



11TH INTERNATIONAL CONFERENCE

Actual Economy

LOCAL
SOLUTIONS FOR
GLOBAL CHALLENGES



ACE :
@ 2018
WIEN.AT

CO-SPONSORED:
"THE EURASEANS –
JOURNAL ON GLOBAL SOCIO-ECONOMIC DYNAMICS"

CO-ORGANIZED BY:

FACULTY OF MANAGEMENT SCIENCE
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BANGKOK, THAILAND

FACULTY OF INTERNATIONAL RELATIONS,
UNIVERSITY OF ECONOMICS IN BRATISLAVA,
SLOVAK REPUBLIC

RUSSIAN PRESIDENTIAL ACADEMY OF NATIONAL
ECONOMY AND PUBLIC ADMINISTRATION
SOUTH RUSSIA INSTITUTE OF MANAGEMENT,
ROSTOV-ON-DON, RUSSIA

Dear ladies and gentleman, participants of International Conference "Actual Economy: local solutions for global challenges - ACE - 2018", academics and scholars, presenters of research centers, educational institutes and business!

In the era of globalization, spreading of modern digitized forms of business and public administration, re-evaluation of local resources for global competitiveness and self-sufficiency, an effectiveness of international collaboration in discussing on actual economical issues and challenges, searching for maximum effective solutions of local, regional and global development is timely increasing.

And I would like to express my deep gratitude to partnered journals, educational institutions of Thailand, Russia, Slovakia, Ukraine, Indonesia, Poland, Vietnam, Malaysia, Kazakhstan whose efforts made possible this meeting of scholars and businessmen, interested in effective solution of global economy challenges using local resources of competitiveness and economical, social, cultural and innovative success.

And, of course, I would like to thank all participants for coming here, for their wonderful and useful research. I want to say, that Suan Sunandha Rajabhat University – as a leading public University of Thailand – is very proud to be an organizer of this significant and important conference.

To each participant I wish success, finding a new colleagues and friends, development of scientific and business contacts, new scientific discoveries that are benefit for society, business and government. And also enjoy your time in Emperor Capital of Europe.

*Dr. Luedech Girawichai, professor
President of Suan Sunandha Rajabhat University
Bangkok, Thailand*

On behalf of the Organizational Committee, I welcome you to the 2018 International Conference "Actual Economy: local solutions for global challenges", in the world tourism capital - Wien!

Our conference always attracts researchers, educators and practitioners in all economic fields and related disciplines in the world.

Participants have found in these meetings an excellent opportunity to share their experiences with colleagues from distance places and often continued to cooperate with them on their subjects of interest.

The ACE – 2018 has been established on a global basis.

We have received more than 95 submissions from 8 countries, each submission was peer-reviewed by at least two anonymous reviewers and a total of 62 papers were accepted for presentation in the conference.

Accepted papers are scheduled for presentation in 4 big parallel sessions. We would like to express our sincere appreciation to all the reviewers and chairs and members of various committees of ACE -2018 conferences for their precious time and expertise. The welcoming dinner provides the opportunity to honor the best papers and to recognize the contributions of many of the people who made this meeting possible.

Lastly, I would like to express our sincere gratitude to everyone involved in making the joint conference a success. Many thanks go to the organizing committee, special session organizers, and the organizational committees and reviewers, the conference participants, and of course, to all the contributing authors who will be sharing the results of their research. It is our great pleasure to have you with us at the joint conference, where I hope new ties will be made and existing ones renewed and strengthened.

Please accept our best wishes for a wonderful stay in Wien!

*Dr. Prateep Wajeetongratana, Professor
Dean of Faculty of Management Science
Suan Sunandha Rajabhat University, Bangkok, Thailand*

Dear friends and colleagues!

This conference is a meaningful crystallization of international initiatives among the number of institution towards practical cooperation in interdisciplinary studies, which will be contribute to the strengthening of the national economy.

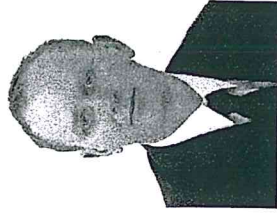
The characteristic of the economy in our era is change at the speed of light, which led us to the consensus that experts from many countries and many different disciplines must meet and discuss the phenomena, and then suggest solutions. We should be able to delve deeper by discussing problems across different disciplines as widely as possible, and thus grasping more profound solutions and suggestions.

The motivation for this conference is to help one's country through offering individual expertise and point of view based on one's individual discipline. As we gather from many different countries and many different disciplines, I believe that we should be able to expand the scope of our efforts and must aim at more challenging global contributions.

