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9th GLOBAL BUSINESS RESEARCH CONGRESS (GBRC-2023)

GBRC-2023 is an international congress hosted by Istanbul Commerce University.

GBRC-2023 had participants from 9 different countries, namely; United States of America, Jordan, Canada, Dubai, Romania, China, Nigeria, Indonesia and Turkiye.

Hence, GBRC-2023 is defined an "International Congress" qualified by the Higher Education Council of Turkey.

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9th GLOBAL BUSINESS RESEARCH CONGRESS | June 15, 2023 | ISTANBUL

CONGRESS PROGRAM

9th Global Business Research Congress (GBRC-2023) hosted by Istanbul Ticaret University has participants from 9 different countries, namely; United States of America, Jordan, Canada, Dubai, Romania, China, Nigeria, Indonesia and Turkiye. Hence, GBRC-2023 is defined an "International Congress" qualified by the Higher Education Council of Turkey.

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ROOM - 1: <https://us02web.zoom.us/j/85731940751?pwd=RXV0cUpYbGhJNkp4Q1dVTzVBSjJlZz09>

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ROOM - 3: <https://ticaret-edu-tr.zoom.us/j/87183318091?pwd=TkJhemRNOWZiU2xwLzZHY2tXaURtdz09>

OPENING SPEECHES | SESSION 1.1. | ROOM 1 | June 15, 2023, Thursday

10.00-10.10	Assoc. Prof. Ayben Koy, Welcome Speech by the Congress Co-President
10.10-10.20	Prof. Suat Teker, Welcome Speech by the Congress Co-President
10.20-10.30	Prof. Omer Torlak, Rector, Istanbul Ticaret University
10.30-10.50	Keynote Speaker - I: Prof. Tom Gillpatrick, Portland State University, USA <i>"Building Global Resilience in a Polycrises World"</i>
10.50-11.00	Keynote Speaker - II: Prof. Rommel Sergio, Canadian University Dubai <i>"Introspecting the International Working Environment: Trends and Prospects"</i>

