



# COMMUNICATION ECONOMICS ORGANIZATION

16-18 June 2023 - USA

6<sup>th</sup>

# ABSTRACT BOOK

ISBN: 978-605-73822-9-0

## EDITORS

Assoc. Prof. Dr. Muhammad Ali Tarar

Leonora BRUČAJ, PhD. Cand.

[www.ceocongress.org](http://www.ceocongress.org)





# **International CEO**

(**C**ommunication, **E**conomics, **O**rganization)

## **Social Sciences Congress**

### **ABSTRACT E-BOOK**

**16-18 June 2023**

**CEOSSC 2023 - USA**

**Editors:**

**Assoc. Prof. Dr. Muhammad Ali Tarar  
Leonora BRUÇAJ, PhD. Cand.**

**Published by:** NCM Publishing House

**Publishing Date:** 18.06.2023

**ISBN: 978-605-73822-9-0**

# International CEO

(Communication, Economics, Organization)

## Social Sciences Congress

### Presentation

We are delighted to introduce **Acacia University, Sekolah Tinggi Manajemen IPMI (IPMI - International Business School), Mohanlal Sukhadia University, Samarkand Branch of Tashkent University of Economics, International Vision University, Alfred Nobel University, International Gorazde University, Nişantaşı University, University of Prizren, Cyprus West University, Insec, NCM Publishing, CEO Tekmer, Universitas Bhayangkara, Knowledge Laboratory and Ostim Technical University** served as the vehicle of dissemination for a showpiece of articles at the **International CEO (Communication, Economics, Organization) Social Sciences Congress (CEO SSC 2023, Arizona, USA)** that was held online on June 16-18, 2023. CEO Congress aims to provide a platform for discussing the issues, challenges, opportunities and findings of **Communication, Economics, Organization and Social Science** research. The organizing committee with feedback from the division chairs and the members of the **scientific committee** foresaw an opportunity and research gap in the conference theme, that pitches for pressing issues in the business world.

Presentations are in Turkish & English & Indonesian. With the participation and contributions of academics from **31 countries: Albania, Argentina, Azerbaijan, Bangladesh, Belarus, Bosnia and Herzegovina, Canada, Cuba, Ethiopia, Hungary, India, Indonesia, Iran, Ireland, Kosovo, Kyrgyzstan, New Zeland, Pakistan, Palestine, Philippines, Poland, Portugal, Romania, Russia, Spain, Thailand, TRNC, Türkiye, Ukraine, USA, Uzbekistan**. It is a great privilege for us to present the Abstract Book of **CEO SSC 2023** to the authors and delegates of the conference.

Several manuscripts from prestigious institutions could not be accepted due to the reviewing outcomes and our capacity constraints. Participation from **141 different institutions or universities**. The 3 days long conference gathered close to **464 national and international attendees** to enliven a constellation of contributions. **89** papers of the **274** papers approved to present at the congress are outside of Türkiye. **68% of the papers presented at the congress are from outside Türkiye**. 6 awards were issued to distinguished papers, and a total of **274 oral presentations**.

On the day of completion of this journey, we are delighted with a **high level of satisfaction and aspiration**. It is important to offer our sincere thanks and gratitude to a range of organizations and individuals, without whom this year's conference would not take place. This conference would have not materialized without the efforts of the contributing **authors for sharing the fruit of their research and the reviewers for scrutinizing**, despite their busy schedules. We also thank **our members and colleagues who accepted the duty to participate in the Scientific Committee** and for their valuable help in the screening, selecting, and recommending best contributions.

All presentations made during the congress were published on the social media accounts of the CEO Congress.

# Uluslararası CEO (İletişim, Ekonomi, Organizasyon) Sosyal Bilimler Kongresi

## Sunuş

16-18 Haziran 2023 tarihlerinde "6. Uluslararası CEO İletişim, Ekonomi ve Organizasyon Sosyal Bilimler Kongresi" Acacia University ev sahipliğinde Amerika'nın Arziona eyaletinde, IPMI Uluslararası İşletme Okulu, Mohanlal Sukhadia University, Samarkand Branch of Tashkent University of Economics, International Vision University, Alfred Nobel University, International Gorazde University, Nişantaşı Üniversitesi, University of Prizren, Cyprus West University, Insec, NCM Publishing, CEO Tekmer, Universitas Bhayangkara, Knowledge Laboratory ve Ostim Teknik Üniversitesi iş birliği ile **online ve fiziki katılımlar** ile gerçekleşmiştir.

Kongremizde *Arnavutluk, Arjantin, Azerbaycan, Bangladeş, Beyaz Rusya, Bosna Hersek, Kanada, Küba, Etiyopya, Macaristan, Hindistan, Endonezya, İran, İrlanda, Kosova, Kırgızistan, Yeni Zelanda, Pakistan, Filistin, Filipinler, Polonya, Portekiz, Romanya, Rusya, İspanya, Tayland, KKTC, Türkiye, Ukrayna, ABD, Özbekistan* gibi 31 ülkeden ve 141 kurum/üniversiteden **464 akademisyen** tarafından hazırlanan **274 bildiri** sunulmuştur.

Kongremize **343** bildiri özeti gönderilmiş, editör ve hakem süreçlerinden sonra bunlardan 308 tanesi sözlü sunuma kabul edilmiş, ancak **44 oturumda 274 bildirinin sunumu** gerçekleşmiştir. Sunulan bildiriler, **978-605-73822-9-0** ISBN'li bu e kitapta yayımlanmaktadır. Belirtilen tarihe kadar **kongre sitesine yüklenen tam metin bildiriler** ise, **yazarın tercihin**e, **editör ve hakemlerin değerlendirmelerine göre** tam metin bildiri kitabında **bildiri** olarak, edit kitapta **kitap bölümü** olarak veya web sitesinde belirtilen dergilerde **makale** olarak yayımlanma fırsatına sahiptir. Yazarlar, tercihleri ile ilgili çalışmasının tam metnini **ceocongress.info@gmail.com** adresine mutlaka göndermelilerdir.

Kongrede sunulan 274 bildirininin 185'i yurt dışındandır. Yayımlanan **bildirilerin %68'i Türkiye dışındandır. Önceki Uluslararası CEO Kongre'lerde olduğu gibi 6. Uluslararası CEO Kongre'de de hem bildiri özet kitabında hem de tam metin kitabında yabancı oranı %50'den fazladır.**

Onaylı ve yayımlanan **274 bildiriden üçü Türkiye'den ve üçü yurt dışından olmak üzere altısına en iyi bildiri ödülü duyurulmuştur.**

Kongre esnasında gerçekleşen tüm sunumlar kongrenin sosyal medya hesaplarında yayımlanmıştır. Tekrar yararlanmak istendiği durumlarda CEO Congress sosyal medya hesaplarından izlenebilir.

Kongrenin bilim insanlarına, kamu ve özel sektör ile STK'ların yönetiminin etkinliğine katkı bulunmasını temenni eder, bildirileriyle katkıda bulunan akademisyenler ile düzenleme kurulu, danışma kurulu, bilim ve hakem kurulundaki meslektaşlarımıza ziyadesiyle teşekkür ederiz.

## **A Special Thanks To...**

Below is a list of individuals who have supported **CEO Congress 2022 Indonesia** by donating some of their time. It is these people who make our work possible and have been a great help. We would like to say a special THANK YOU for all those listed below.

Prof. Dr. **Himmet KARADAL**, Türkiye

Assoc.Prof.Dr. **Mehmet Naci EFE**, Head of International University of Gorazde, **Bosnia & Herzegovina**

Prof. Dr. **Ir. M. Aman Wirakartakusumah**, Rector of IPMI International Business School (Sekolah Tinggi Manajemen IPMI), **Indonesia**

Prof. Dr. **Sergii KHOLOD**, Rector of Alfred Nobel University, **Ukraine**

Dr. **Ir. Enita**, M.Agr.Sc, Rector of Universitas Graha Karya Muara Bulian, **Indonesia**

Prof. Dr. **Farhod AHROROV**, Vice Rector of Samarkand Branch of Tashkent University of Economics, **Uzbekistan**

Prof. Dr. **Ahmet ERGÜLEN**, Dean of Business Faculty, Balıkesir University, **Türkiye**

Prof. Dr. **Mustafa TÜMER**, Eastern Mediterranean University, **TRNC**

Prof. Dr. **Şevki ÖZGENER**, Hacı Bektaş Veli University, **Türkiye**

Prof.Dr.**Remzi ALTUNIŞIK**, Sakarya University, **Türkiye**

Prof. Dr. **Fevzi OKUMUS**, University of Central Florida Orlando, **ABD**

**Edina BRUTUS**, Founder, International University of Gorazde, **Bosnia Herzegovina**

Prof. Dr. **Mohammed ABUBAKAR**, Antalya Science University, **Türkiye**

Prof. Dr. **Wiwiek Mardawiyah Daryanto**, MM, CMA, Congress **Indonesia** Country Coordinator

Prof. Dr. **Siham EL-KAFAFİ**, Director of Arrows Research Consultancy, **New Zealand**

Prof. Dr. **Hernán E. Gil FORLEO**, University of Buenos Aires, **Argentina**

**Carles Agustí I Hernández**, International Governance Consultant & SDG Manager Barcelona, **Spain**

Dr. **Dewi Puspaningtyas Faeni**, MBA, MHT, Vice Dean Faculty of Economics and Business, **Indonesia**

Prof.Dr. **Luís Miguel Cardoso**, Polytechnic Institute of Portalegre, **Portugal**

Assoc. Prof. Dr. **Azer Dilanchiev**, Congress **Georgia** Country Coordinator

Assoc. Prof. Dr. **Duygu HIDIROĞLU**, **Türkiye**

Assoc. Prof. Dr. **Tamara ISHCENKO** from Alfred Nobel University who is Congress **Ukraine** Country Coordinator

Assoc. Prof. Dr. **Muhammad Zia-ur-Rehman** from University Malaya, **Malaysia**

Asst. Prof. Dr. **Ir. Amelia Naim Indrajaya**, MBA – Head of CSMSR, IPMI International Business School, Jakarta, **Indonesia**

Dr. **Bahrullah Safi**, Vice President International Acacia University, **Arizona, USA**

Asst. Prof. Dr. **Sachin GUPTA**, Mohanlal Sukhadia University, **India**

Dr. **Rey TY** from **Thailand**

PhD. Candidate **Kerim KARADAL**, Uludağ University

**Sabire Tuğçe KARADAL**, M.Sc., Uludağ University

PhD. Candidate **İlhan ALYAY**, Uludağ University

PhD. Candidate **Mehmet Metehan ÇETİNTAŞ**, Uludağ University

Mr. **Souvik DASGUPTA**, Presidency University, Kolkata, **India**

Mr. **Luigi Pio Leonardo CAVALIERE** from **Italy**

<b>Congress Participants' Institutions</b>	
1	National University of Modern Languages Islamabad – <b>Pakistan</b>
2	"E'qrem Çabej" University - <b>Albania</b>
3	Academy Of Public Administration Under The President Of The Republic Of Azerbaijan – <b>Azerbaijan</b>
4	AİLE VE SOSYAL HİZMETLER BAKANLIĞI – <b>Türkiye</b>
5	Air Link International Aviation College and Manuel L. Quezon University - <b>Philippines</b>
6	Aksaray Üniversitesi – <b>Türkiye</b>
7	Alanya Alaaddin Keykubat Üniversitesi - <b>Türkiye</b>
8	Amity University Chhattisgarh – <b>India</b>
9	An najah national university – <b>Palestine</b>
10	Anadolu University - <b>Türkiye</b>
11	Andhra University - <b>USA</b>
12	ARDAHAN ÜNİVERSİTESİ – <b>Türkiye</b>
13	Atılım Üniversitesi – <b>Türkiye</b>
14	AYDIN ADNAN MENDERES ÜNİVERSİTESİ – <b>Türkiye</b>
15	Azerbaijan University of Languages - <b>Azerbaijan</b>
16	Azerbaycan Devlet Ekonomi Üniversitesi (UNEC) – <b>Azerbaijan</b>
17	Azerbaycan Devlet İdarecilik Akademisi - <b>Azerbaijan</b>
18	Azerbaycan Devlet İktisad Unuversitesi – <b>Azerbaijan</b>
19	Bahir Dar University – <b>Ethiopia</b>
20	Banaras Hindu University – <b>India</b>
21	Bartın Üniversitesi – <b>Türkiye</b>
22	Başkent Üniversitesi – <b>Türkiye</b>
23	Batman Üniversitesi - <b>Türkiye</b>
24	Belarusian State University – <b>Belarus</b>
25	Bharati Vidyapeeth (Deemed to be) University, <b>India</b>
26	Binawan University – <b>Indonesia</b>
27	Birbhum Mahavidyalaya, Suri, West Bengal, India – <b>India</b>
28	Bolu Abant İzzet Baysal Üniversitesi - <b>Türkiye</b>
29	Bolu Abant İzzet Baysal Üniversitesi BOLU MESLEK YÜKSEK OKULU – <b>Türkiye</b>
30	Borsa İstanbul - <b>Türkiye</b>
31	Burdur Mehmet Akif Ersoy Üniversitesi – <b>Türkiye</b>
32	Bursa Uludağ – <b>Türkiye</b>
33	CIPUTRA UNIVERSITY – <b>Indonesia</b>
34	College of Business, Faculty of Economics, Pristina- <b>Kosovo</b>
35	Çanakkale Onsekiz Mart Üniversitesi – <b>Türkiye</b>
36	Delhi University – <b>India</b>
37	Dicle Üniversitesi – <b>Türkiye</b>
38	Director and Research & Business Consultant: Arrows Research Consultancy Limited – <b>New Zeland</b>
39	Dokuz Eylül Üniversitesi – <b>Türkiye</b>
40	Duisburg-Essen University - New York University – <b>USA</b>
41	Erciyes Üniversitesi – <b>Türkiye</b>
42	Erzincan Binali Yıldırım Üniversitesi - <b>Türkiye</b>
43	Eskisehir Technical University - <b>Türkiye</b>
44	Eskişehir Osmangazi Üniversitesi – <b>Türkiye</b>
45	Fenerbahçe Üniversitesi – <b>Türkiye</b>

46	Government College of Engineering, Bodinayakkanur, Theni, Tamilnadu, India – <b>India</b>
47	Guru Gobind Singh College of Pharmacy, Yamunanagar India – <b>India</b>
48	Guru Nanak Dev University – <b>India</b>
49	Haramaya University – <b>Ethiopia</b>
50	Haxhi Zeka University - <b>Kosovo</b>
51	Himalayan University – <b>India</b>
52	Hitit Üniversitesi – <b>Türkiye</b>
53	HSE University – Russia
54	Hungarian University of Agriculture and Life Science – <b>Hungary</b>
55	ICAES University, <b>Argentina</b>
56	IKG Punjab Technical University - <b>India</b>
57	Indira Gandhi National Open University – <b>India</b>
58	Institut Teknologi Sepuluh Nopember – <b>Indonesia</b>
59	Institute of Hotel Management Ahmedabad, <b>India</b>
60	International Dublin University - <b>Ireland</b>
61	International University of Sarajevo - <b>Bosnia and Herzegovina</b>
62	Islamic Azad University - <b>Iranian</b>
63	İstanbul Arel Üniversitesi – <b>Türkiye</b>
64	İstanbul Esenyurt Üniversitesi – <b>Türkiye</b>
65	İstanbul Gelişim Üniversitesi – <b>Türkiye</b>
66	İstanbul Medipol Üniversitesi – <b>Türkiye</b>
67	İstanbul Topkapı Üniversitesi – <b>Türkiye</b>
68	İstanbul Üniversitesi – <b>Türkiye</b>
69	İzmir Kavram Meslek Yüksekokulu – <b>Türkiye</b>
70	Jadavpur University – <b>India</b>
71	Jai Prakash University, Chapra, Bihar – <b>India</b>
72	Kahramanmaraş Sütçü İmam Üniversitesi – <b>Türkiye</b>
73	Karamanoğlu Mehmetbey Üniversitesi – <b>Türkiye</b>
74	Karnavati University
75	Kars Kafkas Üniversitesi – <b>Türkiye</b>
76	Kocaeli Üniversitesi – <b>Türkiye</b>
77	Kurukshetra University, <b>India</b>
78	Kütahya Dumlupınar Üniversitesi - <b>Türkiye</b>
79	Mizan Tepi University – <b>Ethiopia</b>
80	Lovely professional University - <b>India</b>
81	Malatya Turgut Özal Üniversitesi – <b>Türkiye</b>
82	Marmara Üniversitesi – <b>Türkiye</b>
83	MEB – <b>Türkiye</b>
84	Mersin Üniversitesi – <b>Türkiye</b>
85	METU – <b>Türkiye</b>
86	Milli Savunma Üniversitesi – <b>Türkiye</b>
87	Mugla Sıtkı Koçman Ün. - <b>Türkiye</b>
88	Mustafa kemal Üniversitesi – <b>Türkiye</b>
89	National University of Modern Languages Islamabad – <b>Pakistan</b>
90	Necmettin Erbakan Üniversitesi Uygulamalı Bilimler Fakültesi – <b>Türkiye</b>
91	Nevşehir Hacı Bektaş Veli Üniversitesi - <b>Türkiye</b>

92	Niřantařı Üniöersitesi – <b>Türkiye</b>
93	NUST MISIS – <b>Uzbekistan</b>
94	Okan University – <b>Türkiye</b>
95	Online University of Kyrgyzstan - <b>Kyrgyzstan</b>
96	ordu üniöersitesi – <b>Türkiye</b>
97	Osmaniye Korkut Ata Üniöersitesi – <b>Türkiye</b>
98	Payap University – <b>Thailand</b>
99	Pertamina University – <b>Indonesia</b>
100	Portugal
101	PPM School of Management – <b>Indonesia</b>
102	Presidency University
103	Prince of Songkla University Pattani Campus – <b>Thailand</b>
104	Quaid i Azam university Islamabad – <b>Pakistan</b>
105	Ramakrishna Mission Vivekananda Educational and Research Institute
106	Recep Tayyip Erdoğan Üniöersitesi – <b>Türkiye</b>
107	Rizal Technological University – <b>Philippines</b>
108	Royal Global University – <b>India</b>
109	Sakarya University - <b>Türkiye</b>
110	Samarkand Institute of Economics and Service, - <b>Uzbekistan</b>
111	Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia – <b>Indonesia</b>
112	Selcuk University – <b>Türkiye</b>
113	SGH Warsaw School of Economics - <b>Polska</b>
114	Sivas Cumhuriyet Üniöersitesi – <b>Türkiye</b>
115	Sivil Toplum Kuruluřu - <b>Türkiye</b>
116	SSBM - <b>Canada</b>
117	Superior University,
118	TEKİRDAĞ NAMIK KEMAL ÜNİVERSİTESİ – <b>Türkiye</b>
119	Titu Maiorescu University, <b>Romania</b>
120	Trakya Üniöersitesi – <b>Türkiye</b>
121	Trisakti University - <b>Indonesia</b>
122	Ubhara Jaya Jakarta Raya – <b>Indonesia</b>
123	Uluslararası Saraybosna Üniöersitesi - <b>Bosna Hersek</b>
124	UNIVERSITY OF BHAYANGKARA JAKARTA RAYA – <b>Indonesia</b>
125	Universidad de Buenos Aires
126	Universidad de Oriente – <b>Cuba</b>
127	Universidade Aberta - <b>Portugal</b>
128	Universidade do Minho - <b>Portugal</b>
129	Universitas Ciputra Surabaya – <b>Indonesia</b>
130	Universitas Kristen Indonesia – <b>Indonesia</b>
131	Universitas Trisakti and Prince of Songkla University - Indonesia and Thailand
132	University of Agriculture, Faisalabad - <b>Pakistan</b>
133	University of Calcutta, India – <b>India</b>
134	University of Delhi - <b>India</b>
135	University of Kalyani, Kalyani, Nadia - <b>India</b>
136	University of Malakand; Chakdara Dir Lower, <b>Pakistan</b>
137	University of Okara, Punjab, Pakistan - <b>Pakistan</b>



