discourse of green commodities proposed by Prothero et al. (2010) is likely to become a reality, and even more radical view of Varey (2010) to construct an alternative DSP thriving well be sustainable, although a little farther. However, corroborating the opinion of Kilbourne (2004) to change the current DSP needs to be used not as radical mechanisms of change. It is understood, the results of this research, which through studies on communication of sustainable actions and their relation to consumption can be a first step. This research contributes a theoretical gap identified in the literature: lack of studies examining the relationship between (economic, social and environmental) dimensions of the CSRstrategy and consumers PI. In terms of study limitations, one must be careful when extrapolating to the entire population, for common procedures and models that measure the intentions and behaviors of the same sample of consumers overestimate the strength of their association. We suggest the development of future research to examine the effects on consumer judgments from the simultaneous activation

of abstract goals by conflicting messages CSR over a known brand versus brand itself, activating the unconscious person on their sustainable behavior.

References

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JUDICIALIZATION FOR HEALTH AND PERFORMANCE OF OPEN UNIVERSITY OF SUS FOR STRENGTHENING HOME CARE IN BRAZIL

MÁRCIA MARIA PEREIRA RENDEIRO (UNA-SUS/UERJ), ANA EMÍLIA OLIVEIRA (UNA-SUS/UERJ), PAULO ROBERTO VOLPATO DIAS (UNA-SUS/UERJ), MARCIA TABORDA (UNA-SUS/UERJ), LENIR SANTOS (UNA-SUS-UERJ), LUCIANA BRANCO DA MOTA (UNA-SUS/UERJ), CAROLINA TAVARES DE OLIVEIRA (UNA-SUS/UERJ).
UNA-SUS/UFMA, Brazil

The institutionalization of the Brazilian National Health System (SUS) in Brazil, in 1988, ensured access to health actions and services as a right and duty of the state, and brought a larger concept of health, covering aspects related to quality of life. The Better at Home program, created by the Ministry of Health, aims to assure Home Care to disable people or individuals with mobility difficulties. On the other hand, the citizens' pursuit for their rights has led to lawsuits in the health area in order to guarantee their access to procedures, medications and hospitalizations, in a phenomenon that has been called "Judicialization of Health." The Judicialization of Health in Brazil allowed important changes in the country public health scenario, narrowing the gap between the Brazilian National Health System (SUS), the Judiciary and the citizen. Among these changes, the strengthening of Home Care policies is taken into account. The Home Care aims not only to deinstitutionalize the public health system but also grants it a more humanitarian character and extends the autonomy of its members. By avoiding unnecessary hospitalizations, the Home Care allows a better use of resources, besides offering a set of health promotion actions, disease treatment and rehabilitation provided at home. Created by the Ministry of Health to promote SUS professionals' continuing education through the Distance Education model, the Open University of SUS - UNA-SUS - developed and provided a Program that is part of an action in continuing education with nationwide scope, focused on Home Care. Aimed for all categories of professionals and health managers, the Program consists of 19 fully autoinstructionais modules, among them the "Judicialization of Health", with the objective of enlighten the professionals and managers about the rights and duties of every single component within the health system. The goal of this work is to demonstrate the power of large scale education by using Information and Communication

Technologies, with positives results and impact to strengthen the Public Health Policies, such as the Home Care.

The effect of trading activity on returns and asymmetric volatility of Korean stock market Ki-Hong Choi, Seong-Min Yoon

Department of Economics/ Pusan National University/Busan/ Korea

This study investigates whether trading activity information can affect volatility and its asymmetry in stock market. This study also analyzes how volatility affects stock returns when trading activity is considered. There are many studies on the effect of trading activity, especially relationship between trading volume and stock returns. For example, Lamoureux and Lastrapes (1990) used the trading volume as a proxy variable for the daily information that flows into the stock market. Including the daily trading volume in empirical model as one of regressors, they found that its coefficient was highly significant, whereas the ARCH coefficients became negligible. Furthermore, Braliford (1996), Pryuna et al. (2000) and Bohl and Henke (2003) reported that the trading volume as a proxy for information arrival reduced the degree of persistence in conditional variance model. On the other hand, a number of studies found that the ARCH and GARCH effects remain statistically significant when a trading volume is included as variable in the variance equation (Najand and Yung, 1991; Bessembinder and Seguin, 1993; Sharmal et al., 1996; Darrat et al, 2003; Choi et al, 2012). In this context, the study on the relationship between the trading activity and stock return volatility is an important subject which needs more empirical investigation. Thus we, re-examine the effect of trading volume as proxy for information arrival on the persistence of volatility and stock returns in the Korean stock market. Most of studies have focused on relationships between trading volume and stock returns (and volatility) in the Korean stock market. However, there are few studies which use alternative variables as a proxy of trading activity other than trading volume. Importantly, Gallo and Pacini (2000) and Abdullah and Mohammad (2009) used ONI (overnight index) and IDV (intra-day index) as a proxy of trading activity in their analysis. Thus, in this study we also use two different proxies for information arrival; close-to-open return and intra-day volatility index. Especially, this study uses an additional proxy, open-to-close returns and S&P500, as overnight index and investigates its impact on the persistence of volatility and stock returns. We employ GJR-GARCH model

and EGARCH models to investigate the persistence of volatility. The empirical tests are applied on the KOSPI, KOSDAQ and six industry indices in Korean stock market. We suppose that trading activity will affect stock returns, volatility and its asymmetry. Additionally, we compare the estimated results between pre and post periods of global financial crisis. The results of this study provide several implications. First, trading volume is significant when it is analyzed in the conditional variance model, but ARCH and GARCH effect still remain. This implies that trading volume is not useful as a proxy variable of information arrival. Second, alternative proxies reduce the degree of persistence and are more important than contemporary and lagged trading volume on the way that news propagate through the stock market.

Group dynamics as a determinant of Top Management Teams' effectiveness and the method of its diagnosis

Malgorzata Marchewka

Cracow University of Economics

The effectiveness of Top Management Teams (TMT) is one of the most important determinants of the performance of the company. At the same time the ability to control and shape TMT effectiveness seems to be crucial for investors and shareholders. In traditional concepts TMT effectiveness is related to the structure of the managing group, however the inconsistency of empirical studies implies further search for other explanations. One of them is a concept of group dynamics, which emphasises indirectness of the relation between group characteristics and group effectiveness, as well as the importance of group processes, such as effort norms, cognitive conflict or group cohesiveness. As the model of group dynamics gains significance, there appears a need to diagnose group processes occurring in TMT. Given the lack of methods adjusted to the specific features of TMT, the aim of this article is to present and to popularize own questionnaire diagnosing group dynamics. Moreover, theoretical basis for the questionnaire and its practical applications are to be described.

The project was funded by the National Science Centre (Poland) allocated on the basis of the decision number UMO-2011/01/N/HS4/02166.

The performance of Green Technology Investment in Korea

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This study examines how green technology investments affect firm performance in the context of stock price growth, revenue growth, and profit growth. This study collected a total of 31 green firm performances from the Korean stock market. Using a regression framework, this paper seeks to answer the research questions; a) is green technology investment successful so far? b) how green technology investment affects firm performance? The empirical findings show that green technology investments, in general, do not have positive impact on firm performance so far, but green technology investments do have an impact on firm performances depending on the type of green technology that firms invested. The contribution of this study is to address the lack of empirical research in understanding whether green technology investments affect firm performance. In addition, this study discusses the research limitations such as the lack of consideration of market demand and characteristic of green technology.

