

# 8th GLOBAL BUSINESS RESEARCH CONGRESS | June 9, 2022 | ISTANBUL

## CONGRESS PROGRAM

8th Global Business Research Congress (GBRC-2022) hosted by İşik University has participants from 13 different countries, namely; United States of America, Pakistan, UAE, Italy, Jordan, Colombia, Morocco, Tunisia, Dubai, Peru, Uganda, Philippines and Turkey. Hence, GBRC-2022 is defined an "International Congress" qualified by the Higher Education Council of Turkey.

### ZOOM LINKS

**ROOM -1:** <https://zoom.us/j/96858222414> (09.30 – 17.00)

**ROOM - 2:** <https://zoom.us/j/98832643863> (10.30 – 17.00)

**ROOM - 3:** <https://zoom.us/j/94114598974> (10.30 – 17.00)

### OPENING SPEECHES | SESSION 1.1. | ROOM 1 | June 9, 2022, Thursday

10.00-10.10	Prof. Hasan Bulent Kahraman, Rector, İşik University
10.10-10.20	Prof. Suat Teker, Welcome Speech by the Congress President
10.20-10.35	<b>Keynote Speaker - I:</b> Prof. Ghassan Omet, University of Jordan <i>"Financial Inclusion in the MENA Region"</i>
10.35-10.50	<b>Keynote Speaker - II:</b> Prof. Tom Gillpatrick, Portland State University <i>"Globalization in a VUCA World"</i>
10.50-11.00	<b>Keynote Speaker - III:</b> Prof. Rommel Sergio, Canadian University Dubai <i>"Introspecting the International Working Environment: Trends and Prospects"</i>