138	University" Ukshin Hoti" Prizren, Kosovo – <b>Kosovo</b>
139	VSK University – <b>India</b>
140	Yakın Doğu Üniversitesi – <b>KKTC</b>
141	University of Michigan - <b>United States of America</b>

## ADVISORY BOARD

Prof.Dr. Mensur NUREDİN, Vice Rector, Vision University, Macedonia  
Prof.Dr. Samettin GÜNDÜZ, Vice Rector, Bolu Abant İzzet Baysal University, Turkey  
Assoc. Prof.Dr. Ermek NURMAGANMET, Vice Rector, Yessenov University, Kazakhstan  
Assoc. Prof.Dr. Soner YILDIRIM, Vice Rector, University of Prizren, Kosovo  
Assoc. Prof. Dr. Shemsi MORINA, Vice Rector, University of Prizren, Kosovo  
Prof. Dr.Mazlum ÇELİK, Dean of Business Faculty, Hasan Kalyoncu University  
Prof. Dr.Serap İNCAZ, Kırklareli University  
Prof.Dr.Abdullah KIRAN, Dean of Business Faculty, Muş Alparslan University  
Prof.Dr.Ahmet DİKEN, Dean of Faculty of Applied Sciences, Necmettin Erbakan University  
Prof.Dr.Ahmet ERGÜLEN, Dean of Business Faculty, Balıkesir University  
Prof.Dr.Asım SALDAMLI, Dean of Tourism Faculty, Bolu Abant İzzet Baysal University  
Prof.Dr.Birol MERCAN, Dean of Faculty of Political Sciences, Necmettin Erbakan University  
Prof.Dr.Fatma NUR İPLİK, Dean, Adana Alparslan Türkeş Science and Technology University  
Prof.Dr.Gökhan ÖZER, Dean of Business Faculty, Gebze Technical University  
Prof.Dr.Hakan AYDIN, Dean of Communization Faculty, Erciyes University  
Prof.Dr Hakan Vahit ERKUTLU, Dean of Faculty of Health Scinces, NEVU  
Prof.Dr.Harun ŞEŞEN, Dean of Business Faculty, European University of Lefke TRNC  
Prof.Dr.Hasan KILIÇ, Dean of Tourism Faculty, Eastern Mediterranean University TRNC  
Prof.Dr.Kenan PEKER, Dean of Business Faculty, Fırat University  
Prof.Dr.Muhsin HALİS, Dean of Communization Faculty, Bolu Abant İzzet Baysal University  
Prof.Dr.Mustafa PAKSOY, Dean of Islahiye Business Faculty, Gaziantep University  
Prof.Dr.Mustafa TAŞLIYAN, Dean of Business Faculty, Kahramanmaraş Sütçü İmam University  
Prof.Dr.Nejat BASIM, Dean of Business Faculty, Başkent University  
Prof.Dr.Ramazan ERDEM, Dean of Communization Faculty, Süleyman Demirel University  
Prof.Dr.Şule AYDIN, Dean of Tourism Faculty, Nevşehir Hacı Bektaş Veli University  
Prof.Dr.Uğur YOZGAT, Dean of Business Faculty, İstanbul Nişantaşı University  
Prof.Dr.Yavuz DEMİREL, Dean of Business Faculty, Kastamonu University

Prof.Dr.Ayşen WOLFF, Giresun University  
Prof.Dr.Azmi YALÇIN, Çukurova University  
Prof.Dr.Berrin FİLİZÖZ, Sivas Cumhuriyet University  
Prof.Dr.Bülent GÜLÇUBUK, Ankara University  
Prof.Dr.Bülent KARA, Niğde Ömer Halisdemir University  
Prof.Dr.Cemile ÇELİK, Mersin University  
Prof.Dr.Cihan COBANOGLU, University of South Florida Sarasota-Manatee, USA  
Prof.Dr.Çiğdem KIREL, Anadolu University  
Prof.Dr.Deniz BÖRÜ, Marmara University  
Prof.Dr.Duygu KIZILDAĞ, İzmir Demokrasi University  
Prof.Dr.Emin CİVİ, University of New Brunswick, Canada  
Prof.Dr.Enver AYDOĞAN, Ankara Hacı Bayram Veli University  
Prof.Dr.Fevzi OKUMUS, University of Central Florida Orlando, USA  
Prof.Dr.Figen AKÇA, Uludağ University  
Prof.Dr.Göksel ATAMAN, Marmara University  
Prof.Dr.Gülten GÜMÜŞTEKİN, Çanakkale Onsekiz Mart University  
Prof.Dr.Halim KAZAN, İstanbul University  
Prof.Dr.Hüseyin ARASLI, University of Stavanger, Norway  
Prof.Dr.Orhan ÇOBAN, Kahramanmaraş Sütçü İmam University  
Prof.Dr.Orhan ELMACI, Kütahya Dumlupınar University  
Prof.Dr.Osman KARATEPE, Eastern Mediterranean University TRNC  
Prof.Dr.Oya İNCİ BOLAT, Balıkesir University  
Prof.Dr.Rahmi YÜCEL, Bolu Abant İzzet Baysal University

Prof.Dr.Recep YÜCEL, Kırıkkale University  
Prof.Dr.Said KINGIR, Sakarya University  
Prof.Dr.Salih OKUMUŞ, University of Prishtina, Kosovo  
Prof.Dr.Sima NART, Sakarya University  
Prof.Dr.Şevki ÖZGENER, Nevşehir Hacı Bektaş Veli University  
Prof.Dr.Tahir AKGEMCİ, Selçuk University  
Prof.Dr.Yılmaz GÖKŞEN, Dokuz Eylül University  
Prof.Dr.Harun DEMİRKAYA, Kocaeli University  
Prof.Dr.Ali AKDEMİR, İstanbul Arel University  
Dr.Irma Shioshvili, Toshkent Davlat Iqtisodiyot Universiteti  
Dr.Nunu Geldiashvili, Toshkent Davlat Iqtisodiyot Universiteti  
Prof.Dr. Olim Murtazaev, Director of Samarkand branch of the Tashkent State University of Economics  
Assoc.Prof.Dr. Khabib Kholikovich Razzokov, Samarkand State Architectural and Civil Engineering Institute

## ORGANIZING COMMITTEE

### Honorary Presidents of the Congress

Prof. Dr. **Himmet KARADAL**

Assoc.Prof.Dr. **Mehmet Naci EFE**

**Prof.Dr. Mustafa ALİŞARLI**, Rector, Bolu Abant İzzet Baysal University

**Prof.Dr. Sedat MURAT**, Rector, Çanakkale Onsekiz Mart University

**Prof.Dr. Mustafa TÜMER**, Eastern Mediterranean University TRNC

**Prof.Dr. Fadıl HOCA**, Rector, International Vision University, **Macedonia**

**Prof.Dr. Fethi Ahmet POLAT**, Rector, Muş Alparslan University

**Prof.Dr. Şenay YALÇIN**, Rector, İstanbul Nişantaşı University

**Prof.Dr. Murat FERMAN**, Rector, İstanbul Beykent University

**Prof.Dr. Necmettin ATSÜ**, Rector, İstanbul Kent University

**Prof.Dr. Ali Argun KARACABEY**, Rector, İstanbul Arel University

**Prof.Dr. Ünal AY**, Rector, Çağ University

**Dr. Akhmetov Berik Bakhytzhonovich**, Rector, Yessenov University, **Kazakhstan**

**Prof.Dr. Sudi APAK**, Rector, İstanbul Esenyurt University

**Prof. Dr. Nihat ALAYOĞLU**, Istanbul Chamber of Commerce

**Assoc.Prof.Dr. Murat YALÇINTAŞ**, İstanbul Trade University

**Assoc.Prof.Dr. İsmet TEMAJ**, Rector, University of Prizren, **Kosovo**

**Dr.Bilal SUCUBAŞI**, Halk Bank General Manager, **Makedonia**

**Dr.Evren DİNÇER**, Mayor, Aksaray Municipality

## CONGRESS CHAIRS (KONGRE BAŞKANLARI)

Prof. Dr. **Ir. M. Aman Wirakartakusumah**, Rector of IPMI International Business School  
**(Indonesia) President**

Prof.Dr. **Sergii KHOLOD**, Rector of Alfred Nobel University (**Ukraine**) **Co- President**

Prof.Dr. **Farhod AHROROV**, Vice Rector of Samarkand Branch of Tashkent University of Economics (**Uzbekistan**) **Co- President**

Dr. Amy DiMaio, Dean and Chief Academic Officer at Acacia University (**United States of America**)  
**Co- President**

## Coordinators of the Congress

**Wiwiek Mardawiyah DARYANTO, Mohammed ABUBAKAR, Murteza HASANOĞLU, Kerim KARADAL, İlhan ALYAY, Ir. Amelia Naim Indrajaya, Tamara ISHCENKO, Souvik DASGUPTA, Siham EL-KAFAFİ, Hernán E. Gil FORLEO, Farhod AHROROV**

## Organizing Committee Members

Prof.Dr.Veclal GÜNDÜZ  
Prof.Dr.Fahri ÖZSUNGUR  
Assoc.Prof.Dr.Duygu HIDIROĞLU  
Assoc.Prof.Dr.Mehmet KAPLAN  
Assoc.Prof.Dr.Ali CAN  
Assoc.Prof.Dr.Arıl CANSEL  
Assoc.Prof.Dr.Aykut GÖKSEL  
Assoc.Prof.Dr.Banu HÜLÜR  
Assoc.Prof.Dr.Bora YILDIZ  
Assoc.Prof.Dr.Dababrata CHOWDHURY  
Assoc.Prof.Dr.Elira TURDUBAEV  
Assoc.Prof.Dr.Elnur Hasan MİKAIL  
Assoc.Prof.Dr.Sevgi SÜMERLİ SARIGÜL  
Assoc.Prof.Dr.Emre Ş ASLAN  
Assoc.Prof.Dr.Erdal ŞEN  
Assoc.Prof.Dr.Esra DİNÇ ELMALI  
Assoc.Prof.Dr.F. Özlen HİÇ  
Assoc.Prof.Dr.Fikret ATEŞ  
Assoc.Prof.Dr.Gamze Ebru ÇİFTÇİ  
Assoc.Prof.Dr.Gülbeniz AKDUMAN  
Assoc.Prof.Dr.Harun YILDIZ  
Assoc.Prof.Dr.İbrahim ŞAHİN  
Assoc.Prof.Dr.İbrahim YALÇIN  
Assoc.Prof.Dr.M.Halit YILDIRIM  
Assoc.Prof.Dr.Oğuz KUTLU  
Assoc.Prof.Dr.Osman YILMAZ  
Assoc.Prof.Dr.Özgür SARI  
Assoc.Prof.Dr.Pınar GÖKTAŞ  
Assoc.Prof.Dr.Rengim Sine NAZLI  
Assoc.Prof.Dr.Savaş S. ATEŞ  
Assoc.Prof.Dr.Selami ÖZSOY  
Assoc.Prof.Dr.Selva STAUB  
Assoc.Prof.Dr.Sema POLATÇI  
Assoc.Prof.Dr.Veyssel ŞAHİN  
Assoc.Prof.Dr.Volkan IŞIK  
Assoc.Prof.Dr.Yaşar AYYILDIZ  
Assoc.Prof.Dr.Yavuz AKÇI  
Assoc.Prof.Dr.Yunus DEMİRLİ

Assoc.Prof.Dr.Yücel EROL  
Assoc.Prof.Dr.Zafer ADIGÜZEL  
Assoc.Prof.Dr.Zeliha TEKİN  
Assoc.Prof. Dr.İnci ERDOĞAN TARAKÇI  
Dr.Ali Kerim ÖNER  
Dr.Ayçin ÖNER  
Dr.Bahar GÜRDİN  
Dr.Belal SHNEIKAT  
Dr.Bülent DEMİR  
Dr.Çağrı HAMURCU  
Dr.Esengül İPLİK  
Dr.Derya ÇETİN  
Dr.Tülin SEPETÇİ  
Dr.Yahya Can DURA  
Dr.Enes BAL  
Dr.Fatih PEKTAŞ  
Dr.Gözde MERT  
Dr.Gülay TAMER  
Dr.Gül GÜN  
Dr.Gülşah SARI  
Dr.Gülşen KIRPIK  
Dr.Hatice BAYSAL  
Dr.Hazar DÖRDÜNCÜ  
Dr.Hüsamettin AKAR  
Dr.İlkgül KAYA  
Dr.Leyla İÇERLİ  
Dr.Vesile ÖZÇİFÇİ  
Dr.M. Kürşat TÜRKER  
Dr.Mustafa CANBEK  
Dr. Mustafa ÖZYÜCEL  
Dr.Nasiye Çiğdem ULUÇ  
Dr.Niyazi GÜMÜŞ  
Dr.Orhan ALAV  
Dr.Özgür ÇARK  
Dr.Kazım KARTAL  
Dr.Celal HATİPOĞLU  
Dr.Özlem ATAN  
Dr.Polat YÜCEKAYA  
Dr.Serap TAŞKAYA  
Dr.Yasemin GÜLBAHAR  
Dr.Aktolkin ABUBAKİROVA  
Dr.Yalçın GÜMÜŞSOY  
Ayten AKCAN, Bahar AKBULAK  
Doğu KAYIŞKAN  
Dr. Ethem MERDAN  
Fehmi SKENDER

**Ferit USLU, Gürdal ÇETİNKAYA**  
**Dr. Mehmet MECEK, Murat ER**  
**Raıkhana SUTBAYEVA**  
**Tuğrul GÜNAY**  
**Sabire Tuğçe KARADAL**

## **COUNTRY COORDINATORS OF THE CONGRESS**

**Prof. Dr. Wiwiek Mardawiyah Daryanto, MM, CMA, Indonesia**  
Prof. Dr. Haşım AKÇA, Turkey  
Prof. Dr. Hüseyin ARASLI, Norway  
Prof. Dr. Iryna MİHUS Vice Rector, Ukraine  
Prof. Dr. Şevki ÖZGENER, Türkiye  
Prof. Dr. Tushar R. SANGOLE, India  
Prof. Dr. Hernan Gil FORLEO, Arjantin  
Prof. Dr. Mohammed Sanusi MAGAJİ, Nigeria  
Assoc. Prof. Dr. Azer DILANCHIEV, Georgia  
Assoc. Prof. Dr. Mehmet ULUTAŞ, Kyrgyzstan  
Dr. Macario G GAYETA, Philippines  
Dr. Syeda FARHATH, Malaysia  
Dr. Mohamed El MALKİ, Morocco  
Prof. Dr. Siham El KAFAFİ, New Zealand  
Dr. Kenny NETSHIONGOLWE, South Africa  
Dr. Abdul Saboor GILL, Pakistan  
Dr. Rocky Dwyer, Canada  
Dr. Ahmet RUBEL, England  
Dr. Sonali MISHRA, India  
Assoc. Prof. Dr. Murteza HASANOĞLU, Azerbaijan  
Dr. Aral Gökçen NOYAN, Australia  
Dr. Astha BHANOT, Saudi Arabia  
Nurullayeva ZULHUMOR, Uzbekistan  
Luigi Pio Leonardo CAVALIERE, Italy  
Raıkhana SUTBAYEVA, Kazakhstan  
Aya YOUSSEF, Egypt  
Ramziya Khaleel Ismael KHALEEL, Iraq  
Abdul MAJİD, Japan  
Soniya Khan LİMA, Bangladesh  
Kujtim HAMELİ, Kosovo  
Dil Bikram Angdembe, Nepal  
Emmanuel Obed DADZIE, Romania  
Dr. Analjyoti BASU, India  
Prof. Dr. Zouhour EL – ABIAD, Lebanon  
Mortaza Chaychi Semsari, Iran  
Dr. Amina OMRANE, Tunisia  
Dr. Tulsi Ram PANDEY, Nepal  
Mr. Enock Siankwilimba, Zambia

## SCIENTIFIC & PEER REVIEW COMMITTEE

Prof.Dr.Abdullah SOYSAL, Kahramanmaraş Sütçü İmam University  
Prof.Dr.Adnan ÇELİK, Selçuk University  
Prof.Dr.Adnan KALKAN, Mehmet Akif Ersoy University  
Prof.Dr.Aıyızhan OMAROVA, Yessenov University, Kazakhstan  
Prof.Dr.Akif TABAK, İzmir Katip Çelebi University  
Prof.Dr.Ali ALAGÖZ, Selçuk University  
Prof.Dr.Ali ÖZTÜREN, Eastern Mediterranean University TRNC  
Prof.Dr.Alyona BALTABAYEVA, Ahmet Yesevi University, Kazakhstan  
Prof.Dr.Aşkın KESER, Uludağ University  
Prof.Dr.Atılhan NAKTİYOK, Atatürk University  
Prof.Dr.Aykut BEDÜK, Selçuk University  
Prof.Dr.Ayşen WOLFF, Giresun University  
Prof.Dr.Azmi YALÇIN, Çukurova University  
Prof.Dr.Bekir DENİZ, Ardahan University  
Prof.Dr.Belkıs ÖZKARA, Afyon Kocatepe University  
Prof.Dr.Berrin FİLİZÖZ, Sivas Cumhuriyet University  
Prof.Dr.Bülent GÜLÇUBUK, Ankara University  
Prof.Dr.Bülent KARA, Niğde Ömer Halisdemir University  
Prof.Dr.Bünyamin AKDEMİR, İnönü University  
Prof.Dr.Cem TANOVA, Eastern Mediterranean University TRNC  
Prof.Dr.Cemal ZEHİR, Yıldız Technical University  
Prof.Dr.Cemile ÇELİK, Mersin University  
Prof.Dr.Cenk SÖZEN, Başkent University  
Prof.Dr.Cihan COBANOGU, University of South Florida Sarasota-Manatee, USA  
Prof.Dr.Çiğdem KIREL, Anadolu University  
Prof.Dr.Deniz BÖRÜ, Marmara University  
Prof.Dr.Duygu KIZILDAĞ, İzmir Demokrasi University  
Prof.Dr.Edip ÖRÜCÜ, Balıkesir University  
Prof.Dr.Emin CİVİ, University of New Brunswick, Canada  
Prof.Dr.Enver AYDOĞAN, Ankara Hacı Bayram Veli University  
Prof.Dr.Erdoğan KAYGIN, Kafkas University  
Prof.Dr.Ethem DUYGULU, Dokuz Eylül University  
Prof.Dr.Fevzi OKUMUS, University of Central Florida Orlando, USA  
Prof.Dr.Figen AKÇA, Uludağ University  
Prof.Dr.Gazi UCKUN, Kocaeli University  
Prof.Dr.Göksel ATAMAN, Marmara University  
Prof.Dr.Gülten GÜMÜŞTEKİN, Çanakkale Onsekiz Mart University  
Prof.Dr.Halim KAZAN, İstanbul University  
Prof.Dr.Haluk TANRIVERDİ, İstanbul University  
Prof.Dr.Harun DEMİRKAYA, Kocaeli University  
Prof.Dr.Hasan OKTAY, Vice Rector, Vision University, Macedonia  
Prof.Dr.Hüseyin ARASLI, University of Stavanger, Norway  
Prof.Dr.Imran HAFEEZ, GC University, Pakistan  
Prof.Dr.İsmail BAKAN, Kahramanmaraş Sütçü İmam University  
Prof.Dr.Janusz Slodczyk, Opole University, Poland  
Prof.Dr.Kadir ARDIÇ, Sakarya University  
Prof.Dr.Kazım Özkan ERTÜRK, Düzce University  
Prof.Dr.Kemal BİRDİR, Mersin University  
Prof.Dr.Kemal CAN, Çukurova University  
Prof.Dr.Levent ALTINAY, Oxford Brookes University, UK  
Prof.Dr.Ljiljana MARKOVIC, University of Belgrade, SERBIA  
Prof.Dr.Luis V. Casaló Ariño, Universidad de Zaragoza, Spain  
Prof.Dr.Mahmut PAKSOY, İstanbul Kültür University