Risks of Moving to the Cloud

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Cloud computing is rapidly emerging as a technology approach that can benefit almost every business that consumes IT services. The Cloud is a virtualisation of resources such as servers and other computers, networks, applications, data storage and services to which the end user has on-demand access. The systems are configured in such a way that they can be pooled to be shared by many organizations. Cloud services are provided to the user without the need for the user to have any knowledge of the underlying systems. A major difference between the cloud and traditional approaches is its scalable and elastic nature. Cloud computing provides the flexibility of quickly scaling up or down thus adjusting to demand. Other benefits of cloud computing include: access to a huge range of applications; access from anywhere in the world; avoiding expenditure on hardware and software and maintaining systems; paying only for resources that are consumed. While there are many benefits to be derived from cloud computing there are also many risks

associated with it. These include: user's data is residing on a machine owned and controlled by someone else; responsibility for the security of the data lies in the hands of the service provider; users could become dependent on service provider; problems could arise when changing service providers or if the service provider shut down; service problems from the provider could have a serious negative impact on the user's business. The users of cloud computing depend upon service providers to safeguard their private information and critical data and applications. Any violation of the privacy of the users' information could, as well as cause them a major problem, expose them to serious problems if they have clients or customers. Litigation from clients or customers could cause a major loss or a decline in the business even though the user was not responsible for the violation. A study was undertaken to understand the concerns of enterprises in the Middle East in relation to moving to a cloud platform. A survey was conducted of over 200 businesses to elicit their feelings and attitudes on security and privacy in the cloud. This paper presents the results of that study.

Which Types Of Internet Banking Service Effects Bank's Income Statement? An Empirical Study For Turkey Between 2006 – 2013

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Banks are the most important institutions in the financial system around world. All of the banks have to use many channels of service to their customer. The new phenomenon in service to customers is Internet Based Banking System. Most of banks have invested in technology that provides convenience to the customers to meet their banking needs while diminishing costs for the bank. In this study, we examined Turkish Banking sector's transaction and volume of types of internet banking as a historical framework in quarterly data from 2006 to 2013. Depend on panel data regression analysis, we used 3 dependent variables and 16 independent variables. Result of the analysis, we obtained statistically significant results from their regression analyses which is firstly changes in number of transaction and changes in number of foreign transactions are statistically significant. Secondly, we obtained changes in volume of investment funds transactions, changes in volume of bond and bills transactions and changes in volume of credit card transactions are statistically significant.

How tax policy measures, taken during the period of recession, influenced tax revenues and tax orientation of EU member countries?

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The aim of this paper is to explore how tax policy measures, taken during the period of recession, influenced tax revenues and tax orientation of EU member countries. Among the EU countries there are numerous differences related to tax structure and tax burden per capita resulting with different roles of tax policies in their fiscal systems. Those differences are particularly evident between old (EU-15) and new (EU-13) member states. Tax systems of the EU-15 member states are older, more inert, stabile, but relatively complex and comprehensive. On the contrary, the tax systems of the EU-13 member states are younger and generally much simpler, but not necessarily more efficient. Different characteristics of the tax systems resulted with different tax policy responses and reform measures taken in order to mitigate the effects of the recession on government budgets. This paper will provide an in depth comparative analysis of tax policy measures taken in order to ensure the sustainability of government financing in the period of recession. The paper tests the hypothesis of the efficiency of these measures in tax revenue collection with the panel data regression model. The results indicate that an increase in the personal and corporate income tax rate has increased the tax revenue, while an increase in the value added tax rate has had a negative impact on the tax revenue. **KEYWORDS:** tax policy, tax reforms, recession, fiscal recovery, European union

Local Consumers Trust in Multinational Corporations' Product: The Role of Cognitive and Affective Trust on Customer Loyalty.

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Purpose : As Lewis and Weigert(1985)have argued that trust in everyday life is a mix of feeling and rational thinking, the literature on trust has shown that trust has two sub-constructs - emotional and rational trust, which are respectively related to the trustees' competence and benevolence. Firms in the marketplace can be also perceived by consumers as "honest" or "dishonest" and "competent" or "incompetent". In this context, this study posits that local consumers trust in MNCs' product has cognitive and affective dimensions. Based on previous studies, the main objective of this research is: (1) investigating antecedents of two dimensions of trust, (2) exploring the relationship of cognitive and affective trust, and (3) examining the effects of them on customer loyalty.

Research methodology: Data were collected through a structured questionnaire using a sample of 320 Korean university students who have experience in products of 54 manufacturing firms from MNCs operating in Korea. A structural equation modeling has been applied to test the proposed model.

Findings: This study basically intended to find out the trust factors that affect cognitive and affective trust. It is found that the product performance(product quality, design, and new technology product),relational communication, and MNCs' country of origin have an association with cognitive trust, while overall service quality is related to affective trust. However, the perceived price fairness is not related to both cognitive and affective trust. It is also found that firm's reputation is an antecedent for the affective trust, not the cognitive trust. It is also determined that the affective trust is supported by the antecedent role of the cognitive trust. Finally, the cognitive trust has a positive influence on customer loyalty; nevertheless, the affective trust has no effect on customer loyalty.

Research implications/limitations: This research explains whether two dimensions of trust are distinct and they are related to the loyalty. With the results that two dimensions of trust can be empirically distinguished and have unique antecedents, and a different consequence, this research suggests

implications for local customer retention: Marketers can increase trust and consequently loyalty by investing more in product performance, relational communication, and COO awareness toward local consumer. The findings are limited to the University students in limited industry sectors.

Originality/value: This study verified local consumers trust in MNCs' product in the context of international business.

HOSPITALITY AND RELIGIOSITY: GLOBAL IMPLICATIONS

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Israel is a diverse country. There are about 6,000,000 Jewish people. There are also about 2,000,000 Moslem people. Finally there are about 150,000 Christian people.

The three religions talk about the importance of hospitality.

According to Genesis 18:2:

Abraham looked up and saw three men standing nearby. When he saw them, he hurried from the entrance of his tent to meet them and bowed low to the ground.

The Prophet Muhammad said:

Let the believer in Allah and the Day of Judgment honor his guest

According to Matthew 25:35:

For I was hungry and you gave me something to eat, I was thirsty and you gave me something to drink, I was a stranger and you invited me in

Jerusalem is the Tourism capital of Israel and one of the more important tourism places in the world. Residents of Jerusalem were asked questions relating to their attitude towards tourists. The results were in conflict with what was expected.

Jerusalem residents (of all religions) include the 'extremely' religious and the 'not at all' religious.

For all three religions, it was found that the more religious one is, the less likely he/she is to be welcoming/happy to have tourists. This, despite the many benefits of tourism.

What are the global implications? This paper details the findings from a survey of about 100 local residents and discusses the implications for Jerusalem (and for other tourism sights).

Inter-Municipal Cooperation and Satisfaction with Services: Evidence from the Norwegian Citizen Study

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In this article we investigate the effects of inter-municipal cooperation on citizen satisfaction with public services, analyzing satisfaction with two of the most common services to this organizational form, fire services and waste handling. The strategy of cooperation in order to handle an increased pressure on service delivery is a widespread phenomenon internationally, and a number of reports argue this is beneficial both financially and in terms of service quality. On the other hand there are also reported challenges of transaction costs, fragmentation and eroding of responsibility. While there is a growing interest in this way of providing municipal services and its effects, little is known of the effect on citizen satisfaction. Through a multilevel analysis combining individual data from two rounds of the Norwegian Citizen study with municipal data from the Study on Municipal Organization, the Brønnøysund Register Centre, and Statistics Norway (SSB), we find that inter-municipal cooperation has a negative effect on satisfaction with fire services, no effect on waste collection and a positive effect on satisfaction with waste pre-separation. The results, we argue, show how the same organizational form may affect satisfaction in different ways depending on service characteristics.

ORGANIZATIONAL STRESS, ORGANIZATIONAL CYNICISM, ORGANIZATIONAL REVENGE, INTENTION TO QUIT: A STUDY ON RESEARCH ASSISTANTS

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The aim of this study is assessment of research assistants' considerations to organizational stress, organizational cynicism, organizational revenge and intention to quit who employed in faculty of economics and administrative sciences in a state university in Ankara. Also determining effects of these three factors on intention to quit is aimed. All research assistants in the faculty of economics and administrative sciences included to the study and didn't

sampling. 71 research assistants of 108 in the faculty participated in the study. Thus, the participation rate in the study was determined to 65.74%. The study was conducted from May to June 2014. Response categories of statements in the survey form were weighted according to five degrees. The data obtained from the questionnaire were analyzed with SPSS 20 software. As a result of the study a significant relationship was found between intention to quit and cynicism, stress, revenge. As a result of multivariate regression analysis only cynicism was found to be an important determinant of the intention to quit. ($\beta=,387$; $t=2,487$; $p<,05$).

