Eurasian Studies in Business and Economics 7

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Regional Studies on Economic Growth, Financial Economics and Management

Proceedings of the 19th Eurasia Business and Economics Society Conference

EURASIA BUSINESS AND ECONOMICS SOCIETY
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Editors

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Editors
Mehmet Huseyin Bilgin
Faculty of Political Sciences
Istanbul Medeniyet University
Istanbul, Turkey

Hakan Danis
MUFG Union Bank
San Francisco, CA, USA

Ender Demir
Faculty of Tourism
Istanbul Medeniyet University
Istanbul, Turkey

Ugur Can
Eurasia Business and Economic Society
Fatih, Istanbul, Turkey

The authors of individual papers are responsible for technical, content, and linguistic correctness.

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Preface

This is the seventh issue of the Springer's 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 19th EBES Conference that was held on May, 2016, at Istanbul Technical University—Faculty of Management, Department of Economics in Istanbul, Turkey, with the support of the Central Bank of the Republic of Turkey and Istanbul Economic Research Association. Distinguished colleague *M. Hashem Pesaran* joined the conference as a keynote speaker. Moreover, EBES Executive Board selected *M. Hashem Pesaran* as the EBES Fellow Award 2016 recipient for his outstanding academic achievements and invaluable contributions to time-series econometrics, including modeling, testing, and forecasting. All accepted papers for the issue went through peer-review process and benefited from the comments made during the conference as well.

During the conference, participants had many productive discussions and exchanges that contributed to the success of the conference where 184 papers by 320 colleagues from 42 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 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 to 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 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. The current issue covers fields such as:

(i) ACCOUNTING & FINANCE
(ii) EMPIRICAL STUDIES ON EMERGING ECONOMIES
(iii) GROWTH & DEVELOPMENT
(iv) INTERNATIONAL TRADE & REGIONAL STUDIES
(v) MANAGEMENT & 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 speaker, and we are looking forward to seeing you at the upcoming EBES conferences.

Istanbul, Turkey Ender Demir

Eurasia Business and Economics Society

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

EBES aims to bring worldwide researchers and professionals together through organizing conferences and publishing academic journals and increase economics, finance, and business knowledge through academic discussions. To reach its goal, EBES benefits from its executive and advisory boards which consist of well-known academicians from all around the world. Every year, with the inclusion of new members, our executive and advisory boards became more diverse and influential. I would like to thank them for their support.

EBES conferences and journals are open to all economics, finance, and business scholars and professionals around the world. Any scholar or professional interested in economics, finance, and business is welcome to attend EBES conferences. Since 2012, EBES has been organizing three conferences every year: one in Istanbul (usually in late May or early June) and two in Europe or Asia (usually in January and October). Since our first conference, around *7045* colleagues from 91 different countries have joined our conferences and *4022* academic papers have been presented. Also, in a very short period of time, *EBES has reached 1533 members from 82 countries*.

Since 2011, EBES has been publishing two academic journals. One of those journals, *Eurasian Business Review—EABR*, is in the fields of industry and business, and the other one, *Eurasian Economic Review—EAER*, is in the fields of economics and finance. Both journals are published thrice a year, and we are committed to having both journals included in SSCI as soon as possible. Both journals have been published by *Springer* since 2014 and are currently indexed in the *Emerging Sources Citation Index* (Thomson Reuters), *EconLit*, *Google Scholar*, *EBSCO*, *ProQuest*, *ABI/INFORM*, *Business Source*, *International Bibliography of* *the Social Sciences (IBSS)*, *OCLC*, *Research Papers in Economics (RePEc)*, *Summon by ProQuest*, and *TOC Premier*.

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, and 13th EBES Conference Proceedings have already been accepted for inclusion in the Thomson Reuters' *Conference Proceedings Citation Index*, and subsequent conference proceedings are in progress.

On behalf of the EBES officers, I sincerely thank you for your participation and look forward to seeing you at our future conferences.