Prof.Dr.Mehmet BARCA, Ankara Social Sciences University  
Prof.Dr.Mehmet ERYILMAZ, Uludağ University  
Prof.Dr.Mehmet MARANGOZ, Muğla Sıtkı Koçman University  
Prof.Dr.Melih SALMAN, Aksaray University  
Prof.Dr.Mijalce GJORGIEVSKI, University of Tourism in Skopje  
Prof.Dr.Mustafa BÜTE, İstanbul University  
Prof.Dr.Mustafa Fedai ÇAVUŞ, Osmaniye Korkut Ata University  
Prof.Dr.Mustafa İLKAN, Eastern Mediterranean University TRNC  
Prof.Dr.Mustafa SAĞSAN, Near East University TRNC  
Prof.Dr.Natalia LATYGINA, Kyiv National University, Ukraine  
Prof.Dr.Noufissa El Moujaddidi, Mohamed V University - Rabat. Morocco  
Prof.Dr.Orhan ÇOBAN, Kahramanmaraş Sütçü İmam University  
Prof.Dr.Orhan ELMACI, Kütahya Dumlupınar University  
Prof.Dr.Osman KARATEPE, Eastern Mediterranean University TRNC  
Prof.Dr.Oya İNCİ BOLAT, Balıkesir University  
Prof.Dr.Patrizia ZAGNOLI, Università degli Studi Firenze Italy  
Prof.Dr.Rahmi YÜCEL, Bolu Abant İzzet Baysal University  
Prof.Dr.Rajendra PATIL, University of Mumbai, India  
Prof.Dr.Recep YÜCEL, Kırıkkale University  
Prof.Dr.Rıfat IRAZ, Selçuk University  
Prof.Dr.Said KINGIR, Sakarya University  
Prof.Dr.Salaheddin ABOSEDRA, Emirates American University  
Prof.Dr.Salih OKUMUŞ, University of Prishtina, Kosovo  
Prof.Dr.Salih Turan KATIRCIOĞLU, Eastern Mediterranean University TRNC  
Prof.Dr.Sami FETHİ, Eastern Mediterranean University TRNC  
Prof.Dr.Savo ASHTALKOSKI, FON University, Republic of Macedonia  
Prof.Dr.Selyutin Vlademir DMITRIYEVICH, Oryol State University  
Prof.Dr.Sima NART, Sakarya University  
Prof.Dr.Slagjana STOJANOVSKA, Integrated Business Faculty, Macedonia  
Prof.Dr.Şevki ÖZGENER, Nevşehir Hacı Bektaş Veli University  
Prof.Dr.Tahir AKGEMCİ, Selçuk University  
Prof.Dr.Tarek Abdellatif, University of Supetech, Tunis  
Prof.Dr.Tofiq ABDÜLHASANLİ, Azərbaycan Devlet İktisat Üniversitesi  
Prof.Dr.Yılmaz GÖKŞEN, Dokuz Eylül University  
Prof.Dr.Zarylbek KUDABAEV, American University of Central Asia Kırgızistan  
Prof.Dr.Zoran FİLİPOVSKİ, Vice Rector, Vision University, Macedonia  
Assoc.Prof.Dr. Gülşen AKMAN, Kocaeli University, Turkey  
Assoc.Prof.Dr. Anas Aloudat, American University in the Emirates, UAE  
Assoc.Prof.Dr. Ayben KOY, İstanbul Ticaret University  
Assoc.Prof.Dr. Aybeyan SELİM, Dean of Vision University, Macedonia  
Assoc.Prof.Dr. Ayşe GÜNSEL, Kocaeli University  
Assoc.Prof.Dr. Battal YILMAZ, Ahi Evran University  
Assoc.Prof.Dr. Bengü HIRLAK, Kilis 7 Aralık University  
Assoc.Prof.Dr. Biljana CHAVKOSKA, International Balkan University, Macedonia  
Assoc.Prof.Dr. Bora YILDIZ, İstanbul University  
Assoc.Prof.Dr. Cafer TOPALOĞLU, Muğla Sıtkı Koçman University  
Assoc.Prof.Dr. Carlos Orús Sanclemente, Universidad de Zaragoza, Spain  
Assoc.Prof.Dr. Dababrata CHOWDHURY, University of Suffolk, United Kingdom  
Assoc.Prof.Dr. Daniel Belanche Gracia, Universidad de Zaragoza, Spain  
Assoc.Prof.Dr. Didem RODOPLU ŞAHİN, Kocaeli University  
Assoc.Prof.Dr. Ebru GÜNEREN, Nevşehir Hacı Bektaş Veli University  
Assoc.Prof.Dr. Efe EFEOĞLU, Adana Bilim Teknoloji University  
Assoc.Prof.Dr. Elira TURDUBAEVA, American University of Central Asia, Kyrgyzstan  
Assoc.Prof.Dr. Emin SÜEL, Niğde Ömer Halis Demir University  
Assoc.Prof.Dr. Emina KARI, Dean of Vision University, Macedonia



Assoc.Prof.Dr. Erdoğan EKİZ, Dean, Mohammed VI Polytechnic University, Morocco  
Assoc.Prof.Dr. Erkan Turan DEMİREL, Fırat University  
Assoc.Prof.Dr. Etem YEŞİLYURT, Akdeniz University  
Assoc.Prof.Dr. Gamze Ebru ÇİFTÇİ, Hitit University  
Assoc.Prof.Dr. Gökhan ARASTAMAN, Hacettepe University  
Assoc.Prof.Dr. H.Ebru Erdost Çolak, Ankara University  
Assoc.Prof.Dr. Hakan TUTGUT, Başkent University  
Assoc.Prof.Dr. Halime GÖKTAŞ KULUALP, Karabük University  
Assoc.Prof.Dr. Hayrettin ZENGİN, Sakarya University  
Assoc.Prof.Dr. Hüseyin KOÇAK, Afyon Kocatepe University  
Assoc.Prof.Dr. İbrahim DURAK, Pamukkale University  
Assoc.Prof.Dr. İbrahim EKŞİ, Gaziantep University  
Assoc.Prof.Dr. İbrahim ŞAHİN, Yalova University  
Assoc.Prof.Dr. İbrahim YALÇIN, Niğde Ömer Halis Demir University  
Assoc.Prof.Dr. İlhan DALCI, Eastern Mediterranean University TRNC  
Assoc.Prof.Dr. İrge ŞENER, Çankaya University  
Assoc.Prof.Dr. İsmail GÖKDENİZ, Kırıkkale University  
Assoc.Prof.Dr. Kalina SOTİROSKA, Dean of Vision University, Macedonia  
Assoc.Prof.Dr. Korhan KARCIOĞLU, Nevşehir Hacı Bektaş University  
Assoc.Prof.Dr. Leyla BAHAR, Mersin University  
Assoc.Prof.Dr. Lütüf ARSLAN, İstanbul Medeniyet University  
Assoc.Prof.Dr. Madalina-Teodora ANDREI, Spiru Haret University, Romania  
Assoc.Prof.Dr. Mahir Hamidov AMEA Z. Bünyadov Serqşunaslıq İnstitut, Azərbaycan  
Assoc.Prof.Dr. Mehmet ALTINÖZ, Hacettepe University  
Assoc.Prof.Dr. Mehmet Halit YILDIRIM, Aksaray University  
Assoc.Prof.Dr. Mehriban IMANOVA, Baku State University  
Assoc.Prof.Dr. Mehriban IMANOVA, Baku State University, Azerbaijan  
Assoc.Prof.Dr. Melih MADANOĞLU, Florida Atlantic University US  
Assoc.Prof.Dr. Minura Lucia NACHESCU, West University of Timiosara Romania  
Assoc.Prof.Dr. Murat YALÇINTAŞ, İstanbul Ticaret University  
Assoc.Prof.Dr. Murteza HASANOĞLU, Azerbaijan State Administration Academy, Azerbaijan  
Assoc.Prof.Dr. Murteza HASANOĞLU, Azerbaijan State Administration Academy  
Assoc.Prof.Dr. Nihat GÜLTEKİN, Harran University  
Assoc.Prof.Dr. Nilsun SARIYER, Muğla Sıtkı Koçman University  
Assoc.Prof.Dr. Oğuz KUTLU, Çukurova University  
Assoc.Prof.Dr. Ömer Okan FETTAHLIOĞLU, Sütçü İmam University  
Assoc.Prof.Dr. Phouphet KYOPHILAVONG, National University of Laos  
Assoc.Prof.Dr. Savaş S. ATEŞ, Eskişehir Technical University  
Assoc.Prof.Dr. Seher UCKUN, Kocaeli University  
Assoc.Prof.Dr. Selçuk PEKER, Necmettin Erbakan University  
Assoc.Prof.Dr. Sema POLATÇI, Gaziosmanpaşa University  
Assoc.Prof.Dr. Semih SORAN, Özyeğin University  
Assoc.Prof.Dr. Serkan DİRLİK, Muğla Sıtkı Koçman University  
Assoc.Prof.Dr. Mehmet KAPLAN, Isparta Applied Sciences University  
Assoc.Prof.Dr. Sevtap SARIOĞLU UĞUR, Uşak University  
Assoc.Prof.Dr. Slavcho CHUNGURSKI, FON University - Skopje, Macedonia  
Assoc.Prof.Dr. Suat BEGEÇ, Türk Hava Kurumu University  
Assoc.Prof.Dr. Suna MUĞAN ERTUĞRAL, İstanbul University  
Assoc.Prof.Dr. Țarcă Naiana NICOLETA, University of Oradea, Romania  
Assoc.Prof.Dr. Vasilis Leontitsis Brighton University, UK İngiltere  
Assoc.Prof.Dr. Vătuui TEODORA, Universitatea Titu Maiorescu, Romania  
Assoc.Prof.Dr. Yaşar AYYILDIZ, Abant İzzet Baysal University  
Assoc.Prof.Dr. Yunus DEMİRLİ, Abant İzzet Baysal University  
Assoc.Prof.Dr. Doriană DERVISHI, University of Tirana, Albania  
Assoc.Prof.Dr. Savaş S. ATEŞ, Eskişehir Technical University

Assoc.Prof.Dr. Zeliha TEKİN, Muş Alparslan University  
Asst.Prof.Dr. Ahmad ALBATTAT, Ammon Applied University, Kazakhstan  
Asst.Prof.Dr. Aktolkin ABUBAKIROVA, Ahmet Yesevi University, Kazakhstan  
Asst.Prof.Dr. Ali BAVİK, University of Otago, New Zealand  
Asst.Prof.Dr. Ali Kerim ÖNER, Ankara Hacı Bayram Veli University  
Asst.Prof.Dr. Amjad AMIN, University of Peshawar, Pakistan  
Asst.Prof.Dr. Aviral Kumar TIWARI, IBS/IFHE Hyderabad, India  
Asst.Prof.Dr. Aynur GAZANFERKIZI, Bakü Euroasian University, Azerbaijan  
Asst.Prof.Dr. Bakıt TURDUMAMBETOV, Kyrgyz-Turkish Manas University  
Asst.Prof.Dr. Belal SHNEIKAT, University of Kyrenia TRNC  
Asst.Prof.Dr. Dinmukhamed KELESBAYEV, Ahmet Yesevi University, Kazakistan  
Asst.Prof.Dr. Ertuğrul KARAKAYA, Kırıkkale University  
Asst.Prof.Dr. Esra Gökçen KAYGISIZ, Giresun University  
Asst.Prof.Dr. Gülbahar KARABULUT, Aksaray University  
Asst.Prof.Dr. Güzin KIYIK KICIR, Anadolu University  
Asst.Prof.Dr. Hamzah ELREHAIL, American University in the Emirates UAE  
Asst.Prof.Dr. Hatice AĞCA, Aksaray University  
Asst.Prof.Dr. Ibrahim HARAZNEH, Middle East University, Jordan  
Asst.Prof.Dr. Jana İLİEVA, University of Tourism and Management in Skopje  
Asst.Prof.Dr. Kubilay GOK, Winuna University, US  
Asst.Prof.Dr. Leyla İÇERLİ, Aksaray University  
Asst.Prof.Dr. Ljubisa STEFANOSKI, International Balkan University, Macedonia  
Asst.Prof.Dr. Mahlagha DARVISHMOTEVALLI, Near East University TRNC  
Asst.Prof.Dr. Menekşe ŞAHİN KARADAL, Bolu Abant İzzet Baysal University  
Asst.Prof.Dr. Mohamed SHAMOUT, American University in the Emirates UAE  
Asst.Prof.Dr. Mohammad Fahmi AL-ZYUOD, Al -Ahliyya Amman University, Jordan  
Asst.Prof.Dr. Murad Abdurrahman BEIN, Cyprus International University TRNC  
Asst.Prof.Dr. Mutlu YORULDU, Balıkesir University  
Asst.Prof.Dr. Nazarbayev KARİMOV, Khazar University/Bku-Azerbaijan  
Asst.Prof.Dr. Nuran ÖZE, Near East University TRNC  
Asst.Prof.Dr. Olusegun A. OLUGBADE, European University of Lefke TRNC  
Asst.Prof.Dr. Özlem ATAN, Haliç University  
Asst.Prof.Dr. Raad Meshall AL-TALL, Jadara University, Jordan  
Asst.Prof.Dr. Raouf JAZIRI, University of Jeddah, Kingdom of Saudi Arabia  
Asst.Prof.Dr. Seyil NAJIMUDINOVA, Kyrgyz-Turkish Manas University, Kyrgyzstan  
Asst.Prof.Dr. Sila MUTLU, Sakarya University  
Asst.Prof.Dr. Suhail Mohammad GHOUSE, Dhofar University, Oman  
Asst.Prof.Dr. Tolga GÖK, Kyrgyz-Turkish Manas University, Kyrgyzstan  
Asst.Prof.Dr. Umar HAYAT, Quaid-i Azam University, Pakistan  
Asst.Prof.Dr. Ülkü TOSUN, Cyprus Social Sciences University TRNC  
Asst.Prof.Dr. Vasıf ABİYEYEV, Aksaray University  
Asst.Prof.Dr. Vesna Stanković Pejnović, Institute of Political Studies, Belgrade, Serbia  
Asst.Prof.Dr. Ercan KÜÇÜKEŞMEN, Isparta Applied Sciences University  
Asst.Prof.Dr. Hamed MAHADEEN, Applied Science University, Jordan  
Asst.Prof. Esra Sipahi Döngül, Aksaray University  
Dr. Abolfazi NAJI, Shhre Rey Azad University, Iran  
Dr. Cihat KARTAL, Kırıkkale University  
Dr. Denisa MAMİLLO, European University of Tirana  
Dr. Dinuca Elena CLAUDIA, Titu Maiorescu University Bucharest, Romania  
Dr. Elena RADICCHI, Universita Degli Studi Firenze, Italy  
Dr. Grzegorz ZAJAC, Jagiellonian University, Polonya  
Dr. Ilir REXHEPI, AAB Collage, Prishtina Kosovo  
Dr. Jantore JETIBAYEV, Ahmet Yesevi University, Kazakhstan  
Dr. Jason LAM, Multimedia University, Malaysia  
Dr. Maher Ahmad ALATAILAT, Girne American University, Cyprus

Dr. Matanat AMRAHOVA, Azerbaycan Devlet İktisat Üniversitesi UNEC  
Dr. Sabit BAYMAGANBETOV, Ahmet Yesevi University, Kazakhstan  
Dr. Sakher ALNAJDAMI, Amman Arab University, Jordan  
Dr. Sia Bik KAI, Universiti Tunku Abdul Rahman, Malaysia  
Dr. Steven Chong Shyue CHUAN, Universiti Tunku Abdul Rahman, Malaysia  
Dr. Tee Lain TZE, Universiti Kebangsaan, Malaysia  
Dr. Ulanbek ALIMOV, Kyrgyz-Turkish Manas University, Kyrgyzstan

## Papers Received Best Paper Awards

### From Türkiye

1. Yeşil Entelektüel Sermaye Ölçeğinin Türkçe'ye Uyarlanması ve Türk İmalat İşletmelerinin Yeşil Entelektüel Sermaye Olgunluk Düzeylerinin Belirlenmesi - **Prof. Dr. Ali ERBAŞI**
2. Harmonization Process of Turkey's Waste Management with European Union: An Econometric Analysis - **Dr. Nadira SEYIDOVA, Asst. Prof. Dr. İmren ALAKUŞ, Assoc. Prof. Dr. Esengül SALİHOĞLU**
3. Katılım Bankacılığında Dijital Dönüşüm - **Öğr. Gör. Murat ER, Dr. Öğr. Üyesi Hülya ER, Prof. Dr. Remzi ALTUNIŞIK**

### Outside Türkiye

4. Digital Banks' Financial Ratios Reveal The Impact of Financial Inclusions Business Model on the Banking Sector in Indonesia - **Ms. Lindawati Octaviani TAN, Prof. Dr. Ms. Wiwiek Mardawiyah DARYANTO**
5. Gender and Power: A Focused Group Discussion - **Dr. Rey TY**
6. The Influence of Price, Product Quality, Accessibility and Health Consciousness as a Moderating Variable on Buying Intention: Evident of Small Packaging Mixed Flour XYZ at PT. X - **Lena Nur AULANA, Aman WIRAKARTAKUSUMAH, Amelia Naim INDRAJAYA**

## Keynote Speeches

Prof. Dr. **Siham EL-KAFAFÍ**, Director of Arrows Research Consultancy, **New Zealand**

Prof. Dr. **Hernán E. Gil FORLEO**, University of Buenos Aires, **Argentina**

**Carles Agustí I Hernández**, International Governance Consultant & SDG Manager, (**Barcelona**)  
**Spain**

Dr. **Dewi Puspaningtyas Faeni, MBA, MHT**, Dean Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya, **Indonesia**

Prof.Dr. Luís Miguel Cardoso, Polytechnic Institute of Portalegre, **Portugal**

Assoc. Prof. Dr. **Mehmet Naci EFE**, Head of International University of Goražde, **Bosnia & Herzegovina**

Dr. **Maurey Bond**, Vice President at Acacia University (**United States of America**)

Dr. Ir. **Firdaus Basbeth**, MM. Universitas Binawan, **Indonesia**

**Moderator of the Session:** Dr. Rey TY, Payap University – **Thailand**

## Guest Speeches

Asst. Prof. Dr. **Ir. Amelia Naim Indrajaya**, MBA – Head of CSMSR, IPMI International Business School, Jakarta, **Indonesia**

Assoc.Prof. **Murteza HASANOĞLU**, Azerbaijan State Administration Academy, **Azerbaijan**

**Asst. Prof. Dr. Sachin GUPTA**, Mohanlal Sukhadia University, **India**

Dr. **Bahrullah Safi**, Vice President International Acacia University, **Arizona, USA**