Key Words: Organizational stress, organizational cynicism, intention to quit, organizational revenge

Political Risk, Nearsourcing, and Supply Chain Management in Healthcare Services

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The predicted explosive growth in medical tourism has yet to be fully realized as health-related travel continues to be—for the most part—an individual prerogative. Insurers and governments in developed countries have been reluctant to adopt/endorse the outsourcing of healthcare services due to cultural factors, inefficiencies associated with international healthcare supply chains, as well as problems like bureaucratic red tape, regulatory uncertainties, and overall political risk abroad. Moreover, the global medical services option may also involve hidden costs caused by integration/coordination and control problems, which might erode some of the cost savings that make healthcare outsourcing beneficial in the first place. This paper suggests that nearsourcing healthcare services, an approach based on minimizing the physical and cultural distances between the location of patients and the foreign locale where the medical services will be rendered, should help circumvent some of the problems associated with the macro-political environment that have plagued the successful application of the traditional healthcare outsourcing model.

An analytical research on travel decision factors : with a case of Chinese tourists visiting Korea

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Recently many Chinese tourists have visited Korea and are anticipated to increase rapidly in a short time. This study attempts to analyze the travel decision factors, including travel cost, travel duration, distance, cultural preference including "Hanliu", shopping, medical service including plastic surgery, and their income level, affecting the Chinese tourists' travel decision behavior. A questionnaire was prepared and distributed to the sampled Chinese tourists visiting Korea for their answers. Using a statistical technique, we analyze the questionnaire results in order to figure out a relationship between their income level and the factors determining their travel decision. Intuitively, the income level of Chinese tourists is closely related to each different travel decision factor. For example, a group of lower income level is hypothesized to pay keen attention to the factor of travel cost and distance, whereas another group of higher income level is expected to care about such travel purposes of shopping, culture, and medical service. We also analyze the results of survey in terms of expenditure behavior for the Chinese tourists visiting Korea. The detailed results of analyzing the questionnaire data will be displayed and explained at the full paper. Key Words: Travel decision factors, Travel cost, Chinese tourists, Statistical technique, Questionnaire data

The Effects of Academic Counselling Systems on Career Adaptabilities: A Study on School of Tourism and Hotel Management' Students

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Internationally, in reaction to the changing demands of the society and the labor market, schools for vocational education increasingly acknowledge their responsibility towards guiding young people in lifelong learning, career development and career adaptabilities. (Mittendorff et al., 2012: 491). Career adaptability is considered as the most important aspect of the people's growth and development in their career. However, career adaptability includes all attitudes, beliefs, competencies and performances which every person applies, to be able to appropriately perform the various life stages, roles and tasks (Eshafani, 2012: 1048). General consensus exists that career adaptabilities or skills should be taught in schools and schools are seen as 'career centres' in which students are able to acquire career competencies, such as being able to reflect on personal ambitions and motives, and to undertake actions and initiatives to direct their own career development. Therefore, one of the career development components regarded as a career guidance which helps students develop a vocational identity and to stimulate them to self-direct their own learning and career development. Moreover, career guidance system is composed of a series of interconnected instruments and accompanying activities for teachers and students (Mittendorff et al., 2011: 511). In this context, the purpose of this study is to investigate the academic counselling systems on students' career adaptabilities. In the literature, there are some studies dealing with the academic counselling systems. However, there is not any research existing literature investigating the relationships between academic counselling systems and career adaptabilities. Accordingly, this study aims to investigate the relationships between these variables and attempts to add contribution to the literature. For the purpose of research, survey method has been used for data collection from students of tourism and hotel management students in Turkey. In this respect, data obtained from students have been evaluated by structural equation modelling. Based on the findings gathered from this study, it has been expected that there will be

statistically significant relationships between academic counselling systems and career adaptabilities. Keywords: Academic Counselling Systems, Career Adaptabilities, Students

Approach to technology in pedagogy and the characteristics of \"the good teacher\": Is there a necessary connection between an attitude towards technological innovation and teaching quality?

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For many years educators and researchers have tried to identify the components of a “good teacher.” Knowing this, institutions have been able to improve teacher training programs and the quality of teachers' instructional technique. There are differences in the extent to which each component is important to teachers, students and lecturers. However, certain characteristics have been found to be consistently significant in many studies. Those characteristics include interpersonal communication ability and a high level of professionalism. What is “Professionalism? According to researchers, a good teacher with a high level of professionalism is one who never stops learning and evolving. If this is so, then the use of technology in combination with ICT tools must be one of the characteristics of a “good teacher.” This assertion contradicts the belief of traditional educators who tend to think technology does not contribute to the educational process. Indeed, some even believe technology might be a detriment to social and emotional goals in education. This then begs the question, “Can a teacher be considered 'good' and not integrate information technology or ICT tools into her/his instructional work? I will discuss both approaches at the conference. In addition, I will present some preliminary research findings regarding the characteristics of a \"new good teacher.\"

Human Trafficking in Albania: Implications for Social Work Policy and Practice

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Purpose: Human trafficking - a significant human rights violation and a crime of international proportions has especially impacted Eastern Europe. In Albania, human trafficking affects anywhere from 10,000 to 30,000 (La Cava & Nanetti, 2000) Albanian young women, predominantly in rural areas. Sex trafficking has been identified as the predominant type of human trafficking in this country. Albania plays a significant role as a country of origin and of transit of sex-trafficking victims from Eastern European countries, i.e. Moldova, Romania, the former Soviet Union Republics to higher income Western countries, i.e. Italy, Greece, Scandinavian countries; yet research examining sex trafficking in Albania remains scarce. Guided by the Feminist Legal Theory (FLT), this paper reviews and analyses the Albanian government's response to sex-trafficking, highlighting the contributing factors to sex-trafficking and experiences of sex trafficking victims.

Methodology: We draw upon publicly available documents by the Government of Albania and Albanian and International Non-governmental Organizations, qualitative interviews with service providers regarding the challenges they face in providing services to victims, and the cultural expertise of the authors- one of whom a resident of Albania, is a member of the University of Tirana Faculty of Social Sciences, the Executive Director of Gender Alliance for Development and has over 20 years experience in research, training and lobbying on behalf of women's issues, in general.

Results: FLT highlights the importance of laws and supporting social, and economic structures, increased awareness and comprehensive integration programs in an effective anti-sex trafficking campaign. Poverty, 1999 Kosovo war, distrust in judicial system, police corruption, and traditional gender roles idealizing women's sacrifice or marriage at a young age were essential contributors to sex-trafficking. Albanian government's anti-sex trafficking policy lacked gender sensitivity- in general, it addressed the victims' needs, but it elided gender social patterns – an important issue in prevention (Kempadoo, 2003). Initiatives highlighting the enhancement of the women's

status - broadened educational activities in rural areas, could help young Albanian women to find alternative outlets to base their self-esteem. The ongoing discrimination against women, which minimizes their employment opportunities and professional development should be better addressed. Distrust in the judicial system and police corruption have not been addressed. Intensive awareness programs targeting a.) young women in rural Albania-informing them of aspects of sex-trafficking and b.) “buyers” of the services of prostitutes in destination countries – educating them of harsh and violent treatment experienced by these women and the potential penalties they could be subjected to upon receiving these services, remain essential. Sustained international funding is fundamental to successful long-term prevention and integration programs.

Implications: In highlighting essential contributing factors to sex-trafficking and in offering theoretically-grounded insights to an effective anti-trafficking response, this study underscores the complexity of sex-trafficking. Social workers will become aware of global resources needed and will employ advocacy and community organizing skills to mobilize such resources for a multi-dimensional, effective anti-sex trafficking campaign. A concentrated effort to professionalize data-gathering at a global level remains essential to future empirical research.