With my very best wishes,

Jonathan Batten, PhD
President

Contents

List of Contributors

Hakan Acaroglu Department of Economics, Eskisehir Osmangazi University, Eskisehir, Turkey

Destan Halit Akbulut Business Administration, Galatasaray University, Istanbul, Turkey

Andrea Appolloni Department of Management and Law, University of Rome Tor Vergata, Rome, Italy

Cigdem Asarkaya Department of Business Administration, Istanbul Commerce University, Istanbul, Turkey

Adam P. Balcerzak Department of Economics, Nicolaus Copernicus University, Toruń, Poland

Rasa Balvociute Department of Economics, Siauliai University, Siauliai, Lithuania

Daniele Binci Department of Political Science, Communication and International Relations, University of Macerata, Macerata, Italy

Corrado Cerruti Department of Management and Law, University of Rome Tor Vergata, Rome, Italy

Rodica Crudu International Economic Relations Faculty, Academy of Economic Studies of Moldova, Chisinau, Republic of Moldova

Olfa Manai Daboussi FSEGT, Central University-Tunis, Tunis, Tunisia

Ljupco Davcev Faculty of Economics, Goce Delcev University, Shtip, Republic of Macedonia

Claudia Dobre Department of International Cooperation, INCAS—National Institute for Aerospace Research "Elie Carafoli", Bucharest University of Economic Studies, Bucharest, Romania

Ethem Duygulu Faculty of Economics and Administrative Sciences, Department of Business Administration, Dokuz Eylul University, İzmir, Turkey

Serife Erol Sociology/Organization, Migration, Participation, Ruhr University, Bochum, Germany

Hana Florianova Department of Finance, Masaryk University, Brno, Czech Republic

Sefa Zeynep Siretioglu Girgin Institute for Mathematical Methods in Economics, Vienna University of Technology, Vienna, Austria

Liudmila Guzikova Department of Finance of Innovation and Industrial Systems, Peter the Great Saint-Petersburg Polytechnic University, Saint Petersburg, Russian Federation

Amel Hedhli Laboratory of Analysis of the Conjuncture and Applied Methods, ISG of Tunis-University of Tunis, Tunis, Tunisia

Ahmet Salih Ikiz Muğla Vocational School, Muğla Sıtkı Koçman University, Muğla, Turkey

Tamara Jovanov Marjanova Faculty of Economics, Goce Delcev University, Shtip, Republic of Macedonia

Vildana Karalić Department of Corporate Economics, Masaryk University, Brno, Czech Republic

Zeki Kartal Department of Economics, Eskisehir Osmangazi University, Eskisehir, Turkey

Sophia Kassapi Department of Business Administration, University of Patras, Patras, Greece

Idil Kaya Department of Business Administration, Galatasaray University, Istanbul, Turkey

Anida Krajina Department of Corporate Economics, Masaryk University, Brno, Czech Republic

Hanna Lemmetti School of Management, University of Tampere, Tampere, Finland

Omer Limanli Department of Economics, Artvin Çoruh University, Artvin, Turkey

Wioletta Nowak Institute of Economic Sciences, University of Wroclaw, Wroclaw, Poland

Mohamad Amim Othman Faculty of Human Ecology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

Emir Ozeren Reha Midilli Foca Faculty of Tourism, Department of Tourism Management, Dokuz Eylul University, İzmir, Turkey

Lina Pareigienė Department of Rural Development, Lithuanian Institute of Agrarian Economics, Vilnius, Lithuania

Michal Bernard Pietrzak Department of Econometrics and Statistics, Nicolaus Copernicus University, Toruń, Poland

Ludger Pries Sociology/Organization, Migration, Participation, Ruhr University, Bochum, Germany

Husniyah Abdul Rahim Faculty of Human Ecology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

Mohamad Fazli Sabri Faculty of Human Ecology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

Francesco Scafarto Department of Management and Law, University of Rome Tor Vergata, Rome, Italy

Lina Sineviciene Department of Finance, School of Economics and Business, Kaunas University of Technology, Kaunas, Lithuania

Elenica Sofijanova Faculty of Economics, Goce Delcev University, Shtip, Republic of Macedonia

Aldona Stalgienė Department of Farm and Enterprises Economics, Lithuanian Institute of Agrarian Economics, Vilnius, Lithuania

Norhasmah Sulaiman Faculty of Medicine and Health Science, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

Pekka Tuominen School of Management, University of Tampere, Tampere, Finland

Rita Vilkė Department of Rural Development, Lithuanian Institute of Agrarian Economics, Vilnius, Lithuania