I hope all the participants of this conference will enjoy and get opportunities to enhance relationships of knowledge exchange.

I would like to extend my sincere gratitude to the organizing committee and especially to my Thai and Russia colleagues for given abilities to be a co-organizer and member of organizational board of ACE – 2018, to be involved in the process of new international tradition formation!

Dr. Rudolf Kucharcik
Dean of the Faculty of International Relations
University of economics in Bratislava,
Slovakia



In the modern conditions world economy transfers from the multilevel system of national economies with strictly identified boundaries of economical interests and kinds of international collaboration to the absolutely complicated mix of transnational business, national states and international organizations whose economical interests are actively interact, intersect, overlap and even conflict each other's! Private sector is effectively using advantages of globalization, is mostly able to create multilevel markets and complex market strategies, to spread internal corporate net-work outside – to the directions of states, customers, competitors.

It shows how important and how significant is international science collaboration, international research and discussions on different issues of actual economy development. Practical experience in economical stimulation, reformation of tax systems, regional integration, governmental support of small business, increasing of national external competitiveness is very difficult to over-evaluate.

Being an educational and science leader of Russia and Eastern Europe, an effective example of business-government-science collaboration, South Russia institute of Management of Russian Presidential Academy of National Economy and Public Administration is really appreciated to be a co-organizer and informational partner of International conference "Actual Economy: local solutions for global challenges - ACE-2018", to be involved in the processes of international science collaborations and innovative ideas' transfer! Hope these collaborations will have bright and significant prospects.

Finally, I would like to welcome all participants of ACE – 2018 and to wish new science results and findings, ideas and conclusions!

Dr. Elena Zolochovskaya
Russian Presidential Academy of
National Economy and Public Administration,
South Russia Institute of Management,
Rostov-on-Don, Russia

Warm greetings from ACE – 2018 organizing committee!

As a coordinator of our International conference organization I tried to do everything for making this year conference the best one!

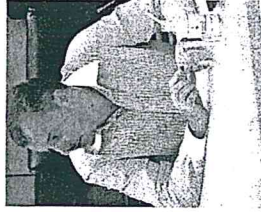
We spent many hours for choosing venue; we spent gigabytes of internet traffic sending mails and calls for papers!

Hope, all these spent were not useless. And our conference will be very successful, productive and important for society, science and business.

I am glad to note, that a number of ACE – 2018 participants is still high! Geography of our conference is covered 12 countries from Asia, East Europe and Russia!

Enjoy Austrian lakes and mountains, world most famous historical sites and cultural background! Don't forget to drink Wien coffee and eat Sacher cake in famous coffeeshop, to listen opera in Wien Staat Opern and to round in Vienna waltz.

And to get new knowledge, new ideas and new friends from ACE – 2018!!!



*Dr. Denis Ushakov, professor
ACE – 2018 coordinator
International college
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

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ACTUAL ECONOMY:

LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

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=AGENDA=

- Day 1 22 March 2018**
 Venue: JUFA Wien City Hotel, Wien, Austria
 Registration open Meeting Room
 Opening ceremony Meeting Room
 Welcome speeches:
 Dr. Prateep Wajeetongratana
*Dean of Faculty of Management Science
 Suan Sunandha Rajabhat University, Bangkok, Thailand*
 Dr. Zolochovskaya Elena
*Dean of faculty of Public Administration,
 South Russia institute of Management of
 National Economy and Public Administration*
 Dr. Rudolf Kucharcik
*Dean of the Faculty of International Relations
 University of economics in Bratislava,
 Slovakia*
 Dr. Denis Ushakov
Organizational board of ACE- 2018
09.15 Migration temperature analysis using cognitive modeling tools
 Key-note speech by Dr. Oleg Patlasov
*Omsk Humanitarian Academy,
 Omsk, Russia*
**09.45 Analysis of the Rotary Steerable System Market and Economic Potential of
 Russian Developments**
 Key-note speech by Dr. Marina Akhmetova
Perm National Research Polytechnic University (PNRP.U), Perm, Russia
**10.15 Stimulating Competitiveness: Actual Issues For National, Regional, Urban
 And Clusters Administration**
 Key-note speech by Dr. Meine Pieter Van Dijk
*Erasmus University, Netherlands;
 Maastricht School of Management in the Netherlands*
10.40 Group photo
10.45 Coffee-break
11.15 Taxation and corporate financial decisions: open economy study
 Key-note speech by Dr. Prateep Wajeetongratana
*Faculty of management science, Suan Sunandha Rajabhat University,
 Bangkok, Thailand*