Economic resilience to crisis of Pomorskie region in Poland

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The poster aims to identify the resilience of the Pomorskie region in Poland. The analysed region belongs to a group of European regions where the negative impact of the economic crisis has not been distinctively visible. In a unitary state like Poland the resilience of the region to the crisis results to a high degree from the external macroeconomic factors of the country. However some regional features play an important role in strengthening resilience. Socio-economic structures in the context of their significance for the region’s resilience is analysed. Resistant, resilient and not resilient regions in Europe will be presented on the poster.

The Reasons for Establishment of Economic Courts in Egypt

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Law and economy are firmly connected. Adding to that the economic life has an effect on the judicial thinking. So, rules of law should be characterized by the care of the existing economic attitude in the state in a way that law seems to be a mirror in which the existing economic attitudes in most branches of law are reflected even if they are not of direct shape. Jurisdiction may be an attracting factor for investment through understanding and the speed of settling the disputes achieving quick justice. On the other hand, it may be a factor of dispelling of investment and development via prolonging the period of litigation and being not aware of the nature of such disputes. So, Egyptian legislator created special Economic Courts to deal with economic disputes, and to avoid its negative effects, by Law No. 120 of 2008. Which decide that this kind of litigation can be solved by judges specialized in this kind of litigation, to encourage investment, and achieve a safe environment for investment, provide maximum protection for economic activity and help develop the plans and ensure justice. In this paper I will discuss The reasons for establishment of economic courts in Egypt. Keywords: Law, Economy, Economic Courts, Special Courts, Egypt, Litigation, Slow pace of litigation, Crisis of justice.

Recodification and Legal Consciousness

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The new Civil Code came into force on 1st January 2014 and went to as the greatest intervention to the system of law of the Czech Republic after the Velvet Revolution and it is affecting almost all legal fields. Contribution focuses on the fundamental difficulties that arise from this new discontinuous regulation of private law relationships which can occur in understanding of law itself. All legal consciousness in terms of Czech Republic is experiencing a great shift. Fundamental changes are not only in the process of interpretation and application of this regulation by the civil courts and professionals. Legal consciousness and awareness affect whole society. Especially certain minorities may be affected by these changes and lost their notion about

applicable law. Contribution is based on qualitative research - in depth interviews – which investigates attitudes and knowledge about these legal amendments effective "de lege lata". Authors put a critical analysis on a system of regulatory impacts assessment foregoing to taking this code into a force. New Civil Code as a fundamental decision making basis on private relations and meaning of justice in contemporary postmodern situation and information society may be subject of more transparent and smarter information flow to public. Strengthening of connection between new legal regulation and intentional influence on legal consciousness has to be seen as a macro trend in current legal regulation. The Czech recodification is compared with current similar foreign recodifications of private law in particular European countries in order to find a general theory of the above-mentioned trend in the recodification processes.

The reflection of cultural policy concerning theatres and theatre related legislation on “quality of life.”

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This paper examines the reflection of cultural policy concerning theatres and theatre related legislation on “quality of life.” It is becoming increasingly difficult to ignore the growing importance of cultural and creative industries to the world economy. Therefore, in recent years, there has been an increasing interest in cultural policy and its social, economic and legal effects. Based on studies of Florida (2002), Peck (2005) and Scott (2006), the aim is to identify intersections between “quality of life”, positive theatre legislation and current macro-trends in cultural policies. Even the EU stresses the importance of state cultural function (Sassatelli, 2002) and proclaims its essential role in constituting coherent European community. Furthermore, creative and cultural industries gain crucial importance in global economy as a highly perspective field (with long-term social impact). It is argued (Nekolný, 2006) that nowadays social role of culture including strengthening social coherence is emphasized. Comparative analysis of theatre policies and legislation of several European countries is used as primary research method and also national, European and international legislation is analyzed. This paper shows that nowadays, the argument concerning the “quality of life” is present and it

influences the theatre policies and theatre legislation - the same applies in general to European cultural policy - in order to achieve harmony of “unity in diversity“.

ANALYSIS AND DESIGN OF SUPPLY CHAIN MODEL FOR A SPECIFIC ORGANISATION

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Every organisation has to manage the flow of commodities and products from the suppliers and to the users. Supply chain basically consists of the various organisations that are involved in this process. Managing this supply chain is essential because the effectiveness of the company depends on it. It represents a conscious effort by the supply chain firms to develop and run supply chains in the most effective and efficient ways possible. Supply chain activities cover everything from product development, sourcing, production, and logistics etc. Starting with the brief history and introduction of the development of the concept of supply chains, this project focuses on the analysis of the supply chain of Dabur, the comparative analysis of the supply chains of Abu Dhabi National Oil Company (ADNOC) and British Petroleum (BP) and also includes several mathematical equations and formulae to give an insight into how supply chains function and what parameters can be changed to get the desired results.

Careful Nursing in the Emergency Department

Catherine Greene and Allison Sexton

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The Emergency Department is often the first exposure to clinical care for most service users. Nurses work in a healthcare system that can be extremely complex and the centrality of the patient is challenging at times. Worldwide, the nursing workforce is being confronted by multiple reform initiatives regarding the patient safety and quality agenda. Despite the commitment to patient-centred initiatives, there continues to be a mismatch between policy rhetoric and what patients experience. Nurses are finding that the fundamental interventions that were once the hallmark of nursing are now being left behind. Nurses need to reclaim the fundamentals of patient care, whereby the

gap between the rhetoric and the experience is addressed. Careful Nursing is a philosophy and a professional practice model which provides structure and values for nursing practice through key practice concepts. The concept and application of the therapeutic milieu dimension is not intended to be utilised as a comprehensive nursing framework; rather its focus is how nursing can put the fundamentals of care back at the centre of its activity. Implementation of a professional practice model may assist in addressing some of the practice variables that exist in the clinical setting. Based on a 19th Century nursing system developed in Ireland, Careful Nursing has been described as “Ireland’s legacy to nursing” (Doona, 2000).

Preparation of potash alum PCM core by spherical agglomeration

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Recently, the more effective utilization of various sources of renewable energy has become quite important because of increasing energy demand all over the world. Thermal energy storage is one of the options to save energy in suitable devices. Latent heat storage using phase change materials (PCM) is one of the most efficient ways of storing thermal energy. The thermal energy transfer occurs during solid-liquid phase transition. Salt hydrates are low-cost, readily available PCMs. They have a high latent heat storage capacity and high thermal conductivity, and they are non-flammable materials. Microencapsulation is probably the best solution for overcoming the known disadvantages of the salt hydrates, i.e. corrosivity to metal, decomposition, sub-cooling and leakage. The microencapsulation techniques have been widely used in the pharmaceutical and chemical engineering fields for a long time. Applying this technology the unfavourable properties of the salt hydrate PCMs can be eliminated by isolating and protecting them from the environment. As a core material for the encapsulation the salt agglomerates can be prepared by spherical agglomeration which is a well-known method to produce drug loaded microspheres in the pharmaceutical industry, but practically not used for PCM encapsulation. Two basic mechanisms in spherical crystallization are the spherical agglomeration (SA) and the

emulsion solvent diffusion (ESD) processes. In an SA process the precipitated crystals are transferred from a good solvent into a poor solvent where the crystals can simultaneously agglomerate, due to a small amount of bridging liquid. In a typical ESD process the substance to be separated in the form of spherical agglomerates is dissolved in its good solvent. This solution is dispersed in a poor solvent, where counter diffusion of the good and poor solvents takes place through the boundary of the formed droplets. The increase of the poor solvent concentration in the droplets reduces the solubility, and crystallization is induced in the droplets. The spherical agglomerates of potash alum salt hydrate, a highly water soluble material, were produced by spherical crystallization technique in two different solvent systems. In water (good solvent)–ethanol–dichloromethane (poor solvent) ternary solvent system the agglomeration takes place by SA mechanism. In water–ethanol–n-hexane solvent system the spherical particles were produced by the so called quasi emulsion solvent diffusion method (QESD). Both methods proved to be feasible for production of PCM agglomerates. The effect of solvent composition, the concentration of salt hydrate, the amount of bridging liquids (agglomerating media), and process parameters such as temperature and stirring rates were studied on the structure of the resulted agglomerates.