Ahmad Fauzi Abdul Wahab Faculty of Human Ecology, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

Hasan Huseyin Yildirim Department of Banking and Finance, University of Balikesir, Balikesir, Turkey

Aida Zhumasheva Department of Economics, Eskisehir Osmangazi University, Eskisehir, Turkey

Part I
Accounting and Finance

The Effects of Operating Leases Capitalization on Financial Statements and Accounting Ratios: A Literature Survey

Destan Halit Akbulut

Abstract The purpose of this paper is to survey empirical papers about the effects of operating leases capitalization on accounting ratios and financial statements. In this paper, we focus on the new requirements and changes related to financial statements and we try to discover particularly the lessee accounting requirements. The paper analyses published research papers for the period between 2000 and 2015 which demonstrate the impact of the lease capitalization on accounting ratios and financial statements and these papers are mainly empirical studies. We extract the sample, ratios examined, findings and conclusions of these empirical studies. The results of these academic researches show that there is no common agreement. However the changes of lease accounting and the constructive capitalization of operating leases will mostly influence the financial statements and the key accounting ratios. In this paper, we focus deliberately the papers that assess the changes to lessee accounting because the new lease standard IFRS 16 Leases, which was published in 13 January 2016, substantially changed the lessees' requirements. The paper lays out a current situation survey and gives brief information about the new lessee accounting and their impacts which are prospective to be worthwhile for users and preparers of financial reports, academics and researchers.

Keywords Lease accounting • Operating leases • Off-balance sheet finance

1 Introduction

The purpose of this paper is firstly to introduce the International Accounting Standards Board's (IASB) new accounting standard, called IFRS 16 Leases. There are several changes and new accounting requirements in this standard. We have two objectives, firstly we focus on the changes related to financial statements and we try to put light on the lessee's accounting requirements. Secondly, we realize a literature review to highlight the essence of the empirical studies.

D.H. Akbulut (✉)
Business Administration, Galatasaray University, Istanbul, Turkey
e-mail: dhakbulut@gsu.edu.tr

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We analyze the published research papers about the impact of the lease capitalization on accounting ratios and financial statements. There are mostly empirical studies. We mainly extract the sample, the ratios examined, the findings and conclusions of these empirical studies.

Lloyd (2016) indicates that for many years lease accounting doesn't meet investors' needs. The current accounting model (IAS 17) depended on whether the lease qualified as an operating lease or a finance lease in terms of the financial statements of lessees. Thus, more than 85% of all leases don't appear on the balance sheet today (IASB 2016). The new accounting model (IFRS 16) excludes the classification of leases as either operating or finance for lessees. This new approach develops a single lessee accounting model. It requires leases result in company obtaining the right to use an asset. So the companies have to account for all of their leases in a manner similar to finance leases applying IAS 17. According to IFRS 16, a lessee will recognize lease assets and lease liabilities in the balance sheet and recognize depreciation of lease assets and interest on lease liabilities in the income statement.

2 Research Methodology

We perform a literature review to survey empirical researches about the effects of operating leases capitalization on accounting ratios and financial statements. We examine published empirical studies which demonstrate the impact of the lease capitalization on accounting ratios and financial statements. In the analysis part, we extract the sample, ratios examined, findings of selected empirical studies. Finally, we give the results of this literature review.

2.1 Sample and Data

We select 12 studies as sample of the literature review. First five studies are principal empirical studies which are published in accounting journals including the following: *Journal of Accountancy, Accounting and Business Research, Accounting Horizons,* and *Journal of Accounting Research* and the other seven studies are the published research papers for the period between 2000 and 2015 which can be seen Tables 1 and 2 respectively.

Table 1 shows the author, year and journal names of the main empirical studies of the impact of lease capitalization on financial statements and accounting ratios.

Table 2 shows author, year and journal names of the current empirical studies published for the period between 2000 and 2015.