### PARALEL SESSIONS

11.00 - 13.30	SESSION 2.1   ROOM 1	SESSION 2.2   ROOM 2	SESSION 2.3   ROOM 3	
	Chair: Assoc. Prof. Asli Tuncay Celikel	Chair: Assist. Prof. Hakan Yuksel	Chair: Assoc. Prof. Ayben Koy	
11.00 - 11.15	<i>Top management team strategic learning and network ties</i> Nufer Yasin Ates, Sabanci University	<i>Digital transformation of businesses</i> Suat Teker, İşik University Dilek Teker, İşik University Emre Orendil, İşik University	<i>Sectoral market risk premiums in Turkey</i> Suat Teker, İşik University Dilek Teker, İşik University Esin Demirel, İşik University	1
11.15 - 11.30	<i>Typology of innovation ecosystems university-based innovation ecosystems &amp; entrepreneurs in the UAE</i> Ayman Rashed Alkhanbouli, American University of Ras Al Khaimah, UAE	<i>Exploring the impact of career adaptability on perceived future employability: the mediation role of self-efficacy</i> Esra Aydin, Izmir Democracy University	<i>Public debt and economic growth: the Jordanian case</i> Muhanned Obeidat, University of Jordan Ahmad Tarawneh, University of Jordan Mohammad Khataibeh, University of Jordan Ghassan Omet, University of Jordan	2
11.30 - 11.45	<i>Evolution of business models</i> Suat Teker, İşik University Emre Orendil, İşik University	<i>Digital payment systems: a future outlook</i> Suat Teker, İşik University Dilek Teker, İşik University Irmak Orman, İşik University	<i>Why invest globally in family firms?</i> Suat Teker, İşik University Dilek Teker, İşik University Esin Demirel, İşik University	3
11.45 - 12.00	<i>Analyzing the relationship between trust and social commerce satisfaction SCS through social media activities: a study on online buyers of clothing industry</i> Abdul Saleem, Indus University, Pakistan	<i>Artificial intelligence and responsibility: community profiles</i> Antonio Tipaldi, Università degli studi di Salerno, Italy	<i>Machine learning and trading</i> Wassima Lakhchini, Hassan 1st University, Morocco	4
12.00 - 12.15	<i>The interaction between antecedents and consequences of brand love – can extraversion as a personality trait moderate this interaction?</i> Kemal Gusinac, Insider Inc. Gozde Gusan Kose, Marmara University Gulpinar Kelemci, Marmara University	<i>Marketing 4.0: bibliometric analysis</i> Fatma Demirag, Kutahya Dumlupinar University	<i>The function of managerial accounting for new product development strategies</i> Ibrahim Mert, Istanbul Aydin University	5
12.15 - 12.30	<i>Digital transformation and universities</i> Suat Teker, İşik University Dilek teker, İşik University Basak Tavman, İşik University	<i>Has Covid-19 affected the female academics' perception of the glass ceiling and work-life balance?</i> Nilgun Karatas Gumustas, Marmara University Yaprak Kalafatoglu, Marmara University Burcu Yasa, Marmara University	<i>Performance of airlines: TOPSIS analysis</i> Dilek Teker, İşik University Suat teker, İşik University Ezgi Polat, İşik University	6
12.30 - 12.45	<i>The digitalized village dealing with Covid-19</i> Chaimae Grari, Istanbul Aydin University	<i>Turkey's position in export of textile sector and dimension of competition with China</i> Nisanur Bayraktar, Bursa Technical University Ayberk Seker, Bursa Technical University	<i>Banking profits persistence in Africa and the Middle East</i> Nabil Adel, ESCA School of Management, Morocco Siham Meknassib, ESCA School of Management, Morocco	7
12.45 - 13.00	<i>Sustainable competitiveness: Importance for SMEs</i> Melva Inés Gómez Caicedo, Fundación Universitaria los Libertadores, Colombia Nelsson Orlando Alarcón Villamil, Fundación Universitaria los Libertadores Diana Geraldine Jiménez, Fundación Universitaria los Libertadores	<i>Good corporate governance as a mechanism to prevent corporate corruption in the private sector</i> Gian Vega Carrasco, Pontificia Universidad Católica del Perú Edison Tabra Ochoa, Pontificia Universidad Católica del Perú Edison Tabra Ochoa, Pontificia Universidad Católica del Perú	<i>Banking sector and economic development</i> Guven Guney, Ataturk University Eda Bozkurt, Ataturk University	8
13.00 - 13.15	<i>Factors promoting the emergence of social ventures for the post Covid-19: a case study in Turkey</i> Eser Ozbay, İşik University Asli Tuncay Celikel, İşik University	<i>Dilemmas and challenges in the transformation of free zones: global trade prospects</i> Gizem Ates, Inonu University Muge Seda Ates, Inonu University Esra Canpolat Gokce, Inonu University Demet Toktas, Inonu University	<i>Extraordinary economy policies amid Covid-19 pandemics: economic growth and the role of elasticity of substitution</i> Ata Ozkaya, Galatasaray University	9
13.15 - 13.30	<i>Agglomeration economies and regional growth in Tunisian coastal area: evidence from a spatial econometric model</i> Thabet Khaled, School of Economic and Commercial Sciences of Tunis	<i>A Survey on organizational resilience in Iranian restaurants during COVID-19</i> Muhammad Amini Tehrani, Ankara Yildirim Beyazit University Murat Ulubay, Ankara Yildirim Beyazit University	<i>Budget planning, monitoring and organizational performance of Not for profit health institutions in Uganda</i> James Kizza, Kyambogo University, Uganda Dorothy Ssendagire, Kyambogo University, Uganda Eyagonza Lucy, University of Kisubi, Uganda	10