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Estimates for Functional Partial Differential Equations

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Bulgaria [affiliation](#)

Our presentation is devoted to the investigation of Functional Partial Differential Equations (FPDE's) parabolic type with initial and boundary data. We concentrate our attention on functional equations with delay and "maxima". Some estimates to the solutions are obtained. These estimates serve to prove stability and asymptotic stability for the solutions of the equations state above. The Functional Differential Equations are applicable in Physics, Biology, Ecology, Medicine, Economics, etc. There are a lot of biological processes in human body being modeling by FPDE's.

The Predictive of Chaotic Systems with Using Expert Systems

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In this paper, a predictive study of chaotic systems is presented based on wavelet decompositions and multi-layer perception (MLP) neural network. The success and superior properties of this new expert system is shown by applying the Rossler system which is a chaotic system. In this study, wavelet decomposition has been used for extracting feature and MLP has been used as an predictive method. For this, the prediction capabilities of the proposed expert system are compared with neural network by using validation data set. Test results indicate that the proposed expert predictive method can be used efficiently for any other chaotic systems.

Diffusion of penetrating fluid in a cylindrical body

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University of Chemical Technology and Metallurgy, Bulgaria

This presentation is devoted to a method of calculation of diffusion coefficient D concerning a solid nonmetallic material immersed in some liquid for any period of time. The method under consideration is a combination of both the graph-analytic method and measuring test to determine the concentration distribution of the penetrating fluid into a cylindrical specimen through radial way.

Optimal heat load distribution between cogeneration steam turbine installations in combined heat and power (CHP) plants

Kaloyan Hristov and Ivan Genovski

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The efficiency of thermal plants with steam turbine CHP depends on the heat load and the temperatures of incoming and outgoing district heating water. The distribution of the heat loads between the steam turbines and subsequent condensers at CHP systems influences significantly on the fuel consumption per unit generated energy. The aim of the present report is to develop an algorithm for modeling investigation and estimation of the optimal distribution of the heat load between cogeneration steam turbine units with different

characteristics and schemes. The algorithm is applied for a thermal plant with two cogeneration units, containing a turbine with adjustable steam extraction and turbine with backpressure. The most effective work regimes of the investigated plant are determined in function of generated heat for the district heating.

Tirana Healthy City: Albanian approach of local government in health competencies

Qamil Dika

Albania

Albanian health system is based on Bismark system since 1994 because still then was a Semashko one. Local government in albanian health system do not have competencies. Healthy cities is an international project implemented in several countries during 2 decades also in Balkan region but not yet in Albania. Also Tirana Municipality was member of Healthy Cities Network of WHO Europe at Phase 4. The goal of Tirana Healthy City is to promote policies and action for health and sustainable development at the local level. We aim to improve health for all and reducing health inequities and improving leadership and participatory of local governance for health. Tirana is the most important city of Albania. It has a population about 1 million of people living there. We have over 11 Health Care Centers, 5 Universities Hospitals and 4 private ones located in Tirana. We are very interested to implement correctly this project based on most successful experiences of other cities and countries. We created a working group assisted by all actors of healthy life in Tirana. We prepared the healthy profile of Tirana city and the working plan.

Key Words: Tirana Healthy City, Local Government, WHO, Healthy Profile

The role of imaging examinations in Chronic Renal Diseases

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Chronic Renal Diseases is associated with increased risk for Chronic Renal Failure. The most common causes are those related with Vascular (bilateral), Glomerular, Tubulointerstitial, and Obstructive origin. Nephrological diagnosis means the disease history, physical examination, laboratory tests, scintigraphic examinations, imaging and diagnosis of renal biopsy. In renal

diseases ultrasound imaging technique represents the first choice examination and its importance lies in the exclusion of urologic pathology, differential diagnosis between acute renal failure and the chronic renal failure, Pursuit disease progress, follow renal biopsies. Ultrasonic images allows examination of the pelvis, evaluation of parenchymal ecogenity and renal dimensions, sampling Color Power Doppler signals -evaluating the characteristics of distribution, as well as indicators measuring of the intraparenchymal resistance. Retrograde Pielografi is indicated in doubtful cases of obstruction despite negative ultrasound results. It is not applied in routine due to the potential risk for renal toxicity. Abdomen radiography is used primarily for radio-opaque stones or nephrocalcinose. Cistouretrograma (VCUG) is the first choice examination for the diagnosis of vesicoureteral reflux. CT is recommended in masses and cysts first verified in ultrasound, it is a sensitive test for identifying renal calculus and that one with contrast for the renal vein thrombosis, in renal artery stenosis, nonetheless arteriografia remains the first choice. Magnetic resonance imaging MRI is indicated in patients , whom can not apply CT with contrast. Percutan Renal biopsy is performed under the ultrasound supervision. It is indicated when renal impairment and / or proteinuria approach to the nephritic threshold and the diagnosis is unclear after several examinations carried out, excluding cases when ultrasonography shows renal reduction, cikatrizim and chronic irreversible damage. On the other side Renal Histology in chronic renal disease provides data on basic cause disease. All these data allow us approaching important diagnostic data in many cases, and in other cases the reduction of possible differential diagnoses. Key words: Diagnosis, Chronic Renal Diseases, Imaging examination

Synthesis of NdMnO₃, Nd_{0.6}Pb_{0.4}MnO₃ and (La_{0.7}Nd_{0.3})_{0.6}Pb_{0.4}MnO₃ nanopowders by mechanochemical activation

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Rare earth manganites are known for their ferromagnetic and electrical properties, giant magneto resistance (GMR), catalytic properties, which activates their intensive study. They have a large potential for applications, such as transducers, nonvolatile memory devices and cathode materials in solid oxide fuel cells. Particular attention in recent years are nanosized powders due to their specific properties. For their preparation are suitable low temperature techniques such as Pecini method, the sol-gel method, co-precipitation in aqueous solution. The mechanochemical synthesis is good alternative for easily and cheaply obtaining of nanosized powders. Nanosized powders of rare-earth manganites NdMnO₃, Nd_{0.6}Pb_{0.4}MnO₃ and (La_{0.7}Nd_{0.3})_{0.6}Pb_{0.4}MnO₃ obtained by mechanochemical synthesis in planetary ball mill were investigated. The phase formation was studied by X-ray diffraction, IR-spectroscopy, DTA, SEM and TEM. The particle size of the powders are in the range 18-20 nm. The experimental conditions for synthesis of powders are identified. Which are a base for preparation of polyfunctional ceramics and composites by sintering.

Psychological wellbeing and stress coping competency in Korean Nursing Students

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Aims The purpose of this study was to investigate the correlation between to Psychological wellbeing and stress coping competency of nursing students in South Korea. *Methods* Data collection was conducted from May 1st 2012 to Jun 30th 2012. Two hundred sixty-three questionnaires were used for data analysis after distributing 300 sheets to junior and senior students in Busan, South Korea. Variables used to measure were psychological wellbeing and stress coping competency. The analysis methods were that descriptive statistics and Pearson's correlation coefficients were analyzed with the SPSS 21.0 program. *Results* The mean score for the psychological wellbeing and

stress coping competency were 3.62 ± 0.30 , 2.11 ± 0.26 respectively. There were significant correlations between psychological wellbeing and stress coping competency ($r=.212$, $r=.001$). Stress coping competency accounted for 4.5% ($F=12.194$, $p=.001$) of variance in psychological wellbeing. The results of this study indicates that nursing students' psychological wellbeing is related to stress coping competency ($\beta=.212$, $p<.001$). *Conclusion* Stress coping competency were related to psychological wellbeing. Thus, the significance of this research based programs and services that can be utilized when planning for psychological wellbeing of nursing students.