Table 1 Main empirical studies of the impact of lease capitalization

Author	Year	Journal
Nelson (1963)	1963	Journal of Accountancy
Ashton (1985)	1985	Accounting and Business Research
Imhoff et al. (1991)	1991	Accounting Horizons
Ely (1995)	1995	Journal of Accounting Research
Imhoff et al. (1997)	1997	Accounting Horizons

Table 2 Current empirical studies of the impact of lease capitalization between 2000 and 2015

Author	Journal
Bennett and Bradbury (2003)	Journal of International Financial Management and Accounting
Durocher (2008)	Accounting Perspectives
Fülbier et al. (2008)	Schmalenbach Business Review: ZFBF
Duke et al. (2009)	Advances in Accounting, incorporating Advances in International Accounting
Singh (2011)	International Journal of Contemporary Hospitality Management
Kostolansky and Stanko (2011)	Journal of Business and Economics Research
Wong and Joshi (2015)	Australasian Accounting Business and Finance Journal

2.2 Analysis

In this part, we analyze sample, ratios examined and findings of main and current empirical studies of the impact of lease capitalization on financial statements and accounting ratios.

Table 3 shows the samples of empirical studies. The samples change between one to 366 companies.

Table 4 demonstrates the ratios examined of empirical studies. Each study analyses different kind of ratios which are mainly about companies' financial strength, management performance and investment return ratios. For example Durocher (2008) selects debt to assets ratio and current ratio for financial strength ratios, return on equity and return on assets ratios for management performance ratios and earnings per share for investment return ratios. Singh (2011) chooses EBIT and EBITDA for interest coverage ratios, debt to equity for leverage ratio and return on assets, return on invested capital, EBITDA margin and EBIT margin for profitability ratios.

Table 5 demonstrates the findings of empirical studies. Each of these empirical studies has different samples and assumptions, so the findings of these academic papers show that there is no common agreement. Some of them found significantly affected results about the effects of operating leases capitalization on financial statements and accounting ratios but the others didn't find such results.

Table 3 Sample of empirical studies

Author	Sample
Nelson (1963)	11 companies
Ashton (1985)	23 companies
Imhoff et al. (1991)	14 companies
Ely (1995)	212 companies
Imhoff et al. (1997)	2 companies
Bennett and Bradbury (2003)	38 companies
Durocher (2008)	68 companies
Fülbier et al. (2008)	90 companies
Duke et al. (2009)	366 companies
Singh (2011)	1 company
Kostolansky and Stanko (2011)	100 companies
Wong and Joshi (2015)	170 companies

Table 4 Ratios examined of empirical studies

Author	Ratios examined
Nelson (1963)	Current ratio, debt to equity, debt to total capital, return on total capital, times interest charges earned, net profits on net working capital, net sales to net working capital, fixed assets to tangible net worth, current debt to tangible net worth, inventory to net working capital, current debt to inventory, funded debt to net working capital, funded debt to net plant, net working capital to net plant, net plant to sales
Ashton (1985)	Return on shareholders' funds, return on capital employed, profit margin, asset turnover, interest cover, gearing
Imhoff et al. (1991)	Return on assets, debt to equity
Ely (1995)	Debt to equity, return on assets
Imhoff et al. (1997)	Return on equity, return on assets, operating income to revenue
Bennett and Bradbury (2003)	Total debt to total assets, current ratio, return on assets
Durocher (2008)	Debt to assets ratio, current ratio, return on equity, return on assets, earnings per share
Fülbier et al. (2008)	Book/Market ratio, capital employed ratio, debt to equity, earnings per share, equity to assets, intensity of investment, price to earnings, profit margin, return on assets, return on capital employed, return on equity, times interest earned, turnover capital employed
Duke et al. (2009)	Debt to equity ratio, debt to total asset, return on assets ratio, interest and rent expense coverage ratio, current ratio
Singh (2011)	EBIT, EBITDA, debt to equity, return on assets, return on invested capital, EBITDA margin, EBIT margin
Kostolansky and Stanko (2011)	Total debt to total assets, return on total assets
Wong and Joshi (2015)	Debt to asset, debt to equity, return on equity, return on assets