ACTUAL ECONOMY: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

- 11.40 **Organizational structures changes as business reaction to economic reforms
 (the case of the Czech Republic)**
 Key-note speech by Pavlína Křibíková & Blanka Poczatková
VŠB – Technical University, Czech Republic

12.00 **Lunch**

- 13.00 **Session 1 - World finance: problems, transformations, prospects**

- 13.00 Rungnapa Suntitumma
 13.20 Chukiat Chaiboonsri
 13.40 Vithaya Intaraphimol
 14.00 Payonthorn Sumrejkitcharoen & Kanmanas Muensank
 14.20 Olga Valentinovna Koshkina & Irina Valeryevna Onyusheva
 14.40 Songserm Wajeetongratana
 15.00 **Coffee-break**
 15.20 Runglaksamee Rodkam
 15.40 Arpaporn Phokajang & Suvimon Wajeetongratana
 16.00 Krutova Aleksandra
 16.20 Prakaikavin Srijinda
 16.40 Phatthanan Chaiyabut
 17.00 Charawee Butbumrung
 17.20 Panprae Bunyapukna & Kanyakorn Sujarittnetikarn

18.00 **Dinner**

Day 2	23 March 2018	
08.30	Registration open	
09.00	Session 2 - Corporate management: new opportunities and actual challenges	
09.00	Routsukul Sunalai	
09.10	Kawinphat Lertpongmanee	
09.20	Nga Anh Huynh	
09.30	Preecha Pongpeng	
09.40	Eteri Rubinskaya	
09.50	Pichamon Chansuchai	
10.00	Surangkana Pipatchokchaiyo	
10.10	Pavlna Křibíková, Michaela Tichá & Blanka Poczatková	
10.20	Prapoj Na Bangchang	
10.30	Coffee - break	
10.40	Suwimol Apapol & Malaiphan Pansap	
10.50	Fatih Ayhan	
11.00	Kanyapat Utapao	
11.10	Pongsawee Supanonth	
11.20	Nareenad Panbun	
11.30	Rahmah Ismail	
11.40	Siri-orn Champatong	
11.50	Ladaporn Pithuk	
12.00	Varangkana Chitraphan	
12.15	Lunch	
13.00	Session 3 - Marketing in the modern conditions of globalization	
13.00	Itipoom Promma	
13.15	Narongphan Rattanapanadda	
13.30	Khwanchol Hasayotin	
13.45	Tran Huu Ai	
14.00	Wiroj Srihirun	
14.15	Siriwan Saksiriruthai	
14.30	José G. Vargas-Hernández	
14.45	Supattra Kanchanopast	
15.00	Coffee break	
15.15	Chutima Klaysung	
15.30	Meine Pieter Van Dijk	
15.45	Pawit Mongkolprasit	
16.00	Roos Kities Andadari	
16.15	Pisit Potjanjaruwit	
16.30	Nina Trubnikova	
16.45	Somchai Buarong	
17.00	Stoica Elena	
17.15	Sommaya Prachyangprecha	
18.00	Dinner	

Day 3	24 March 2018	
08.30	Registration open	
09.00	Session 4 - National policy and macroeconomic strategies in context of globalization	
09.00	Siriporn Meenanon	
09.10	Isari Pairoa	
09.20	Vitalij V. Serzhanov & Anna Kostov'yat	
09.30	Wanida Suwunniponth	
09.40	Pitimanus Bunlue & Punrapha Praditpong	
09.50	Ivan S. Kharchenko & Lana I. Kharchenko	
10.00	Somsak Klaysung	
10.10	Narong Anurak	
10.20	Lenka Fojtiková & Michaela Staničková	
10.30	Coffee-break	
10.50	Krisana Chueachaimat	
11.00	Poramatdha Chutimant	
11.10	Sofija Adzic	
11.20	Kittivate Boonyopakorn & Nipawan Tharasak	
11.30	Rakhilya Rakhmetova	
11.40	Smithinun Thairoongrojana	
11.50	Thep Muanfoo & Aujira Songjan	
12.00	Fisnik Shaqiri & Nikola Trendov	
12.20	Yuthapoom Thanakijborisut	
12.40	Akhmetova Marina & Elokhova Irina	
13.00	Lunch	

LIST OF SESSIONS:

- Day 1. 13.00-17.30 Meeting room
Session 1 World finance: problems, transformations, prospects
 Chairman: Dr. Prateep Wajeetongratana
- 1 Rungnapa Sunitumma
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 2 Chukiart Chaiboonsri
*Chiang Mai University,
 Thailand*
 - 3 Vithaya Intaraphimol
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 4 Payonthorn Sumrejkitcharoen
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 5 Olga Valentinovna Koshkina
 Irina Valeryevna Onyusheva
*University of International Business, Almaty,
 Kazakhstan*
 - 6 Songserm Wajeetongratana
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 7 Runglaksamee Rodkam
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 8 Arpaporn Phokajang,
 Suvimon Wajeetongratana
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 9 Krutova Aleksandra
*Perni National Research Polytechnic University
 (PNRPU), Perni, Russia*
 - 10 Phatthanan Chaiyabut
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 11 Charawee Butbumrung
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 12 Panprae Bunyapukkna
 Kanyakorn Sujaritnetikarn
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 - 13 Prakaikavin Srijinda
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
- Income-investment in Thailand economy: how to evaluate relationships?
- Tax reforms as a factor of enhancing the public administration quality (the case of Thailand)
- Shadow banking and it's role in financial crisis
- Real sector and R&D financing: basic institutional models
- The impact of Eurasian Economic Union on capital flows in Kazakhstan
- Illicit capital flow: evaluation and forecasting
- The role of the last resort lender in global banking development
- Electronic tax administration: development trends
- Models of Platform Economy
- Interrelation between diversification of the enterprise's operations and its financial stability
- Financial crises and USA economic institutions
- Progressive income taxes as base of macroeconomic instability
- Analyzing economical infrastructure of euro implementation

ACTUAL ECONOMY: LOCAL SOLUTIONS FOR GLOBAL CHALLENGES

Day 2. 09.00-12.00

Session 2 Corporate management: new opportunities and actual challenges

Chairman: Dr. Marina Akhmetova

- 1 Routsukol Sunalai
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Career commitment versus organizational commitment: new challenges and modern context
- 2 Kawinphat Lertpongmanee
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Economic potential of the modern enterprise assessing: searching for modern algorithm
- 3 Nga Anh Huynh
*Van Hien University,
 Ho Chi Minh City, Vietnam*
 Environmental impacts on small and medium enterprises effectiveness (the case of fisheries sector in Vietnam)
- 4 Preecha Pongpeng
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Corporatism as a totalitarian foundation and practicism
- 5 Eteri Rubinskaya
*The Russian Presidential Academy of
 National Economy and Public Administration,
 South Russia Institute (Koslov-on-Don, Russia)*
 Multinational companies as global actors influencing highly qualified specialists migration
- 6 Pichamon Chansuchai
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Assessment of the reproduction process of agricultural enterprises
- 7 Surangkana Pipatchokchaiyo
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Flexible technologies of personnel management in projects as a new form of social-labor relations
- 8 Pavlina Kribiková
 Michaela Tichá
 Blanka Poczatková
*řSB – Technical University,
 Ostrava, Czech Republic*
 Organizational structures changes as business reaction to economic reforms (the case of the Czech republic)
- 9 Prapoj Na Bangchang
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Institutional framework in corporate social responsibility regulating
- 10 Suwimol Apapol
 Malaiphan Pansap
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Adaptability as a tool for corporate management in turbulent external environment
- 11 Fatih Ayhan
*Department of Economics, Selcuk University,
 Konya, Turkey*
 Youth unemployment is a growing and global threat to all of us?
- 12 Kanyapat Utapao
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Supply chain equilibriums under non-linear cost functions of participants
- 13 Pongsawee Supanonth
*Faculty of management science,
 Suan Sunandha Rajabhat University,
 Bangkok, Thailand*
 Corporate crisis and crisis strategy implementation

- 14 Nareenad Panbun
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 15 Rahmah Ismail
*Universiti Kebangsaan Malaysia,
Bangi Selangor, Malaysia*
- 16 Siri-orn Champatong
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 17 Ladaporn Pithuk
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*
- 18 Varangkana Chitraphan
*Faculty of management science,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

Day 2, 13.00 – 17.00

Session 3 Marketing in the modern conditions of globalization

Chairman: Dr. Meine Pieter Van Dijk

- 1 Ittipoom Promma
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 2 Narongphan Rattanapanadda
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 3 Khwanchol Hasayotin
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 4 Tran Huu Ai
*Van Hien University,
Ho Chi Minh City, Vietnam*

- 5 Wiroj Srihirun
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 6 Siritwan Saksiriruthai
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 7 José G. Vargas-Hernández
*University of Guadaluajara,
México*

