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8th GLOBAL BUSINESS RESEARCH CONGRESS (GBRC-2022)

GBRC-2022 is an international congress hosted by Isik University.Istanbul.

GBRC-2022 had 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.

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

CONGRESS PROGRAM

8th Global Business Research Congress (GBRC-2022) hosted by Isik 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, Isik University
10.10-10.20	Prof. Suat Teker, Welcome Speech by the Congress President
10.20-10.35	Keynote Speaker - I: Prof. Ghassan Omet, University of Jordan <i>"Financial Inclusion in the MENA Region"</i>
10.35-10.50	Keynote Speaker - II: Prof. Tom Gillpatrick, Portland State University <i>"Globalization in a VUCA World"</i>
10.50-11.00	Keynote Speaker - III: 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>	<i>Digital transformation of businesses</i>	<i>Sectoral market risk premiums in Turkey</i>
	Nufer Yasin Ates, Sabanci University	Suat Teker, Isik University	Suat Teker, Isik University
		Dilek Teker, Isik University	Dilek Teker, Isik University
		Emre Orendil, Isik University	Esin Demirel, Isik University
11.15 - 11.30	<i>Typology of innovation ecosystems university-based innovation ecosystems & entrepreneurs in the UAE</i>	<i>Exploring the impact of career adaptability on perceived future employability: the mediation role of self-efficacy</i>	<i>Public debt and economic growth: the Jordanian case</i>
	Ayman Rashed Alkhambouli, American University of Ras Al Khaimah, UAE	Esra Aydin, Izmir Democracy University	Muhanned Obeidat, University of Jordan
			Ahmad Tarawneh, University of Jordan
			Mohammad Khataibeh, University of Jordan
			Ghassan Omet, University of Jordan
11.30 - 11.45	<i>Evolution of business models</i>	<i>Digital payment systems: a future outlook</i>	<i>Why invest globally in family firms?</i>
	Suat Teker, Isik University	Suat Teker, Isik University	Suat Teker, Isik University
	Emre Orendil, Isik University	Dilek Teker, Isik University	Dilek Teker, Isik University
		Irmak Orman, Isik University	Esin Demirel, Isik University
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>	<i>Artificial intelligence and responsibility: community profiles</i>	<i>Machine learning and trading</i>
	Abdul Saleem, Indus University, Pakistan	Antonio Tipaldi, Università degli studi di Salerno, Italy	Wassima Lakhchini, Hassan 1st University, Morocco
12.00 - 12.15	<i>The interaction between antecedents and consequences of brand love – can extraversion as a personality trait moderate this interaction?</i>	<i>Marketing 4.0: bibliometric analysis</i>	<i>The function of managerial accounting for new product development strategies</i>
	Kemal Gusinac, Insider Inc.	Fatma Demirag, Kutahya Dumlupinar University	Ibrahim Mert, Istanbul Aydin University
	Gozde Gusan Kose, Marmara University		
	Gulpinar Kelemci, Marmara University		
12.15 - 12.30	<i>Digital transformation and universities</i>	<i>Has Covid-19 affected the female academics' perception of the glass ceiling and work-life balance?</i>	<i>Performance of airlines: TOPSIS analysis</i>
	Suat Teker, Isik University	Nilgun Karatas Gumustas, Marmara University	Dilek Teker, Isik University
	Dilek teker, Isik University	Yaprak Kalafatoglu, Maramara University	Suat teker, Isik University
	Basak Tavman, Isik University	Burcu Yasa, Marmara University	Ezgi Polat, Isik University
12.30 - 12.45	<i>The digitalized village dealing with Covid-19</i>	<i>Turkey's position in export of textile sector and dimension of competition with China</i>	<i>Banking profits persistence in Africa and the Middle East</i>
	Chaimae Grari, Istanbul Aydin University	Nisanur Bayraktar, Bursa Technical University	Nabil Adel, ISCAE School of Management, Morocco
		Ayberk Seker, Bursa Technical University	Siham Meknassib, ISCAE School of Management, Morocco
12.45 - 13.00	<i>Sustainable competitiveness: Importance for SMEs</i>	<i>Good corporate governance as a mechanism to prevent corporate corruption in the private sector</i>	<i>Banking sector and economic development</i>
	Melva Inés Gómez Caicedo, Fundación Universitaria los Libertadores, Colombia	Gian Vega Carrasco, Pontificia Universidad Católica del Perú	Guven Guney, Ataturk University
	Nelson Orlando Alarcón Villamil, Fundación Universitaria los Libertadores	Edison Tabra Ochoa, Pontificia Universidad Católica del Perú	Eda Bozkurt, Ataturk University
	Diana Geraldine Jiménez, Fundación Universitaria los Libertadores	Edison Tabra Ochoa, Pontificia Universidad Católica del Perú	
13.00 - 13.15	<i>Factors promoting the emergence of social ventures for the post Covid-19: a case study in Turkey</i>	<i>Dilemmas and challenges in the transformation of free zones: global trade prospects</i>	<i>Extraordinary economy policies amid Covid-19 pandemics: economic growth and the role of elasticity of substitution</i>
	Eser Ozbay, Isik University	Gizem Ates, Inonu University	Ata Ozkaya, Galatasaray University
	Asli Tuncay Celikel, Isik University	Muge Seda Ates, Inonu University	
		Esra Canpolat Gokce, Inonu University	
		Demet Toktas, Inonu University	
13.15 - 13.30	<i>Agglomeration economies and regional growth in Tunisian coastal area: evidence from a spatial econometric model</i>	<i>A Survey on organizational resilience in Iranian restaurants during COVID-19</i>	<i>Budget planning, monitoring and organizational performance of Not for profit health institutions in Uganda</i>
	Thabet Khaled, School of Economic and Commercial Sciences of Tunis	Muhammad Amini Tehrani, Ankara Yildirim Beyazit University	James Kizza, Kyambogo University, Uganda
		Murat Ulubay, Ankara Yildirim Beyazit University	Dorothy Ssendagire, Kyambogo University, Uganda
			Eyagonza Lucy, University of Kisubi, Uganda

