

7th GLOBAL BUSINESS RESEARCH CONGRESS | June 11, 2021 | ISTANBUL

CONGRESS PROGRAM

7th Global Business Research Congress (GBRC-2021) has participants from 13 different countries, namely; Colombia, Malaysia, India, Philippines, Jordan, Romania, Vietnam, Uzbekistan, Switzerland, Australia, United Kingdom, Qatar, and Turkey. Hence, GBRC-2021 is defined an "International Congress" qualified by the Higher Education Council of Turkey.

OPENING SPEECHES

09.30 - 09.40	Prof. Suat Teker, Welcome Speech by the Congress President
09.40 - 10.10	Keynote Speaker I - Prof. Dr. Amalendu Bhunia, Dean, University of Kalyani, India. <i>Does the Covid-19 have a greater impact on BRICS Stock Markets?</i>
10.10 - 10.40	Keynote Speaker II - Assoc. Prof. Dr. Batuhan Kocaoglu, Department Head, Piri Reis University, Turkey. <i>Digital Enterprise: Are we mature enough for the robotic business?</i>

ORAL PRESENTATIONS | ONLINE

11.00 - 17.00	SESSION 1
11.00 - 11.15	THE EFFECTS OF THE PANDEMIC ON THE ENTREPRENEURSHIP FROM THE ROMANIAN AGRI-FOOD SECTOR Mioara Mihaila, Alexandru Ioan Cuza University of Iasi, Romania.
11.15 - 11.30	THE CROWDING-OUT EFFECT IN A SMALL DEVELOPING ECONOMY: A LESSON FROM COVID-19 Ahmad Tarawneh, University of Jordan. Muhanned Obeidat, University of Jordan. Mohammad Khataibeh, University of Jordan. Ghassan Omet, University of Jordan.
11.30 - 11.45	THE IMPACT OF MONETARY POLICY DECISIONS ON STOCK PRICES: AN EVENT STUDY Sule Baykara, Kadir Has University, Turkey.
11.45 - 12.00	THE SHORT-TERM RELATION AMONG STOCK INVESTORS IN BORSA ISTANBUL: WHAT EFFECT DID COVID-19 HAVE? Cumhur Ekinci, Istanbul Technical University, Turkey. Oguz Ersan, Kadir Has University, Turkey.
12.00 - 12.15	THE PERFORMANCE OF BANKS IN A DEVELOPING COUNTRY: HAS COVID-19 MADE ANY DIFFERENCE? Ahmad Tarawneh, University of Jordan, Jordan. Muhanned Obeidat, University of Jordan, Jordan. Mohammad Khataibeh, University of Jordan, Jordan. Ghassan Omet, University of Jordan, Jordan.
12.15 - 12.30	A COMPARATIVE ANALYSIS OF QATAR'S TOURISM COMPETITIVENESS WITH EGYPT, SAUDI ARABIA, THE UNITED ARAB EMIRATES AND TURKEY Ghialy Yap, Edith Cowan University, Australia. Shrabani Saha, University of Lincoln, United Kingdom. Ali Salman Saleh, Qatar University, Qatar. Nelson Oly Ndubisi, Qatar University, Qatar. Saif S. Alsowaidi, Qatar University, Qatar.
12.30 - 12.45	DETERMINANT FACTORS OF HEALTH FINANCING AMONG MALAYSIAN: EVIDENCE FROM THE PUBLIC AND PRIVATE SECTOR M.A. Zariyawati, Universiti Putra, Malaysia. M.T. Hirnisa, Kolej Universiti Poli-Tech Mara, Malaysia.
12.45 - 13.00	FAMILY BUSINESS SUCCESSION PLANNING IN THE GAMBIA TEXTILE MARKET Aminata Drammeh, Istanbul Commerce University, Turkey. Nurgul Keles Taysir, Istanbul Commerce University, Turkey.