13.30 - 16.45	<b>SESSION 3.1   ROOM 1</b>	<b>SESSION 3.2   ROOM 2</b>	<b>SESSION 3.2   ROOM 3</b>	
	<b>Chair: Assit. Prof. Pinar Akseki</b>	<b>Chair: Assoc. Prof. Savas Selahattin Ates</b>	<b>Chair: Prof. Saygin Eyuypgiller</b>	
13.30 - 13.45	<i>Examination of quality costs in higher education within the scope of international and national quality standards - Uluslararası ve ulusal kalite standartları kapsamında yükseköğretimde kalite maliyetlerinin incelenmesi</i> Demet Basdag, Bulent Ecevit University Gulay Irak, Bulent Ecevit University	<i>The relationship between the European Union and the United States of America's aircraft accidents statistics - Avrupa Birliği ve Amerika Birleşik Devletleri'nin uçak kazası sayıları arasındaki ilişki</i> Billur Unsal, Kocaeli University Savas Selahattin Ates, Eskisehir Technical University	<i>Financial performance analysis of companies in the BIST manufacturing sector with Tobin-Q ratio - BIST imalat sektöründeki şirketlerin Tobin-Q oranı ile finansal performans analizi</i> Asli Gezen, Canakkale Onsekiz Mart University	11
13.45 - 14.00	<i>A study on digital entertainment marketing: the case of a digital music platform - Dijital eğlence pazarlaması üzerine bir araştırma: dijital müzik platformu örneği</i> Basaran Dogan, Egean University Keti Ventura, Egean University	<i>An investigation of the relationship between emotional intelligence skills and perception of well-being specific to cabin crew - Kabin memurları özelinde duygusal zeka becerileri ile iyi oluş algısı ilişkisinin incelenmesi</i> Nil Konyalilar, Istanbul Rumeli University	<i>Direct investments in developing economies in the process of financial liberalization - Finansal serbestleşme sürecinde gelişmekte olan ekonomilerde doğrudan yatırımlar</i> Tuncay Ozhan, Izmir Katip Celebi University	12
14.00 - 14.15	<i>Determining the payment preferences of the consumers in online shopping: Amasya province example - Online alışverişte tüketicinin ödeme tercihlerinin belirlenmesi: Amasya ili örneği</i> Murat Kartal, Suleyman Demirel University	<i>Evaluation of airport slot allocation method in terms of market concentration and competition - Havaalanı slotu tahsis yönteminin pazar yoğunlaşması ve rekabet açısından değerlendirilmesi</i> Cem Avci, Eskisehir Technical University Savas Ates, Eskisehir Technical University	<i>Intellectual value-added coefficient (VAIC) in healthcare management - Sağlık yönetiminde entelektüel katma değer katsayısı</i> Ozgul Orsal, Osmangazi University Nurullah Uckun, Osmangazi University	13
14.15 - 14.30	<i>Quality expectations in personal care: a qualitative study - Kişisel bakımda kalite beklentileri: nitel bir araştırma</i> Hasret Uzulmez, Kasatmonu University Erugrul Cavdar, Kastamonu University	<i>Housing marketing and factors affecting the housing preference of the people of Diyarbakir - Konut pazarlaması ve Diyarbakir halkının konut tercihinde etkili olan unsurlar</i> Cengiz Guzel, Diyarbakir University	<i>Relationship between BIST industry index and exchange rate: Granger causality analysis - BIST sınıı endeksi ile döviz kuru arasındaki ilişki: Granger nedensellik analizi</i> Derya Polat, Dicle University Lutfu Sizer, Dicle University	14
14.30 - 14.45	<i>The rising value of customer citizenship behavior in the digital world - Müşteri vatandaşlık davranışının dijital dünyadaki yükselen değeri</i> Ilknur Akbas, Gebze Technical University Nilsah Cavdar Aksoy, Albeka Consulting Alev Alan, Gebze Technical University Ebru Tumer Kabadayı, Gebze Technical University	<i>University students' perspective on entrepreneurship - Üniversite öğrencilerinin girişimcilğe bakış açısı</i> Ozlem Ozdemir Suzer, Kayseri University	<i>The relationship between capital structure and return on capital: canonical correlation analysis on the textile industry - Sermaye yapısı ile sermaye getirisi arasındaki ilişki: tekstil sektörü üzerine kanonik korelasyon analizi</i> Tuncer Yilmaz, Kafkas University	15
14.45 - 15.00	<i>Quality expectations in shoes: a qualitative research - Ayakkabıda kalite beklentileri: kalitatif bir araştırma</i> Busra Yusel, Kasatmonu University Erugrul Cavdar, Kastamonu University	<i>Tendency of gossip among university workers - Üniversite çalışanlarında dedikodu eğilimi</i> Savas Simsek, Hakkari Police Department	<i>Examination of the relationship between the exchange rate and BIST trade index: ARDL analysis - Döviz kuru ile BIST ticaret endeksi arasındaki ilişkinin incelenmesi: ARDL analizi</i> Yunus Yilmaz, Dicle University Yildiz Yildiz, Dicle University	16