Keywords: Nursing Students, Psychological Wellbeing, Stress Coping Competency

Factors Affecting Sexual Autonomy among College Students in South Korea

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This study was done to examine sexual autonomy of college students. Between March and April 2014, data were collected by questionnaire from 322 collage students. The data analysis was performed using PASW(SPSS) 18.0 program, and included t-test, one-way ANOVA, Pearson correlation coefficients, and multiple liner regression analysis. The sexual autonomy of college students showed significant results: positive correlations with sexual knowledge, negative correlation with sexual behavior. Significant predictors of sexual autonomy were sex experience ($\beta=.136$, $p=.012$), sexual knowledge ($\beta=.121$, $p=.029$) and sexual behavior ($\beta=-.301$, $p<.001$). These variables explained 21.2% of the variance in sexual autonomy. Findings suggest that it is important to identify and improve communication patterns in relation to sexual autonomy. There is a need for sex education programs for college students that are relevant and effective.

Unaware of height and weight may cause error present in self-reported measures in adolescents

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Purpose: The Body Mass Index (BMI) based on self-reported height and weight in epidemiologic studies is subject to measurement error. The accuracy of adolescent reports of height and weight have been assessed and the findings differ. The cause of inaccuracy in reporting of height and weight is unclear. As non-recognition and conscious intent may be possible explanations, accurate heights and weight were provided prior to collect self-reported heights and weight related data in order to decrease adolescents' non-recognition in this study. **Methods:** In 2938 adolescents were weighed and had their height measured on the same day as the survey was administered. In 33 of the classes, the survey was completed 10 days later. **Results:** There was no significant difference between self-reported and measured values completed on the same day as the survey. The mean difference between self-reported and measured were 0.09cm for height and 0.11kg for weight. The mean difference between self-reported and measured were 0.30cm for height and 0.33kg for weight. There was no statistical significant difference between the self-reported and measured values completed on 10 days after from the survey. **Conclusion:** The results demonstrated that collection of self-reported data in adolescents who were aware of their recent measured values yielded smaller reporting biases. Being recognized for an adolescent's height and weight before collect data is a way to reduce the extent of error present in self-reported measures.

Synthesis and characterization of three block copolymers based on poly (ethylene glycol) and poly (4 vinyl pyridine) via atom transfer radical polymerization

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Atom transfer radical polymerization (ATRP) was applied for the preparation of three block copolymers based on poly (ethylene glycol) and poly (4 vinyl pyridine) (P4VP-b-PEG-b-P4VP). This was achieved using dichloro terminated PEG as a macroinitiator which was obtained by two different approaches. Further, the ATRP was performed using 4VP as a second forming block in the presence of CuCl/PMDETA as a catalyst system. The successful formation of P4VP-b-PEG-b-P4VP block copolymers was proved by ¹H NMR with the presence of all characteristic signals arising from PEG and 4VP units. The GPC results showed the preparation of well-defined block copolymers with low dispersity which confirms the controlled character of radical polymerization. The thermal properties of thus prepared copolymers were characterized by TGA and DSC analysis.

Surface modified poly(butyl cyanoacrylate) nanoparticles: preparation, physicochemical characterization and in vitro toxicity

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Poly(alkylcyanoacrylates) have gained great attention as biodegradable and biocompatible material for different nanoparticles used as colloidal drug carriers. Nanoparticles based on these hydrophobic polymers are inherently hydrophobic, which the body recognizes as foreign. Different approaches for surface modification are used to make nanoparticles hydrophilic and hence unrecognizable by the mononuclear phagocyte system. This study deals with

the preparation of surface modified poly(butylcyanoacrylate) nanoparticles (PBCN) and investigation of their properties and toxicity. Nanoparticles were prepared by anionic dispersion polymerization using hydroxypropyl-beta-cyclodextrin (HPBCD) as colloidal stabilizer that is potentially able to initiate the polymerization of butyl-2-cyanoacrylate via its hydroxyl groups. The main formulation parameter influencing the surface properties of nanoparticles was the concentration of HPBCD. The obtained surface modified HPBC-PBCN were characterized by Dynamic Light Scattering, Laser Doppler Electrophoresis, NMR and FT-IR spectroscopy. The cytotoxicity of HPBCD-modified PBCN was evaluated in vitro against different cell lines both normal and tumor ones, using MTT test. The z-average diameter of nanoparticles and their z-potential depend on the concentration of HPBCD used. Nanoparticles obtained are negatively charged and have a narrow size distribution. The presence of HPBCD leads to significant reduction of the nanoparticles surface negativity (the absolute value of z-potential drastically increases) that supports the involvement of HPBCD in the structure of nanoparticles. The FT-IR spectra evidenced for the presence of HPBC molecules in the nanoparticles' polymer matrix. The results of NMR studies suggest an interaction of HPBCD molecules with poly(butylcyanoacrylate) chains resulting in covalently bonded to the polymer chains HPCBD molecules in nanoparticles formed. HPBCD-PBCN revealed an increased cytotoxicity against tested cells in comparison with unmodified PBCN.

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Composite materials of Silk Fibroin (SF) and Calcium Phosphate Silicate (CPS) ceramic were prepared by method of mixing different percentage of component weight

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Composite materials of Silk Fibroin (SF) and Calcium Phosphate Silicate (CPS) ceramic were prepared by method of mixing different percentage of component weight. The structure was characterized before and after in vitro test by FTIR, SEM. The concentration of Ca, Si and P after in vitro test was analyzed by ICP-AES. FTIR of the composites after in vitro test revealed that carbonate containing hydroxyapatite (CO₃HA) was formed on the surface.

DIRECT SYNTHESIS OF AMINOPROPYL-FUNCTIONALIZED MESOPOROUS SILICA MATERIALS

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In this work we report the synthesis and characterization of mesoporous aminopropyl-functionalized hybrid materials prepared by sol-gel route. The gel materials were synthesized from tetraethyl orthosilicate TEOS and 3-aminopropyltriethoxysilane (APTES) by co-condensation method in acidic media. Triblock-copolymer poly(ethylene glycol)-block-poly(propylene glycol)-block-poly(ethylene glycol) (EO₂₀PO₇₀EO₂₀), Pluronic P123 was used as a structure-directing agent and xylene as a swelling agent. Inorganic salt has been also introduced in order to improve structure ordering and to tailor framework porosity. Our purpose in this work was to investigate the influence of the xylene amount on the structure and morphology of the final materials. Synthesized mesoporous hybrid materials were characterized by nitrogen adsorption-desorption measurements, scanning electron microscopy (SEM), nuclear magnetic resonance (²⁹Si MAS NMR and ¹³C CP MAS NMR) and Fourier –transform infrared spectroscopy (FT-IR). Analysis with FT-IR and solid state NMR spectra demonstrated that the aminopropyl groups incorporated in the silica framework were not decomposed during the preparation procedure and the surfactant P123 was not fully removed through

ethanol extraction. BET results show increasing of pore volume and surface area and decreasing of pore size with decreasing of xylene amount in the reaction mixture.

Factors Affecting of SNS Addiction among College Students in South Korea

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The Purpose of this study was conducted to investigate the predictors of SNS addiction among college students for providing the basic data to develop of SNS addiction prevention education program in South Korea. The data were collected from 363 college students from September to November, 2013 and analyzed with t-test, ANOVA and multiple regression by using SPSS 21.0 program. The significant factors of SNS addiction were average using time weekend($\beta=.114$, $p=.010$), using time per SNS connect($\beta=.156$, $p<.001$), psychological problems($\beta=.381$, $p<.001$), social capital($\beta=.127$, $p=.001$), communication motive($\beta=.214$, $p<.001$). And these factors explained 54.2% of the variance in SNS addiction. In conclusion, the results from this study indicated a need to develop the intervention program to prevent SNS addiction for college students. Keywords : SNS Addiction, Psychological problem, Social capital, Depression.