- 8 Supattra Kanchanopast
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 9 Chutima Klaynung
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*

- 10 Meine Pieter Van Dijk
*Maastricht School of Management
in the Netherlands*
- 11 Pawit Mongkolprasit
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 12 Roos Kities Andadari
*Setya Wacana Christian University,
Indonesia*
- 13 Pisit Potjanjaruwit
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 14 Nina Trubnikova
*Russia University of People Friendship (RUDN
University), Moscow, Russia*
- 15 Somchai Buaarong
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 16 Stoica Elena
*International Business and Economics, University of
Economic Studies, Bucharest, Romania*
- 17 Sommaya Prachyangprecha
*International College,
International College,
Suan Sunandha Rajabhat University,
Bangkok, Thailand*

Day 3, 09.00-12.00

Session 4 National policy and macroeconomic strategies in context of globalization

Chairman: Dr. Sofija Adzic

- 1 Siriporn Meenanant
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 2 Isari Pairoa
- 3 Vitalij V. Serzhanov
Anna Kostov' yat
Uzhgorod National University, Ukraine
- 4 Wanida Suwunniponth
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 5 Pitimanus Bunlue
Punrapha Praditpong
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 1 Stimulating competitiveness: actual issues for national, regional, urban and clusters administration
- 2 Corporative intangible resources as a factor of competitiveness
- 3 Industrial reforms in national competitiveness promoting (the case of Indonesia)
- 4 Animator in cultural tourism as a manager of experience
- 5 Russian advertising market: relevant indicators and factors of current development
- 6 E-logistics as a basement for global business models development
- 7 The expanding European standardization process through the concept of national culture
- 8 Young Thai men's buying behavior and brand perceptions on men's high street fashion brands
- 9 Modern city in ecological and economic studies
- 10 how geological environment affects economy: new formulation of the problem and results of the study
- 11 Analytical formulation of the state macroeconomic programs development
- 12 National administration of international maritime development (the case of EU)
- 13 Analyzing the long waves in post-industrial economy

- 6 Ivan S. Kharchenko
Lana I. Kharchenko
*South Russian Institute of Management,
Branch of Russian Academy of National Economy and
Public Service under the President of Russian Federation,
Rostov-on-Don, Russia*
- 7 Somsak Klaysung
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 8 Narong Anurak
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 9 Lenka Fojtíková
Michaela Staničková
*VSB-Technical University of Ostrava
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- 10 Krisana Chueachaimat
*Faculty of management science
Suan Sunandha Rajabhat University
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- 11 Poramatdha Chutimant
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 12 Sofija Adzic
*University of Novi Sad,
Republic of Serbia*
- 13 Kittivate Boonyopakorn
Nipawan Tharasak
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 14 Rakhilya Rakhmetova
*Turar Ryskulov New Economic University, Almaty,
Republic of Kazakhstan*
- 15 Smithinun Thairoongrojana
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 16 Thep Muanfoo
Autjira Songjan
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 17 Fisnik Shaqiri
Nikola Trendov
*Szent Istvan University,
Hungary*
- 18 Yuthapoom Thanakijborisut
*Faculty of management science
Suan Sunandha Rajabhat University
Bangkok, Thailand*
- 19 Akhmetova Marina, Elokhovalina
*Perm National Research Polytechnic University
(PNRPU), Perm, Russia*
- Corruption as the key threat to national and economic security of Russian Federation
- International trade in convergence process stimulation
- Institutes of social development and their efficiency estimation
- Productive and export potential of the EU countries: clusters' analyze
- Factors and problems of development of economic system based on the knowledge
- Institutional solutions of the externalities' problem
- Agro-industrial reforms: national priorities and efficiency factors (the case of Serbia)
- From neo-liberal economy to the principles of socially and environmentally responsible investments
- Transformation of post-soviet urban economic: Russia and Kazakhstan cities in new paradigm of globalization and integration
- Spirituality as opposed to global economic dominants
- Modern housing and utilities: principles of socio-economic security
- Agricultural subsidies' and environmental effects of agricultural productivity (the case of Kosovo)
- Regional clusters: issues in crisis and development
- Fundamentals of regional innovation policy based on smart specialization

Chapter 1

World finance: problems, transformations, prospects

Conference Agenda

CHAPTER 1

WORLD FINANCE: PROBLEMS, TRANSFORMATIONS, PROSPECTS

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technological paradigms can become the supporting sectors of a new paradigm (Glaziev 2010, p. 89). Such development of some sectors can't eliminate the cyclicity connected with new GPTs. However the more diversified the economy is, the stronger is the damping impact of infatratrajectories on its innovative development. Moving along this trajectory doesn't allow the sector to get rid of creative destruction, as it implies the partial substitution of its technologies.