13.00 - 13.15	THE SOCIAL MARKETING - A NEW PILLAR FOR THE SUSTAINABLE DEVELOPMENT Mioara Mihaila, Alexandru Ioan Cuza University of Iasi, Romania.
13.15 - 13.30	THE RELATIONSHIP BETWEEN LEADERSHIP BEHAVIOR AND THE DIFFERENT TYPES OF ORGANIZATIONAL CULTURE Kimberley Migallos, De La Salle University, Manila, Philippines.
13.30 - 13.45	THE FUTURE SALES: SOCIAL SELLING Anil Serifsoy, ABB Electric Company and Isik University, Turkey.
13.45 - 14.00	THE PERFORMANCE EVALUATION SYSTEMS AND LEADERSHIP Duygu Hidiroglu, Mersin University, Turkey.
14.00 - 14.15	NEUROECONOMICS FOR THE COMPETITIVE DEVELOPMENT OF PYMES Melva Inés Gómez Caicedo, Fundación Universitaria los Libertadores, Colombia. Andrioty Castillo Cruz, Administrador de Empresas, Consultor, Bogotá, Colombia.
14.15 - 14.30	COVID 19 EFFECT ON THE TRANSFORMATION OF MARKETING Anil Serifsoy, ABB Electric Company and Isik University, Turkey.
14.30 - 14.45	THE EFFECT OF ANGER RUMINATION ON EMPLOYEES' EMOTIONAL COMMITMENT IN PANDEMIC Ebru Gozukara, Istanbul Arel University, Turkey. Oben Uru, Istanbul Arel University, Turkey. Dogan Yildiz, Istanbul Arel University, Turkey.
14.45 - 15.00	THE IMPACT OF CAPITAL STRUCTURE ON BANK PERFORMANCE: GMM ESTIMATION FOR THE CASE OF VIETNAM Thuy Thu Nguyen, Foreign Trade University, Vietnam. Trung Dung Nguyen, Foreign Trade University, Vietnam. Thuy Tien Dinh, Foreign Trade University, Vietnam. Khanh Linh Vu, Foreign Trade University, Vietnam.
15.00 - 15.15	INFORMATION ARRIVAL AND EFFICIENCY IN BITCOIN MARKET Unsal Kiran, Istanbul Technical University, Turkey. Cumhur Ekinci, Istanbul Technical University, Turkey.
15.15 - 15.30	INVESTMENT BEHAVIOUR IN TURKEY AND ATTITUDES TOWARDS CRYPTOCURRENCY MARKET Dilek Teker, Isik University, Turkey. Asena Deniz, Kadir Has University, Turkey.
15.30 - 15.45	ACCOMPLISHMENTS AND CONTRIBUTIONS OF SIX SIGMA APPROACH FOR SUSTAINABILITY OF SERVICE AND MANUFACTURING INDUSTRY IN TERMS OF QUALITY IMPROVEMENT Aysenur Erdil, Istanbul Medeniyet University, Turkey.
16.00 - 16.15	HOW MUCH WEALTH COVID-19 CREATED FOR RICH PEOPLE? Suat Teker, Isik University, Turkey. Murat Danon, International School of Genova, Switzerland.
16.15 - 16.30	E-COMMERCE AMIDST COVID-19 Kenneth Tugay, Lorma College, Philippines.
16.30 - 16.45	FORMATION OF INTERCULTURAL TOLERANCE ON PUPILS IN ENGLISH CLASSES Dilnoza Kubonova, Jizzakh Polytechic Institute, Uzbekistan
16.45 - 17.00	PRIORITIZATION OF MACHINES USED IN DIGITAL TWIN PROCESSES IN BUSINESSES: AN EXAMPLE OF A PICKLE COMPANY Ezgi Demir, Piri Reis University, Turkey.
17.00 - 17.15	COFFEE BREAK