PARALEL SESSIONS			
11.00 - 13.00	SESSION 2.1 ROOM 1 Chair: Vahit Ferhan Benli	SESSION 2.2 ROOM 2 Chair: Evrim Develi	SESSION 2.3 ROOM 3 Chair: Beliz Ulgen
11.00 - 11.15	Critical success factors for cybersecurity just technical? Exploring the role of human factors in cybersecurity management Cenk Aksoy, McGill University	Financial reporting timeliness: a scope review of current literature Gokhan Ozer, Gebze Technical University Abdullah Kursat Merter, Gebze Technical University Yavuz Selim Balcioglu, Gebze Technical University	Determination of new flight route with DEA method in airline management Ali Akbaba, Turkish Airlines
11.15 - 11.30	Antecedents and consequences of sustainability performance in tourism firms Humeyra Dogru Dastan, Dokuz Eylul University	Economic indicators used in the diagnostic analysis of multinational companies - case study for companies in the oil and banking field Schiop Roxana Daliana, West University Timisoara, Romania Mircea Mihaiela Joly, West University Timisoara, Romania	A literature review on social media in finance Gaye Ferah, Baskent University Selay Ilgaz Sumer, Baskent University
11.30 - 11.45	Gender equality and empowerment for companies: an exploratory case from Turkey to achieve United Nation's sustainability goal Sena Donmez, Isik University Asli Tuncay Celikel, Isik University	Satisfaction of higher education students with Blackboard learning system during Covid-19 Yasser Abdullah Alyadumi, Isik University Pinar Falcioglu, Isik University	The impacts of central bank monetary policies on the financial performance of commercial banks Cansel Nuray Aksoy, Istanbul Ticaret University
11.45 - 12.00	Investigating value creation and competitive advantage of digital ecosystems: next-generation collaboration and big data environment Cenk Aksoy, McGill University	Digital human resources marketing in 5-star hotels Gokhan Akel, Antalya Belek University	Modelling for fuel policy in low visibility operations in airline operations management Ali Akbaba, Turkish Airlines
12.00 - 12.15	Does public debt impede financial development in Jordan? Some macro and micro analyses Ghassan Omet, University of Jordan	Determining the optimal number of board members: implementation of artificial neural networks Gokhan Ozer, Gebze Technical University Yavuz Selim Balcioglu, Gebze Technical University Abdullah Kursat Merter, Gebze Technical University	Digital era for universities: soon or far Ali Eskinat, Isik University Suat Teker, Isik University
12.15 - 12.30	Elaborating ESG criteria in investments Meryem Koukili, Istanbul Ticaret University Vahit Ferhan Benli, Istanbul Ticaret University	Social sustainability via digital financial inclusion in the banking industry Gulbeyaz Calis, Istinye University Alpaslan Kelleci, Istinye University	Understanding experiment-based social entrepreneurship literature Nurgul Keles Taysir, Istanbul Ticaret University
12.30 - 12.45	Zero waste and consumers: a thematic analysis of reddit r/zero waste community posts Fatih Pinarbasi, Istanbul Medipol University	Unraveling the great resignation: a comprehensive literature review on the workforce exodus phenomenon Yavuz Selim Balcioglu, Gebze Technical University Melike Artar, Gebze Technical University	Financial inclusion for selected OECD countries Suat Teker, Isik University Dilek Teker, Isik University Halit Guzelsoy, Isik University
12.45 - 13.00	Initial public offerings effects on volatility in US Abdirahman N. O. Ahmed, Istanbul Ticaret University Ayben Koy, Istanbul Ticaret University	Generative AI in electricity distribution: a qualitative exploration Ezgi Avci, TED University	Travelling with pets... or not Bircu Selin Yilmaz, Dokuz Eylul University
13.00 - 14.30	SESSION 3.2 ROOM 1 Chair: Bura Sabiha Kelek	SESSION 3.2 ROOM 2 Chair: Hicabi Ersoy	SESSION 3.3 ROOM 3 Chair: Recep Bildik
13.00 - 13.15	The impact of seasonal affective disorder on green cryptocurrencies Zeliha Can Ergun, Adnan Menderes University	A study on middle-class married female teleworkers: the effect of work-life conflict on job satisfaction Yavuz Selim Balcioglu, Gebze Technical University Melike Artar, Gebze Technical University Oya Erdil, Gebze Technical University	Investor behavior and risk perception: an analysis for Turkish market Dilek Teker, Isik University Suat Teker, Isik University Esin Demirel, Isik University
13.15 - 13.30	Do we need a freezone for healthcare in Türkiye to become a global brand in health Cemal Yilmaz, Istanbul Gedik University	Phenomenon of intimidation and workplace bullying and its impact on worker productivity: Egyptian perspective Emaad Muhanna, Uludag University	The impact of the 2023 Kahramanmaraş earthquake on BIST 100 and BIST bank index: evidence from Toda-Yamamoto causality test Arif Cilek, Giresun University Mustafa Ergun, Giresun University
13.30 - 13.45	The effect of authentic leadership on innovative work behavior, psychological empowerment and work engagement: a research in banking sector Leith Saad, Istanbul Okan University Beynaz Uysal, Istanbul Okan University	Increase in prices of staples in the month of Ramadan in the perspective of Islamic economic philosophy A'inin Ni'mah, State Islamic Univ. K.H. A. Wahid Dina Irfina, State Islamic Univ. K.H. Abdurrahman Wahid Aprilita Wijiasri, State Islamic Univ. K.H. A. Wahid M. Sultan Mubarak, State Islamic Univ. K.H. A. Wahid	ESG ratings and the investor decision-making process: a comparative analysis of rating agencies' data and its effect on financial performance Miray Tabur, Istanbul Ticaret University
13.45 - 14.00	Understanding consumer confidence evolution in response to adverse shocks and how marketing contribute to business's success in economic downturns Xitong Liu, Shenzhen College of Int. Education, China	Evaluation of the sustainability of party logistics service providers with failure modes and effects analysis method: its application in a company Aysenur Erdil, Istanbul Medeniyet University	A comparative study of capitalism: max weber and Milton Friedman Ertugrul Gokcekuyu, Anadolu University
14.00 - 14.15	An adventure tourism story in the branding process: hot air balloon management successes in Cappadocia Bura Sabiha Kelek, Istanbul Ticaret University	Failures prevention methods for sustainability of production - failure modes and effect analysis in a business: a case study Aysenur Erdil, Istanbul Medeniyet University Hikmet Erbiyik, Istanbul Medeniyet University	Geopolitical risk is a trigger for energy inflation in the European Economic Area: evidence from panel time-varying regression Godwin Olasehinde-Williams, Istanbul Ticaret University Ifedola Olanipekun, Adeyemi College of Education, Nigeria Ojonugwa Usman, Istanbul Ticaret University
14.15 - 14.30	A bibliometric analysis of sports marketing research in communication Fatih Celik, Trabzon University Blend Ibrahim, Istanbul Ticaret University	Online banking system and the future of e-finance: Egyptian perspective Emaad Muhanna, Uludag University	Future of the GIG economy Mustafa Abdurrahman Tug, Istanbul Ticaret University Pinar Basar, Istanbul Ticaret University