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YOUNG THAI MEN'S BUYING BEHAVIOR AND BRAND PERCEPTIONS ON MEN'S HIGH STREET FASHION BRANDS

Sommaya Prachyangprecha

International College, Suan Sunandha Rajabhat University, Bangkok, Thailand

This research aims Men fashion has grown in significance to the industry in the past years, a number of researchers have explored the positive developments of this particular segment of the industry. This research aimed to challenge the validity of the previous literatures on men and fashion as well as to further investigate men's buying behavior and brand perception on fashion products. As previous literature has indicated that men see fashion as an alien space, this research re-validated this point. Additionally, brand perception of selected high street brands in the minds of male consumers is further studied. Lastly, the attitude of men towards fashion was also regarded as another significant part to research. The research was a qualitative study, with interviews of 15 young Thai men. The results showed that there has been a shift in paradigm in terms of both buying behavior and attitudes towards the perception of fashion brands. However, the study confirmed that there are still areas concerning masculinity which young men and men in the past agree about.

Key-words: young men, buying behavior, brand perceptions, high street fashion

Introduction

During the past few years, there has been an increase in the emerging of men's fashion brands in the fashion market (Mintel, 2012). This particular segment augments as a result of the shift in trends and behaviors. Men have become more self-conscious in terms of their appearance This is considered as a new segment of men consumers that are going mainstream with their lifestyle which includes extreme grooming and interest in fashion (Consuer, 2004). Additionally, there are several driven factors which had created the eager for a research on "Men" as suppose to women. The first reason being that fashion and apparel have always been dominated by women but that fact has been undermined by the transformation of men behavior and 50 percent of men now tend to purchase clothes for themselves instead of being bought for by love ones like before (Tuncay, 2011).

Tuncay and Otnes (2008) and Miller (1998) also claim that "heterosexual" male consumers have been seen by many researchers as vulnerable in terms of their identities since the activity of shopping is remained as female habit by society in general. The permutation of the society creates a room for a further study as to the insight perception and attitudes towards men's fashion among young heterosexual men.

The aim of this research is to explore clandestine issues regarding men towards men fashion. As stated, there have been changes in men's behavior relating to men's fashion. Association of brand names in the eyes of young men, their attitudes and perceptions towards men's fashion brands has been an attractive issue to explore. The objectives are; to examine the buying behavior of young men in men high street fashion brands, analyze the brands perception of young men towards men high street fashion brands, and to investigate the personal preferences and desire towards men fashion products.

Literature review

There have been debates and arguments put forward regarding the evolving of fashion and the changing of the concept of masculinity. The book "Men in the Mirror" written by Tim Edwards (1997) includes many interesting points regarding the mention issue and concept. Firstly, Edwards argues that fashion is a combination of several concept linked together. It means to dress, to design, and to style. In terms of fashion being an activity involving both sexes, Edwards claims that for the last 150 years was and arguably still is, viewed as "feminine" or "not masculine" and thus, not related to men. There have been literatures written to pinpoint the issue that the field of fashion is comprised of economics and industrial revolution, since women were mostly domesticized while men were occupied outside the domicile with duties (Craik, 1994; Laver, 1969). As time goes by and fashion has revolutionized, Edwards argues that men's fashion need to be taken seriously since it is interpreted as microcosm of the macrocosm of men, masculinity and society. The study of men's fashion is by all means the resolution of gendered attitudes, gendered relations and gendered generalization about men, masculinity and their role in the society (Edwards, 1997).

There have been many researches done to attempt to analyze the potential paradigm shift in terms of men attitudes and behavior towards fashion. Firstly, the fact that young men of Generation Y, (those who were born after 1981) have been exposed to mass media and marketing events much more frequently than the generations of the past (Herbig et al., 1993). Therefore, men have become more involved in consumption as (Firat, 1994). Furthermore, the change in work practices, making an impact in role identification, and gender role alteration has emerged (Bakewell et al., 2006). Despite the fact that research on benefit of clothes have revealed that men used to be rather "self oriented" type of purchaser whereby the clothes bought would primarily focus on the functional benefit such as warmth and durability (Cox and Dittmar, 1995). Lastly, the impact of changing image of men's role models and sportsmen could arguably create the sense of acceptability to perceive appearance and apparel as no longer alienated.