**Moderator of the Session:** Assoc. Prof. Dr. Analjyoti BASU, Karnavati University – **India**

## CONTENTS

Subject	Page
Presentation	I
Sunuş	II
Thanks to	III
Congress Participants' Institutions	IV
Advisory Board	VIII
Organising Committee	IX
Congress Chairs	IX
Organizing Committee Members	X
Country Coordinators of the Congress	XII
Scientific and Peer Review Committee	XIII
Papers Received Best Paper Awards	XVII
Keynote Speeches & Guest Speeches	XVIII

Name of Paper and Author(s)	Page
Gender and Power: A Focused Group Discussion- <b>Dr. Rey TY</b>	1
Internationalization, Extension and Dialogical Construction of Knowledge in Latinamerica- <b>Lecturer Sergio Quiroga</b>	2
The Right To Legislative Initiative Of Members Of The Parliaments Of Belarus And Poland: A Comparative Legal Analysis- <b>Dr. Of PhD in Law, Associate Professor Aksana CHMYHA</b>	3
Örgütsel İkiyüzlülük: Betimsel İçerik Analizi- <b>Asst. Prof. Dr. Mesut ÖZTIRAK</b>	4
Argentina 1988 – 1990: Between Hyperinflations and Structural Change Plans- <b>MSc.(e) in Economics &amp; Political Sciences. Hernán GIL FORLEO</b>	5
Mevduat Bankalarının Kurumsal Sürdürülebilirlik Performanslarının LOPCOW-RSMVC Modeli ile Ölçülmesi - <b>Assoc. Prof. Dr. Nazlı ERSOY</b>	6
Working Capital Management and Profitability: Evidence from Europe- <b>PhD Student Amanj Mohamed AHMED, PhD Student Deni Pandu NUGRAHA, Mohammed Ahmed MAHMOOD, Asst. Prof. Dr. István HÁGEN</b>	7
Brain Drain and Its Repercussions on the Needs of the Palestinian Labor Market: A Study of Causes and Consequences of Migration Among Educated Youth- <b>Ms. Manal HAMARSHA</b>	8
The Impact of Self-identities, Perceived Country Image, and Institution Image on Intention to Choose Study Destination- <b>Kim Min SUK, Dr. Ir. Amelia Naim INDRAJAYA, Dr Ir Firdaus Basbeth MM</b>	9
KOBİ Çalışanlarında Toksik Duygu Deneyimlerinin Duygusal Bağlılığa Etkisi- <b>Asst. Prof. Dr. Mehmet Ali TAŞ</b>	10

Türkiye’de Toplumsal Cinsiyet Algısının İncelenmesi- <b>Assoc. Prof. Dr. Ayhan BABAROĞLU Asst. Prof. Dr. Derya Yüksel KOÇAK</b>	11
Yeşil Öz-Yeterlilik ve Yeşil İnsan Sermayesi Rekabet Avantajı Sağlar mı?- <b>Asst. Prof. Dr. Burcu ÖZGÜL</b>	12
Kids As Target Market based on their buying habits: A Case Study of Generation Alpha in India- <b>Prof. G. P. Dinesh, Assoc. Prof. Dr. Divyabharathi</b>	13
Fashion Psychology and Colors and their Impact on Purchase of Apparels in India- <b>Prof. G. P. Dinesh, Assoc. Prof. Dr. Divyabharathi</b>	14
Bir Tekno-Kültür Aracı Olan Drone Kameraların Haberde Kullanımı: NTV Örneği- <b>Prof. Dr. Deniz YENGİN, Arş. Gör. İrem YENİCELER KORTAK</b>	15
Sürdürülebilir Kalkınmanın Faktörleri Olarak Demografik Göstergeler ve Kaynak Yönetiminin Verimliliği- <b>PhD student Shovkat MUSTAFAZADA</b>	16
Zengezur Koridoru’nun Bölgesel İş birliği ve İstikrar Açısından Önemi- <b>Assoc. Prof. Dr. Halit HAMZAOĞLU</b>	18
Popularizing Science in Assam: from Arunodoi to Bigyan Jeuti- <b>Sukalyan GAIN</b>	19
Hindustani Music: A Historical Challenge Against Orthodoxy- <b>MA Student Ms. Srijayee DAS</b>	20
Bankalarda Denetim ve Risk Komiteleri Etkinliğinin Kurumsal Yönetim Raporlarına Etkisi: BİST’te Bir Uygulama- <b>Assoc. Prof. Dr. Kadir GÖKOĞLAN, Dr. Nazan GÜNGÖR KARYAĞDI</b>	21
Revisiting Bengal Subah Under Murshild Quli Khan and His Family- <b>Mr. Swapnava Mallick</b>	22
When Does Abusive Supervision Result in Intention to Leave? The Role of Positive and Negative Social Network Ties- <b>Asst. Prof. Dr. Meral KIZRAK</b>	23
Leyla Erbil’in Tuhaf Bir Kadın Adlı Eserinde “Din ve Kimlik” Algısı- <b>PhD. C. Duygu KARAKAŞ AYDIN</b>	24
Sosyal Medyanın Kriz Dönemleri Bağlamında İncelenmesi: 6 Şubat 2023 Kahramanmaraş Depremi Paylaşımalarının Analizi- <b>Sefa HARRANOĞLU, Prof. Dr. Deniz YENGİN</b>	25
Educational Perspectives in Social System: Foucault Effect- <b>Ms. Mrittika DAS</b>	26
Commercialization of Education- <b>Mrs. Soma ROY, Mr. Souvik DASGUPT</b>	27
Yapay Zeka Ekseninde Robot Gazeteciliğinin İncelenmesi: ChatGPT Örneği- <b>Prof. Dr. Deniz YENGİN, Yasemin ÇAKAR</b>	28
Service Industry and Regional Development- <b>Shadieva Gulnora MARDIEVNA, Kuvandikov Shukhrat OBLOKULOVICH, Pardayeva OZODA</b>	30
Afetlerde Koordinasyon ve Kriz İletişiminin Rolü:6 Şubat Kahramanmaraş Depremleri Örneği- <b>Dr. Öğr. Üyesi Mevlüde Canan CAN</b>	31
Designing the Employer Brand Model of Insurance Companies in Order to Overcome the Challenge of Attracting and Retaining Talented and Specialized Human Resources	32

(Qualitative Approach: Grounded Theory)- <b>Asst. Prof. Dr. Neda Nafari Mohammad Hosseinpour Jomadi</b>	
İnsan Kaynakları Yönetiminde Milli-Manevi Yaklaşımların Yeri ve Rolü - <b>Dr. Rustamov Parviz Haji oğlu</b>	33
New Trend, Illegal Migration from Turkey to The USA- <b>Emrah CENGİZ</b>	34
Political Economy of the Tourism Industry in Thailand in Current History- <b>Dr. Rey TY</b>	35
Advertisements and its Social Effects on Society- <b>Rima BOSE</b>	36
Colonialism Through Education: A Case Study of How the British Raj Colonized India by Colonizing the Minds of the Indians- <b>Ms. Bidisha HALDER Mr. Souvik DASGUPTA</b>	37
Siyasi Kamuoyu Araştırmalarının Seçmen Tercihleri Üzerine Etkisi: Karaman İli Örneği- <b>Assoc. Prof. Dr. Fadime DİLBER</b>	38
Diplomasinin Dönüşümü Dijital Diplomasi: Türkiye ve Dünyadan Örnekler- <b>Assoc. Prof. Dr. Fadime DİLBER</b>	39
Hedonik Tüketim Davranışının Hediye Alma Davranışına Etkisi- <b>Asst. Prof. Dr. Cüneyd İkbal Sarıoğlu</b>	40
Uçuş Emniyetinde Pilot Algısı: Uçuş Veri İzleme Sistemine Dayalı Analiz- <b>Muhittin APAYDIN, Savaş S. ATEŞ</b>	41
Yöneticilerin Sahip Olduğu Mükemmeliyetçi Kişilik Özellikleri ile Psikolojik Sağlık Düzeyleri Arasındaki İlişkiye Yönelik Bir Araştırma- <b>Çağatay SÜKAN, Uzm. Klinik Psk. Merve TOKGÖZ, Prof. Dr. Gönen İlkar DÜNDAR</b>	42
Halkla İlişkiler ve Siyasal Propaganda Bağı- <b>Öğr. Gör. Deniz AKIN</b>	43
The Influence of Price, Product Quality, Accessibility and Health Consciousness as a Moderating Variable on Buying Intention: Evident of Small Packaging Mixed Flour XYZ at PT. X- <b>Lena Nur AULANA, Aman WIRAKARTAKUSUMAH, Amelia Naim INDRAJAYA</b>	44
Higher Instruction Human Resources Management (HRM) Hones and Information Administration Specialist Presence- <b>Adi Muhajirin, Sumaryono, Dewi Puspaningtyas Faeni</b>	45
The Effect of Word of Mouth and Online Reviews on Consumer Trust (Case Study in Erigo)- <b>Shinta Amelia Putri, Muhammad Choirudin, Naufal Yudha Irwanto</b>	46
A Research on the Effect of Self-Leadership on Organizational Learning in General Aviation Companies- <b>Assist. Prof. Dr. Rabia YILMAZ</b>	47
Osmanlı Dönemi Trabzon'da Nafaka Uygulaması (1703-1738)- <b>Dr. Öğr. Üyesi Fatih ÇİÇEK</b>	48
Measuring Financial Ratio Analysis on PT. Siloam Internatioal Hospitals, Tbk, Indonesia for Future Business Consideration- <b>Dwi Ruth KURNIASIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	49

Digital Banks' Financial Ratios Reveal The Impact of Financial Inclusions Business Model on the Banking Sector in Indonesia- <b>Ms. Lindawati Octaviani TAN, Prof. Dr. Ms. Wiwiek Mardawiyah DARYANTO</b>	50
The Role of Obsessive Passion and Harmonious Passion on Employees' Cyberloafing: The Moderating Effect of Psychological Safety- <b>Dr. Nurcan KEMIKKIRAN</b>	51
Financial Health Analysis of Retail Sector Industry PT Sumber Alfaria Trijaya during Pandemic Covid-19 Uses Altman Z-Score in 2019 – 2021- <b>Yulli Dewi INDRIASARI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	53
Covid-19 Pandemisinin Küresel Ekonomiye Etkileri- <b>Prof. Dr. Mehmet MARANGOZ, Deniz SARAÇ</b>	54
Kurumsal Yönetimin Entegre Raporlamanın Kalitesi Üzerindeki Etkisi- <b>Prof. Dr. Orhan ELMACI, Ahmed JALAWİ</b>	55
Entelektüel Sermayenin Firma Performansı Üzerindeki Etkisi- <b>Prof. Dr. Orhan ELMACI, Gürbüz Onur GÜLBAHAR</b>	56
Measuring Financial Performance of Cement of Indonesia amid Competition with China Cement Producer Uses the Altman Z-Score- <b>Faruq HARIFSYAH, Prof. Dr. Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b>	57
Portfolio Equity Flows Between Developed and Emerging Markets- <b>Paweł Błoński, PhD student</b>	58
Toplum 5.0 Perspektifinden Sürdürülebilirlik- <b>Öğr. Gör. Dr. Ebru DEMİREL, Prof. Dr. M. Atilla ARICIOĞLU</b>	59
Financial Performance Measurement and Analysis of the World's Biggest- Sea Freight Carrier A.P. Møller - Maersk A/S Based on The Key Financial Ratios in the Period of 2018-2022 - <b>Dwi Valkino SYAM, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	60
Bulut Muhasebesi: Finansal Yönetimde Dijital Dönüşümün Anahtarı- <b>Dr. Öğr. Üyesi Ömer Burak PAKSOY</b>	61
A Study of Addressing Fairness and Bias in AI and ML in World Health- <b>Srinivas Babu RATNAM</b>	62
Evaluation of Airport Emergency Management Training Materials According to the Recommendations and Requirements of International Organizations - <b>Mehmet Ufuk SEYHAN, Nazan GÜL, Assoc. Prof. Dr. Savaş S. ATEŞ</b>	63
Financial Distress Analysis for Garuda Indonesia Uses the Altman Z-Score Method in the 2018-2022 Period- <b>Dian Utami WULANINGSIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	64
Financial Performance Analysis of the Largest Clinical Laboratory in Indonesia, PT. Prodia Widyahusada, Tbk. Prior and During Pandemic Covid 19 for the periods of 2018-2022- <b>Popy AGUSTINA, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	65
Liquidity and Profitability Ratio Analysis to Assess Financial Performance of PT. Adhi Karya (Persero) Tbk. during the Periods of 2017 – 2021- <b>Mohammad SYAMSURRIJAL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	66
Exploring Liquidity Ratio, and Solvency Ratio at PLN Fulfills Business Continuity, Resiliency, and Sustainability - <b>Chandra Erick Manaek Pandapotan LUMBAN GAOL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	67
Kavramsal Açından “Kozmopolitan Yurttaşlık” Tartışmaları- <b>Assoc. Prof. Dr. Nebiye KONUK KANDEMİR, Kerem VARDAR, Onur NAKKAŞ, Özge ÖZDEMİR</b>	68



The Effect of Perceived Emotional Support on Entrepreneurial Intention Mediated by Entrepreneurial Passion- <b>Justine TANUWIJAYA, Netania EMILISA, Deasy ASEANTY, Beta Oki BALIARTATI, Andreas Wahyu GUNAWAN</b>	70
The Humor of Inexplicable Things: A Qualitative Comparison Between Meme Marketing and Viral Marketing- <b>Master’s Student Oğulhan BİLECEN, Assist. Prof. Dr. Nur ÖZER CANARSLAN</b>	71
Analyzing the Return on Equity and Return on Assets to Evaluate Profit Growth at PT. Indofood Sukses Makmur Tbk. for the Period of 2016-2020- <b>Santoso TJHANG, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	72
Financial Analysis in Industry PT Telkom Indonesia- <b>Demmy Puspita SUGIADI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	73
How did Language Originate? Needs Analysis for Language and the Birth of Language Globally- <b>Prof. Dr. Umut BALCI, Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT</b>	74
Investigating the Role of Communicative and Cultural Topics on the Conversational Skills of EFL (English as a Foreign Language) Learners: A Case of Prep School Students- <b>Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT, Prof. Dr. Umut BALCI</b>	75
Konya’da Faaliyet Gösteren Banka Çalışanlarının Algılamış Oldukları Örgütsel Adalet Düzeyi- <b>Dr. Fatih İbrahim KURŞUNMADEN</b>	76
Financial Health Analysis of PT. Blue Bird, Tbk. Before and During COVID-19 Pandemic According to Altman Z-Score in Periods of 2018-2022- <b>Oddy MEDRIAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	77
Implementation of Islamic Economic System in Religious Education Institutions at Nurul Islam Nature School (SANI), Bekasi-Indonesia- <b>M.Mar, Moh. Iqbal, Prof. Dr. S.E., Ak., M.M., Wiwiek Mardawiyah Daryanto</b>	78
The Impact of Russia-Ukraine War on the Financial Performance of PT United Tractors (UT), Indonesia for the Period of 2021-2022- <b>Rakhmat Dody SUDJATMIKO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	79
Financial Health Analysis of Tyre Industry According to Altman Z-Score in the Periods Before and After the Covid-19 Pandemic A Case Study of PT Gajah Tunggal Tbk (Gjtl), Indonesia- <b>Yan Irwan Antoni SARAGIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	80
Financial Performance Analysis During 2017-2021 in Oil Production: Case Study in Indonesian Oil and Gas Industry- <b>Mr. Roland AP Rhamadani, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	81
Sürdürülebilirlik Raporlaması ve Gelişmiş Ülke Uygulamaları: Bir Karşılaştırma Çalışması- <b>Assoc. Prof. Dr. Abdurrahman GÜMRAH</b>	82
Osmanlı Devleti Toprak Rejiminin 19. Yüzyıldaki Dönüşümü- <b>Dr. Elif YEŞİLTEPE TURŞUCU</b>	83
The Effect of Workplace Envy on Organizational Identification with the Moderator Effect of Self-Efficacy- <b>Asst. Prof. Esra Çınar</b>	86
Cumhuriyetin 100. Yılında Kuruluş Felsefesi Bağlamında Türkiye’de Demokrasi- <b>Dr. Öğretim Üyesi Ahmet Bora TARHAN</b>	87
Financial Health Analysis of PT Indo Tambangraya Megah Tbk. According to Altman Z-Score in Period of 2018 – 2022- <b>Tulus SITUMEANG, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	88

Profitability Analysis (ROE) of PT. Campina Ice Cream, Tbk, During Covid-19 Pandemic in 2019 – 2022- <b>Munaji, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	89
Study of Work Motivation of Construction Support Workers That Influences on Work Productivity Viewed from Maslow's Theory (Case Study on The " <i>Green House</i> " Building Project in City "X")- <b>Mrs. Liena PRAJOGI</b>	90
Financial Performance Analysis of PT Kimia Farma Tbk (KAEF) and PT Indofarma Tbk (INAF) Year 2018- 2022- <b>Muhamad Brian MAYZAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	91
The Effect of Organizational Commitment on Individual Creativity Mediated by Organizational Citizenship Behavior and Knowledge Sharing in Indonesia Banking Industry- <b>Achmad RAYADI, B. Medina NILASARI, Kurniawati, Salut MUHIDIN</b>	92
Financial Health Analysis of PT Jasa Marga Tbk. According to Altman Z-Score in Period of 2018 – 2022- <b>Eky KURNIAWAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	93
Financial Health Analysis and Measurement of Traditional Herbal Industry in Indonesia during Pandemic Covid-19 in the Periods of 2019-2021 A Case Study of PT Sidomuncul, Tbk.- <b>Mindy RAHAYU, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	94
Girişimciliğin Dijitalleştirilmesi- <b>Assoc. Prof. Dr. Murat SAĞBAŞ-Res. Asst. Fahri Alp ERDOĞAN</b>	95
Growth Performance Analysis for Health Insurance in Indonesia at Financial Ratio 2019-2022 Period, Case Study Pre-Pandemic and During Pandemic- <b>Mr. Barry AFRIANDO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	96
Analysis of Financial Performance of Mining Industry PT Antam TBK 2021-2023- <b>Mario Samuel SITINJAK, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	97
Financial Ratio Analysis of PT. Campine Ice Cream for the Years 2017 to 2020- <b>Desviani Lestari Anggreini Br Surbakti, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	98
Çağdaş Türk Sanatında Orta Asya Türk İmge ve Motiflerinin Kullanımında Hüsamettin Koçan'ın Yeri ve Önemi- <b>Dr. Muhammet Mustafa ÜNLÜ</b>	99
Fiscal Policy and Impact of Taxes on The Economy - The Case of Kosovo and The Countries of The Western Balkans- <b>Prof. ass. dr. Agim Berisha</b>	101
Effect of Activity-Based Teaching Methodology on Academic Performance of Slow Learners at Primary Level- <b>Muhammad Shokat ZAMAN, Dr. Muhammad Nadeem IQBAL, Muhammad Ajmal YAQOOB</b>	102
The Role of the University in the Government Program for the Integral Transformation of Neighborhoods: the Cuban Case- <b>Dr. C Niurka Tellez Rodríguez. P.T</b>	103
Counseling Teacher on Narrative Story Photography- <b>Mrs. Erlina Novianti, Ms. Syamila Tartila Sofian, Mrs. Silviana Amanda Aurelia Tahalea, Mrs. Asih Resto Dewanti</b>	104
Yengeç Sepeti Sendromu: Başarıya Karşı Kıskançlık ve Aşağı Çekme Eğilimleri- <b>Asst. Prof. Dr. Leyla İÇERLİ, Dr. Gül BİLEN</b>	105
Dijital Dönüşüm Sürecinde E-Devlet Bilgi Güvenliği Risk Analizi- <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU, Aysu YAŞAR</b>	107