17.15 - 20.30	SESSION 2
17.15 - 17.30	<p>THE EMPLOYER'S OBLIGATION OF EQUAL TREATMENT IN EMPLOYMENT RELATIONSHIP ESTABLISHED UNDER TURKISH LABOUR ACT OF TURKEY (ACT NO. 4857)</p> <p><i>4857 SAYILI İŞ KANUNU KAPSAMINDA KURULAN İŞ İLİŞKİLERİNDE İŞVERENİN EŞİT DAVRANMA BORCU</i></p> <p>Muhammed Turkalp Seckin, Istanbul Technical University, Turkey.</p>
17.30 - 17.45	<p>GOVERNANCE IN CIVIL SOCIETY ORGANIZATIONS COMMUNICATION AS A SUB-DIMENSION: IMPLEMENTATION IN SİHAGÜVDER</p> <p><i>SİVİL TOPLUM KURULUŞLARINDA YÖNETİŞİM BİR ALT BOYUT OLARAK İLETİŞİM: SİHAGÜVDER'DE UYGULAMA</i></p> <p>Selahattin Ates, Eskisehir Technical University, Turkey. Harun Yılmaz, Iseknderun Technic University, Turkey. Sinasi Muratoglu, Civil Aviation Security Officers Association</p>
17.45 - 18.00	<p>THE EFFECT OF INDIVIDUALITY & COLLECTIVISM AND SELF-CONFIDENCE ON LEADING MOTIVATION: A RESEARCH ON THE Z-GENERATION OF POTENTIAL LABOR</p> <p><i>BİREYÇİLİK & KOLEKTİVİZM VE ÖZ-GÜVENİN LİDERLİK ETME MOTİVASYONUNA ETKİSİ: POTANSİYEL İŞGÜCÜ OLAN Z KUŞAĞI ÜZERİNDE BİR ARAŞTIRMA</i></p> <p>Yavuz Selim Duger, Kutahya Dumlupinar University, Turkey.</p>
18.00 - 18.15	<p>SOCIAL FINGERPRINT REQUIREMENT AS AN EFFECTIVE INTERNAL CONTROL SYSTEM IN BUSINESSES IN TURKEY</p> <p><i>TÜRKİYE'DEKİ İŞLETMELERDE ETKİN BİR İÇ KONTROL SİSTEMİ OLARAK SOSYAL PARMAK İZİ GEREKLİLİĞİ</i></p> <p>Ozgen Tukul, Istanbul Aydin University, Turkey. Murat Adil Salepcioglu, Istanbul Aydin University, Turkey.</p>
18.15 - 18.30	<p>ADOPTION OF SUSTAINABLE HUMAN RESOURCES MANAGEMENT IN TURKISH CONTEXT: CHALLENGES AND SOLUTIONS</p> <p><i>TÜRKİYE BAĞLAMINDA SÜRDÜRÜLEBİLİR İNSAN KAYNAKLARI YÖNETİMİNİN BENİMSENMESİ: ZORLUKLAR VE ÇÖZÜMLER</i></p> <p>Kubilayhan Goc, Aksaray University and Istanbul Technical University, Turkey.</p>
18.30 - 18.45	<p>ARTIFICIAL AND REMOTE GOVERNANCE MODEL: "INDUSTRY 6.0 ENHANCED VIRTUAL AND ARTIFICIAL SUPERVISION</p> <p><i>YAPAY VE UZAKTAN YÖNETİŞİM MODELİ : "ENDÜSTRİ 6.0 ARTIRILMIŞ SANAL VE YAPAY DENETİM</i></p> <p>Murat Adil Salepcioglu, Istanbul Aydin University, Turkey.</p>
18.45 - 19.00	<p>INVESTIGATION OF THE EFFECTS OF RETRO MUSIC ON CREATING A CONSUMER BRAND PERCEPTION WITH NEUROMARKETING TECHNIQUE</p> <p><i>RETRO MÜZİĞİN TÜKETİCİLER ÜZERİNDE MARKA ALGISI YARATMADAKİ ETKİLERİNİN NÖROPAZARLAMA ÇERÇEVESİNDE İNCELENMESİ</i></p> <p>Tugce Ezgi Soyaltin, Istanbul Kultur University, Turkey. Ceyda Aysuna Turkyilmaz, Marmara University, Turkey.</p>
19.00 - 19.15	<p>THE EFFECT OF MACROECONOMIC VARIABLES ON THE STOCK EXCHANGE PERFORMANCE OF REAL ESTATE INVESTMENT TRUSTS: PANEL REGRESSION ANALYSIS</p> <p><i>MAKROEKONOMİK DEĞİŞKENLERİN GAYRİMENKUL YATIRIM ORTAKLIKLARININ BORSA PERFORMANSI ÜZERİNE ETKİSİ: PANEL REGRESYON ANALİZİ</i></p> <p>Salih Durer, Yildiz Technical University, Turkey. Ayşegül Berrak Köten; Yildiz Technical University, Turkey.</p>
19.15 - 19.30	<p>NONFINANCIAL REPORTING AND A STUDY ON BIST SUSTAINABILITY INDEX COMPANIES</p> <p><i>FİNANSAL OLMAYAN RAPORLAMA VE BİST SÜRDÜRÜLEBİLİRLİK ENDEKSİ ŞİRKETLERİNDE BİR ÇALIŞMA</i></p> <p>Alev Varcan Baskaya, Istanbul Okan, University, Turkey. Oktay Tas, Istanbul Technical University, Turkey.</p>