Table 5 Findings of empirical studies

Author	Findings
Nelson (1963)	The study finds that some ratios are affected by lease capitalization
Ashton (1985)	The paper detects a difference before and after capitalization ratios which are significantly different for only gearing ratios. And it also finds inter firm comparisons of performance are not significantly affected by lease capitalization
Imhoff et al. (1991)	The paper discovers a decrease in return on assets ratio and an increase in debt to equity ratio. The implementation of constructive capitalization of operating leases significantly affects inter-firm comparisons of accounting ratios
Ely (1995)	The study finds a significant relation between equity risk and the effects of operating lease and obligations. It detects significant relation between equity risk and the adjustment to the debt to equity ratio for operating leases and also it finds a significant increase in explanatory power in terms of the operating lease adjustment to the return on assets
Imhoff et al. (1997)	The results of this study indicate that the effects of off-balance sheet operating leases on return on equity and return on assets are really important. And they demonstrate that ignoring of the existence of operating leases or only partially adjusting financial statements can cause substantially misleading results
Bennett and Bradbury (2003)	The results suggest that operating lease capitalization has a material impact on reported liabilities. And it decreases liquidity and profitability ratios
Durocher (2008)	This study indicates that capitalizing off-balance sheet leased assets and liabilities significantly affect debt to assets ratio and current ratio. Lease capitalization has less effect on their income statements. İt also finds a significant impact on return on equity and return on assets and earnings per share
Fülbier et al. (2008)	The results show that a material capitalization impact for a considerable number of companies. Changes in financial ratios appear primarily in assets and liability relations, and have minor effects for the profitability ratios
Duke et al. (2009)	The results indicate that the debt to equity and debt to total assets are significantly improved by capitalization of operating leases. Return on assets and interest and rent expense coverage ratios have been significantly decreasing for the negative income subgroups. And this situation has negatively affected by the performance rating of these companies
Singh (2011)	The results show that a material increase EBITDA and EBIT ratios, and a decrease in pre-tax income because of higher lease expense, an increase in leverage debt to equity ratio, and a decrease in return on assets and return on invested capital ratios
Kostolansky and Stanko (2011)	The study finds an essential impact on specific companies and on specific industries. The findings of this study support the IASB's new lease standard and the capitalization of operating leases
Wong and Joshi (2015)	The results show a significant effect of lease capitalization on financial statements. The ratios such as debt to assets, debt to equity and return on assets will change significantly. And this study finds the change in return on equity is insignificant

2.3 Results

In this paper, we focus on deliberately the studies that assess the changes to lessee accounting due to the new lease standard IFRS 16 Leases, substantially changed the lessees' requirements. This paper lays out a current situation survey about sample, ratios and findings of some empirical studies and it gives brief information about the new lessee accounting.

By reason of each of these academic studies have different samples, assumptions about interest rate, remaining lease life, total lease life, variability of leased assets, lease term; the results of these academic researches show that there is no common agreement. Some of them found significantly affected results and the others didn't find such results. However the changes of lease accounting and the requirement of the constructive capitalization of operating leases will mostly influence the financial statements and the key accounting ratios.

Figure 1 demonstrates the most substantial financial statements (total assets, total liabilities and total equity) and accounting ratios (return on assets, return on

