

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.

ZOOM LINKS

ROOM - 1: <https://us02web.zoom.us/j/85731940751?pwd=RXV0cUpYbGhJNkp4Q1dVTzVBSjlXZz09>

ROOM - 2: <https://us06web.zoom.us/j/89084128800?pwd=NkhSVHpMY0hBTUxCY1VGTTIKa0twZz09>

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
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10.10-10.20	Prof. Suat Teker, Welcome Speech by the Congress Co-President
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10.20-10.30	Prof. Omer Torlak, Rector, Istanbul Ticaret University
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10.30-10.50	Keynote Speaker - I: Prof. Tom Gillpatrick, Portland State University, USA <i>"Building Global Resilience in a Polycrises World"</i>
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10.50-11.00	Keynote Speaker - II: Prof. Rommel Sergio, Canadian University Dubai <i>"Introspecting the International Working Environment: Trends and Prospects"</i>
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PARALEL SESSIONS			
11.00 - 13.00	SESSION 2.1 ROOM 1	SESSION 2.2 ROOM 2	SESSION 2.3 ROOM 3
	Chair: Vahit Ferhan Benli	Chair: Evrim Develi	Chair: Beliz Ulgen
11.00 - 11.15	Critical success factors for cybersecurity just technical? Exploring the role of human factors in cybersecurity management	Financial reporting timeliness: a scope review of current literature	Determination of new flight route with DEA method in airline management
	Cenk Aksoy, McGill University	Gokhan Ozer, Gebze Technical University	Ali Akbaba, Turkish Airlines
		Abdullah Kursat Merter, Gebze Technical University	
		Yavuz Selim Balcioglu, Gebze Technical University	
11.15 - 11.30	Antecedents and consequences of sustainability performance in tourism firms	Economic indicators used in the diagnostic analysis of multinational companies - case study for companies in the oil and banking field	A literature review on social media in finance
	Humeyra Dogru Dastan, Dokuz Eylul University	Schiop Roxana Daliana, West University Timisoara, Romania	Gaye Ferah, Baskent University
		Mircea Mihaela Joly, West University Timisoara, Romania	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	Satisfaction of higher education students with Blackboard learning system during Covid-19	The impacts of central bank monetary policies on the financial performance of commercial banks
	Sena Donmez, Isik University	Yasser Abdullah Alyadumi, Isik University	Cansel Nuray Aksoy, Istanbul Ticaret University
	Asli Tuncay Celikel, Isik University	Pinar Falcioglu, Isik University	
11.45 - 12.00	Investigating value creation and competitive advantage of digital ecosystems: next-generation collaboration and big data environment	Digital human resources marketing in 5-star hotels	Modelling for fuel policy in low visibility operations in airline operations management
	Cenk Aksoy, McGill University	Gokhan Akel, Antalya Belek University	Ali Akbaba, Turkish Airlines
12.00 - 12.15	Does public debt impede financial development in Jordan? Some macro and micro analyses	Determining the optimal number of board members: implementation of artificial neural networks	Digital era for universities: soon or far
	Ghassan Omet, University of Jordan	Gokhan Ozer, Gebze Technical University	Ali Eskinat, Isik University
		Yavuz Selim Balcioglu, Gebze Technical University	Suat Teker, Isik University
		Abdullah Kursat Merter, Gebze Technical University	
12.15 - 12.30	Elaborating ESG criteria in investments	Social sustainability via digital financial inclusion in the banking industry	Understanding experiment-based social entrepreneurship literature
	Meryem Koukili, Istanbul Ticaret University	Gulbeyaz Calis, Istinye University	Nurgul Keles Taysir, Istanbul Ticaret University
	Vahit Ferhan Benli, Istanbul Ticaret University	Alpaslan Kelleci, Istinye University	
12.30 - 12.45	Zero waste and consumers: a thematic analysis of reddit r/zero waste community posts	Unraveling the great resignation: a comprehensive literature review on the workforce exodus phenomenon	Financial inclusion for selected OECD countries
	Fatih Pinarbasi, Istanbul Medipol University	Yavuz Selim Balcioglu, Gebze Technical University	Suat Teker, Isik University
		Melike Artar, Gebze Technical University	Dilek Teker, Isik University
			Halit Guzelsoy, Isik University
12.45 - 13.00	Initial public offerings effects on volatility in US	Generative AI in electricity distribution: a qualitative exploration	Travelling with pets... or not
	Abdirahman N. O. Ahmed, Istanbul Ticaret University	Ezgi Avci, TED University	Burcu Selin Yilmaz, Dokuz Eylul University
	Ayben Koy, Istanbul Ticaret University		