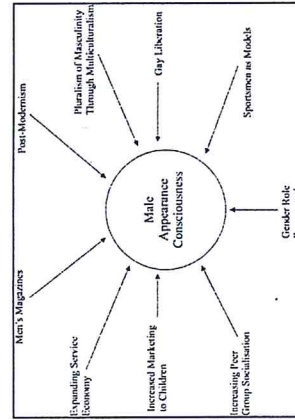


Figure 1: The model illustrates the variables male appearance consciousness (Bakewell et al., 2006, p.172).

Mintel (2011) has constructed definitions of young men in two separate terms. The first being the "fledglings" which is defined as single male 15-34 years of age with no son or daughter living with their own parents, another term is described as the "Flown the Nest" group who are also single male 15-34 who are no longer living with their families.

Although there are not any literatures which directly provide a clear and illusive definition of high street fashion brands, literature reviews, which associate their contents with fashion brands have included the following brands namely Topman, H&M and Zara in to the category of high street fashion brands (Kapur, 2006; Parker, 2011) In addition, Mintel (2012) have categorized Topman, Zara and H&M under the group of high street.

Studies have proclaimed that there are occasions where consumers tend to purchase their goods through logical arguments by all means there exist a cause and also an effect of the purchase (Rounti, 2007). Other times, consumers are heavily influenced by their own emotional or symbolic appeals (Rounti, 2007). Therefore, a decision-making behavior acts as a "cognitive paradigm perspective, which focuses on the decision-making process, of an individual" (Rounti, 2007, p. 4). When one shops for clothes, one must undergo decision making process as regards to one's appearance and it is considered as one of overall life pattern which replicates a consumers' mindset towards shops and fashion including sophisticated values and preferences (Tatzel, 1982). In any cases, the insight of consumer behavior should be considered to design potential responsive marketing strategies (Wongleedee, 2015).

Through the above reviewed literature, the gaps in existing knowledge have been presented. That is to say, literatures have revealed that in the past, fashion and shopping have always been regarded as the female domain where men are scarcely involved in. In addition, according to the literature found, men used to be stereotyped as purchasing clothes for functional purposes. Thus, these are recognized as the building blocks, which drives towards possible areas for this research to explore on the shifting in attitudes towards fashion as well as buying behavior of young men of today.

Methodology

A qualitative approach was used in this research in order to fully comprehend the men's habits, needs, personal preferences, and brands perceptions towards men's fashion. Primary data was gathered by using in-depth individual interview of 15 young Thai men from 15-24 years old. The attributes to recruit the appropriate samples are restricted to young, city-living, heterosexual men. As for the first area of concentration, the questions focused principally on their habits of shopping as a notion. The second field of attention denotes the importance of the assessment of young men from both groups' perception towards the ubiquitous men fashion brands such as Topman, Zara and H&M. The last part of the interview delivered a discussion concerned the interviewees both from the younger age group as well as the older ones in terms of their opinion towards men fashion. Visual aids were also utilized to assist the researcher to fully comprehend young male consumers' attitude towards men's fashion. The data analysis stage was complete via the thorough gathering of all the responses from all 15 participants.

Conclusions

For the buying behavior, it was inevitable that the target audiences tend to spend at least once a week going shopping. Most of the participants stated that the reason they go shopping is to update their clothes. In addition, shopping for functional reason is also valid to them but the case is not as often as personal preferences. The majority of the participants also like to go with their girlfriends when they go shopping. As for decision making process, surfing the internet to look for what is in trend or what does each brand has to offer is the first step, and promotion and sale periods are the most effective means to draw them to shop and purchase clothes.

The result for brands perception towards high street brands illustrates that a Topman guy would be a young enthusiastic super fashion oriented mindset that likes to have fun with buying new clothes and are not afraid to try new things. On the contrary, a Zara man is a more matured kind of guy who is still fashion conscious but is not fashion crazy so he would not want something outrageous but rather would prefer a simpler but smart type of fashion. He would be a typical smart casual young professional. As for H&M, many participants view an H&M representative as an ordinary guy who wishes to be fashionable but are too afraid to try Topman advanced fashion and thinks that Zara is too simple to look attractive.

