

BARCELONA

Book of Abstracts



**Masters International
R&D Center**

MIRDEC 2023

**MIRDEC 21th
International Academic Conference
Economics, Business and Contemporary Discussions in Social Science**

**CONFERENCE PROCEEDINGS
Barcelona 2023, Spain
Book of Abstracts**

Editors

**Kemal Cebeci
Irina Ana Drobot
Antonio Focacci**

**HCC St. Moritz
Barcelona, Spain
21-22 November 2023**

MIRDEC 21th -Barcelona 2023
International Academic Conference on
Economics, Business and Contemporary Discussions in Social Science
21-22 November 2023, Barcelona, Spain
Masters International Research & Development Center

www.mirdec.com

CONFERENCE PROCEEDINGS: BOOK OF ABSTRACTS

ISBN: 978-625-94138-0-8

Masters International Research & Development Center

MIRDEC International Academic Conference

MIRDEC 21th
International Academic Conference
Economics, Business and Contemporary Discussions in Social Science

CONFERENCE PROCEEDINGS

BARCELONA 2023

Book of Abstracts

Editors

Kemal Cebeci
Irina Ana Drobot
Antonio Focacci

ISBN: 978-625-94138-0-8

21-22 November 2023
Barcelona, Spain
Hotel HCC St. Moritz

TABLE OF CONTENTS

SANDRA RIBEIRO

THE ROLE OF THE FAN IN SPORTS MANAGEMENT 5

ANA MARIA QUARESMA AND SANDRA RIBEIRO

PILLARS OF CORPORATE GOVERNANCE: A POSITIVE EXTERNALITY OR NOT? .. 6

MARTA MAS MACHUCA AND FREDERIC MARIMON

AI-POWERED TOOLS IN THE WORKPLACE MEASURING SATISFACTION,
BOOSTING PERFORMANCE AND FOSTERING ENGAGEMENT..... 7

BURCU YAVUZ TIFTIKCIGIL

EUROPEAN GREEN DEAL IN THE CONTEXT OF SUSTAINABLE DEVELOPMENT
GOALS..... 8

ISMATILLO MARDANOV

FOREIGN DIRECT INVESTMENT ATTRACTIVENESS OF DEVELOPED AND
DEVELOPING COUNTRIES: COMPARATIVE ANALYSES 9

JONILA PRIFTI

THE QUALITY OF OPEN SPACES IN TIRANA'S PUBLIC MANAGEMENT 10

SAMIR SRAIRI

THE IMPACT OF CORPORATE GOVERNANCE ON BANK RISK-TAKING DURING
THE COVID-19 PANDEMIC: EVIDENCE OF ISLAMIC BANKS IN GCC COUNTRIES 11

JORGE HERNANDO CUÑADO

LEARNING ORGANIZATIONS IN THE 21st CENTURY 12

JAN POKORNÝ

PENSIONS AND SAVINGS: BIBLIOMETRIC ANALYSIS 13

MARIA LIASHENKO

DEPLOYMENT OF WIKI SITES FOR MEDIATION ACTIVITIES IN LANGUAGE
LEARNING AND TEACHING AT UNIVERSITIES 14

IRINA ANA DROBOT

THE PLAY FRESHWATER: THE CHALLENGING OF READERS' PERCEPTION ABOUT
VIRGINIA WOOLF 15

NEEL SIRIVARA

DEMOCRATIZING ONLINE MARKETING WITH TEXT-AUGMENTING
TECHNOLOGIES: UTILIZING AI RESOURCES FOR HEIGHTENED MARKETING
CONTENT 16

TANU M. GOYAL

INTERNATIONAL TRADE AGREEMENTS IN TIMES OF UNCERTAINTIES 17

ANA MARIA QUARESMA¹ AND SANDRA RIBEIRO²

PILLARS OF CORPORATE GOVERNANCE: A POSITIVE EXTERNALITY OR NOT?

Abstract

Corporate Governance is based on pillars of Transparency, Fairness, Responsibility and Accountability. Companies listed on the Stock Exchange are subject to high corporate governance requirements, which are reflected in their good, or bad, performance in their share prices. In Microeconomics, Externalities is the word used to describe the effects related to the production/consumption of a good/service that are not captured by the market, more specifically by the price system.

This exploratory study aims to review the literature to show whether the pillars of Corporate Governance can be considered as a positive externality. Regarding Transparency, Fairness and Responsibility it was not possible to verify that they represent a positive externality because their adoption is reflected in the share prices, however, and given that Accountability is mandatory in listed companies, it would be impossible for organizations to remain listed on the Stock Exchange if they did not comply with the requirements imposed. Thus, we conclude that this pillar can be considered a positive externality, allowing all economic agents to benefit from the financial information of the organizations.

Keywords: Corporate governance pillars, positive externalities, accountability

JEL Codes: M10, M16

¹ Universidade Autónoma de Lisboa, Portugal, aquaresma@autonoma.pt.

² Universidade Autónoma de Lisboa, Portugal, sribeiro@autonoma.pt.