14.30 - 16.00	SESSION 4.1 ROOM 1 Chair: Elcin Aykac Alp	SESSION 4.2 ROOM 2 Chair: Osman Bayraktar	SESSION 4.2 ROOM 3 Chair: Gokan Isil
14.30 - 14.45	Alternative finance technique in the logistics sector: blockchain - Lojistik sektöründe alternatif bir finansman tekniği: blok zinciri Evren Bolgun, Beykoz University	Evaluation of municipalities provided waste services in Turkey with cluster analysis - Türkiye'de atık hizmeti verilen belediyelerin kümeleme analizi ile sınıflandırılması Duygu Tunalı, Anadolu University	Impacts of digitalization in industry on environmental sustainability - Endüstride dijitalleşmenin çevresel sürdürülebilirliğe etkileri Ela Sibel Bayrak Meydanoglu, Turkish-German University Omer Hurmaci, Turkish-German University
14.45 - 15.00	The effects of self-efficacy and optimism on perceived employability - Öz-yeterlilik ve iyimserlik algılanabilirlik üzerindeki etkileri Yaprak Kalafatoglu, Marmara University	Decision criteria for the software to be used in the logistics industry: bibliometric analysis - Lojistik sektörde kullanılacak yazılıma karar verme kriterleri: bibliyometrik analiz Burak Doganer Duman, Istanbul University Mehmet Adak, Istanbul University	The importance of independent audit and ethics in prevention of risk in businesses - İşletmelerde riskin önlenmesinde bağımsız denetim ve etik kurallarının önemi Osman Yilmazcan, Istanbul Gedik University
15.00 - 15.15	Green marketing practices in environmental sustainability in the context of environmental sustainability: case study of eco-friendly cleaning firm - Çevresel sürdürülebilirlik bağlamında yeşil pazarlama uygulamaları: çevre dostu bir temizlik firmasının örnek olay incelemesi Selahattin Semih Karakurum, Ege University	Determining the factors affecting the investment and survival success of startups: An empirical findings on the Turkish startup ecosystem - Startupların yatırım ve hayatta kalma başarısını etkileyen faktörlerin belirlenmesi: Türk startup ekosistemine ilişkin ampirik bir bulgular Burak Arzova, Marmara University Bertac Sakir Sahin, Yildiz Technical University	The effects of the Covid-19 pandemic on foreign trade in immunological products: an evaluation - Covid-19 Salgınının bağışıklık ürünleri dış ticareti üzerindeki etkileri: bir değerlendirme Mine Uzumcuoglu, KTO Karatay University Gokce Bahar Gurbuzer, KTO Karatay University
15.15 - 15.30	Innovative business behavior and personal features: an application in the health sector - Yenilikçi iş davranışı ve kişilik özellikleri: sağlık sektöründe bir uygulama Ilknur Sayan, Kent University Hatice Mutlu, Beykent University	Antecedents and consequences of perceived value in mobile grocery shopping - Mobil market alışverişlerinde algılanan değer öncülleri ve sonuçları Gorkem Erdogan, Ankara Science University	An application on environmental performance of retail trading and food manufacturing companies within the framework of sustainability reporting - sürdürülebilirlik raporlamaları çerçevesinde perakende ticaret ve gıda imalatı yapan şirketlerin çevresel performansları üzerine bir uygulama Ayşe Korkmaz, Istanbul University Ebru Demirdi, Istanbul University
15.30 - 15.45	Unequal exchange relations in Turkey's foreign trade - Türkiye'nin dış ticaretinde eşitsiz mübadele ilişkileri Bulent Hoca, Piri Reis University Elcin Alp, Istanbul Ticaret University	The intermediate role of job commitment in the effect of flexible human resources management on job performance: a research in the accommodation industry - Esnek insan kaynakları yönetiminin görev performansına etkisinde işe adanmanın aracı rolü: konaklama sektöründe bir araştırma Lale Tuzuner, Istanbul University Osman Bayraktar, Istanbul Ticaret University Burcak Sari, Istanbul Ticaret University	The mediating effect of brand likeability on the relationship between brand image and conspicuous consumption - Marka imajı ve gösterişçi tüketim arasındaki ilişkide marka beğenilirliliğinin aracı etkisi Cuneyd İkbal Sarioglu, Kocaeli University
15.45 - 16.00	An applied perspective to education and learning methods and its effect on entrepreneurship: tuyo project - Eğitim ve öğrenme metodlarına uygulamalı bir bakış ve girişimcilik konuşuna etkisi: tuyo projesi Enes Erarslan, Istanbul Ticaret University Sabri Oz, Istanbul Ticaret University	Environmental, social and governance (ESG) related processes and internal control - Çevresel, sosyal ve yönetim (CVS) ilişkili süreçler ve iç kontrol Sezen Uludag, Anadolu University	Design of economic intelligence and comparative static analysis in advanced and emerging market economies - Gelişmiş ve yükselen piyasa ekonomilerinde ekonomik istihbaratın tasarımı mukayeseli statik analiz Nazim Ekren, Istanbul Ticaret University Muhammed Ali Cinar, Istanbul Ticaret University