13.00 - 14.30	SESSION 3.2 ROOM 1	SESSION 3.2 ROOM 2	SESSION 3.3 ROOM 3
	Chair: Bura Sabiha Kelek	Chair: Hicabi Ersoy	Chair: Recep Bildik
13.00 - 13.15	The impact of seasonal affective disorder on green cryptocurrencies	A study on middle-class married female teleworkers: the effect of work-life conflict on job satisfaction	Investor behavior and risk perception: an analysis for Turkish market
	Zeliha Can Ergun, Adnan Menderes University	Yavuz Selim Balcioglu, Gebze Technical University	Dilek Teker, Isik University
		Melike Artar, Gebze Technical University	Suat Teker, Isik University
		Oya Erdil, Gebze Technical 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	Phenomenon of intimidation and workplace bullying and its impact on worker productivity: Egyptian perspective	The impact of the 2023 Kahramanmaraş earthquake on BIST 100 and BIST bank index: evidence from Toda-Yamamoto causality test
	Cemal Yilmaz, Istanbul Gedik University	Emaad Muhanna, Uludag University	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	Increase in prices of staples in the month of Ramadan in the perspective of Islamic economic philosophy	ESG ratings and the investor decision-making process: a comparative analysis of rating agencies' data and its effect on financial performance
	Leith Saad, Istanbul Okan University	A'inin Ni'mah, State Islamic Univ. K.H. A. Wahid	Miray Tabur, Istanbul Ticaret University
	Beynaz Uysal, Istanbul Okan University	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	
13.45 - 14.00	Understanding consumer confidence evolution in response to adverse shocks and how marketing contribute to business's success in economic downturns	Evaluation of the sustainability of party logistics service providers with failure modes and effects analysis method: its application in a company	A comparative study of capitalism: max weber and Milton Friedman
	Xitong Liu, Shenzhen College of Int. Education, China	Aysenur Erdil, Istanbul Medeniyet University	Ertugrul Gokcekuyu, Anadolu University
14.00 - 14.15	An adventure tourism story in the branding process: hot air balloon management successes in Cappadocia	Failures prevention methods for sustainability of production - failure modes and effect analysis in a business: a case study	Geopolitical risk is a trigger for energy inflation in the European Economic Area: evidence from panel time-varying regression
	Bura Sabiha Kelek, Istanbul Ticaret University	Aysenur Erdil, Istanbul Medeniyet University	Godwin Olasehinde-Williams, Istanbul Ticaret University
		Hikmet Erbiyik, Istanbul Medeniyet 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	Online banking system and the future of e-finance: Egyptian perspective	Future of the GIG economy
	Fatih Celik, Trabzon University	Emaad Muhanna, Uludag University	Mustafa Abdurrahman Tug, Istanbul Ticaret University
	Blend Ibrahim, Istanbul Ticaret University		Pinar Basar, Istanbul Ticaret University