15.00 - 15.15	<i>Quality expectations in furniture and factors affecting purchasing: a qualitative research - Mobilyada kalite beklentileri ve satın almayı etkileyen faktörler: nitel bir araştırma</i> Mervan Tapinc, Kastamonu University Ertugrul Cavdar, Kastamonu University	<i>Agile audit and value-added leadership characteristics of internal auditors - Çevik denetim ve iç denetçilerin değer katan liderlik özellikleri</i> Sezen Uludag, Anadolu University	<i>Effect of firm-specific characteristics on board diligence: an application on BIST - Firmaya özgü özelliklerin yönetim kurulu gayreti üzerine etkisi: BIST uygulaması</i> Gokhan Ozer, Gebze Technical University Abdullah Kursat Merter, Gebze Technical University Elif Nur Merter, Gebze Technical University	17
15.15 - 15.30	<i>Examining the opinions of the managers in beauty centers on green promotion in terms of demographic variables: Sivas example - Güzelik merkezlerindeki yöneticilerin yeşil tutundurmaya yönelik görüşlerinin demografik değişkenler açısından incelenmesi: Sivas örneği</i> Perizat Akar, Sivas Cumhuriyet University Mualla Akcadag, Sivas Cumhuriyet University	<i>The effect of service quality on customer satisfaction in e-commerce environments - E-ticaret ortamlarında hizmet kalitesinin müşteri memnuniyetine etkisi</i> Ozlem Ozdemir Suzer, Kayseri University	<i>Application of material flow cost accounting method from environmental management accounting applications in a production facility - Çevre yönetim muhasebesi uygulamalarından malzeme akış maliyet muhasebesi yönteminin bir üretim işletmesinde uygulaması</i> Gulay Irak, Bulent Ecevit University Emre Gok, Bulent Ecevit University	18
15.30 - 15.45	<i>the relationship of global economic policy uncertainty and crude oil prices: a frequency causes analysis - küresel ekonomik politika belirsizliği ve ham petrol fiyatları ilişkisi: frekansta nedensellik analizi</i> Nazligul Gulcan, Mehmet Akif Ersoy University	<i>Digital transformation in retail industry: the case of Watsons - Perakende sektöründe dijital dönüşüm: Watsons örneği</i> Mehtap Odabas Sargin, Egean University Keti Ventura, Egean University	<i>General overview of International Financial Reporting Standards (IFRS) and application differences between Turkish Tax Procedure Law (TPL) - Uluslararası Finansal Raporlama Standartlarına (UFRS) genel bakış ve Vergi Usul Kanunu (VUK) arasındaki uygulama farkları</i> Merve Ozer, Isik University Suat Teker, Isik University	19
15.45 - 16.00	<i>Applications of digital advertising: perspective of advertising agency - Dijital reklamcılık uygulamaları: reklam ajansı perspektifi</i> Selahattin Semih Karakurum, Egean University Keti Ventura, Egean University	<i>The relationship of board of directors' structural characteristics and the environmental performance of company: evidence from BIST companies - Yönetim kurulu yapasal özelliklerinin firmanın çevre performansı ile ilişkisi: BIST şirketleri analizi</i> Selcen Sari Aytakin, Trabzon University	<i>Games used in behavioral finance research: dictator, ultimatum and trust game comparison - Davranışsal finans araştırmalarında kullanılan oyunlar: diktatör, ultimatum ve güven oyunu karşılaştırması</i> Sezen Gungor, Tekirdag Namik Kemal University	20
16.00 - 16.15	<i>The effect of feedback on recommendation receivers and brands - Geribildirimlerin tavsiye alanlar ve markalar üzerindeki etkileri</i> Ezgi Akpinar Uysal, Sabanci University	<i>Investigation of financing methods of urban transformation projects in terms of sustainability - Kentsel dönüşüm projelerinin finansman yöntemlerinin sürdürülebilirlik açısından incelenmesi</i> Gurkan Isik, Bursa Technical University	<i>Analysis of independent assurance statements: BIST sustainability index - Bağımsız güvence beyanlarının incelenmesi: BIST sürdürülebilirlik endeksi</i> Tuba Bora Kilicarslan, Bursa Uludag University	21
16.15 - 16.30	<i>Workplace humor: antecedents and consequences - İşyerinde mizah: öncüller ve sonuçlar</i> Busra Muceldili, Yildiz Technical University	<i>A research on the effects of Holland vocational personality type features on organizational citizenship behavior and organizational commitment of employees - Hollanda mesleki kişilik tipi özelliklerinin vatandaşlık davranışı ve çalışanların örgüt bağlılığı üzerine etkileri üzerine bir araştırma</i> Golken Kalp, Bilecik Seyh Edeballi University Gurkan Hasit, Bilecik Seyh Edeballi University	<i>Gamestop frenzy: contra hegemonic finance? - Gamestop çılgınlığı: kontra hegemonik finans?</i> Esra Bulut, Trabzon University	22
16.30 - 16.45	<i>Consumers' Perception on Online Shopping</i> Chloe Denise S. Tan, Lorma Special Science College, Philippines	<i>The relationship of global economic policy uncertainty and crude oil prices: a frequency causes analysis - Küresel ekonomik politika belirsizliği ve ham petrol fiyatları ilişkisi: frekansta nedensellik analizi</i> Nazligul Gulcan, Mehmet Akif Ersoy University		23