19.30 - 19.45	BOOKKEEPING APPROACHES FOR CRYPTO CURRENCIES <i>KRİPTO PARA İŞLEMLERİ İÇİN DEFTER TUTMA YAKLAŞIMLARI</i> Suat Teker, Isik University, Turkey. Yagmur Ergul, Isik University, Turkey.
19.45 - 20.00	DETERMINANTS OF FOREIGN DIRECT INVESTMENTS: A COMPARATIVE ANALYSIS FOR BRAZIL, CHINA, SOUTH <i>DOĞRUDAN YABANCI YATIRIMINI ETKİLEYEN FAKTÖRLER: BREZİLYA, ÇİN, GÜNEY KORE VE TÜRKİYE</i> Fatih Kilic, Kazanci Holding, Turkey. Dilek Teker, Isik University, Turkey.
20.00 - 20.15	EVALUATION OF FACTORS AFFECTING INSURANCE COMPANIES' PERMANENT INCAPACITY AND TEMPORARY INCAPACITY COMPENSATION CALCULATIONS BY FUZZY DEMATEL METHOD <i>SİGORTA ŞİRKETLERİNİN SÜREKLİ İŞ GÖREMEZLİK VE GEÇİCİ İŞ GÖREMEZLİK TAZMİNAT HESABINA ETKİ EDEN FAKTÖRLERİN BULANIK DEMATEL YÖNTEMİ İLE DEĞERLENDİRİLMESİ</i> Ozlem Yalaz, Akdeniz University, Turkey. Neylan Kaya, Akdeniz University, Turkey.
20.15 - 20.30	DIFFERENCES IN PRACTICE BETWEEN FRS FOR SMIS AND TAX PROCEDURE LAW/GCASI AND AN APPLICATION <i>KÜMİ FRS İLE MSUGT/VUK UYGULAMALARI ARASINDAKİ FARKLILIKLAR ve BİR UYGULAMA</i> İbrahim Cem Kurban, Gureli Auditing, Turkey. Levent Polat, Isik University, Turkey.

Global Business Research Congress - 2021 | Organizing Committee

Prof. Suat Teker, Congress President
Prof. Klaus Haberich, Franklin University
Prof. Ghassan Omet, University of Jordan
Prof. Dilek Teker, Isik University
Prof. Zafer Acar, Piri Reis University
Dr. Mustafa Turhan, Istanbul Okan University

N	Participants of Global Business Research Congress - 2021
1	Ahmad Tarawneh, University of Jordan.
2	Alev Varcan Baskaya, Istanbul Okan University, Turkey.
3	Ali Salman Saleh, Qatar University, Qatar.
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15	Dogan Yildiz, Istanbul Arel University, Turkey.

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31	Melva Inés Gómez Caicedo, Fundación Universitaria los Libertadores, Colombia.
32	Mioara Mihaila, Alexandru Ioan Cuza University of Iasi, Romania.
33	Mohammad Khataibeh, University of Jordan.
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35	Muhanned Obeidat, University of Jordan.
36	Murat Adil Salepcioglu, Istanbul Aydin University, Turkey.
37	Murat Danon, Genova International Collage, Switzerland.
38	Nelson Oly Ndubisi, Qatar University, Qatar.
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48	Selahattin Ates, Eskisehir Technical University, Turkey.
49	Shrabani Saha, University of Lincoln, United Kingdom.
50	Sinasi Muratoglu, Civil Aviation Security Officers Association
51	Suat Teker, Isik University, Turkey.
52	Sule Baykara, Kadir Has University, Turkey.
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54	Thuy Tien Dinh, Foreign Trade University, Vietnam.
55	Trung Dung Nguyen, Foreign Trade University, Vietnam.
56	Tugce Ezgi Soyaltin, Istanbul Kultur University, Turkey.
57	Unsal Kiran, Istanbul Technical University, Turkey.
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