NOVEL SILICA HYBRID MATERIALS WITH SELF HEALING PROPERTIES FOR CONCRETE PROTECTION

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A standardized *Gentiana scabra* extracts possesses antidiabetic activity by stimulation of glucagon-like peptide-1 secretion through the G β γ pathway in db/db mice

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Gentiana scabra (GS) is a traditionally used herbal medicine for the treatment of diabetes mellitus in Korea. In this study, the molecular mode-of action of the GS extracts were investigated through human enteroendocrine NCI-H716 cells and the practical effectiveness of the herbal medicine was examined through db/db mice. To confirm the GLP-1 stimulation effects of GS extracts, GLP-1 ELISA and Ca²⁺ imaging were performed with appropriate inhibitors for each point of signal molecules. According to the results, GS extracts stimulates the secretion of glucagon-like peptide-1 (GLP-1) through activation of G protein β and γ (G β γ) pathway in the enteroendocrine cells. To examine the chemical fingerprint of GS extracts, the direct analysis in realtime mass spectrometry (DART-MS) and the liquid chromatography (LC)/MS were performed. Gentioflavin, sweroside aglycone, and rindoside, a bitter acylsecoiridoid glucoside, were included in the GS extracts. The compounds are known bitter compound which are the potential agonist of the bitter taste receptor, and therefore may have possibility of antidiabetic activity. The reducing effect of GS extracts on the blood glucose was investigated through oral glucose tolerance test (OGTT) of db/db mice. The data showed significantly reduced blood glucose and the effect was compared to the metformin. And plasma GLP-1 assay results support the reducing effect of the GS extracts on the blood glucose was mediated by stimulation of GLP-1 secretion. This study provides the understanding of GS extracts as a GLP-1 stimulant for treatment of type II diabetes.

Mineral and polyphenol contents of self-brewed and commercial beer samples

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Beer is one of the world's oldest drink, it played an important role in many of the major cultures of the past (Biuatti, 2009). Thanks to the raw materials, beer is an excellent source of vitamins, proteins, organic acids, minerals and polyphenols (Kalušević et al., 2011; Hofta et al., 2007; Gerhäuser, 2005). The main source of polyphenols are the hops (Stevens et al., 1999; Ceslová et al., 2009; Gerhäuser, 2005). Phenolic compounds are very important in the beer, because they influence its colloidal stability, savour, moderate the bitterness, aging, haze formation and colour (Nakamura et al., 2012; Stevens et al., 1999; Peris et al., 1991; Fumi et al, 2011; Martinez et al., 2009). The composition (especially the mineral content) of brewing water influences the properties of beer and contributes to the flavor of the final product (Biuatti, 2009). The mineral and total polyphenol contents of self-brewed and commercial beers were determined and compared with the RDA (Recommended Dietary Allowance). We tried to find out during our research whether the self-brewed or the commercial beers can contribute better to our daily needs. The brewed beers were produced by Micro Brewery Equipment (Zip Technologies, Hungary) in the laboratory of the Institute of Food Science of the University of Debrecen (Hungary). The commercial beers were bought in Hungary. We experienced that the brewed beers usually had higher polyphenol contents and contained more minerals than the commercial beers. The level of potassium (K) was the highest in every beer samples. We can confirm that the self-brewed beers can contribute better to our health than the commercial beers.

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Effects of compost treatments on the dry matter-, ash-, total acidity-, sugar- and vitamin C content of the integrated and organic produced Golden Delicious and Pinova apples

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Compost treatments were applied for 3 years in an apple orchard to trees with M26 rootstock and slender spindle crown shape, planted in 2008 with 1.5 m planting distance. The effect of the compost treatments was examined in case of two production technologies (integrated and organic) and two apple varieties (Borkh. Golden Delicious and Pinova). Nutritional differences were observed between the different production technologies year by year (the integrated orchard received basic mineral fertilization as well). The compost treatments had an effect not only on the soil parameters of the organic orchard, but the soil parameters of the integrated orchard as well. During the examined 3 years we came to a conclusion that the dry matter content of the fruit samples was primarily effected by the precipitation and the amount of the crop. The ash content of the apple samples was similar to their dry matter content. The sugar content of the fruit samples remained equalized all along. The total acid content of the organic apples showed a more extreme fluctuation over the years, than the total acid content of the integrated apples did. The vitamin C content of the integrated cultured apples appeared to be more balanced, in contrast to the organic cultured apples. As for the varieties, in the Golden Delicious apples higher vitamin C content was measured, than in the Pinova apples.

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Adaptation of the clinical guideline „Falls prevention of hospitalized patients“ for use in the Czech Republic

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INTRODUCTION

Falls are one of the most frequent adverse events in medical facilities and are one of the key care quality indicators. In the majority of advanced countries quality nursing care is provided according to Clinical Practice Guidelines (CGP). There are no national standards or guidelines for clinical nursing care in the Czech Republic. Hospitals create their own local standards and recommendations which are not based on scientific evidence. Given that evidence from research (Evidence Based Practice) is not used in Czech nursing care and that there is almost no systematic nursing research, it is appropriate to use the existing Clinical Practice Guidelines which are developed by large foreign professional groups (e.g. RNAO, NICE).

AIM

The aim of the project is to create a Clinical Practice Guideline (CPG) for preventing falls among hospitalized patients using the trans-contextual adaptation method and to assess its applicability in hospitals in the Czech Republic.

METHODS

Searching for and sorting out Clinical Practice Guidelines (CPG) according to the defined criteria; evaluating the methodological quality of the selected CPGs using the AGREE II tool; adapting the selected CPGs to the socio-cultural conditions of the Czech Republic using ADAPTE tools; pilot assessment of the adapted CPG in nursing practice and evaluation of the efficacy of recommended interventions.

RESULTS

Searching and sorting out CPGs

CPGs were tracked down via international electronic databases (G-I-N, AHRQ, NICE, RNAO, SIGN, RCN, Cochrane, ProQuest, Science Direct, MEDLINE, EMBASE, CINAHL, JBI) using the following key words: falls, prevention, patient, hospital, guideline. Of a total of 8177 primary items displayed, 44 relevant documents were found which met basic criteria (published in English in the years 2000-2012; published in full, including the methodology of development; intended for hospitalized patients only). Of this

sample, 38 CPGs were excluded based on the exclusion criteria (Figure 1). The basic set for further evaluation consisted of six foreign Clinical Practice Guidelines (Tab. 1).

Evaluating the methodological quality of the CPGs

The methodological quality of the six selected CPGs was evaluated by a team of four independent experts (2 academic workers in the field of nursing and 2 nurses with specialized qualification) using the generic tool AGREE II, which contains 23 items organized in six domains. The items are scored on the Likert scale (from 1 – strongly disagree, to 7 – strongly agree). The more criteria a CPG meets, the higher the score assigned to the item in question (Tab. 2). Four CPGs (AHRQ, RNO, ACSQHC, and MHS) were recommended for further evaluation based on the ADAPTE process.

Adapting the CPGs to the socio-cultural conditions of the Czech Republic

The expert group assessed the up-to-dateness of all the guidelines (ADAPTE - tool 12). cursory search of sources revealed no new evidence relevant to statements in clinically recommended procedures (CRP). A matrix of recommendations for all four CRPs evaluated was elaborated in the next stage of the process (ADAPTE - tool 13). A uniform score for evaluating the level of evidence was proposed, so that the quality of evidence supporting all interventions in the recommended procedures could be mutually compared. The methodology and correctness of the search and selection of evidence as stated in every CRP evaluation, as well as the scientific validity of the recommended interventions, i.e. the consonance of evidence, interpretation and recommendations, were verified (ADAPTE – tool 14). The evaluation was carried out independently by two members of the working team. Before the final selection of a suitable CRP for adaptation, its acceptability and applicability in Czech socio-cultural and organizational conditions was evaluated (ADAPTE - tool 15). The experts evaluated whether the recommendation was acceptable, was in harmony with the culture and values of the environment in which it would be used, and whether the recommendation was applicable in the context of the legislation, health policies and resources of the Czech Republic. On the basis of the analyses and conclusions of the expert group the clinical guideline Prevention of falls and fall injuries in the older adult (Registered Nurses' Association of Ontario. NGC: 008722) was recommended for further stages of adaptation.