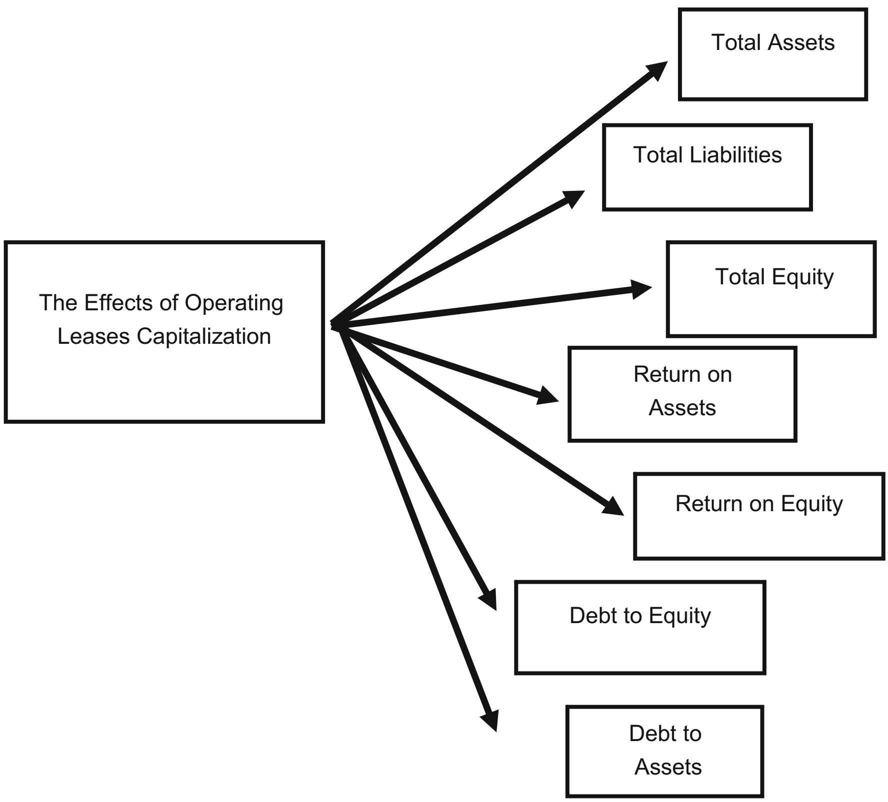

Fig. 1 The effects of operating leases capitalization on financial statements and accounting ratios

equity, debt to equity and debt to assets) which are examined by these empirical studies. Imhoff et al. (1991, 1997), Bennett and Bradbury (2003), Duke et al. (2009) and Singh (2011) examine the effects of operating leases capitalization on financial statements which include total assets, total liabilities and total equity. Imhoff et al. (1991, 1997), Ely (1995), Durocher (2008), Duke et al. (2009), Kostolansky and Stanko (2011), and Wong and Joshi (2015) analyze the effects of operating leases capitalization on return on assets. Nelson (1963), Ashton (1985), Imhoff et al. (1997), Durocher (2008), Fülbier et al. (2008), and Wong and Joshi (2015) identify the effects of operating leases capitalization on return on equity. Nelson (1963), Ashton (1985), Imhoff et al. (1991), Ely (1995), Fülbier et al. (2008), Duke et al. (2009), and Wong and Joshi (2015) analyze the effects of operating leases capitalization on debt to equity ratio. And Nelson (1963), Durocher (2008), Duke et al. (2009), Kostolansky and Stanko (2011), and Wong and Joshi (2015) examine the effects of operating leases capitalization on debt to assets ratio.

3 Conclusion

IASB and Financial Accounting Standards Board issued a convergence project on accounting for leases for approximately 10 years and they published Exposure Draft ED/2010/9 Leases and Exposure Draft ED/2013/6 Leases in 2010 and 2013 respectively. In 13 January 2016, the new Standard IFRS 16 Leases was finally published and companies will require implementing the new requirements from 1 January 2019. This new standard, IFRS 16, replace the requirements in IAS 17.

In this paper, we discussed the new requirements and changes to financial statements and we tried to determine particularly the lessee accounting requirements in IFRS 16. The new lease standard, IFRS 16, terminates the classification of leases such as operating or finance lease for lessees and it evolves from an ownership model to the right of use an asset model. To demonstrate the impact of the new lease standard on financial statements and accounting ratios, we summed up the papers which examine and improve methods for the constructive capitalization of operating leases.

The principal method of constructive capitalization is developed by Imhoff et al. (1991, 1997) which is mostly followed by academic researches. We analyzed the relevant literature about the impact of constructive operating lease capitalization and their effects on financial statements and key financial ratios.

Overall, the academic papers show that the changes of lease accounting and the constructive capitalization of operating leases will mostly influence the financial statements and the key accounting ratios. Thanks to this new lease standard, upon IFRS' documents, users of accounting reports have a more information about leases in terms of amount, timing and uncertainty and they can make more accurate reflection about leases.

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Social Change and Business Development Through Transnational Companies in Turkey

Ludger Pries and Serife Erol

Abstract Turkey is an exciting hub between Europe and Asia. How do transnational companies influence social change in Turkey, and how does social change in Turkey affect business organizations? After some general considerations about theories of social change, the shifting weight and role of transnational business in Turkey is sketched out. Based on this, the example of Corporate Social Responsibility is taken in order to analyze the strategies and structure of its diffusion in transnational companies in Turkey. Based on secondary analysis of existing studies, it is shown that general CRS recipes are adapted to and mixed with native culture and traditions in a way that there is an impact of CSR on social change in Turkey and, at the same time, CSR concepts and practices change while being introduced into the Turkish context.