Dijitalleşme ve Dijital Vatandaşlık- <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU Mehmet Ali YÜCEL</b>	108
Takıntılı Tutkulu Liderlik ve Öz-Yeterlik İlişkisinde Duygusal Tükenmişliğin Rolü- <b>Dr. Yasemin GÜLBAHAR, Prof. Dr. Himmet KARADAL</b>	109
Leadership Styles Towards Sustainability of Human Resources in an Aviation School- <b>Gomeriano V. AMURAO</b>	110
Architectural Photography of Mughal Architecture Characteristic in India - <b>Mrs. Silvana Amanda Aurelia Tahalea, Mrs. Erlina Novianti, Ms. Ferenanda Aurarietha Wendina, Mrs. Asih Resto Dewanti, Mr. FX. Damarjati</b>	111
6. Sınıf Sosyal Bilgiler Dersi Öğretim Programında Yer Alan Kazanımların Project Lily Pad Oyununa Göre Analizi- <b>Arş. Gör. Dr. Leyla DÖNMEZ, Prof. Dr. Eyüp ARTVİNLİ</b>	112
Assessing the Financial Difficulties by Using Altman Z-Scores Method during Covid - 19 Pandemic. Evidence of PT. Japfa Comfeed Indonesia, Tbk.- <b>Myrza FEBI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	113
Dijital Dünyanın Dijital Meslekleri İçinde Sosyal Medya Mesleklerinin Yeri: Sosyal Medya Meslekleri Gelecek Vadediyor mu?- <b>Assoc. Prof. Dr. Ebru Ertürk, Assoc. Prof. Dr. Meral Erdirencelebi</b>	114
Digital Transformation Impact on Financial Performance of Telecommunication Industry in Indonesia during and after Pandemic Covid-19- <b>Feby SALLYANTO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	116
PT MD Pictures Tbk., Financial Performance Analyze from 2017-2021 Period- <b>Lycie JOANNA, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	117
Yönetim Alanında Metaverse- <b>Assoc. Prof. Dr. Özgür ÇARK</b>	118
Örgütsel Sağlık Alan Yazın İncelemesi- <b>Assoc. Prof. Dr. Özgür ÇARK</b>	119
Bilgelik Modelleri Örgütsel Bilgeliği Açıklayabilir mi? Bilgelik Modelleri Üzerine Bir İnceleme- <b>Dr. Muhammet Ali ÇELEBİ</b>	120
Bir İletişim Aracı Olarak Meslek Yeminleri- <b>Dr. Öğr. Üye. Erhan HANCIĞAZ</b>	121
Associations of Metacognition and Internet Gaming Disorder Among University Students in Bosnia and Herzegovina- <b>Assoc. Prof. Dr. Pınar Ünal-AYDIN, MSc. Lejla M. BAŞER, Ms. Zehra BOZKURT, Ms. Neda AKKUL, Ms. Ayşe KANÇELTIK, Mr. Çelebi H. HOCA, Mr. Mirza ABDIC, Assoc. Prof. Dr. Orkun AYDIN</b>	122
Yeşil Entelektüel Sermaye Ölçeğinin Türkçe'ye Uyarlanması ve Türk İmalat İşletmelerinin Yeşil Entelektüel Sermaye Olgunluk Düzeylerinin Belirlenmesi - <b>Prof. Dr. Ali ERBAŞI</b>	123
İşte Mutluluk ve Paternalist Liderlik: Kültür Kayıp Halka mı?- <b>Dr. Öğr. Üyesi Ashı Çillioğlu KARADEMİR</b>	125
Sosyal Bilgiler Dersinde Oyunlaştırma: Kazanımların MineCraft Oyununa Göre Nasıl Analizi- <b>Prof. Dr. Eyüp ARTVİNLİ, Arş. Gör. Dr. Leyla DÖNMEZ</b>	126
Uluslararası Coğrafya Olimpiyatlarının 21. Yüzyıl Becerileri Açısından Analizi- <b>Prof. Dr. Eyüp ARTVİNLİ, Arş. Gör. Dr. Leyla DÖNMEZ</b>	127
Dijital Toplum Sığınağı Olarak Sosyal Medya Kullanıcı Deneyimleri- <b>Assoc. Prof. Dr. Mutlu UYGUN, Res. Asst. Ebru GÜNER</b>	128
Yükseköğretimde Öğrenci Sadakati ve Ağızdan Ağıza İletişim Eğiliminde Üniversite Deneyiminin Rolü: Kent Deneyimlerinin Düzenleyici Etkisi - <b>Doç. Dr. Mutlu UYGUN Arş. Gör. Ebru GÜNER</b>	130

Digitalization Communication in Business Entrepreneurship and Leadership- <b>Instructor Sadriye Pelin OZKUZEY</b>	132
Examination of Consumers' Choice of Cleaning Materials with Conjoint Analysis- <b>Assoc. Prof. Dr. Gülşen AKMAN-Tolga OFLU, Ali İhsan BOYACI</b>	133
COVID 19 and Plight of Women (With Special Emphasis on Indian Women) - <b>Ms. Sritama MANDAL</b>	134
Effectiveness of Project-Based Instructional Models for Shop & Store Interior Design Courses, Faculty of Art and Design Universitas Trisakti- <b>Dr. Asih Retno Dewanti, M.Ds, M.Pd, Resky Annisa Damayanti, S.Ds, M.Ds, Erlina Novianti, S.Sn, M.Ds, Silviana Amanda Aurelia Tahalea, S.Sn, M.Sn, Syafika Chairunnisa</b>	135
Creative Business Strategy for Adapting During the Covid-19 Pandemic at the Suwatu Restaurant and Gallery Yogyakarta- <b>Anita Armas S.Sn., M.Ds, Dra. Woro A. Werdina, M.Ds, Charles S. Marpaung S.Sn., M.Ds, Siti Marshaula Lyravega</b>	136
Aesthetics of Design and The Meaning of Cultural Acculturation in The Islamic Center Mosque in Samarinda, East Kalimantan- <b>Layla Nurina Kartika Iskandar, S.Ds, M.Ds, Siti Febrina Rahmadani, S.Ds, M.Ds, Retno Damayanti, S.Sn, M.Ds Rosidianti Alifah</b>	137
The Impact of Corporate Social Responsibility (CSR) on Firm Value: The Role of Employees Awareness- <b>PhD.c. Dafina ABDULLAHU</b>	138
Development of the Creative Economy Through the Usage of New Batik Motif as Aesthetical Element of Interior Ornament- <b>Dr. Cama Juli Rianingrum, MSi, Dra. Atridia Wilastrina, MDs, Anita Armas, SSn., MDs, Dra. Beta Oki Baliartati, MM.</b>	139
Aesthetic Design of Malay Riau Songket- <b>S.Ds., M.Ds. AKKAPURLAURA, S.Ds., M.Ds. LAYLA NURINA KARTIKA ISKANDAR, S.Sn., M.Ds. EKANANDA HARIYADI, S.Sn., M.Ds. VIRGINIA SURYANI SETIADI</b>	140
The Development of Tourism Village Potential in Klungkung Regency, Bali Through Virtual Tour Media- <b>Dr., M. Ds. SANGAYU KETUT LAKSEMI NILOTAMA, Dr., M.PD. MENUL TEGUH RIYANTI, DIPL, ING, ST. ERICK TEGUH LEKSONO, M. Ds, TOMMY.H. PRIHARTANTO</b>	141
Coğrafya Eğitiminde Dijitalleşme- <b>Arş. Gör. Dr. Leyla DÖNMEZ Prof. Dr. Eyüp ARTVİNLİ</b>	142
Talent Management in the Hotel Industry of Pune City: Role of Social Media and Social Media Influencers, <b>Asst. Prof. Dr. Merle Almeida, Asst. Prof. Dr. Gaurav Gomase, Assoc. Prof. Dr. Charuta Gajbhiye</b>	143
The Effect of Application of Information Technology, Dissemination of Tax Regulations and Public Trust on Taxpayer Compliance (Study on Individual Taxpayers in the North Bekasi Region)- <b>David Pangaribuan, Tutty Nuryati, Agus Wijatmoko</b>	144
Collaborative Online International Learning on Flourishing Business Toward Developing Sustainability Mindset- <b>Dr. Ir. Amelia Naim Indrajaya, MBA</b>	145
Ongueneism, an Economic Theory, a School of Thought in the Era of Current Economic Emergence Dynamics in Africa- <b>Dr. ONGUENE ATEBA Julien Grégoire</b>	146
The Effect of Workload And Work Environment on Employee Performance with Work Stress as a Moderating Variable. As Seen in the Evidence of PT Matra Perkasa Utama- <b>Dr. Ir. Amelia Naim INDRAJAYA, Medyna ROESLY</b>	147
Türkiye’de 10. ve 11. Kalkınma Planları Çerçevesinde Yeşil İş ve Yeşil İstihdam Politikalarına İlişkin Çıkarımlar- <b>Dr. Öğr. Üyesi İrfan ERSİN</b>	148
Ölçek Geliştirme ve Doğrulama- <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU, Asst. Prof. Dr. Süreyya TEMELLİ, Mehmet Ali YÜCEL</b>	150

Structural Alteration in an Urban Slums of Punjab- <b>Asst. Prof. Dr. HARRY, Research Scholar Jashanpreet KAUR</b>	151
Seçmen Profiline Kısa Bir Bakış- <b>Dr. Mukadder GÜNERİ</b>	152
Francis Bacon'un Düşüncesinde Estetik Yansımalar- <b>Dr. Muhammet Mustafa ÜNLÜ</b>	153
Blended Learning: A New Challenge For Pakistani University Students - <b>Zohaib Hassan SAIN</b>	154
Students Assessment of Online Education During The Covid-19 Epidemic: An Analysis- <b>Zohaib Hassan SAIN</b>	155
Character Make-Up Course Development in the Faculty of Art and Desain. Universitas Trisakti- <b>Dr., M.PD. Menul Teguh RIYANTI, M. Ds, Agus ADHIYATAMA, M. Ds, Yosua Reydo RESPATI, Dr., M. Ds. Sangayu Ketut Laksemi NILOTAMA</b>	156
Dijital Dönüşüm Sürecinde Uzaktan Çalışma ve Esnek Çalışma- <b>Dr. Hülya ATEŞOĞLU</b>	157
The Effects of Product Variation, Price, and Social Media Marketing Communication on Purchase Decision Through Purchase Intention as a Mediating Variable: Evidence of Yogurt X at PT. RND-Sri <b>NURFIANI, Aman WIRAKARTAKUSUMAH, Sidrotun NAIM</b>	158
The Impact of Television Media Advertising, Product Quality, and Price on Consumer Purchasing Decisions for Indosat Service Providers in Indonesia- <b>Sugiyono, Lisna Nurpida, Dewi Puspaningtyas Faeni</b>	159
Intellectual Capital Determinants of Knowledge Sharing Through Organizational Capital of Village Officials in Sungai Penuh City- <b>Ferry Siswadhi, Mauledy Ahmad, Dewi Puspaningtyas Faeni</b>	160
Analysis of Business Intelligence and Expert Systems on Utilization of Academic Information Systems at Universitas Bhayangkara Jakarta Raya, Jakarta- <b>Hijrah Apriyansyah, Grace Beatrix, Dewi Puspaningtyas Faeni</b>	161
The Mediating Effect of Perceived Organizational Support on The Influence of Authentic Leadership Toward Turnover Intention in Generation Z- <b>Emilani NABABAN, Dr. Ir. Amelia Naim INDRAJAYA</b>	162
Analysis of Customer Relationship Management (CRM) Implementation at BCA- <b>Mewarni Siregar, Setiyono, Dewi Puspaningtyas Faeni</b>	163
Case Study at Pt. Budi Manunggal in Diy: Analysis of Supply Control of Materials and Supplemental Materials on Production Volume- <b>Octa Nilam Lukkita Aga, Fahmi Rizal, Dewi Puspaningtyas Faeni</b>	164
Analysis of The Work from Home (WFH) Program and The HR Competencies on Employee Performance During The Covid-19 Pandemic- <b>Willy Sanjaya, Adhyatma, Dewi Puspaningtyas Faeni</b>	165
A Bali Case Study of The Influence of Electronic Social Media on Asian Travelers' Destination Decision- <b>Ratih Puspitaningtyas Faeni, Faika Amanda Rahadian, Dewi Puspaningtyas Faeni</b>	166
The Impact of Workload and Work Discipline on Worker Performance in Indonesia- <b>Ida Oetari Porrnamasasi, Evita Meinari Sirait, Dewi Puspaningtyas Faeni</b>	167
The Digitalization of Marketing and Sales in the Chemical B2B Sector: Learning from Europe- <b>Bagas BASKORO, ST, Dr. Ir. Amelia Naim INDRAJAYA, MBA</b>	168
The Reinforcement of the Right To Education for Internally Displaced People in Times of Armed Conflict: A Glimpse From Indonesia's Perspective- <b>Dr. Jun JUSTINAR, Dr. Arlina PERMANASARI, Dr. Aji WIBOWO, Yoana Vina VALOIS, Yosefa Oktriviani MUTIARA</b>	169

The Effect of Using Sap in Business Intelligence- <b>Yohana Oktavia, Yonathan Hakim, Mrs. Dewi Puspaningtyas Faeni</b>	170
The Impact of Digital Transformation and Remote Work on The Performance Appraisal of the Business Service in Indonesia Following the Pandemic- <b>Andria Permata Veithzal, Abdur Rahman Irsyadi, Dwi Yulistyowati, Dewi Puspaningtyas Faeni</b>	171
Digital Transformation, Work From Home on The Performance of Culinary Msmes in Indonesia After the Pandemic- <b>Halimatussaadah, Sri Wulandari, Dewi Puspaningtyas Faeni</b>	172
The Impact of Heatwaves on Food Security and The Role of International Environmental Law- <b>Dr. Amalia ZUHRA, Dr. Arlina PERMANASARI, Dr. Siti Hafyah IDRIS, Mr. Muhammad Falih NASYWAAN</b>	173
The Effect of The Apprenticeship Program on The Employer’s Intention to Hire SMK Graduates: As Seen in The Evidence in MM2100 Industrial Town, Bekasi- <b>Andrio A, Dr. Ir. Amelia Naim INDRAJAYA</b>	174
Managerial Qualities, Human Resources Renewal, Marketing Strategies, Partnership Motivation, Work Orientation, and Work Standardization, and SMES Business Resilience in the Competition: A SMES Study in Surabaya, Indonesia- <b>Andi SUDHANA, Basuki SUKO, Dewi Puspaningtyas FAENI</b>	175
The Role of Digitalization in Public Administration of The Republic of Azerbaijan- <b>Assoc. Prof. Dr. Murteza HASANOĞLU, Sara MAHMUDOVA</b>	176
The Impact of Environmental, Social, and Governance Performance on The Financial Health and Firm Value of The Publicly Listed Firms at Indonesia Stock Exchange- <b>Riko RANGKUTI, Roy H. M. SEMBEL, Melinda MALAU</b>	178
The Effect of Tax Avoidance and Capital Structure on Firm Value (Empirical Study of Financial Companies Listed on The IDX For the 2017 – 2021 Period)- <b>Ruly Rakasiwi, Amor Marundha, Uswatun Khasanah</b>	179
Analysis of The Benefits of Financial Technology and Financial Socialization Towards Financial Behavior in Students in Surabaya Post Pandemic with Financial Literacy as The Intervening Variable- <b>Angelina SURYANTO, Wirawan E. D. RADIANTO</b>	180
Dinamik Fiyatlandırmada Fiyat Adalet Algısının Tekrar Satın Alma Niyetine Etkisi: Tatil Rezervasyon Sitelerini Kullananlar Üzerinde Bir Araştırma- <b>Kader GÜLSEVER, Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI</b>	181
Sürdürülebilir Turizm Üzerine Bir Literatür Taraması- <b>Kader GÜLSEVER, Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI</b>	182
The Performance of Private Equity Ownership Companies Listed in Indonesia Stock Exchange- <b>Yosia Kristine, Prof. Ir. MBA, Ph.D, CSA, CIB, CIIM. Roy SEMBEL, Dr. SE, MM, CPA, CBV, CFRM, CFA. Melinda MALAU</b>	183
Can Financial Distress and Good Corporate Governance Influence Tax Aggressiveness?- <b>Sherlyn A.F. Saputri, Wirawan E.D. Radianto</b>	184
Development and Implementation of Vocational Awareness Program for Parents of Children with Special Needs- <b>Muhammad Zia Ur REHMAN, Dr. Muhammad Nadeem IQBAL, Muhammad Shokat ZAMAN</b>	185
Financial Performance Analysis of Logistic and Transportation Service Company: Case Study in PT. Adi Sarana Armada Tbk- <b>Wimar Adi WISMONO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	186
The End Game- <b>Ms. Arna BHATTACHARYA</b>	187
Financial Performance Analysis of PT. Indo Tambangraya Megah Tbk - A Coal Mining Company in Indonesia- <b>Raden Ayu Silvia RIANI</b>	188

Duygusal Zekâ ve Girişimcilik Niyeti: Yaşam Tatmininin Aracılık Rolü- <b>Dr. Buket SEZER, Dr. Öğr. Üyesi, B. Dilek ÖZBEZEK</b>	189
Türkiye'nin Avrupa Birliği'ne Uyum Sürecinde Atık Yönetimi: Ekonometrik İnceleme <sup>1</sup> - <b>Dr. Nadira SEYIDOVA, Asst. Prof. Dr. İmren ALAKUŞ, Assoc. Prof. Dr. Esengül SALİHOĞLU</b>	191
Financial Health of PT Sido Muncul Tbk According to Altman Z-Score in the Period 2018 – 2022- <b>Bernard TIMOTIUS, Prof. Ir. Roy H. M. SEMBEL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	192
The Effect of Market Risk, Market Capitalization, Bond Rating, and Profitability on the Stock Return of Companies Listed in PEFINDO Investment Grade Index 2018 – 2022 with Company Age as The Moderating Variable - <b>CHAIRINI, Prof. Roy SEMBEL, Dr. Melinda MALAU</b>	193
People's Republic of China's Digital Yuan (e-CNY)- <b>Mr. Saptak MAITRA</b>	194
Do Gender Diversity and Audit Committee Size have Impact on Tax Avoidance in The Energy Sector?- <b>Tasya Herbert LEE, Wirawan E. D. RADIANTO</b>	195
Hofstede Kültür Boyutları Bağlamında İnsan Kaynakları Yönetimi Açısından ABD-Türkiye Karşılaştırılması- <b>Prof. Dr. Gönen İlkar DÜNDAR , Öğr. Gör. Rahile GÜRAN</b>	196
Factors Influencing the Purchase Intention of Women in Jabodetabek When Purchasing Local Makeup Through Online Shops Amidst Covid-19- <b>Valentina LUGO ARIAS, Ir. Sasotya PRATAMA, MTE, PMA, Ir. Tritjondro BASKORO, MSM</b>	197
Individual Adaptability as Mediating Variable Toward Individual Performance as The Impact of Transformational Leadership and Delegation Authority- <b>Teuku Yusuf, S.Si., MBA, Dr. Ir. Amelia Naim Indrajaya, MBA</b>	198
Comparison of Demographic Characteristics of Hotel Employee with Intolerance of Uncertainty and Covid-19 Fear- <b>Dr. Hacı Ahmet ÇAKIR, Buse YILDIZ</b>	199
Dünya Tarihi Üzerinden Bir Düşünce Pratiği: Medeniyet Kavramını Sorunsallaştırmak- <b>Öğr. Gör. AHMET ÖZDEMİR</b>	200
The Effect of Independent Commissioners, EVA, and ROA on Firm Value- <b>Jessica WIJAYA, Wirawan E. D. RADIANTO</b>	201
Effect of Green Trust as Independent Role and Green Advertisement as Moderating Role on The Purchase Intention of Paper Packaging in an Extended Theory of Planned Behaviour (TPB)- <b>Eko SAPUTRA, Dr. Rima AGRISTINA, Dr. Ir. Amelia Naim INDRAJAYA</b>	202
The Effect of Audit Quality, Audit Independence, and Audit Committee's Effectiveness on Earnings Management (Empirical Study of Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange in 2019 – 2022)- <b>Melinda MALAU, Fellicia Ross NAULY, Isti Hana SUMANTI, Dessy Yansanita SOLI</b>	203
Afet Tahvilleri Üzerine Bir İnceleme- <b>Dr. Öğr. Üyesi Hülya ER , Prof. Dr. Remzi ALTUNIŞIK</b>	204
Katılım Bankacılığında Dijital Dönüşüm- <b>Öğr. Gör. Murat ER, Dr. Öğr. Üyesi Hülya ER, Prof. Dr. Remzi ALTUNIŞIK</b>	205
Determine The Level of Information Technology Risk to Optimization Capability Services Organization Using Cobit 5 in Indonesia- <b>Rismawati Br Sitepu,S.Sos,MM, Ilham M. KOM, Dr. Ir. Bambang Sugiyono Agus Purwono, MSc</b>	206