14.30 - 16.00	SESSION 4.1 ROOM 1	SESSION 4.2 ROOM 2	SESSION 4.2 ROOM 3
	Chair: Elcin Aykac Alp	Chair: Osman Bayraktar	Chair: Gokan Isil
14.30 - 14.45	Alternative finance technique in the logistics sector: blockchain - <i>Lojistik sektöründe alternatif bir finansman tekniği: blokzinciri</i> Evren Bolgun, Beykoz University	Evaluation of municipalities provided waste services in Turkey with cluster analysis - <i>Türkiye'de atık hizmeti verilen belediyelerin kümeleme analizi ile sınıflandırılması</i> Duygu Tunalı, Anadolu University	Impacts of digitalization in industry on environmental sustainability - <i>Endüstride dijitalleşmenin çevresel sürdürülebilirliğe etkileri</i> 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 - <i>Öz-yeterlilik ve iyimserlik algılanabilirlik üzerindeki etkileri</i> Yaprak Kalafatoglu, Marmara University	Decision criteria for the software to be used in the logistics industry: bibliometric analysis - <i>Lojistik sektöründe kullanılacak yazılıma karar verme kriterleri: bibliyometrik analiz</i> Bukra Doganer Duman, Istanbul University Mehmet Adak, Istanbul University	The importance of independent audit and ethics in prevention of risk in businesses - <i>İşletmelerde riskin önlenmesinde bağımsız denetim ve etik kuralların önemi</i> Osman Yılmazcan, Istanbul Gedik University
15.00 - 15.15	Green marketing practices in environmental sustainability: case study - <i>Çevresel sürdürülebilirlik bağlamında yeşil pazarlama uygulamaları: örnek olay incelemesi</i> Selahattin Semih Karakurum, Ege University	Determining the factors affecting the investment and survival success of startups: An empirical findings on the Turkish startup ecosystem - <i>Startupların yatırım ve hayatta kalma başarısını etkileyen faktörlerin belirlenmesi: Turk startup ekosistemine ilişkin ampirik bir bulgular</i> 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 - <i>Covid-19 Salgınının bağımlılık ürünleri dış ticareti üzerindeki etkileri: bir değerlendirme</i> 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 - <i>Yenilikçi iş davranışı ve kişilik özellikleri: sağlık sektöründe bir uygulama</i> Ilknur Sayan, Kent University Hatice Mutlu, Beykent University	Antecedents and consequences of preceived value in mobile grocery shopping - <i>Mobil market alışverişlerinde algılanan değer in öncülleri ve sonuçları</i> Gorkem Erdogan, Ankara Science University	An application on environmental performance of retail trading and food manufacturing companies within the framework of sustainability reporting - <i>sürdürülebilirlik raporlamaları çerçevesinde perakende ticaret ve gıda imalatı yapan şirketlerin çevresel performansları üzerine bir uygulama</i> Ayse Korkmaz, Istanbul University Ebru Demirci, Istanbul University
15.30 - 15.45	Unequal exchange relations in Turkey's foreign trade - <i>Türkiye'nin dış ticaretinde eşitsiz mübadele ilişkileri</i> 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 - <i>Esnek insan kaynakları yönetiminin görev performansına etkisinde işe adanmanın aracılık rolü: konaklama sektöründe bir araştırma</i> 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 - <i>Marka imajı ve gösterişçi tüketim arasındaki ilişkide marka beğenilirliğinin aracı etkisi</i> Cuneyd İkbal Sarioglu, Kocaeli University
15.45 - 16.00	An applied perspective to education and learning methods and its effect on entrepreneurship: tuyo project - <i>Eğitim ve öğrenme metodlarına uygulamalı bir bakış ve girişimcilik coşkusuna etkisi: tuyo projesi</i> Enes Erarslan, Istanbul Ticaret University Sabri Oz, Istanbul Ticaret University	Environmental, social and governance (ESG) related processes and internal control - <i>Çevresel, sosyal ve yönetim (ÇYS) ilişkili süreçler ve iç kontrol</i> Sezen Uludag, Anadolu University	Design of economic intelligence and comparative static analysis in advanced and emerging market economies - <i>Gelişmiş ve yükselen piyasa ekonomilerinde ekonomik istihbaratin tasarımı mukayeseli statik analiz</i> Nazim Ekren, Istanbul Ticaret University Muhammed Ali Cinar, Istanbul Ticaret University

16.00 - 17.30	SESSION 5.1 ROOM 1	SESSION 5.2 ROOM 2	SESSION 5.2 ROOM 3
	Chair: Sabri Oz	Chair: Ayben Koy	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 Tulay Ozkan, Burdur Mehmet Akif Ersoy University	Effect of working capital management on firm performance- İşletme sermayesi yönetiminin firma performansına etkisi Hasan Kargin, Yıldız Technical University Selcuk Alp, Yıldız 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: bibliometrik 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 Varlık, Ankara Hacı Bayram Veli University	Intrusion detection and cyber data sets in terms of cyber security - Siber güvenlik açısından izinsiz veri giriş 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 LSTMA model - LSTMA 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 Ayse 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 incelemesi 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 Kicir, 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 teknikleri ile Türkiye'nin bilim ve teknolojiye olan bakış açısının ülkelere göre incelenmesi Hazal Sahin, Yıldız 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