

Eurasian Studies in Business and Economics 15/2

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Eurasian Business Perspectives

Proceedings of the 28th Eurasia
Business and Economics Society
Conference



Springer

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Series Editors

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Eurasian Business Perspectives

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and Economics Society Conference

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Preface

This is Volume 2—Eurasian Business Perspectives of the 15th issue of the Springer series *Eurasian Studies in Business and Economics*, which is the official book series of the Eurasia Business and Economics Society (EBES, www.ebesweb.org). This issue includes selected papers presented at the 28th EBES Conference, which was held on May 29, 30, and 31, 2019, in Coventry, UK. The conference is hosted by the *Centre for Financial and Corporate Integrity (CFCI)*, *Coventry University*, in collaboration with *Coventry Business School Trading Floor*.

EBES Executive Board selected *David B. Audretsch* from *Indiana University, USA*, as the *EBES Fellow Award 2019* recipient for his outstanding contribution to the areas of innovation and entrepreneurship. During the conference, *David B. Audretsch* received the EBES Fellow Award and gave a speech entitled “*Entrepreneurship: The Role of Culture*.” Moreover, *Klaus F. Zimmermann* (Editor-in-Chief, *Journal of Population Economics (SSCI)*), *David B. Audretsch* (Editor-in-Chief, *Small Business Economics (SSCI)*), *Marco Vivarelli* (Editor-in-Chief, *Eurasian Business Review (SSCI)*), and *Dorothea Schäfer* (Editor-in-Chief, *Eurasian Economic Review (Scopus and ESCI)*) organized “JOURNAL EDITORS SPECIAL SESSION—How to Publish in WOS Journals?”

During the conference, participants had many productive discussions and exchanges that contributed to the success of the conference where 167 papers by 303 colleagues from 46 countries were presented. In addition to publication opportunities in EBES journals (*Eurasian Business Review* and *Eurasian Economic Review*, which are also published by Springer), conference participants were given the opportunity to submit their full papers for this issue. Theoretical and empirical papers in the series cover diverse areas of business, economics, and finance from many different countries, providing a valuable opportunity for researchers, professionals, and students to catch up with the most recent studies in a diverse set of fields across many countries and regions.

The aim of the EBES conferences is to bring together scientists from business, finance, and economics fields, attract original research papers, and provide them with publication opportunities. Each issue of *the Eurasian Studies in Business and*

Economics covers a wide variety of topics from business and economics and provides empirical results from many different countries and regions that are less investigated in the existing literature. All accepted papers for the issue went through a peer review process and benefited from the comments made during the conference as well. The current issue covers fields such as human resources, management and marketing.

Although the papers in this issue may provide empirical results for a specific county or regions, we believe that the readers would have an opportunity to catch up with the most recent studies in a diverse set of fields across many countries and regions and empirical support for the existing literature. In addition, the findings from these papers could be valid for similar economies or regions.

On behalf of the series editors, volume editors, and EBES officers, I would like to thank all presenters, participants, board members, and the keynote speakers, and we are looking forward to seeing you at the upcoming EBES conferences.

Istanbul, Turkey

Ender Demir

Eurasia Business and Economics Society (EBES)

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

EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since our first conference in 2009, around 12,011 colleagues from 99 countries have joined our conferences and 6858 academic papers have been presented. **EBES has reached 2257 members from 87 countries.**

Since 2011, EBES has been publishing two journals. One of those journals, *Eurasian Business Review (EABR)*, is in the fields of industrial organization, innovation, and management science, and the other one, *Eurasian Economic Review (EAER)*, is in the fields of applied macroeconomics and finance. Both journals are published quarterly by *Springer* and indexed in *Scopus*. In addition, EAER is indexed in the *Emerging Sources Citation Index (Clarivate Analytics)*, and EABR is indexed in the *Social Science Citation Index (SSCI)* with an impact factor of 2.143 as of 2018.

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

We look forward to seeing you at our forthcoming conferences. We very much welcome your comments and suggestions in order to improve our future events. Our success is only possible with your valuable feedback and support!

With my very best wishes,

Klaus F. Zimmermann
President

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Part I

Human Resources

Brain Drain: A Threat or an Opportunity



Alice Reissová, Jana Šimsová, and Hana Suchánková

Abstract The willingness to move abroad (either for some time or for good) is influenced by a number of factors. The usual interest of researchers is to find which factors influence young people and make them go abroad. This study, on the contrary, aims to determine which obstacles (barriers) prevent them in their decisions to go abroad. The research sample was made up of students with an economic specialization who study at regional public universities in Germany and in the Czech Republic ($n = 503$). On the basis of stepwise forward logical regression, two barriers have been found in German students that prevent them from going abroad the most. They are the following: “I do not want to leave Germany” and “I do not want to leave the place where I live”. In Czech students, two barriers have also been identified. The first one is the language barrier, and the second one is the same as the German sample: “I do not want to leave the Czech Republic”. A strong relation to their home country awakens the hope that if they leave the country for the purpose of work, they will have a tendency to return in the future.

Keywords Brain drain · University students · Motives · Barriers · Intercultural comparison · Work abroad · Czech Republic · Germany

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1 Introduction

Migration of the qualified workforce, identified by the term brain drain (BD), is at present in the centre of attention in a number of countries. But it is not a brand new phenomenon. It is possible to trace repeated waves of brain drain in Europe already from the Second World War. These waves usually have a different intensity, and they usually affect certain countries only (Campanella 2015). The process of migration has very strong economic consequences. People are attracted not only by better working conditions but also by better living conditions in the target countries. Within the countries of the European Union (EU), a competition for these employees arises both among member and non-member countries (Mahroum 2001).

Besides economic factors, also social, political as well as ethical and moral factors play an important role when deciding on migrating (Grecu and Titan 2016). Although it may look like the economic factors are the main determining factors influencing migration, some studies point out the fact that also non-economic factors may have a strong effect, for example, persistent corruption in the country, a lack of democracy and the perception of organizational mistakes in the public and private sectors (Mihăilă 2019).

This article, unlike the others dealing with the same topic, does not look for factors motivating people to go to a foreign country, but it concentrates on the identification of barriers, which prevent young and educated people in migration.

This research article deals with the phenomenon of brain drain (BD) and its aspects, and it is organized in the following sections:

Section 2 provides theoretical outcomes for studies and introduces a critical review of available literature.

Section 3 explains the resources for research data and procedures of data collecting and their elaboration.

Section 4 contains empirical results, which are based on statistical analysis.

Section 5 presents a discussion and findings required by logical regression related to those already presented by other authors.

Section 6 explains the limitations of our research and suggestions for future studies and research.

Section 7 presents the conclusions for this study.

2 Literature Review and Theoretical Background

2.1 Theoretical Background

Looking for the theoretical background for the phenomenon, BD is relatively complicated, because the problematics could be looked at from different points of view (economic, psychological, sociological and a number of others). In some cases,