Çalışan Yoksulluğu Durumu ile Örgütsel Vatandaşlık Davranışı Arasındaki İlişkide İş Güvencesizliğinin Aracılık Rolü-Res. Asst. Alihan PASİN, Assoc. Prof. Dr. Erdal ŞEN	207
Değişim Yönetimi Uygulamalarında Değişim Ajanlarının Rolü- PhD C. Orkun ARK, Assoc. Prof. Dr. Erdal ŞEN	208
Investigation of the Factors Affecting the Performance of Global Cities with CRITIC Method-Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL, Lec. Esra YAŞAR, Lec. Dr. Pınar AVCI	209
How do Climate Policy Uncertainty, Financial Market and Financial Institution Development Influence CO2 Emissions in China?-Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL, Lec. Dr. Pınar AVCI, Prof. Dr. Betül ALTAY TOPÇU	210
The Influence of Innovation Capabilities and Market Response Capabilities on Supply Chain Financing Adoption Moderated by Supply Chain Integration (In the Manufacturing Industry Joined in IPOMS)-Mrs. Tasya AMARTA, Dr. Timotius Febry CHRISTIAN	211
The Influence of Entrepreneurial Orientation on Business Performance with Business Strategic as Moderation and Mediation-Mrs. Adena CORDELIA, Dr. Timotius Febry CHRISTIAN	212
Impact of Digital Transformation and Performance Appraisal Process Mediated By Employee's Motivation to Increase Employee Performance-Syam BUDIMAN	213
The Rise of Online Food Delivery Post Pandemic Covid-19 in Indonesia: An Analysis of Menu Visual Appeal and Menu Informativeness on Behavioral Intention-Bryan David INDRAYANTO, Dewi Mustikasari IMMANUEL	214
Factors that Affect Adoption of Fintech in Retail Industry and Its Relation to Increase Financial Performance Evidence in Merchants Coached by Aksesmu (PT Sumber Trijaya Lestari)-Krishna Nugraha HARISCHANDRA, Prof. Dr. Wiwiek Mardawiyah DARYANTO	215
Design of Research Reporting and Data Collection Information System at Public University Using the Design Thinking Method -Ms. Kendry Ayu LAKSANA, Ms. Ika Raharja SALIM, Dr. Wirawan E. D. RADIANTO	216
The Effect of Employee Performance Assessment on Job Satisfaction at Private University with Work Motivation as a Mediator-Ms. Ika Raharja SALIM, Ms. Fitri Aulia RAHMA, Ms. Kendry Ayu LAKSANA, Ms. Gresi Agriany SILALAH, Ms. Anindita Millenika SASMITA, Mr. Muhammad Imadudin IHSAN, Dr. Wirawan E. D. RADIANTO	217
Analysis of Nickel Mining Company Issuers At PT. Trimegah Bangun Persada Tbk. in Obi Island, North Maluku, Indonesia-Jolene Marie CHOLOCK, Prof. Dr. Wiwiek Mardawiyah DARYANTO	218
Employees' Performance Enhancement Based on Collaborative E-Learning and Mediated by Training in Bank Syariah Indonesia: A Human and Organization Development Perspective-Dr. Dewi Puspitaningtyas Faeni, Sri Wulandari, S.T, Rachmat Pramukty, M.Si	219
Ethiopian Business Incubation Environment Perspectives-Mequanint Birhan Alem (MSc, MBA)	220
Mapping the Use of Artificial Intelligence and the Applicability of International Humanitarian Law: 2020-2023 Literature Review -Dr. Arlina PERMANASARI, Dr. Amalia ZUHRA, Dr. Jun JUSTINAR, Dr. Aji WIBOWO Mr. Muhammad Falih NASYWAAN	221



The Business Opportunity of the Salt Industry Responding to The Market Demand In Indonesia- <b>Joannes Tarigan,ST, Prof.Dr.Wiwiek Mardawiyah,SE,AK,MM, Dr.Ir.Amelia Naim INDRAJAYA</b>	222
CEO'nun Görevleri ve Sorumlulukları: Kavramsal Bir Çerçeve- <b>Prof. Dr. Emet GÜREL, Res. Asst. Dr. Azra K. NAZLI, Büşra ÇETİN, Res. Asst. Dr. Neslihan Özmelek TAŞ</b>	223
Macroeconomic Impact From 2012 to 2022 on Indonesia Composite Index Return- <b>Avinash, Roy Sembel</b>	225
The Influence of Digital Innovation and Population on Socioeconomic Mediated by The Environment Due to The Covid-19 Pandemic (Case Study: Dki Jakarta Province)- <b>Endang SUSILOWATI, Erwin Susanto SADIRSAN</b>	226
Optimizing Efficiency and Sustainability in Aerospace Management: A Multidimensional Approach- <b>Erkan TUR</b>	227
Tarihi ve Kültürü ile Şam'ın İslam Kenti Kavramına Kattıkları Üzerine- <b>Assoc. Prof. Vedat YILMAZ, Dokt. Ozan GERÇEKER</b>	228
"Kendini Kopyalamak": Türk Yükseköğretim Sisteminde Mülteci Akademisyenler Vakası- <b>Prof. Dr. Mehmet ERYILMAZ</b>	229
Towards the Equitable Blue Economy: Quad Helix Innovation for Social Entrepreneurship - <b>Dr. Firdaus BASBETH, Dr. Ir. Amelia Naim INDRAJAYA</b>	230
A Blue approach to assessing Maritime and Fisheries Vocational Education A case in Ambon, Kupang and Bitung - <b>Dr. Firdaus BASBETH, Sugeng Riyadi, DwiHartanto</b>	231
The Antecedents of Investor Intention to Invest in the JAKARTA Cryptocurrency Market- <b>Mr. Fadi Rendrahadi IRAWAN, Ms. Liza Agustina Maureen NELLOH, Mrs. Cut SJAHRIFA</b>	232
Turizm Sektöründe Kadın Girişimciliği ve İnovasyon: Somelyer Örneği- <b>Araş. Gör. Gökçe Yasemin ERSÖZ</b>	233
Environmental Knowledge and Values among High School Students- <b>Research Scholar Jasi ZAINAB, Assoc. Prof. Dr. Harish MITTU</b>	235
Effect of Flipped Classroom Model on Critical Thinking and Achievement in Social Science among High School Students- <b>Research Scholar Jasi ZAINAB, Assoc. Prof. Dr. Harish MITTU</b>	236
Ekonomik Krizlerin Akdeniz Ülkelerindeki Sürdürülebilirliğe Etkisi: Havacılığa İlişkin Bir Vaka Çalışması- <b>Ayşe SUSUZ, İlinay GÜLLÜ, Sevim YILMAZ</b>	237
Havayolu İşletmelerine Ait Covid-19 Güvenlik Performanslarının Çok Kriterli Karar Verme Yöntemleri ile Analizi- <b>Burak KARADAĞ, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b>	239
Presenteeism ve İş Tatminine İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi- <b>Kadriye KUBAT, Çağla Ash GÜLDURAN, Assoc. Prof. Dr. Arzu AKDENİZ</b>	240
Örgütsel Bağlılık ve İş Performansına İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi- <b>Gamze TARIM, Assoc. Prof. Dr. Arzu AKDENİZ</b>	242
The Mentorship Advantage: Fostering Innovation and Creativity in the Workplace- <b>Prof. Dr. Siham EL-KAFAFI</b>	243
Is Self-Service Technology Appealing for Fast-Food Consumers?- <b>Diena Putri Ramadhani, *Kurniawati, Yolanda Masnita, B. Medina Nilasari</b>	244
Fairness in Obtaining Repurchase Intention Through Goal Achievement- <b>Karunia Fransiska, Yolanda Masnita, Kurniawati, Renny Rizqiani</b>	245

The Effect of Artificial Intelligence on the Accounting and Financial Reporting- <b>Meliyani, Dr. Ir. Amelia Naim INDRAJAYA</b>	246
Entrepreneurial Fund Gaps and Sector Wise Manpower Requirement in Indian Entrepreneurship:A Study- <b>Assoc. Prof. Dr. Analjyoti BASU, Asst. Prof. Dr. Annette Christinal</b>	247
Corporate Governance and Dividend Policy in Indonesian Listed Companies- <b>Muhammad Risal, Farah Margaretha Leon, Kristian Chandra, Yosephina Endang Purba</b>	248
The Effect of Institutional Investors on the Cost of Capital Moderated by Ownership Structure of Companies in Indonesia- <b>Nurmila Indah Kusumawati, Farah Margaretha Leon, Yosephina Endang Purba, Kristian Chandra</b>	249
Social Media: Political Mobilizer to Evaluator- <b>Asst. Prof. Mrs. Piya Sinha</b>	250
Leading Through Disruption: School Leaders' Role in Crisis Management and Recovering the XYZ School in the Post-COVID-19 Era- <b>Amalia Seruni Permata INTAN</b>	251
Drivers of Employee Entrepreneurial Intention: Evidence from DKI Jakarta- <b>Abdullah HANIF, Dety NURFADILAH, Liza Agustina Maureen NELLOH</b>	252
The Gut-Brain-Skin Axis in Acne: Impact of Polenoderm- <b>Major Gheorghe Giurgiu, Prof. Dr. Manole Cojocaru</b>	253
Analysis Financial Performance of Pt. Unilever Indonesia Tbk Before and After Economy Crisis 2017 – 2022- <b>Oktafia HARINI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b>	254
Tüketici ve Üretici Fiyat Endekslerinin Kısa ve Uzun Dönem Analizi: Türkiye Örneği- <b>Nazım Kerim KANAD, Prof. Dr. Ahmet ŞENGÖNÜL</b>	255
The Effect of Financial Ratio on Fraudulent Financial Reporting During The Covid-19 Pandemic- <b>Tyas Widyanti, Dr. Nurhastuty Kesumo Wardhani, Dr. Khomsiyah, Dr. Titik Aryati</b>	257
Enhancement of Financial Reporting Skills of Prospective Young Entrepreneurs- <b>Dr. Nurhastuty Kesumo Wardhani, Dr. Tiara Puspa, Dwi Hartini Rahayu, Deni Setia Wahyu</b>	258
India's Access to Clean Energy is Dependent on Lithium- <b>Uki CHOWDHURY</b>	259
Revaluation of India-China Relations on The Commencement of Xi Jinping's Third Term- <b>Uki CHOWDHURY</b>	260
Combining Skepticism with TPB to Determine Indonesians Willingness to Buy Green Cosmetics- <b>Nicholas Wilson, *Yolanda Masnita, Angginta Zahra, Jati Kusuma Ali</b>	261
How Family Business Can be Sustainable in Digital Era - <b>Zenda Novita, Dr. Ir. Amelia Naim INDRAJAYA, MBA.</b>	262
Dünyanın En İşlek 10 Havalimanının Entropi Temelli TOPSIS Yöntemi ile Operasyonel ve Finansal Kıyaslanması- <b>Selcan COŞKUN, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b>	263
Entropi Temelli Topsis Yaklaşımı ile Havaalanlarının Hizmet Kalitesinin COVID-19 Öncesi ve Sonrası Değerlendirilmesi- <b>Beste Başak HORASAN, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b>	265
Pandemi Sürecinde Ergenlerdeki Gelecek Kaygısı ve Stresle Başa Çıkma Yöntemleri Arasındaki İlişkinin İncelenmesi- <b>Fulya GÖKÇELER, Assoc. Prof. Dr. Esin SEZGİN</b>	267
Revolutionizing Digital Transformation: The Rise of Digital Banking in Regional Banks in Indonesia- <b>Eka Rizki SUKMADEWI</b>	269

The Influence of Financial Literacy to Consumer Purchase Intention of Traditional Life Insurance Product- <b>Rainy Maria TUMENKOL, Dr. Ir. Amelia Naim INDRAJAYA</b>	270
Diversity on Productivity: Anything for Efficiency & Effectiveness? <b>Samuel PD ANANTADJAYA, Irma M NAWANGWULAN</b>	271
Analysis of Regional Financial Performance Before and During the COVID-19 Pandemic in East Java Province <b>Agustina SUPARYATI, Tri KUNAWANGSIH, Khristina CURRY, Scylla LEVIATHAN</b>	272
The effect liquidity, profitability and leverage on the IPO in IDX Period 2020 -2021 <b>Tri KUNAWANGSIH, Khristina CURRY, Abdul Ghafar ISMAIL, Sarkia Adelia LUKMAN</b>	273
The Impact of Profitability, operational Cost and Size on Corporate Income Tax Expenses in Food and Beverage Sector <b>Tri KUNAWANGSIH, Masfar GHAZALI, Abdul Ghafar ISMAIL, Innocentia Pintauli SIMAREMARE</b>	274
Analysis of Regional Financial Performance Before and During the COVID-19 Pandemic in East Java Province the Influence of Economic and Social Aspects on The Tax Ratio in Indonesia- <b>Agustina SUPARYATI, Tri KUNAWANGSIH, Khristina CURRY, Karina Syah FITRI</b>	275
Maritime Sector for National Economy (Competitiveness) Through Connectivity: A Systematic Literature Review Analysis- <b>Muhammad Zilal HAMZAH, Eleonora Sofilda, Eferedo</b>	276
Determinants of that Initial Public Offering in the IDX Period 2020-2021- <b>Tri KUNAWANGSIH, Agustina SUPARYATI, Abdul Ghafar ISMAIL, Evander SLAMET</b>	277
A Volunteer Experience as An English Instructor: A Contribution to the Development of Madani Mental Health Care's English Affairs Division- <b>Zahra MAULIDA, Yulita Fairina SUSANTI</b>	278
The Adoption, Implementation and Disruption Paterns of New Organizational Forms and Practices in Organizations: A Longitudinal Analysis- <b>Phd(c.) İlhan ALYAY, Prof. Dr. Bilçin Tak MEYDAN</b>	279
Role of Social Media in Elections : A Review - <b>Mr. Dhruvajyoti THAKURIA, Dr. Payel Chaudhuri, Dr. Gobinda Deka</b>	280
Behaviour Targeted Training: Improving Employee Engagement in a Small and Medium Canadian Business- <b>Dr. Lee ROBERTS</b>	281
Tick Size and Liquid Stocks: Evidence from an Unusual Natural Experiment - <b>Dr. Güzhan GÜLAY, Yaşar ERSAN</b>	282
Factors affecting Women Entrepreneurs in Bangladesh: A Sociological Study- <b>Research Scholar Mohammed Aminur RAHAMAN, Asst. Prof. Dr. Hilal Ahmad DAR</b>	283
Building Smart Cities: Technology, Education, and Inclusive Governance for Smart Communities- <b>Sandra COSTA</b>	284
British Rule and Dress Codes in India- <b>Mr. Partha Pramanik</b>	285
Inclusive and Community-based approaches using in Agriculture Technology Promotion and Scaling up Lessons for People with Disable in Eastern Ethiopia- <b>Ibsa Aliyi Usmane, Abdulaziz Teha Umere</b>	286
Yönetim Kurullarını Yapay Zekayla Çeşitlendirmek: Müspet ve Menfi Yönler- <b>Prof. Dr. Mehmet ERYILMAZ</b>	287
Study the Performance Measures of the Supply Chain for Industry 4.0. - <b>Prof. Dr. Prakash DIVAKARAN</b>	288

Indo-Pacific a Geopolitical construct: A Maneuvering ground for International and Regional Powers- <b>Assistant Professor Jobanpreet Singh</b>	289
The Debate Over Defining Successful Teaching- <b>Dr. Ermelinda KASHAH, Dr. Mirela Saraçi, Dr. Yllka Kenaçi</b>	290
“Leadership Styles Towards Sustainability of Human Resources of an Aviation School ” - <b>Atty. Gomeriano Amurao</b>	291
Mapping Social Media in Kyrgyzstan- <b>Elira Turdubaeva, Evangelia Papoutsaki, Ahmed Al-Rawi, Tahmina Inoyatova</b>	292
The Influence of Brand Image and Product Quality on Purchase Decisions at Kopi Kenangan, Summarecon Mall, North Bekasi- <b>Anna Wijayanti, Bunga Nur Kaunaini, Donni Ferdinan Irawan, Galuh Prasetyaningrum, Nurul Cahyani</b>	293
Factors Influencing Purchasing Decisions: Price, Quality and Brand Image- <b>Ivan Ardiansyah, Husni Fauzi Ramadhan, Tiara Nurhikmah, Mohamad Dimiyati Hadi Saputra, Rizky Maulana</b>	294
Strategies to Overcome Business Tranformation After Pandemic Covid-19- <b>Prof. Willy Arafah, Dr. Wahyuningsih Santosa, Dr. Tiarapuspa, Jennifer Victoria Astari Haryanto, Anfat Nilainan</b>	295
The Role of Talent Management in Addressing Post-Covid-19 Business Transformation- <b>Tiarapuspa, Deasy Aseanty, Netania Emilisa, Dita Oki Berliyanti, Harsha Danya Ibrahim</b>	296
Congress Program	297



**5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**



## Gender and Power: A Focused Group Discussion

**Dr. Rey TY**

reyty1@gmail.com

Payap University – Thailand

Orcid: 0000-0002-9258-0318

### ABSTRACT

Notwithstanding the advancement made in gender equality, women still face challenges in society, principally in terms of power dynamics. Women frequently face discrimination. The purpose of this paper is to explore the factors that contribute to women's empowerment and how these factors can be reinforced to advance gender equality. This article responds to the following research questions: 1) What are the factors that contribute to women's empowerment? 2) How do power dynamics impact women's empowerment? 3) What strategies can be executed to promote women's empowerment? This study examines prior research on gender and power dynamics, including the challenges faced by women and the impact of gender discrimination and harassment. This paper uses a qualitative research design, specifically a focused group discussion. The data collected were analyzed utilizing thematic analysis with a view to categorize common themes and patterns. The findings of this work provide insights into the factors that contribute to women's empowerment with a view to promote gender equality. This article contributes to the prevailing literature on gender and power dynamics, offering practical recommendations for promoting women's empowerment. The findings of this research is germane to employers, decision makers, and women's advocacy groups.