16.00 - 17.30	SESSION 5.1 ROOM 1 Chair: Sabri Oz	SESSION 5.2 ROOM 2 Chair: Ayben Koy	SESSION 5.2 ROOM 3 Chair: Hasan Huseyin Yildirim
16.00 - 16.15	The effect of macro environmental elements on sales, marketing and export in the natural stone (marble) sector in Turkey - Türkiye doğal taş (mermer) sektöründe makro çevre öğelerinin satış, pazarlama ve ihracata etkisi Salih Ceren Yildirim, Burdur Mehmet Akif Ersoy University Tulay Ozkan, Burdur Mehmet Akif Ersoy University	Effect of working capital management on firm performance- İşletme sermayesi yönetiminin firma performansına etkisi Hasan Kargin, Yildiz Technical University Selcuk Alp, Yildiz Technical University	Artificial intelligence applications in e-export: Türkiye analysis - E-ihracatta yapay zeka uygulamaları: Türkiye analizi Koray Barut, Istanbul Ticaret University
16.15 - 16.30	Technology transfer and foreign direct investments: bibliometric analysis - Teknoloji transferi ve doğrudan yabancı yatırımlar: bibliyometrik analiz Sabri Oz, Istanbul Ticaret University Mustafa Fethi Agalar, Istanbul Ticaret University	Macroeconomic effects of global uncertainty in the Turkish economy - Türkiye ekonomisinde küresel belirsizliğin makroekonomik etkileri Cemil Varlik, Ankara Hacı Bayram Veli University	Intrusion detection and cyber data sets in terms of cyber security - Siber güvenlik açısından izinsiz veri girişi tespiti ve siber veri setleri Sercan Bayram, Istanbul Ticaret University Ismail Ekmekci, Istanbul Ticaret University
16.30 - 16.45	The importance of public relations in management and organization - Yönetim ve organizasyonda halkla ilişkilerin önemi Sedat Seker, Istanbul Ticaret University	Predicting bitcoin process with the LSTM model - LSTM modeli ile bitcoin sürecini tahmin etmek Osman Gazi Polat, Istanbul Ticaret University Ayben Koy, Istanbul Ticaret University	Evaluation of digitalization within strategic management perspective - Dijitalleşmenin stratejik yönetim perspektifinde değerlendirilmesi Bahattin Gokhan Topal, Istanbul Ticaret University Egehan Ozkan Alakas, OSTIM Technical University Ayşe Atabey, OSTIM Technical University
16.45 - 17.00	The implications of Brexit referendum on the long-run relationship between the euro and pound sterling: Residual augmented least square based evidence - Brexit referandumunun avro ve İngiliz sterlini arasındaki uzun dönem ilişkisi üzerindeki etkileri: Kalıntılarla genişletilmiş en küçük kareler temelli bulgular Ahmet Usta, Gebze Technical University Melih Kutlu, Samsun University	Corporate innovation system model implementation: case study - Kurumsal inovasyon sistemi model uygulaması: örnek olay incelemesi Hasret Keles Telseren, Torun Metal Ceyda Ovaci, Istanbul Okan University	Examination of the relationship between foreign investors and BIST-100 return index - Yabancı yatırımcı ve BIST-100 getiri endeksi ilişkisinin incelenmesi Adil Guzel, Istanbul Ticaret University Ferhan Benli, Istanbul Ticaret University
17.00 - 17.15	Examining the concept of professional burnout and the level of professional burnout in terms of demographic variables - Mesleki tükenmişlik kavramı ve mesleki tükenmişlik düzeyinin demografik değişkenler açısından incelenmesi Oguzhan Mehmet Celik, Nisantasi University	Comparative analysis of talent management at the level of academic studies - Yetenek yönetimi olgusunun akademik araştırmalar düzeyinde karşılaştırmalı analizi Guzin Kiyik Kadir, Anadolu University	Challenges in construction industry Onur Basar, Istanbul Ticaret University Pinar Basar, Istanbul Ticaret University
17.15 - 17.30	Investigation of Turkey's perspective on science and technology by country with multi variable statistical techniques - Çok değişkenli istatistiksel tekniklerle Türkiye'nin bilim ve teknolojiye olan bakış açısının ülkelere göre incelenmesi Hazal Sahin, Yildiz Technical University	Planning of investments made in the transportation sector in Turkey and their impact on the country's economy - Türkiye'de ulaştırma sektöründe yapılan yatırımların planlaması ve ülke ekonomisine etkisi Eyup Selman Korten, Istanbul Ticaret University	Impact of exchange rate volatility on international trade: evidence from Türkiye Zoumana Ouattara, Istanbul Ticaret University