13.30 - 16.45	SESSION 3.1 ROOM 1	SESSION 3.2 ROOM 2	SESSION 3.2 ROOM 3
	Chair: Assit. Prof. Pinar Akseki	Chair: Assoc. Prof. Savas Selahattin Ates	Chair: Prof. Saygin Eyupgiller
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>	<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>	<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>
	Demet Basdag, Bulent Ecevit University Gulay Irak, Bulent Ecevit University	Billur Unsal, Kocaeli University Savas Selahattin Ates, Eskisehir Technical University	Asli Gezen, Canakkale Onsekiz Mart University
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>	<i>An investigation of the relationship between emotional intelligence skills and perception of well-being specific to cabin crew - Kabin memurları üzerinde duygusal zeka becerileri ile iyi oluş algısı ilişkisinin incelenmesi</i>	<i>Direct investments in developing economies in the process of financial liberalization - Finansal serbestleşme sürecinde gelismecek olan ekonomilerde doğrudan yatırımlar</i>
	Basaran Dogan, Egean University Keti Ventura, Egean University	Nil Konyalilar, Istanbul Rumeli University	Tuncay Ozhan, Izmir Katip Celebi University
14.00 - 14.15	<i>Determining the payment preferences of the consumers in online shopping: Amasya province example - Online alışverişe tüketicinin ödeme tercihlerinin belirlenmesi: Amasya ili örneği</i>	<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>	<i>Intellectual value-added coefficient (VAIC) in healthcare management - Sağlık yönetiminde entelektüel katma değer katsayı</i>
	Murat Kartal, Suleyman Demirel University	Cem Avci, Eskisehir Technical University Savas Selahattin Ates, Eskisehir Technical University	Ozgul Orsal, Osmangazi University Nurullah Uckun, Osmangazi University
14.15 - 14.30	<i>Quality expectations in personal care: a qualitative study - Kişisel bakımda kalite bekleyenler: nitel bir araştırma</i>	<i>Housing marketing and factors affecting the housing preference of the people of Diyarbakır - Konut pazarlaması ve Diyarbakır halkın konut tercihinde etkili olan unsurlar</i>	<i>Relationship between BIST industry index and exchange rate: Granger causality analysis - BIST sanai endeksi ile döviz kuru arasındaki ilişkisi: Granger nedensellik analizi</i>
	Hasret Uzulmez, Kastamonu University Ertugrul Cavdar, Kastamonu University	Cengiz Guzel, Dicle University Halil Ibrahim Sengun, Dicle University	Derya Polat, Dicle University Lutfu Sizer, Dicle University
14.30 - 14.45	<i>The rising value of customer citizenship behavior in the digital world - Müşteri vatandaşlık davranışının dijital dünyadaki yükselen değeri</i>	<i>University students' perspective on entrepreneurship - Üniversite öğrencilerinin girişimciligi bakış açısı</i>	<i>The relationship between capital structure and return on capital: canonical correlation analysis on the textile industry - Sermaye yapısı ile sermaye getirisi arasındaki ilişkisi: tekstil sektörü üzerine kanonik korelasyon analizi</i>
	Ilknur Akbas, Gebze Technical University Nilsah Cavdar Aksoy, Albeka Consulting Alev Alan, Gebze Technical University Ebru Tumer Kabadayi, Gebze Technical University	Ozlem Ozdemir Suzer, Kayseri University	Tuncer Yilmaz, Kafkas University
14.45 - 15.00	<i>Quality expectations in shoes: a qualitative research - Ayakkabıda kalite bekleyenler: kalitatif bir araştırma</i>	<i>Tendency of gossip among university workers - Üniversite çalışanlarında dedikodu eğilimi</i>	<i>Examination of the relationship between the exchange rate and BIST trade index: ARDL analysis - Döviz kuru ile BIST ticaret endeksi arasındaki ilişkisinin incelenmesi: ARDL analizi</i>
	Bursa Yusel, Kastamonu University Ertugrul Cavdar, Kastamonu University	Savas Simsek, Hakkari Police Department	Yunus Yilmaz, Dicle University Yildiz Yildiz, Dicle University