**Keywords:** Gender, Power, Women's Empowerment



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Internationalization, Extension and Dialogical Construction of Knowledge in Latinamerica**

**Lecturer Sergio Quiroga**

ICAES University, Argentina  
sergioricardoquiroya@gmail.com  
Orcid: 0000-0003-2586-6321

### **ABSTRACT**

The main challenge of Latin American higher education institutions is to promote new and better strategies for cooperation, internationalization and university quality, expressing from their identity the mission of doing with other actors, relocating their role as social actors and contributing to reduce the gap between countries. in terms of development. The internationalization of extension services presents the challenge of designing strategies and actions that integrate extension as an exceptional function of the university within the internationalization of higher education institutions. Multiple concepts are associated with the term "extension" and its consideration is somewhat ambiguous.

Extension processes and products contribute to the emergence of the comprehensive internationalization of higher education institutions as a response to the neoliberal globalization underway. However, this challenge is complex due to the diversity of concepts and ways of understanding university extension and therefore, of the actions promoted by university institutions. The debate on the definition of extension in universities is also crossed by internationalization from a regional perspective, in view of the dynamics of production and dissemination of knowledge that are generated in the region, establishing a marginal role in the agendas of scientific communities. In this complex and changing context, extension should be considered as a critical and dialogic process that seeks to transcend exclusively technical training and promote an extensionist perspective focused on social transformation. A role that transcends the mere work of the actors in the internationalization processes and that should promote the debate on how the university relates to society within the framework of the co-production of knowledge and collective reflection.

The extension proposals in many of the Latin American universities assume a marginal role because they are limited projects in each call, with groups of teachers, and with a conception and dynamics, in many cases, still assistance and knowledge transfer, rather than of collective reflections and dialogic construction of knowledge.

**Key Words:** Latin-American universities, Internationalization, Extension and Dialogical Construction of Knowledge



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Right To Legislative Initiative Of Members Of The Parliaments Of Belarus And Poland: A Comparative Legal Analysis**

**Dr. Of PhD in Law, Associate Professor Aksana CHMYHA**

Belarusian State University

ch.ok.vas@gmail.com

Orcid: 0000-0002-5793-3798

### **ABSTRACT**

*Goal* – to analyze the key points of the right to legislative initiative of members of the Parliaments of Belarus and Poland in comparative feature.

*Research methodology* – The basis of the work is the comparative-legal method of research, as well as other methods of scientific knowledge

*Score* -. In the article a number of progressive characteristics of the right to legislative initiative of Polish and Belarusian parliamentarians are stated.

*Originality/value* - A new conclusion has been reached that it is preferable to further improve the regulatory framework that promotes the establishment of the right to legislative initiative of the members of Parliaments, which should be based both in Poland and in Belarus on the study and mutual implementation of the accumulated positive legislative experience of these states in this area.

**Keywords:** the right to legislative initiative of members of Parliament, Belarus, Poland, EU, comparative legal analysis.



## Örgütsel İkiyüzlülük: Betimsel İçerik Analizi

**Asst. Prof. Dr. Mesut ÖZTIRAK**

İstanbul Esenyurt University

mesutoztirak@esenyurt.edu.tr

Orcid: 0000-0003-4828-7293

### ÖZET

Örgütsel ikiyüzlülük işyerindeki kişilerin ve yöneticilerin sahip olmadığı duyguları, düşünceleri, değer, erdem ve özellikleri sahipmiş gibi göstermesi veya sahip olduğu iddiasında bulunmalarıdır. Ayrıca bireylerin kendilerini diğer iş arkadaşlarına, yöneticilerine ve toplumdaki bireylere karşı tanıdıkları halden, inandıklarından ve olduklarından farklı göstermeleridir. Tüm bu ilişkilerden yola çıkarak ikiyüzlülük kavramı örgütlerde güvenin azalmasına, örgüt iklimindeki olumsuz tutum ve davranışlara, çalışanların tükenmişlik duyguları yaşamasına ve örgütten ayrılma isteği oluşmasına sebep olabilmektedir. Örgütsel ikiyüzlülük kavramı işletmeler için önemli bir kavram haline gelmektedir. Bu nedenle çalışmanın amacı, örgütsel ikiyüzlülük ile ilgili literatürde yer alan çalışmaları incelemektir. Çalışmanın araştırma yöntemi olarak betimsel içerik analizi yöntemi kullanılmıştır. Bu amaçla 2003-2023 yılları arasında araştırılan ve ulaşılabilen makale ve tez çalışmaları incelenmiştir. İlgili yıllar arasında toplamda 40 çalışmaya ulaşılmıştır. Literatürde yer alan ve elde edilen bu çalışmaların içerikleri incelenmiş ve analiz edilerek yorumlanmıştır. Araştırma sonucunda örgütsel ikiyüzlülüğün eğitim, üretim/perakende, tekstil, bankacılık ve spor örgütlerinde bulunduğu görülmektedir. Bunun yanında araştırma sonucunda, örgütsel ikiyüzlülüğün örgütsel dedikodu, örgütsel mutluluk, sinizm, örgütsel güven, örgütsel vatandaşlık, örgütsel destek, örgütsel meşruiyet, örgütsel sessizlik, işyeri maneviyatı vb. kavramları etkilediği görülmüştür. Ayrıca örgütsel ikiyüzlülüğün daha çok örgütsel bağlılık üzerinde etkili olduğu sonucuna ulaşılmıştır. **Anahtar Kelimeler:** İkiyüzlülük, Örgütsel İkiyüzlülük, Örgütsel Davranış

## Organizational Hypocrisy: A Detail Content Analysis

### ABSTRACT

Organizational hypocrisy is when people and managers in the workplace show or claim to have feelings, thoughts, values, virtues and characteristics that they do not have. It is also the fact that individuals show themselves to other colleagues, managers and individuals in the society as different from what they are known, what they believe and what they are. Based on all these relations, the concept of hypocrisy can lead to a decrease in trust in organizations, negative attitudes and behaviors in the organizational climate, feelings of burnout of employees and a desire to leave the organization. The concept of organizational hypocrisy is becoming an important concept for businesses. For this reason, the aim of the study is to examine the studies in the literature on organizational hypocrisy. Descriptive content analysis method was used as the research method of the study. For this purpose, the articles and thesis studies that were researched and reached between 2003-2023 were examined. A total of 40 studies were reached between the relevant years. The contents of these studies in the literature and obtained were analyzed and interpreted. As a result of the research, it is seen that organizational hypocrisy is found in education, production/retail, textile, banking and sports organizations. In addition, as a result of the research, organizational hypocrisy, organizational gossip, organizational happiness, cynicism, organizational trust, organizational citizenship, organizational support, organizational legitimacy, organizational silence, workplace spirituality, etc. concepts have been affected. In addition, it was concluded that organizational hypocrisy was more effective on organizational commitment.

**Keywords:** Hypocrisy, Organizational Hypocrisy, Organizational Behavior



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Argentina 1988 – 1990: Between Hyperinflations and Structural Change Plans

MSc.(e) in Economics & Political Sciences. **Hernán GIL FORLEO**

Universidad de Buenos Aires

hgilforeo@uade.edu.ar

Orcid: 0009-0006-1071-5714

### ABSTRACT

Many called Argentina the country with chronic inflation *per excellentiam* of the 20th century because, for much of the second half of this century, inflation dominated all governments and stabilization plans. Between the implementation of the “Plan Primavera” (September 1988) and the successive “Erman Plans” (1989-1990), the Argentine economy experienced two hyperinflationary episodes that caused its economic system to collapse. We propose in this article to state the inflection points that determined the hyperinflationary phases, as well as to give answers to conjectures such as whether it is necessary to encourage the imbalance in the price system by the Government to make the structural adjustments that are a starting point for economic growth. Should structural adjustments be made gradually during upswing phase of the general price level? Are these adjustments not the cause of this acceleration? Or should they be done through an unexpected shock so that economic agents must change their consumption and saving preferences? We try to answer these kinds of questions in this article.

**Keywords:** Argentina, Hyperinflation, Structural Changes, Economic Disequilibrium

## Mevduat Bankalarının Kurumsal Sürdürülebilirlik Performanslarının LOPCOW-RSMVC Modeli ile Ölçülmesi

**Assoc. Prof. Dr. Nazlı ERSOY**

Osmaniye Korkut Ata Üniversitesi

nazliersoy@osmaniye.edu.tr

Orcid: 0000-0003-0011-2216

### ÖZET

Bu çalışmada, Türkiye’de faaliyet gösteren mevduat bankalarının 2021 dönemi kurumsal sürdürülebilirlik performansının ÇKKV yöntemlerinden LOPCOW-RSMVC modeli ile ölçülmesi amaçlanmıştır. Çalışmada, dört sosyal sürdürülebilirlik, dört ekonomik sürdürülebilirlik, dört çevresel sürdürülebilirlik olmak üzere 12 gösterge kullanılmıştır. Literatür taraması sonucunda belirlenen göstergelerin ağırlıkları LOPCOW tekniği ile belirlenmiş, bankaların performans skorları ise RSMVC yöntemi ile hesaplanmıştır. Analiz için gerekli veriler bankaların sürdürülebilirlik raporları aracılığı ile elde edilmiştir. LOPCOW tekniğine göre önem derecesi en yüksek göstergeler çalışan devir oranı, öz kaynak karlılığı oranı ve toplam tehlikeli atık olarak belirlenmiştir. Diğer taraftan, toplam ATM sayısı, sermaye yeterliliği oranı, toplam sera gazı emisyonu en düşük önem derecesine sahip kriterler arasında yer almıştır. Çalışma sonunda, bankaların boyutlar ve yıllar bazında performans sıralamaları değişirken, A2 bankasının diğer bankalara kıyasla ön sıralarda yer aldığı tespit edilmiştir. Bu çalışma, LOPCOW-RSMVC modelinin kurumsal sürdürülebilirlik performans ölçümünde kullanıldığı ilk çalışma olması bakımından önemlidir ve literatüre katkı sağlayacağı düşünülmektedir.

**Anahtar Kelimeler:** Kurumsal Sürdürülebilirlik, ÇKKV, LOPCOW, RMSVC

## Measuring the Corporate Sustainability Performance of Deposit Banks with the LOPCOW-RSMVC Model

### ABSTRACT

This study aims to measure the corporate sustainability performance of deposit banks operating in Turkey during the 2021 period using the LOPCOW-RSMVC model from the MCDM method. In the study, 12 indicators were used, including four social sustainability, four economic sustainability, and four environmental sustainability indicators. The weights of the indicators identified at the end of the literature review were determined by the LOPCOW technique, and the performance scores of the banks were calculated using the RSMVC method. The data for the analysis were obtained through the banks' sustainability reports. According to the LOPCOW technique, the most important indicators were determined to be the employee turnover rate, return on equity and total hazardous waste. On the other hand, the total number of ATMs, capital adequacy ratio, and total greenhouse gas emissions were among the criteria with the lowest degree of importance. At the end of the study, it was found that the performance rankings of banks varied by size and year, while A2 bank was found to be among the top performing banks compared to other banks. This study is important in terms of being the first study to use the LOPCOW-RSMVC model in corporate sustainability measurement in the domestic literature, and it is believed to contribute to the literature.

**Keywords:** Corporate Sustainability, MCDM, LOPCOW, RMSVC



## Working Capital Management and Profitability: Evidence from Europe

**PhD Student Amanj Mohamed AHMED**

Hungarian University of Agriculture and Life Science  
ahmed.amanj.mohamed@phd.uni-mate.hu  
Orcid: 0000-0001-8743-0799

**PhD Student Deni Pandu NUGRAHA**

Hungarian University of Agriculture and Life Science  
nugraha.deni.pandu@phd.uni-mate.hu  
Orcid: 0000-0001-8138-1420

**Mohammed Ahmed MAHMOOD**

Sulaimani Polytechnic University  
mohammad.mahmood@spu.edu.iq

**Asst. Prof. Dr. István HÁGEN**

Hungarian University of Agriculture and Life Science  
hagen.Istvan.Zsombor@uni-mate.hu

### ABSTRACT

The purpose of this study is to investigate the impact of working capital management on firms' profitability. To achieve the study objective, two econometric model was developed to assess the relationship between dependent and independent variables based on the Ordinary Least Square (OLS) regression analysis. The panel data is obtained from the annual financial report of 42 non-financial listed companies on Frankfurt and Oslo stock exchange over the period 2017-2021. Profitability is a dependent variable and measure by two indicators return on assets (ROA) and return on equity (ROE). WCM is independent variable and measured by five proxies; accounts payable (AP), accounts receivable (AR), cash conversion cycle (CCC), current ratio (CR) and cash holding (CH). The control variables are firm size (FS), dept to assets ratio (DTA) and debt to equity ratio (DTE). The results revealed that AR, CCC, CR have significant and positive relationship with ROA and ROE. However, AP has a negative and significant association with indicators of profitability. CH is negatively related with ROA and ROE, but the relationship is not significant in case of ROE. The finding also shows a positive and significant connection between firm size and profitability. DTA and DTE as a firm's leverage are negatively related with ROA and ROE. Overall, managers should understand how to organize and control working capital because it is necessary for the firm's profitability and performance.

**Keywords:** Working capital management, Profitability, Non-financial firms.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Brain Drain and Its Repercussions on the Needs of the Palestinian Labor Market: A Study of Causes and Consequences of Migration Among Educated Youth**

**Ms. Manal HAMARSHA**

An-Najah National University  
hamarsha.manal@hotmail.com  
Orcid: 0000-0002-0865-3204

### **ABSTRACT**

Brain drain is a phenomena in which a large number of highly trained and educated persons leave from their nation of origin to another country, leaving a skilled labor shortage behind. This study will focus on the brain drain from Palestine, particularly among its educated young, and its influence on the Palestinian labor market. The study's goal is to look at the reasons and repercussions of migration among Palestinian educated young.

The research will be carried out using a mixed-methods approach, with both qualitative and quantitative data collection. A focus group discussions will be used to gather information from Palestinian, by 30 person including students, graduates, and experts who relocated from Palestine to other nations.

Overall, this study will add to our understanding of the causes and effects of brain drain in Palestine, as well as the influence it has on the Palestinian labor market.

**Keywords:** Brain Drain, Educated Youth, Labor Market, Migration, Skilled Labor, Political Instability, Economic Growth, Job Opportunities, Government Policies.



## **The Impact of Self-identities, Perceived Country Image, and Institution Image on Intention to Choose Study Destination**

**Kim Min SUK**

Sekolah Tinggi Manajemen IPMI  
minsuk@ipmi.ac.id  
Orcid: 0000-0001-8754-2248

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

**Dr Ir Firdaus Basbeth MM**

Sekolah Tinggi Manajemen IPMI  
firdaus.basbeth@binawan.ac.id  
Orcid: 0000-0001-5544-4846

### **ABSTRACT**

Demand for higher education in developing economies keeps increasing since more people realize the benefit of advanced education qualifications for their future. According to some studies factors that affected Asian students in selecting study destinations in foreign countries are expected benefits from studying abroad, push factors from their home country, perceived destination image, perceived institution image, and marketing information channel, however, not much is known about the mediating effect of Country Image and Institution Image in the effect between Self-identity and Intention to choose study destination, The objective of the study is to investigate the role of country image and institution image, especially context of Indonesian and South Korean student's since a lot of studies focus on Asian in general and not specifically on Indonesian student to South Korea and vice versa. The data was taken from students in Jakarta and Seoul representing both countries' capital cities. The sample size was 49 for each country formed from July to September 2021. The data were analyzed using SPSS v25 and Smart PLS3. The result indicated that Country Image and Institution image fully mediate the effect of Self-identity on student intention to choose a study destination. The practical implication is for the marketers of international higher education and government of the host country to focus on the creation of positive country destination and institution images, whereas the theoretical contribution is a comprehensive examination by examining Country Image and Institution Image as a mediator between Self-identity and Intention to study in a foreign country using social identity theory.

**Keywords:** Self-identity, national Pride, Consumer Cosmopolitanism, Country Image, Institution Image, Intention to study in South Korea, Intention to study in Indonesia

## **KOBİ Çalışanlarında Toksik Duygu Deneyimlerinin Duygusal Bağlılığa Etkisi**

**Asst. Prof. Dr. Mehmet Ali TAŞ**

Burdur Mehmet Akif Ersoy University

matas@mehmetakif.edu.tr

Orcid: 0000-0001-9714-7188

### **ÖZET**

Neredeyse her örgütte görülebilen toksik duygu deneyimlerinin olumsuz etkileri nispeten uzun sürmektedir. Bu toksik olayların tekrar deneyimlenme ihtimalinden dolayı çalışanlar, uzun süre boyunca tedirgin olabilmekte, yalnızlaşabilmekte, duygusal anlamda yorulabilmekte ve tükenme noktasına gelebilmektedirler. Duygusal anlamda toksik bir örgüt ortamında kendini sürekli tehlike altında hisseden, her an örgütsel toksisitenin bir hedefi haline gelebileceğini düşünen bir çalışanın o örgütte aidiyet duygusuyla hareket etmesi güçtür. Bu bağlamda duygusal bağlılığı zayıflayabilmektedir. Çünkü duygusal toksisiteyle mücadele eden çalışanın örgüte olan sadakatinin azalacağı düşünülmektedir. Buradan hareketle çalışanların maruz kaldıkları toksik duygu deneyimlerinin duygusal bağlılıklarıyla ilişkisi araştırılmıştır.

Araştırmada nicel araştırma yöntemi ve anket tekniği kullanılmıştır. Bu amaçla Burdur ilindeki Küçük ve Orta Ölçekli İşletmelerde (KOBİ) çalışan 258 bireyden veri toplanmıştır. Yapılan analizler neticesinde toksik duygu deneyimlerinin çalışanların duygusal bağlılıklarıyla negatif bir ilişkisinin olduğu tespit edilmiştir. Ayrıca toksik duygu deneyimlerinin duygusal bağlılığı negatif şekilde etkilediği ortaya çıkmıştır. Sonuç olarak, toksik duygu deneyimlerinin varlığı, tekrar etmesi, sosyal ilişkilere zarar vermesi ve bezdirici bir hal alması çalışanların örgüte olan duygusal bağlılıklarını düşürdüğü söylenebilir.

**Anahtar Kelimeler:** Örgütsel Toksisite, Toksik Duygu Deneyimleri, Duygusal Bağlılık

## **The Effect of Toxic Emotional Experiences on Affective Commitment in SME Employees**

### **ABSTRACT**

The negative effects of toxic emotion experiences, which can be seen in almost every organization, last a long time. Due to the possibility of re-experiencing these toxic events, employees may experience anxiety for a long time, become lonely, get tired emotionally and become exhausted. It is difficult for an employee who feels constantly in danger in an emotionally toxic organizational environment to act with a sense of belonging in that organization. In this context, affective commitment may weaken. Because it is thought that the loyalty of the employee to the organization who struggles with emotional toxicity will decrease. From this point of view, the relationship between the toxic emotion experiences of the employees and their affective commitment was investigated.

Quantitative research method and survey technique were used in the research. For this purpose, data were collected from 258 individuals working in Small and Medium-Sized Enterprises (SMEs) in Burdur province. As a result of the analyzes, it was determined that toxic emotion experiences have a negative relationship with the affective commitment of the employees. In addition, it has been revealed that toxic emotion experiences negatively affect affective commitment and reduce its level. As a result, it can be said that the presence of toxic emotion experiences, their repetition, damaging social relations and becoming tiring reduce the emotional commitment of employees to the organization.