Keywords Transnational corporations • Social responsibility • Corporate governance

1 Introduction

In the twenty-first century, social change may not be understood or explained neither as a merely endogenous change of national society (methodological nationalism) nor as a simple diffusion of modern values and life styles (simple modernization theory). Local, regional, national and transnational social spaces are intertwined in many different ways. Generally speaking, ways and dynamics of social change are not only influenced by material flows of commodities (investment goods, consumables, credit transfers etc.) and personal migration but also by organizations, particularly companies, operating across borders. With regard to Turkey as a hub between Europe and Asia, there are several important questions to be asked concerning this issue: Could the transnational companies in this country be described as motors of a catch-up modernization in the sense of Western

L. Pries • S. Erol (✉)
Sociology/Organization, Migration, Participation, Ruhr University, Bochum, Germany
e-mail: ludger.pries@rub.de; serife.erol@rub.de; Serife.Erol@ruhr-uni-bochum.de

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industrial capitalism? Or are they rather precursors of a hybrid or rather alternative model of social change, a third way, as it were, between the traditional Islamic countries in the South and East and the modernistic industrial states of the West and North? In which way do transnational companies in Turkey themselves become subject to change as a result of their activities in diverse social and cultural contexts?

This article discusses these questions based on changes in corporate culture and Corporate Social Responsibility (CSR) in transnational business organizations, which are doing business in Turkey (and are historically based in or have their headquarters in Turkey or other countries). It is based on a secondary analysis of existing studies and new research about the significance of transnational staff mobility in business organizations working across borders. Firstly, we will present a series of fundamental observations on theories of social change (Sect. 1). Afterwards, the relationship between transnational business organizations and social change in Turkey will be discussed in a more general way (Sect. 2). Subsequently, studies concerning the relationship between national and transnational corporate culture, CSR concepts and labor relations in Turkey will be presented (Sect. 3), which leads to the discussion of several conclusions with regard to the significance of transnational organizations for national social change (Sect. 4).

2 Multiple Modernizations and Their Diffusion

For a long time, and frequently still today, social change has been considered a clearly focused process of modernization, which takes place all over the world and in a more or less similar manner. Following this theory, everyday life worlds, the patterns of life courses, values and norms, socially relevant technology and the relevant social institutions experience a gradual development progress and are changing over many generations. Key words that describe this process of modernization are rationalization of life-style and the way we explain the world, differentiation of social spheres of function and roles, individualization of life planning and preferences, urbanization of life in community, dominance of meritocratic principles for the distribution of opportunities and resources as well as a parliamentary democracy constituting a decision-making method and legally legitimate ruling mechanism.

As early as in the first half of the nineteenth century, Comte (1830–1842) explained the transition from a theological and fictitious stage of the world explanation process, passing through a metaphysical and abstract one and finally arriving at a scientific and positive approach, to be a similar universal evolutionary scheme. The historically unequalled crimes of Nazi Germany form the ultimate turning point for the naïve believe in a simple universal modernization process to give way to an insight into the ambivalence of the modern age, or into the Dialectic of Enlightenment as it was called by Horkheimer and Adorno (1947). The atomic bombs of Hiroshima and Nagasaki, the subsequent nuclear reactor disasters of

Chernobyl and Fukushima as well as the realization that global warming was influenced by mankind helped to strip the so-called technical progress, essential part of the modernization process of all its innocence. After all, the benefits of the promised catch-up modernization did not show on the expected scale in the so-called developing countries of the South—we rather find ultra-modern enclaves and gated communities for a small percentage of the population coexisting with poor districts and slums, mostly excluded from public provisions and welfare, home to a considerable amount of people. This concept of a focused modernization was related to the idea that this linear transition process was transmitted through simple learning and imitation, usually from the advanced and progressive national societies to the more backward and traditional ones. Societies organized as nation-states were therefore perceived as units for analysis, in which social development and modernization would take place mostly through taking up social institutions.

Due to the non-appearance of simple modernization in the Southern countries, more complex theories were developed, such as the hypothesis of the Development of Underdevelopment (Frank 1969) or the mutual dependency of diverse parts of the world within a globally thought world-system (Braudel 1993; Wallerstein 1974).