Pilot assessment of the adapted CPG in hospital nursing care

With the consent of the author's company (RNAO), the selected CPG was translated into Czech by two independent translators and then adapted to Czech conditions. Two versions were created - the full version reflecting the original CPG and a shortened version for pilot implementation in clinical nursing practice. The assessment of the Czech version of the adapted CPG was carried out according to the implementation plan at the Long-term Care Institute of the Municipal Hospital, Ostrava beginning in November 2013. (the assessment of workplace potential for CPG implementation, the identification and provision of the necessary resources for implementation, audit form processing, the setting up of a schedule, the education of nurses, the appointment of a mentor for CPG implementation, the actual pilot implementation, continuous evaluations, audit reviews/structure, the process, results/feedback from nurses and patients, the identification of potential problems, final evaluation, including statistical data evaluation). Feedback from the pilot implementation: during the first two months of CPG implementation the number of falls among patients was not reduced as compared to the same period of the previous year.

CONCLUSION

The efficacy of the implemented CPG will be assessed for the period of one year. Audits which will monitor the occurrence of falls and injuries of hospitalized patients will be continuously carried out. Feedback from nurses and other members of the nursing team will be evaluated and patient satisfaction will be measured. After the pilot assessment and evaluation of control results the clinical practice guideline titled Falls Prevention of Hospitalized Patients will be revised and handed over to the Ministry of Health for implementation and standard use in public hospitals in the Czech Republic. The adapted Czech clinical guideline will be published for free use on the websites of RNAO, the Municipal Hospital, Ostrava, and the University Hospital and Faculty of Medicine, University of Ostrava.

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A new trend in scientific publishing: one man journals

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As a general view, it is believed that scientific journals represent philosophy or thoughts of a society and maintained by publishing houses or scientific societies. So, scientific journal publishing is a collaborative work made by a number of people belong special groups. But during last years, a new trend in scientific publishing had been popular: publishing one man journals. Some of the technological developments and world-wide changes may encourage publishing this kind of scientific journals. We could list these reasons as: (a) increasing availability of easily accessible internet based online journal management systems, (b) promoting online publishing rather than hard copy printing, (c) decrease in publishing costs because of digital printing technologies and base internet services like hosting etc., (d) trend in working in academic institutions, (e) necessity of publishing articles in order to occupy academic positions, (f) seeing publishing a journal as an income vehicle because of charging authors for publishing their articles. Although, almost all of these are related to each other, we may say that some of these stand out in some countries. For example some editors especially from developing countries may see scientific journal publishing as an income for themselves. This may be considered as one of the two end points of scientific journal publishing: while in one end, some journals are being directed by “ceo”s instead of editor-in-chiefs, some journals at the other end published by one editor who is also secretary, composer, and reviewer for most of the articles. Interestingly these kinds of journals may charge authors for hundreds of dollars, and they could publish tens of articles in each issue without accepting any international indexes. It is clear that these “one man journals” may have some effect on scientific publishing world; and they may be very popular and important by playing an important role for taking academic positions in especially some countries. But as we see in our applications most of them would stop publishing in two years. This trend may be seen as a good example of “think global act local” thought, as long as they try to improve their qualities and maintain the international limits.

Influence of silica yielded from the pyrolysis-cum-water vapour of waste “green” tires on the properties of epoxidized natural rubber based composites in the presence of different kinds of zinc soaps

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Recently there is a tendency toward the use of renewable materials with non-petroleum origin in automobile tire production. Carbon black as a filler in rubber mixtures for automobile tires production recently being often replaced with silica. Decomposition of waste tires is one of the biggest world ecological problems nowadays. The object of the study is a material containing silica and carbon black with nano-sized particles (SiO₂D), produced by the recycling of scrapped „green” tires via pyrolysis, as a filler in rubber composites based on epoxidized natural rubber. The possibility this material to be used again as a filler in epoxydized natural rubber based composites has been studied. The curing characteristics, as well as the mechanical and dynamic properties of SiO₂D filled compositions in the presence of various additives (zinc soaps), that influence on the properties listed above, have been studied. The presence of zinc soaps leads to lower viscosity of composites and influences the cross-linking, which in itself leads to changes of mechanical and dynamic properties of vulcanizates. The results of the study about mechanical and dynamic properties of vulcanizates show that the studied filler is not active enough in comparison to commercial grades silica and its reinforcing effect is significantly lower.

RECYCLING OF MILL SCALE VIA ELECTROTHERMAL ROTARY BED

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Mill scale forms on the outer surfaces of plates, sheets or profiles when they are being produced by rolling red hot iron or steel billets in rolling mills. The mill scale is a metallurgy waste composed of iron oxides mostly ferric and is bluish black in color. In this study is performed an innovative technology by which it to be recycled.

Electrothermal rotary bed is a method for direct reduction applied in an innovative rotary furnace. Its special design consists of the passing of

electricity through the bed of powder, i.e. reductor and metal oxide in the kiln. Both row materials are mixed over stoichiometric quantities so that the process should be successful. Flowing electric current in the contact areas between the powder particles creates electrical charges due to which the process temperature reaches higher values. As a result follows sublimation and a diffusion intensification occur. The bed resistance depends on many factors, such as size, shape, surface nature, hardness, size distribution of the bed particles, voidage within the bed, operating velocity. Temperature process range is from 800 to 1200°C. The furnace design offers many possibilities for variance such as: change of the temperature, velocity of furnace rotating, degree of furnace filling, fraction of particles, etc.

Keywords: mill scale, direct reduction, electrothermal beds;

Predictors of Posttraumatic Growth in College Students with Childhood Trauma

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Background: Experiencing of traumatic events is associated with psychological distress. However, there has been growing interest in the experience of positive changes in the aftermath of trauma such as posttraumatic growth (PTG). Coping styles have been proposed as an important component to the development of PTG and Quality of Life (QOL) associated with PTG.

Purpose: The aim of this study was to identify the factors influencing of posttraumatic growth in college students with childhood trauma.

Methods: The participants were 113 students from three colleges in Jinju, South Korea. Data were collected using self-administered questionnaire including scales of Korean-Coping Strategy Indicator (K-CSI), Korean-Posttraumatic Growth Inventory (K-PTGI) and World Health Organization Quality of Life Assessment Instrument-BREF (WHOQOL-BREF) from October 10 to December 1, 2013. Data were analyzed using descriptive statistics, t-test, ANOVA, Scheffe, Pearson correlation coefficient and stepwise multiple regression with the PASW 18.0 program.

Results: The mean score of posttraumatic growth was 46.39±11.06. Mean scores on the subscales were 18.28±5.40(Changed Perception of Self), 14.88±4.04(Relating to Others), 8.84±2.65(New Possibilities), and 4.39±2.57

of Spiritual Change. The mean score of stress coping was 71.07 ± 8.06 . Mean scores on the subscales were 24.73 ± 4.38 (Problem Solving strategy), 24.61 ± 5.35 (Social Support seeking), and 21.73 ± 4.31 of avoidance. The mean score of quality of life was 79.7 ± 14.79 . There was statistically significant difference in PTG by time since trauma ($F=2.90$, $p=.025$). PTG and Stress Coping Strategy ($r=.32$, $p<.001$), Problem Solving strategy ($r=.34$, $p<.001$), Social Support seeking ($r=.20$, $p=.027$), WHOQOL ($r=.28$, $p=.002$) were positively correlated. Factors influencing PTG explained 14% of the variance in Problem Solving strategy ($\beta = .28$, $p=.002$), Quality of Life ($\beta=.20$, $p=.030$). Conclusion: The findings emphasize that when promoting PTG of college students with childhood trauma, faculties and healthcare providers should understand the coping styles the students have adopted and provide adjust interventions to improve active coping with stress and quality of life.