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63	Ghassan Omet	University of Jordan
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66	Gokhan Akel	Antalya Belek University
67	Gokhan Ozer	Gebze Technical University
68	Gorkem Erdogan	Ankara Science University
69	Gulbeyaz Calis	Istinye University
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71	Halit Guzelsoy	Isik University
72	Hasan Kargin	Yildiz Technical University
73	Hasret Keles Telseren	Torun Metal
74	Hatice Mutlu	Beykent University
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95	Mine Uzumcuoglu	KTO Karatay University
96	Miray Tabur	Istanbul Ticaret University
97	Mircea Mihaiela Joly	West University Timisoara, Romania
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CONTENT

Title and Author/s	Page
1. An analysis of unequal exchange in Turkiye's international trade <i>Bulent Hoca, Elcin Aykac Alp</i>	1-5
DOI: 10.17261/Pressacademia.2023.1746 PAP-GBRC- V.17-2023(1)-p.1-5	
2. Alternative finance technique in the logistic sector: Blockchain <i>Evren Bolgun</i>	6-20
DOI: 10.17261/Pressacademia.2023.1747 PAP-GBRC- V.17-2023(2)-p.6-20	
3. Analysis of the factors affecting the selection of the site-location for health free zone in Turkiye <i>Cemal Yilmaz</i>	21-25
DOI: 10.17261/Pressacademia.2023.1748 PAP-GBRC- V.17-2023(3)-p.21-25	
4. Antecedents and consequences of sustainability performance in tourism industry <i>Humeyra Dogru Dastan</i>	26-30
DOI: 10.17261/Pressacademia.2023.1749 PAP-GBRC- V.17-2023(4)-p.26-30	
5. The mediating effect of brand likeability on the relationship between brand image and conspicuous consumption <i>Marka imaji ve gösteriçi tüketim arasındaki ilişkide marka beğenilirliğinin aracı etkisi</i> <i>Cuney Ikbal Sarioglu</i>	31-39
DOI: 10.17261/Pressacademia.2023.1750 PAP-GBRC- V.17-2023(5)-p.31-39	
6. Comparative analysis of talent management at the level of academic studies <i>Yetenek yönetimi olgusunun akademik arařtırmalar düzeyinde karşılařtırmalı analizi</i> <i>Guzin Kiyik Kicir</i>	40-45
DOI: 10.17261/Pressacademia.2023.1751 PAP-GBRC- V.17-2023(6)-p.40-45	
7. Digital era for universities: soon or far <i>Ali Eskinat, Suat Teker</i>	46-52
DOI: 10.17261/Pressacademia.2023.1752 PAP-GBRC- V.17-2023(7)-p.46-52	
8. Investigating value creation and competitive advantage of digital ecosystems: next-generation collaboration and big data environments <i>Yeni nesil işbirliği ve büyük veri ortamı dijital ekosistemlerin değer yaratma ve rekabet avantajlarının incelenmesi</i> <i>Cenk Aksoy</i>	53-60
DOI: 10.17261/Pressacademia.2023.1753 PAP-GBRC- V.17-2023(8)-p.53-60	

CONTENT

Title and Author/s	Page
9. Innovative business behaviour and personal features: an application in the health sector <i>Ilknur Sayan, Hatice Mutlu</i> 61-67 DOI: 10.17261/Pressacademia.2023.1754 PAP-GBRC- V.17-2023(9)-p.61-67	61-67
10. Impacts of digitalization in industry on environmental sustainability <i>Endüstride dijitalleşmenin çevresel sürdürülebilirliğe etkileri</i> <i>Ela Sibel Bayrak Meydanoglu, Omer Hurmaci</i> 68-72 DOI: 10.17261/Pressacademia.2023.1755 PAP-GBRC- V.17-2023(10)-p.68-72	68-72
11. The effect of macro environmental elements on sales, marketing and export in the natural stone (marble) sector in Türkiye <i>Salih Ceren Yildirim, Tulay Ozkan</i> 73-77 DOI: 10.17261/Pressacademia.2023.1756 PAP-GBRC- V.17-2023(11)-p.73-77	73-77
12. Determining the optimal number of board members: implementation of artificial neural networks <i>Gokhan Ozer, Yavuz Selim Balcioglu, Abdullah Kursat Merter</i> 78-81 DOI: 10.17261/Pressacademia.2023.1757 PAP-GBRC- V.17-2023(12)-p.78-81	78-81
13. Financial inclusion for selected OECD countries <i>Suat Teker, Dilek Teker, Halit Guzelsoy</i> 82-86 DOI: 10.17261/Pressacademia.2023.1758 PAP-GBRC- V.17-2023(13)-p.82-86	82-86
14. Financial reporting timeliness: a scope review of current literature <i>Gokhan Ozer, Abdullah Kursat Merter, Yavuz Selim Balcioglu</i> 87-91 DOI: 10.17261/Pressacademia.2023.1759 PAP-GBRC- V.17-2023(14)-p.87-91	87-91
15. The impact of the 2023 Kahramanmaraş earthquake on BIST100 and BIST bank index: evidence from Toda-Yamamoto Causality Test <i>Arif Cilek, Mustafa Ergun</i> 92-100 DOI: 10.17261/Pressacademia.2023.1760 PAP-GBRC- V.17-2023(15)-p.92-100	92-100
16. Examining the concept of occupational burnout and the level of occupational burnout in terms of demographic variables <i>Oguzhan Celik</i> 101-104 DOI: 10.17261/Pressacademia.2023.1761 PAP-GBRC- V.17-2023(16)-p.101-104	101-104