Compared to the simple, linear modernization theory, merely outlined in the present article, the current state of knowledge has been expanded and differentiated considerably. Nowadays, social change is generally understood as a contradictory and complex, at times even opposing process of structural change of social institutions, cultural patterns and conducts of societies or other massive interconnections (Pries 2014). According to Shamuel Eisenstadt, we should not talk about just one modernity but a multiple modernity (Eisenstadt 2000a), or rather multiple modernities (Eisenstadt 2003), each combining cultural, structural and institutional patterns. According to Eisenstadt (2000b, pp. 2) "the idea of multiple modernities presumes that the best way to understand the contemporary world—indeed to explain the history of modernity—is to see it as a story of continual constitution and reconstitution of a multiplicity of cultural programs (. . .) Western patterns of modernity are not the only "authentic" modernities, though they enjoy historical precedence and continue to be the basic reference point for others". Hence, historically speaking, modernity first developed in Europe, its cultural worldview being influenced by the existence of shifting (political and cultural) centers, balances of authority and equality as well as utopian visions of the future.

With regard to the diversity of institutional and structural combinations in the modern age, the internationally widespread theoretic model of the Varieties of Capitalism (Hall and Soskice 2001) will be relevant for the context in question. In accordance with the specific institutional facilities of capitalistic (national) societies, the first general differentiation made is the distinction between the idealized forms of liberal and coordinated market economies, all of which show specific configurations regarding economic constitutions, the educational system, labor regulation and the role of markets and networks as coordination mechanisms. These variants of capitalism, in spite of mutual observation and institutional learning, are therefore known for their historically evolved and path-depending institutional characteristics (Schreyögg et al. 2003), making utterly unlikely not only a general homogenization and convergence but also a simple transferability of management and production concepts from one country to another. Several related studies show the limits of the complete transfer (application) of, for instance, the Japanese or rather Toyota production system to the United States or Europe—the actual process is more likely to be a complex mechanism of adapted and selective transfer or translation (adaption) of certain elements (Abo 1994, 1998).

With regard to the different forms of labor organization (as a specific form of distribution and coordination of tasks and resources in order to produce goods and services), scientific studies demonstrate time and time again that in spite of many global management concepts and the application of standardizing best-practice-rules, there is still a considerable variance in concrete evolvement of labor organization. Neither Taylorism nor Toyotism/lean production, neither partly autonomous self-regulation nor new production concepts, neither the extended mechanization and computerization nor the politics of subcontracting of tasks (temporary employment and contracts for services) have led to a homogenization of labor organization. Technical and sector-specific factors as well as organization-related or socioinstitutional factors lead to a lasting differentiation according to countries, industries and companies (Pries 2013).

There is no general answer to the question if variances within national societies, within lines of business or within cross-border organizations are greater or smaller than those between different fields and between companies—it always depends on the specific aspects of labor organization considered.

The problems mentioned herein have been of special interest in the field of organizational analysis. With regard to globalization tendencies, several authors (Meyer 1987; Perrow 2002) generally attribute an important role in processes of social change to the organizations themselves. Cross-border organizations may be considered motors for globalization processes (Rehbein and Schwengel 2008; Meyer 2005). They especially induce and intensify cross-border mobility of employees and migrant workers (House et al. 2004; Adick et al. 2014). Mobile actors transport ideas and concepts that influence the respective locations. Taking expatriates in transnational companies as an example, Beaverstock (2002) has demonstrated that organizations are by no means exclusively self-referential operating units which act isolated from the respective local context, but are embedded in local structures of values and references. In his World Polity Theory, Meyer (1987) assumes that organizations globally disseminate mainly Western values and principles of rationality which creates a Western-oriented "world culture". Many globalization theorists, however, are questioning such a Westernization of the world in the sense of the classic modernization theory. Instead, they find both tendencies for a progressing localization of cultures or moral concepts and hybridization or glocalization tendencies (Robertson 1998; Nederveen Pieterse 2003; Pries 2013). Even if we do not follow the World Polity Theory as much as to speak of a homogenized dissemination of a modern Western-oriented "world culture", its firmly established link to the neo-institutionalism of organizational