

Zoom Link: <https://zoom.us/j/98094059396>

10th GLOBAL BUSINESS RESEARCH CONGRESS | June 26, 2024 | ISTANBUL

CONGRESS PROGRAM

^{10th} Global Business Research Congress (GBRC-2024) hosted by Işık University has participants from 9 different countries, namely; Philippines, Germany, United States of America, Northern Cyprus, Jordan, England, Morocco, Kuwait and Turkiye. Hence, GBRC-2024 is defined an "International Congress" qualified by the Higher Education Council of Turkiye.

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OPENING SPEECHES | SESSION 1 | June 26, 2024, Wednesday

10.00-10.10	Prof. Suat Teker, Congress President, Welcoming Speech
10.10-10.20	Prof. Serhat Kologlugil, Dean, Welcoming Speech for Isik University
10.20-10.40	Keynote Speaker - I: Prof. Erskin Blunck Nurtigen-Geislingen University, Germany <i>SuPrHuman – Sustainability Meets Practical Training and Humanities – Preparing Talents for International Careers in the Area of Business Studies</i>
10.40-11.00	Keynote Speaker II: Dr. Zeki Pagda Rutgers University, USA <i>Six Strategic Ways AI will Transform Your Business: Navigating the Path to Success—But Not Overnight</i>

PRESENTATION SESSIONS

11.00 - 14.00	SESSION 2
	Chair: Assoc. Prof. Asli Tuncay Celikel, Isik University
11.00 - 11.15	Remittances and the Dutch disease: the Jordanian case Huawei Mo, University of Jordan, Jordan Ghassan Omet, University of Jordan, Jordan
11.15 - 11.30	Metaverse retailing: opportunities and challenges Basak Tavman, Istanbul Okan University
11.30 - 11.45	Export potential of Turkish SMEs Suat Teker, Isik University Dilek Teker, Isik University Irmak Orman, Isik University
11.45 - 12.00	Predictive power of Twitter sentiment on Apple's stock prices Parisa Emkani, Isik University
12.00 - 12.15	Country governance scores as moderators of ESG impact on firm performance in the European context Enida Demiraj, American College of the Middle East, Kuwait Rezart Demiraj, American University of the Middle East, Kuwait Suzan Dsouza, American University of the Middle East, Kuwait
12.15 - 12.30	Commercial banks' performance in emerging markets: new evidence from the MENAP region Anas Azzabi, Higher Institute of Commerce and Business Administration , Morocco Younes Lahrichi, Higher Institute of Commerce and Business Administration , Morocco
12.30 - 12.45	Factors influencing the adoption of management accounting practices among Albanian family businesses Enida Demiraj, American College of the Middle East, Kuwait
12.45 - 13.00	The effect of managerial coaching on psychological capital and the effect of psychological capital on innovative work behavior and thriving at work Meryem Rharbi, Istanbul Okan University Beynaz Uysal, Istanbul Okan University
13.00 - 13.15	Refreshing Your Brand: A Blueprint for Modern Companies Olivia Sinclair, Independent Researcher, England
13.15 - 13.30	Ageism in banking: how the glass ceiling hinders different age groups? Sena Donmez, Isik University Asli Tuncay Celikel, Isik University
13.30 - 13.45	Evaluating the safety management practices of Mabuhay Filcement incorporation Laiza B. Lastimado, Cebu Technology University, Philippines Melanie I. Algabre, Mabuhay Filcement Incorporation, Philippines Georgina Ivonne Yap, Mabuhay Filcement Incorporation, Philippines
13.45 - 14.00	Determinant of Bitcoin price movements Dilek Teker, Isik University Suat Teker, Isik University Esin Demirel Gumustepe, Isik University

14.00 - 16.30	SESSION 3
	Chair: Assist. Prof. Mustafa Turhan, Mediterrenian Karpaz University, Northern Cyprus
14.00 - 14.15	The impact of sustainability performance on stock market performance - Sürdürülebilirlik performansının borsa performansına etkisi Asli Onat Cakmak, Isik University Ercan Calis, Marmara University
14.15 - 14.30	The adaptation of work-family life balance scale into Turkish: a validity and reliability study among healthcare professionals - İş-aile yaşam dengesi ölçeğini Türkçeye uyarlama çalışması: sağlık sektörü örneği Elcin Akdogan, Istanbul Okan University Goksel Ataman, Marmara University
14.30 - 14.45	An innovative approach for higher education Ali Eskinat, Netkent University, Northern Cyprus Suat Teker, Isik University
14.45 - 15.00	An overview of thesis studies in accounting ethics - Muhasebe etiği alanındaki tez çalışmalarına genel bir bakış Meltem Gul, Firat University
15.00 - 15.15	Analyzing the effect of working capital factors on financial sustainability: an application on maritime transportation companies - Çalışma sermayesi unsurlarının finansal sürdürülebilirliğe etkisinin incelenmesi: denizyolu taşımacılık şirketleri üzerine bir uygulama Aziz Gulmammadov, Bulent Ecevit University
15.15 - 15.30	National income distribution: a countrywise analysis Suat Teker, Isik University Dilek Teker, Isik University Halit Guzelsoy, Isik University
15.30 - 15.45	An application for evaluating internal audit elements in the glass industry - Cam sektöründe iç denetim unsurlarının değerlendirilmesine yönelik bir uygulama Burak Sahin, Istanbul Nisantasi University Server Sevil Akyurek, Istanbul Nisantasi University
15.45 - 16.00	Machine learning methods for customer complaints analysis in marble industry - Mermer sektöründe müşteri şikayetleri analizi için makine öğrenmesi yöntemleri Sena Demirtas, Mugla Sitki Kocman University Eralp Dogu, Mugla Sitki Kocman University
16.00 - 16.15	The effect of green advertising applications on green product purchase intention: a research on gender - Yeşil reklam uygulamalarının yeşil ürün satın alma niyeti üzerine etkisi: cinsiyet üzerine bir araştırma Esra Yildirim, Istanbul Altinbas University Yucel Esin, Istanbul Altinbas University
16.15 - 16.30	Main factors affecting the financial structure of enterprises Mehmet Akif Demir, Megger GmbH, Germany Mustafa Turhan, Mediterrenian Karpaz University, Northern Cyprus