CONTENT

Title and Author/s	Page
17. Travelling with pets... or not <i>Burcu Selin Yilmaz</i> 105-112 DOI: 10.17261/Pressacademia.2023.1762 PAP-GBRC- V.17-2023(17)-p.105-112	105-112
18. An application on enviromental performance of retail trading and food manufacturing companies witin the framework of sustainability reporting <i>Sürdürülebilirlik raporlamaları çerçevesinde perakende ticaret ve gıda imalatı yapan şirketlerin çevresel performansları üzerine bir uygulama</i> <i>Ebru Demirci, Ayse Korkmaz</i> 113-123 DOI: 10.17261/Pressacademia.2023.1763 PAP-GBRC- V.17-2023(18)-p.113-123	113-123
19. Design of economic intelligence and comparative static analysis in advanced and emerging market economies <i>Gelişmiş ve yükselen piyasa ekonomilerinde ekonomik istihbaratin tasarimi mukayeseli statik analiz</i> <i>Nazım Ekren, Muhammed Ali Cinar</i> 124-128 DOI: 10.17261/Pressacademia.2023.1764 PAP-GBRC- V.17-2023(19)-p.124-128	124-128
20. Macroeconomic effects of global uncertainty in the Turkish economy <i>Türkiye ekonomisinde küresel belirsizliğin makroekonomik etkileri</i> <i>Cemil Varlik</i> 129-134 DOI: 10.17261/Pressacademia.2023.1765 PAP-GBRC- V.17-2023(20)-p.129-134	129-134
21. The effects of self-efficacy and optimism on perceived employability <i>Öz-yeterlik ve iyimserliğin algılanan istihdam edilebilirlik üzerine etkisi</i> <i>Yaprak Kalafatoglu</i> 135-139 DOI: 10.17261/Pressacademia.2023.1766 PAP-GBRC- V.17-2023(21)-p.135-139	135-139
22. The impact of exchange rate volatility on international trade in developing countries: evidence from Turkiye <i>Zoumana Ouattara</i> 140-148 DOI: 10.17261/Pressacademia.2023.1767 PAP-GBRC- V.17-2023(22)-p.140-148	140-148
23. A literature review on social media in finance <i>Gaye Ferah, Selay Ilgaz Sumer</i> 149-152 DOI: 10.17261/Pressacademia.2023.1768 PAP-GBRC- V.17-2023(23)-p.149-152	149-152

CONTENT

Title and Author/s	Page
24. Artificial intelligence applications in e-export: Turkiye analysis <i>Koray Barut.....</i>	153-155
DOI: 10.17261/Pressacademia.2023.1769 PAP-GBRC- V.17-2023(24)-p.153-155	
25. Effect of working capital management on firm performance <i>İşletme sermayesi yönetiminin firma performansına etkisi</i> <i>Hasan Kargin, Selcuk Alp</i>	156-160
DOI: 10.17261/Pressacademia.2023.1770 PAP-GBRC- V.17-2023(25)-p.156-160	
26. Understanding experiment-based social entrepreneurship literature <i>Nurgul Keles Taysir.....</i>	161-166
DOI: 10.17261/Pressacademia.2023.1771 PAP-GBRC- V.17-2023(26)-p.161-166	
27. ESG ratings and the investor decision-making process: a comparative analysis of rating agencies' data and its effect on financial performance <i>Miray Tabur.....</i>	167-172
DOI: 10.17261/Pressacademia.2023.1772 PAP-GBRC- V.17-2023(27)-p.167-172	
28. The impact of seasonal affective disorder on green cryptocurrencies <i>Zeliha Can Ergun.....</i>	173-177
DOI: 10.17261/Pressacademia.2023.1773 PAP-GBRC- V.17-2023(28)-p.173-177	
29. Implementation of corporate innovation system model: case study <i>Kurumsal inovasyon sistemi model uygulaması : örnek olay incelemesi</i> <i>Hasret Keles Telsere, Ceyda Ovaci</i>	178-182
DOI: 10.17261/Pressacademia.2023.1774 PAP-GBRC- V.17-2023(29)-p.178-182	
30. Economic indicators used in the diagnostic analysis of multinational companies: case study for companies in the oil and banking field <i>Schiop Roxana Daliana, Mircea Mihaiela Joly</i>	183-184
DOI: 10.17261/Pressacademia.2023.1775 PAP-GBRC- V.17-2023(30)-p.183-184	
31. Does public debt impede financial development in Jordan? some macro and micro analyses <i>Ghassan Omet.....</i>	185-186
DOI: 10.17261/Pressacademia.2023.1776 PAP-GBRC- V.17-2023(31)-p.185-186	
32. Gender equality and empowerment for companies: an exploratory case from Turkiye to achieve United Nation's sustainability goal <i>Sena Donmez, Asli Tuncay Celikel.....</i>	187-188
DOI: 10.17261/Pressacademia.2023.1777	