15.00 - 15.15	<i>Quality expectations in furniture and factors affecting purchasing: a qualitative research - Mobilyada kalite bekleyenlerin satın almayı etkileyen faktörler: nitel bir araştırma</i>	<i>Agile audit and value-added leadership characteristics of internal auditors - Çevik denetim ve iç denetçilerin değer katan liderlik özelliklerini</i>	<i>Effect of firm-specific characteristics on board diligence: an application on BIST - Firma özgü özelliklerin yönetim kurulu görevleri üzerine etkisi: BİST uygulaması</i>
	Mervan Tapinc, Kastamonu University Ertugrul Cavdar, Kastamonu University	Sezen Uludag, Anadolu University	Gokhan Ozer, Gebze Technical University Abdullah Kursat Merter, Gebze Technical University Elif Nur Merter, Gebze Technical University
15.15 - 15.30	<i>Examining the opinions of the managers in beauty centers on green promotion in terms of demographic variables: Sivas example - Güzellik merkezlerindeki yöneticilerin yeşil tutundurmaya yönelik görüşlerinin demografik değişkenler açısından incelenmesi: Sivas örneği</i>	<i>The effect of service quality on customer satisfaction in e-commerce environments - E-ticaret ortamlarında hizmet kalitesinin müşteri memnuniyetine etkisi</i>	<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 yönünden bir üretimi işletmesinde uygulaması</i>
	Perizat Akar, Sivas Cumhuriyet University Mualla Akcadag, Sivas Cumhuriyet University	Ozlem Ozdemir Suzer, Kayseri University	Gulay Irak, Bulent Ecevit University Emre Gok, Bulent Ecevit University
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: frekansa nedensellik analizi</i>	<i>Digital transformation in retail industry: the case of Watsons - Perakende sektöründe dijital dönüşüm: Watsons örneği</i>	<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 farklıları</i>
	Nazligul Gulcan, Mehmet Akif Ersoy University	Mehtap Odabas Sargin, Egean University Keti Ventura, Egean University	Merve Ozer, Isik University Suat Teker, Isik University
15.45 - 16.00	<i>Applications of digital advertising: perspective of advertising agency - Dijital reklamcılık uygulamaları: reklam ajansı perspektifi</i>	<i>The relationship of board of directors' structural characteristics and the environmental performance of company: evidence from BIST companies - Yönetim kurulu yapısal özelliklerinin firmaların çevre performansı ile ilişkisi: BIST şirketleri analizi</i>	<i>Games used in behavioral finance research: dictator, ultimatum and trust game comparison - Davranışsal finans araştırmalarında kullanılan oyunlar: diktatör, ultimatom ve güven oyunu karşılaştırması</i>
	Selahattin Semih Karakurum, Egean University Keti Ventura, Egean University	Selcen Sarı Aytekin, Trabzon University	Sezen Gungor, Tekirdag Namik Kemal University
16.00 - 16.15	<i>The effect of feedback on recommendation receivers and brands - Geribildirimlerin tavsiye alanları ve markalar üzerindeki etkileri</i>	<i>Investigation of financing methods of urban transformation projects in terms of sustainability - Kentsel dönüşüm projelerinin finansman yöntemlerinin sürdürülebilirlik açısından incelenmesi</i>	<i>Analysis of independent assurance statements: BIST sustainability index - Bağımsız güvence beyanlarının incelenmesi: BIST sürdürülebilirlik endeksi</i>
	Ezgi Akpinar Uysal, Sabanci University	Gurkan Isik, Bursa Technical University	Tuba Bora Kilicarslan, Bursa Uludag University
16.15 - 16.30	<i>Workplace humor: antecedents and consequences - İşyerinde mizah: öncüller ve sonuçlar</i>	<i>A research on the effects of Holland vocational personality type features on organizational citizenship behavior and organizational commitment of employees - Hollanda meslekî kişilik típi özelliklerinin vatandaşlık davranışını ve çalışanların örgüt bağlılığı üzerine etkileri üzerine bir araştırma</i>	<i>Gamstop frenzy: contra hegemonic finance? - Gamstop çığırılığı: kontra hegemonik finans?</i>
	Busra Muceldili, Yildiz Technical University	Golken Kalp, Bilecik Seyh Edebali University Gurkan Hasit, Bilecik Seyh Edebali University	Esra Bulut, Trabzon University
16.30 - 16.45	<i>Consumers' Perception on Online Shopping</i>		
	Chloe Denise S. Tan, Lorma Special Science College, Philippines		