For their attitudes, all participants have come to a mutual consensus that the statement "Fashion is not something for men" can no longer apply to today's world and that men need to get involved in fashion to a certain extent since men need to look good just as much as women do. In terms of young male consumers' attitudes towards men's fashion, many participants have agreed that there are now more choices to choose from with a lengthy stretch of styles, which serve all needs. Moreover, the respondents have claimed that the good side of men fashion especially high street fashion brands such as Topman and Zara, is that they have a full selection of different types of style of clothes for everyone or for an individual with every occasion. However, there were also a few downsides of men fashion as well. Many of the respondents think that there are too many details in men's clothes today. Some styles and designs are going far over the top and are crossing the acceptable barrier of men's consumers. The introducing of extreme designs often involving a strong sense of feminism and erasing the masculinity from the designs and style have been the predominant statement from most responses.

Conglomerating the literature with this research's finding, it is also possible to argue that even though men are becoming more familiar with the fashion realm, yet there are still beliefs among young men that this territory still belongs to women and that they are the gurus of such field. Moreover, men's owing of their masculinity was clearly seen in the responses in terms of the limitation of acceptance of design of men's fashion shown through the fashion sets visuals. The unwillingness and the denial to accept the drastic revolution of men's fashion design and style, which were leaning far too much towards feminism, by the young participants clearly supported this idea. However, there are also issues in which the finding contradicts the information found in the literature reviews.

Furthermore, during the discussion about brand perception and essential apparel attributes, style was the primarily reason for their selection of their new clothing items rather than usage. This point is still strongly inherited through generations. However open-minded and individualistic the young generations are becoming, young men of today remain to have the similar perception as their older generation that to dress well and to be accepted by the society requires good clothing and recognizable branding and thus manifest a substantial level of brand loyalty towards certain brands.

The outcome of the research have revealed that there are significant and knowledgeable areas in which researches could be conducted to enhance a better understanding of young men consumers' mindsets in respect to men's fashion. In terms of buying behavior as an area of concentration, the modernized buying behavior of "new" men today, who purchase clothes merely for functional reasons but more of an emotional or self enhancing purposes could be clearly seen from the research result.

In addition, the subject of brands perceptions of young male consumers can be completed in the way that the younger generation of consumers tends to prefer to mix and match fashion and enjoy the continuous trendiness of designs and styles, which men high street fashion brands are providing. Despite that, the more mature men who have crossed the teenage barrier and already placed themselves in the world of work will prefer a smarter and simpler type of fashion, as they need to look professional. Attributes of apparels such as quality of products, styling, designs and durability are the essential factors to consider during their decision-making. These are the elements, which lead their memories towards certain brands and create long-term loyalty and positive brand image and perception.

Furthermore, the gradual fading of anti-fashion attitudes and the emerging of the fashion lovers is another area which brands has to be very careful as to what kinds of designs they will produce. This is because there still remains the feeling of strong masculinity within these male fashion followers and the interrelating of effeminate fashion designs is common among young men today. Although the male consumers are enjoying the influx of men fashion brands and the number of choices are vast at present, but they have set their own borderline regarding the extent in which the other side of the line can no longer be regarded as a heterosexual man's clothing.

As far as the topic is concerned, since fashion is a rather personal topic, truthful and openhearted answers were probable but by no means guaranteed. Although the results from these in depth interview sessions delivered worthwhile comprehension about young Thai men, who represent an emerging market for fashion products, these results cannot generalize to all the young Thai men.

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FUNDAMENTALS OF REGIONAL INNOVATION POLICY BASED ON SMART SPECIALIZATION

Akhmetova Marina
Elokhova Irina

Perm National Research Polytechnic University (PNRPU),
Perm, Russia

In the article the main principles of smart specialization and international experience of implementing this concept are considered. On the basis of international experience analysis, the determining factors of the region's smart specialization are singled out, which make it possible to accelerate the socio-economic development of the territory. The features of the Russian regions development, expressed in a significant differentiation of the innovative potential level, are underlined. This is evidently illustrated by the example of a typological series of regions according to the level of innovative potential and specialization of economies.

An important result of the authors work is a structured review of methodologies for assessing the innovative potential of regions for the purposes of smart specialization. The methodology of innovative potential assessment for acceptor-creative research and production regions was defined and supplemented. This technique has found its application for assessing the smart specialization of the Perm Krai.

Key-words: Region, Innovation Policy, Smart Specialization, Innovative Potential, Regions Typology, Perm Krai

Introduction

A new generation of regional innovative strategies based on «Smart Specialization» is widely distributing. Smart specialization raises the innovativeness of the regions, allows to assess the resource base and assets of any region, and then determine what products or services the region can offer to the world market. Wherein clusters are the most actual topic on agenda of Smart Specialization. Their role in economics was widely discussed among scientists and authorities. One of the main goals Russia facing is to find new sources of