CONTENT

Title and Author/s	Page
33. Investment behaviour and risk perception: an analysis for Turkish market <i>Dilek Teker, Suat Teker, Esin Demirel.....</i>	189-190
DOI: 10.17261/Pressacademia.2023.1778 PAP-GBRC- V.17-2023(33)-p.189-190	
34. Zero waste and consumers: a thematic analysis of Reddit r/ZeroWaste community posts <i>Fatih Pinarbasi.....</i>	191
DOI: 10.17261/Pressacademia.2023.1779 PAP-GBRC- V.17-2023(34)-p.191	
35. Examination of the relationship between foreign investors and BIST-100 return index <i>Yabancı yatırımcı ve BIST-100 getiri endeksi ilişkisinin incelemesi</i> <i>Adil Guzel, Vahit Ferhan Benli.....</i>	192-193
DOI: 10.17261/Pressacademia.2023.1780 PAP-GBRC- V.17-2023(35)-p.192-193	
36. A comparative study of capitalism: Max Weber and Milton Friedman <i>Ertugrul Gokcekuyu.....</i>	194-195
DOI: 10.17261/Pressacademia.2023.1781 PAP-GBRC- V.17-2023(36)-p.194-195	
37. Challenges in construction industry <i>Onur Basar, Pinar Basar.....</i>	196-197
DOI: 10.17261/Pressacademia.2023.1782 PAP-GBRC- V.17-2023(37)-p.196-197	
38. The effect of authentic leadership on innovative work behavior, psychological empowerment and work engagement: A research in banking sector <i>Leith Saad Mahmood, Beynaz Uysal.....</i>	198-199
DOI: 10.17261/Pressacademia.2023.1783 PAP-GBRC- V.17-2023(38)-p.198-199	
39. A bibliometric analysis of sports marketing research in communication <i>Fatih Celik, Belnd Ibrahim.....</i>	200-201
DOI: 10.17261/Pressacademia.2023.1784 PAP-GBRC- V.17-2023(39)-p.200-201	
40. Evaluation of municipalities provided waste services in Turkiye with cluster analysis <i>Türkiye’de atık hizmeti verilen belediyelerin kümeleme analizi ile sınıflandırılması</i> <i>Duygu Tunali.....</i>	202-203
DOI: 10.17261/Pressacademia.2023.1785 PAP-GBRC- V.17-2023(40)-p.202-203	



CONTENT

Title and Author/s	Page
41. Business sustainability via digital financial inclusion in the banking industry <i>Gulbeyaz Calis, Alparslan Kelleci</i>	204-205
DOI: 10.17261/Pressacademia.2023.1786 PAP-GBRC- V.17-2023(41)-p.204-205	
42. Investigation of Turkiye's perspective on science and technology by country with multivariable statistical techniques <i>Çok değişkenli istatistiksel teknikleri ile Türkiye'nin bilim ve teknolojiye olan bakış açısının ülkelere göre incelenmesi</i> <i>Hazal Sahin</i>	206-207
DOI: 10.17261/Pressacademia.2023.1787 PAP-GBRC- V.17-2023(42)-p.206-207	
43. Generative AI in electricity distribution: a qualitative exploration <i>Ezgi Avci</i>	208-211
DOI: 10.17261/Pressacademia.2023.1788 PAP-GBRC- V.17-2023(43)-p.208-211	
44. The implications of Brexit referendum on the long-run relationship between the euro and pound sterling: Residual augmented least square based evidence <i>Brexit referandumunun avro ve ingiliz sterlini arasındaki uzun dönem ilişkisi üzerindeki etkileri: kalıntılara genişletilmiş en küçük kareler temelli bulgular</i> <i>Ahmet Usta, Melih Kutlu</i>	212-214
DOI: 10.17261/Pressacademia.2023.1789 PAP-GBRC- V.17-2023(44)-p.212-214	
45. Increase in prices of staples in the month of Ramadan in the perspective of Islamic Economic Philosophy <i>A'inin Ni'mah, Dina Irfina, Aprilita Wijiasri, Muhammad Sultan Mubarak</i>	215-216
DOI: 10.17261/Pressacademia.2023.1790 PAP-GBRC- V.17-2023(45)-p.215-216	
46. Green marketing practices in context of environmental sustainability: a case study <i>Selahattin Semih Karakurum</i>	217-221
DOI: 10.17261/Pressacademia.2023.1791 PAP-GBRC- V.17-2023(46)-p.217-221	
47. Environmental, social, and governance (ESG) related processes and internal control <i>Çevresel, sosyal ve yönetim (çsy) ilişkili süreçler ve iç kontrol</i> <i>Sezen Uludag</i>	222-223
DOI: 10.17261/Pressacademia.2023.1792 PAP-GBRC- V.17-2023(47)-p.222-223	
48. Unraveling the great resignation: a comprehensive literature review on the workforce exodus phenomenon <i>Yavuz Selim Balcioglu, Melike Artar</i>	224-225
DOI: 10.17261/Pressacademia.2023.1793 PAP-GBRC- V.17-2023(48)-p.224-225	