LIST OF PARTICIPANTS GBRC 2022		
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1	Abdul Saleem	Indus University, Pakistan
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3	Abdul Rehan Shafiq	Isik University
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5	Ahmad Tarawneh	University of Jordan
6	Ahmed Ali Abed Al-Sudani	Isik University
7	Ahmet Hakan Yuksel	Hakan Yuksel
8	Ahmet Zafer Acar	Piri Reis University
9	Alev Alan	Gebze Technical University
10	Ali Ertuğrul Bul	Isik University
11	Ameen Ahmed Saleh Saeed	Isik University
12	Antonio Tipaldi	University of Studies of Salerno, Italy
13	Aslı Tuncay Celikel	Tuncay Celikel
14	Asli Gezen	Canakkale Onsekiz Mart University
15	Ata Ozkaya	Galatasaray University
16	Ayben Koy	Istanbul Commerce University
17	Ayberk Seker	Bursa Technical University
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29	Busra Yusel	Kastamonu University
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32	Cengiz Guzel	Kastamonu University
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37	Demet Toktas	Inonu University
38	Derya Polat	Dicle University
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46	Elçin Güler	Istanbul Commerce University
47	Elif Nur Merter	Gebze Technical University
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49	Emre Gok	Bulent Ecevit University
50	Emre Orendil	Isik University
51	Ertugrul Cavdar	Kastamonu University
52	Eser Ozbay	Isik University
53	Esin Demirel	Isik University
54	Esra Aydin	Izmir Democracy University
55	Esra Bulut	Trabzon University
56	Esra Canpolat Gokce	Inonu University
57	Eyagonza Lucy	University of Kisubi, Uganda
58	Ezgi Akpinar Uysal	Sabanci University
59	Ezgi Polat	Isik University
60	Fatma Demirag	Kutahya Dumlupinar University
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