CONTENT

Title and Author/s	Page
49. An adventure tourism story in the branding process: hot air balloon management successes in Cappadocia	
<i>Bura Sabiha Kelek</i>	226-227
DOI: 10.17261/Pressacademia.2023.1794	
PAP-GBRC- V.17-2023(49)-p.226-227	
50. Elaborating ESG criteria in investments	
<i>Meryem Loukili, Vahit Ferhan Benli</i>	228-229
DOI: 10.17261/Pressacademia.2023.1795	
PAP-GBRC- V.17-2023(50)-p.228-229	
51. Future of the gig economy	
<i>Mustafa Abdurrahman Tug, Pinar Basar</i>	230-231
DOI: 10.17261/Pressacademia.2023.1796	
PAP-GBRC- V.17-2023(51)-p.230-231	
52. A study on middle-class married female teleworkers: the effect of work-life conflict on job satisfaction: a study on work-family conflict, job satisfaction and interpersonal communication satisfaction	
<i>Yavuz Selim Balcioglu, Melike Artar, Oya Erdil</i>	232-233
DOI: 10.17261/Pressacademia.2023.1797	
PAP-GBRC- V.17-2023(52)-p.232-233	
53. The effects of the COVID-19 pandemic on foreign trade in immunological products: an evaluation	
<i>Covid-19 salgınının bağışıklık ürünleri dış ticareti üzerindeki etkileri: bir değerlendirme</i>	
<i>Mine Uzumcuoglu, Gokce Bahar Gurbuzer</i>	234-235
DOI: 10.17261/Pressacademia.2023.1798	
PAP-GBRC- V.17-2023(53)-p.234-235	
54. Determination of new flight route with DEA method in airline operations	
<i>Ali Akbaba</i>	236-237
DOI: 10.17261/Pressacademia.2023.1799	
PAP-GBRC- V.17-2023(54)-p.236-237	
55. A bibliometric analysis on technology transfer and foreign direct investments	
<i>Teknoloji transferi ve doğrudan yabancı yatırımlar: bibliometrik analiz</i>	
<i>Sabri Oz, Mustafa Fethi Agalar</i>	238-239
DOI: 10.17261/Pressacademia.2023.1800	
PAP-GBRC- V.17-2023(55)-p.238-239	
56. Modelling for fuel policy in low visibility operations in airline operations management	
<i>Ali Akbaba</i>	240-242
DOI: 10.17261/Pressacademia.2023.1801	
PAP-GBRC- V.17-2023(56)-p.240-242	



CONTENT

Title and Author/s	Page
57. Satisfaction of higher education students with online learning during Covid-19 <i>Yasser Abdullah Mohsen Alyadumi, Pinar Falcioğlu</i> 243-244 DOI: 10.17261/Pressacademia.2023.1802 PAP-GBRC- V.17-2023(57)-p.243-244	243-244
58. Evaluation of digitalization within strategic management perspective <i>Dijitalleşmenin stratejik yönetim perspektifinde değerlendirilmesi</i> <i>Bahattin Gokhan Topal, Egehan Ozkan Alakas, Ayşe Atabey</i> 245-246 DOI: 10.17261/Pressacademia.2023.1803 PAP-GBRC- V.17-2023(58)-p.245-246	245-246
59. Predicting Bitcoin price with the LSTM model <i>LSTMA modeli ile bitcoin fiyatının tahmin edilmesi</i> <i>Osman Gazi Polat, Ayben Koy</i> 247-248 DOI: 10.17261/Pressacademia.2023.1804 PAP-GBRC- V.17-2023(59)-p.247-248	247-248
60. Antecedents and consequences of perceived value in mobile grocery shopping <i>Mobil market alışverişinde algılanan değer öncülleri ve sonuçları</i> <i>Gökem Erdoğan</i> 249-254 DOI: 10.17261/Pressacademia.2023.1805 PAP-GBRC- V.17-2023(60)-p.249-254	249-254
61. The importance of independent audit and ethics in prevention of risk in businesses <i>İşletmelerde riskin önlenmesinde bağımsız denetim ve etik kuralların önemi</i> <i>Osman Yılmazcan</i> 255-260 DOI: 10.17261/Pressacademia.2023.1825 PAP-GBRC- V.17-2023(61)-p.255-260	255-260