**Keywords:** Organizational Toxicity, Toxic Emotional Experiences, Affective Commitment

## Türkiye’de Toplumsal Cinsiyet Algısının İncelenmesi

**Assoc. Prof. Dr. Ayhan BABAROĞLU**

Hitit University  
ayhanbabaroglu@hitit.edu.tr  
Orcid: 0000-0002-6528-6113

**Asst. Prof. Dr. Derya Yüksel KOÇAK**

Hitit University  
dyukselguvenc@hitit.edu.tr  
Orcid:0000-0001-6890-7555

### ÖZET

Toplumsal cinsiyet kavramı, kadın ve erkeğin toplum içindeki statüsünü, bunlara uygun rolleri, görev ve sorumlulukları, konumu ve toplumun bireyi nasıl görüp algıladığını kapsar. Biyolojik cinsiyetin aksine toplumsal cinsiyeti içinde yaşanan kültür belirler, sosyal yapılandırma sonucu oluşturulur ve değiştirilebilir. Bu yüzyılda toplumsal cinsiyete dair algıların, kadınlar ve erkekler arasında daha eşitlikçi olduğu düşüncesi hakîmdir. Malesef tüm dünyada cinsiyet algılarına yönelik yapılan araştırmaların birçoğunda durumun böyle olmadığı görülmektedir. Bir dünya sorunu haline gelen toplumsal cinsiyet algısını bir Türkiye örneğinde değerlendirmek bu araştırmanın amacıdır. Araştırma sonuçları, Türkiye’nin yedi coğrafi bölgesinden, gönüllü 1053 kişi ile birlikte yürütülmüştür. Veriler Toplumsal Cinsiyet Algısı Ölçeği ve Demografik Bilgi formu kullanılarak elde edilmiştir. Araştırma sonucunda, Türkiye’de toplumsal cinsiyet algısının, eşitlikçi yönde evrildiği ancak bazı alanlarda hala ısrarla geleneksel bakış açısının da devam ettiğini göstermiştir. Toplumsal Cinsiyet Algısı üzerinde bazı değişkenlerin etkili olabileceği ve algının değişkenlere göre farklılaşp, farklılaşmadığını belirlemeye yönelik analizler yapılmıştır. Analiz sonuçlarına göre cinsiyet, yaşanan yer, eğitim düzeyi, çalışma durumu, coğrafi bölge, algılanan sosyo-ekonomik düzey, eşle tanışma şekli, nikâh şekli, aile tipi ve eşin eğitim düzeyi ile toplumsal cinsiyet algı seviyelerinin anlamlı düzeyde farklılık gösterdiğinin tespiti de araştırmadan elde edilen diğer bulgulardır.

**Anahtar Kelimeler:** Cinsiyet, toplumsal cinsiyet, Türkiye’de toplumsal cinsiyet, cinsiyet algısı

### Study of Gender Perception in Türkiye

#### ABSTRACT

The concept of gender covers the status of women and men in society along with their respective roles, duties and responsibilities, position and how the society sees and perceives the individual. On the contrary to biological sex, the culture in which one lives determines gender, and it is created and changed as a result of social structuring. In this century, the belief that perceptions of gender are more egalitarian between men and women is dominant. Unfortunately, it is seen that this is not the case in most of the studies on gender perceptions conducted all around the world. The aim of this research is to evaluate the perception of gender, which has become a world problem, in the sample of Türkiye. The research was carried out with 1053 volunteers from seven geographical regions of Turkey. The data were obtained by using the Gender Perception Scale and Demographic Information form. As a result of the research, it has been shown that the perception of gender in Türkiye has evolved in an egalitarian direction, but the traditional perspective still persists in some areas. Analyzes were conducted to determine whether some variables may be effective on Gender Perception (GP) and whether the perception differs according to the variables. Based on the results of the analysis, it was determined that gender, place of residence, education level, employment status, geographical region, perceived socio-economic level, way of meeting the spouse, type of marriage, family type and education level of the spouse and gender perception levels differ significantly are Other findings.

**Keywords:** Sex, gender, gender perception





## Yeşil Öz Yeterlilik ve Yeşil İnsan Sermayesi Rekabet Avantajı Sağlar mı?

**Asst. Prof. Dr. Burcu ÖZGÜL**

İstanbul Topkapı University  
burcuozgul@topkapi.edu.tr  
Orcid: 0000-0001-8525-041X

### ÖZET

Bu çalışma üst yönetimin yeşil öz yeterlilik inancının, yeşil insan sermayesine ve rekabet avantajına etkisini değerlendirmeyi amaçlamaktadır. Bu amaçla, üst yönetimin yeşil öz yeterlilik inancının rekabet avantajına hem doğrudan hem de yeşil insan sermayesi aracılığıyla dolaylı etkisini değerlendirmek için kavramsal bir model geliştirilmiştir. Geliştirilen kavramsal modeli analiz etmek için enerji sektöründe faaliyet gösteren 138 firmadan anket yöntemi ile veri toplanmıştır. Toplanan veriler SmartPLS analiz programı ile analiz edilmiştir. Çalışmanın sonuçları, yeşil insan sermayesinin, üst yönetimin yeşil öz yeterlilik inancı ile rekabet avantajı arasındaki ilişkide tamamlayıcı kısmi aracılık rolü olduğunu göstermiştir. Bu durum, yeşil öz yeterliliğin rekabet avantajını yalnızca doğrudan olumlu yönde etkilemekle kalmayıp, aynı zamanda yeşil insan sermayesi yoluyla dolaylı olarak olumlu yönde etkileyebileceği anlamına geldiğini göstermektedir. Bu çalışma, firmaların rekabet avantajını artırmak için yeşil öz yeterlilik inancının ve yeşil insan sermayesi gelişiminin önemini göstererek, teoriye ve pratiğe katkıda bulunmaktadır.

**Anahtar Kelimeler:** Yeşil Öz Yeterlilik, Yeşil İnsan Sermayesi, Rekabet Avantajı

## Do Green Self-Efficacy and Green Human Capital Provide Competitive Advantage?

### ABSTRACT

This study aims to evaluate the effect of top management's green self-efficacy belief on green human capital and competitive advantage. For this purpose, a conceptual model has been developed to evaluate the impact of top management's green self-efficacy belief on competitive advantage, both directly and indirectly through green human capital. In order to analyze the conceptual model developed, data were collected from 138 companies operating in the energy sector by survey method. The collected data were analyzed with the SmartPLS analysis program. The results of the study showed that green human capital has a complementary partial mediating role in the relationship between top management's green self-efficacy belief and competitive advantage. This means that green self-efficacy can not only positively affect competitive advantage directly, but also indirectly positively affect it through green human capital. The present study contributes to the theory and practice by showing the importance of green self-efficacy belief and green human capital development in order to increase the competitive advantage of companies.

**Keywords:** Green Self-Efficacy, Green Human Capital, Competitive Advantage



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Kids As Target Market based on their buying habits: A Case Study of Generation Alpha in India**

**Prof. G. P. Dinesh**

Dean, Business Studies,  
VSK University, Ballari  
gurrumdinesh@gmail.com  
Orcid: 0000-0002-3055-275X

**Assoc. Prof. Dr. Divyabharathi**

Ballari Institute of Technology and Management, Ballari  
divyaammu82@gmail.com

### **ABSTRACT**

A target market is a specific group of consumers that a business or organization aims to sell products or services to.

A "kids market" or "children's market" refers to the segment of consumers that are children. This market includes products and services that are designed specifically for children, such as toys, clothing, books, and educational materials. The market also includes products and services that are intended for use by the whole family, but are popular among children, such as video games, family vacations, and fast food.

The children's market is significant because children have a significant amount of purchasing power and influence on household spending decisions. Additionally, many of the products and services that are marketed to children have the potential to generate repeat business as children grow and develop.

Children are a common target market for many industries, including toys, clothing, and food. Marketers often use a variety of techniques to appeal to children, such as colorful packaging, popular characters, and interactive websites.

**Keywords:** Kids, Business Opportunity, Target Market



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Fashion Psychology and Colors and their Impact on Purchase of Apparels in India**

**Prof. G. P. Dinesh**

Dean, Business Studies,  
VSK University, Ballari  
gurrumdinesh@gmail.com  
Orcid: 0000-0002-3055-275X

**Assoc. Prof. Dr. Divyabharathi**

Ballari Institute of Technology and Management, Ballari  
divyaammu82@gmail.com

### **ABSTRACT**

Fashion psychology is the study of the relationship between clothing and the psyche. It examines how people use fashion as a form of self-expression, and how fashion can influence our emotions, behavior, and social interactions. By understanding the psychological factors that influence our clothing choices, fashion psychology can help designers create garments that resonate with their target audience, and can help individuals choose clothing that reflects their own personal style and self-image.

Color can make us feel a certain way when we see it depending on whether we like that particular color or not. We can also associate memories and thoughts with certain colors. It is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological.

The use of color in fashion is also an important aspect of fashion psychology. Color can have a powerful psychological impact on the way people perceive and interact with clothing. By understanding the psychology of color, designers can use color to create specific moods and atmospheres in their garments and fashion collections. Overall, both fashion psychology and the use of color in fashion can play an important role in the way that clothing is designed, marketed, and perceived by the public.

**Keywords:** Fashion Psychology, Apparels, India and Colors



## Bir Tekno-Kültür Aracı Olan Drone Kameraların Haberde Kullanımı: NTV Örneği

**Prof. Dr. Deniz YENGİN**

Çanakkale On Sekiz Mart University

deniz.yengin@comu.edu.tr

Orcid: 0000-0002-6846-0770

**Arş. Gör. İrem YENİCELER KORTAK**

İstanbul Arel University

iremyeniceler@arel.edu.tr

Orcid: 0000-0002-5375-8013

### ÖZET

Teknolojik dönüşümün yaratmış olduğu ortamdan kültürel ürünler de etkilenecek dönüşüme uğramaktadır. Bu dönüşümün sonucunda ortaya çıkan tekno-kültür kavramı da teknolojinin kullanımının beraberinde kendini gösteren ürünleri ve bu ürünlere dair kullanım becerilerini açıklamaktadır. Bir tekno-kültür ürünü olarak ele alınması mümkün olan drone kameralar ise haberciliğe yeni bir soluk getirerek farklı tekniklerin haber üzerinde uygulanabilmesinin önünü açmaktadır. Drone habercilik, drone kameraların haberin toplanması aşamasında kullanılması ile kendini göstermekte ve bilinen anlamda haber kameralarının aksine kaydettiği görüntülerle habere dair farklı yorumlamaların yapılabilmesinin önünü açmaktadır. Sözü edilen faydalarına karşın bu kameraların günümüz habercilik faaliyetlerinde çok geniş şekilde yer tutmadığı görülmektedir. Çalışmada bu kapsamda drone kamera görüntülerini hem başka haber kaynaklarından temin ederek yayınlaması hem de “*NTV Drone Kamerası'nda*” başlığıyla kendi drone çekimlerini paylaşması sebebiyle NTV kanalında yayınlanan haberler ele alınarak incelenmeye tabi tutulmuştur. 1 Ocak 2023 – 1 Mart 2023 tarihleri arasında kanalın yayınlamış olduğu drone haber görüntüleri içerik analizi yöntemiyle analiz edilmiştir. Araştırma sonucunda drone kameraların ağırlıklı olarak deprem ve sel gibi doğal afet durumlarında daha fazla kullanıldığı ve klasik haber kameralarına kıyasla insan elinin erişemeyeceği yüksekliğe çıkarak görülmeyen farklı noktaları izleyicilere aktardığı saptanmıştır.

**Anahtar Kelimeler:** Drone Habercilik, Tekno-Kültür, Gazetecilik

## The Use of Drone Cameras as a Techno-Cultural Tool in the News: The Example of NTV

### ABSTRACT

Cultural products are also affected and transformed by the environment created by technological change. The concept of techno-culture, a result of this transformation, is also an explanation of the products created with the use of technology and the skills of use of these products. Drone cameras, which can be considered as a techno-culture product, bring a new breath to journalism and pave the way for different techniques to be applied on news. Drone journalism manifests itself in the use of drone cameras in news gathering, paving the way for different interpretations of the news with the images it captures, unlike cameras in the familiar sense. Despite these advantages, it can be seen that these cameras do not have a large place in today's journalistic activities. In this context, NTV was examined in this study because it both broadcasts drone camera footage from other news sources and shares its own drone footage under the title NTV Drone Camera. Between 1 January 2023 and 1 March 2023, the drone news images broadcast by the channel were analysed using a content analysis method. It was found that drone cameras are more likely to be used during natural disasters such as earthquakes and floods, and that they reach heights beyond the reach of human hands and transmit different invisible points to the audience compared to traditional news cameras.

**Keywords:** Drone Journalism, Techno-Culture, Journalism

## Sürdürülebilir Kalkınmanın Faktörleri Olarak Demografik Göstergeler ve Kaynak Yönetiminin Verimliliği

PhD student Shovkat MUSTAFAZADA

The Academy Of Public Administration Under The President Of The Republic Of Azerbaijan  
shovkatmustafazada@gmail.com  
Orcid: 0009-0007-2421-394X

### ÖZET

Nüfus, herhangi bir ülkenin başarılı kalkınmasında ana faktördür. Nüfusun özelliği, yaşamın yeniden üretimi sürecinde sürekli olarak yenilenmesi ve herhangi bir toplumun ana bileşeni olan kendini geliştirme durumunda olmasıdır. Nüfus artışı, büyük bir nüfus ve teknolojik uygarlığın Dünya'nın biyosferinin istikrarı ile uyumsuzluğunun neden olduğu modern krizin gelişmesinde kilit bir rol oynamaktadır.

Nüfusun büyüklüğünü, bileşimini ve dinamiklerini incelemek, ülkenin sosyoekonomik gelişimini ve eğilimlerini değerlendirmeyi mümkün kılar. Bu göstergeler, nüfusun yapısındaki olumsuz süreçleri etkisiz hale getirmek ve gelişimindeki olumlu eğilimleri güçlendirmek için gerekli önlemleri belirler. Nüfus artışı, tükenme ve sınırlı kaynaklar ekonomik durumun bozulmasına ve çevrenin aşırı kirlenmesine yol açmaktadır. Bu çerçevede, enerji kaynaklarının verimli yönetimi, hem ulusal hem de bölgesel düzeyde sürdürülebilir kalkınma süreçlerinin temel bir unsuru olarak özel bir öneme sahiptir.

Sürdürülebilir kalkınmanın sağlanması konusunda bilimin çeşitli dalları kapsamında birçok yönüyle ele alınmaktadır. Sürdürülebilir Kalkınma konusunda araştırma yapan bilim insanları, nüfusun sürdürülebilir kalkınma üzerindeki etkisini incelemekte ve bu bağlamda bu ilişkinin daha fazla ayrıntısını ortaya çıkarmak istemektedir. Bu makalede, herhangi bir ülkenin başarılı kalkınmasında ana faktörlerden biri olarak görülen nüfusun özelliği, yaşamın yeniden üretimi sürecinde sürekli olarak yenilenmesi ve herhangi bir toplumun ana bileşeni olan kendini geliştirme durumu ele alınmaktadır. Bu makale kapsamında sürdürülebilir kalkınmanın faktörleri olarak nüfus ve enerji kaynakları yönetiminin sürdürülebilir kalkınmayı nasıl etkilediğini ve böylelikle yeni araştırmalara açılım sunmayı amaçlamaktadır. Sonuç olarak, gelişmiş ülkelerin sıfır sera gazı emisyonuna geçmesi ve insan faaliyetlerinin çevreye olan zararlı etkilerini ortadan kaldıracak stratejiler uygulaması gerektiği savunulmaktadır. Bu nedenle yaşam destek kaynaklarının üretim ve tüketim yöntemlerini yeniden gözden geçirmenin zamanı gelmiştir. Bu çalışma, belirtilen problemin sistematik bir yaklaşımını ve teorik analizini sunmaktadır. Sistematik yaklaşım ve teorik analiz göstergeleri, demografik özelliklerin ve tüketim düzeylerinin sürdürülebilir kalkınma hedeflerinin uygulanmasındaki başarısını etkileyen önemli faktörler olduğunu göstermiştir. Çalışma kapsamında gelecekte sürdürülebilir sosyal ve ekonomik kalkınmaya güvenmek için nüfus artışı üzerindeki kontrolü, nüfusu sağlamak için gerekli kaynakları ve bölgedeki ekolojik durumu dengelemek gerektiği sonucuna varmaktadır.

Sürdürülebilir kalkınma, insan ihtiyaçlarını karşılamak ve insan yaşam kalitesini iyileştirmek için böyle bir gelişmedir. Doğal, beşeri veya ekonomik kaynaklar gibi toplumun yetersiz olan tüm kaynaklarının daha etkin ve çevreci bir şekilde kullanılmasının esas alınmasının temel nedeni budur. Sonuç olarak, gelişmiş ülkeler sıfır sera gazı emisyonuna geçmeli ve insan faaliyetlerinin çevre üzerindeki zararlı etkilerini ortadan kaldıracak stratejiler uygulamalıdır. Bu nedenle yaşam destek kaynaklarının üretim ve tüketim yöntemlerini yeniden gözden geçirmenin zamanı gelmiştir. Bu çalışma, belirtilen problemin sistematik bir yaklaşımını ve teorik analizini sunmaktadır. Karşılaştırmalı analiz, demografik özelliklerin ve tüketim düzeylerinin, sürdürülebilir kalkınma hedeflerinin uygulanmasının başarısını etkileyen önemli faktörler olduğunu göstermiştir. Gelecekte sürdürülebilir sosyal ve ekonomik kalkınmaya güvenmek için üç faktörü dengelemek gerekir: nüfus artışı üzerindeki kontrol, nüfusu sağlamak için gerekli kaynaklar ve bölgedeki ekolojik durum.

**Anahtar Kelimeler:** Sürdürülebilir Kalkınma, Demografik Göstergeler, Enerji Kaynakları Yönetimi, Strateji, Dünya Nüfusu, Sürdürülebilir Kalkınma Göstergeleri

## Demographic Indicators and Efficiency of Resource Management as Factors of Sustainable Development

### ABSTRACT

Population is the main factor in the successful development of any country. The peculiarity of the population is that it is constantly being restored in the process of reproduction of life and is in a state of self-development, which is the main component of any society.

Population growth plays a key role in the development of the modern crisis caused by the incompatibility of a large population and techno genic civilization with the stability of the Earth's biosphere.



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Studying the size, composition and dynamics of the population makes it possible to evaluate the socioeconomic development of the country and its trends. These indicators dictate the necessary measures to neutralize negative processes in the structure of the population and strengthen positive trends in its development. Population growth, depletion and limited resources lead to the deterioration of the economic condition and excessive pollution of the environment. In this framework the efficient management of energy resources is of particular importance as an essential element of sustainable development processes both at national and regional levels.

The sustainable development case is being discussed in many aspects within various scientific fields. Scientists conducting research in the field of sustainable development are studying the impact of population on sustainable development and want to reveal more detailed information about this relationship. This article provides a description and dynamics of the population, which is considered one of the main factors for the successful development of any country, its constant renewal in the process of life reproduction and self-development, which is the main component of any society.

This article discusses the challenges of increasing population growth and ensuring adequate energy resources. This mismatch and imbalance create certain contradictions in this direction and require the development of new management methods and possibly new research opportunities. As a result, it is asserted that developed countries must move towards zero greenhouse gas emissions and implement strategies to eliminate the harmful effects of human activities on the environment. Therefore, it is time to reconsider the ways of production and consumption of life support resources. This study presents a systematic approach and theoretical analysis of the problem under investigation. The systemic approach and indicators of theoretical analysis showed that demographic characteristics and consumption levels are important factors influencing the success of sustainable development goals. The study concludes that in order to rely on sustainable socio-economic development in the future, it is necessary to balance control over population growth, resources needed to support the population, and the environmental situation in the region.

Sustainable development it is such a development in order to fulfill the human needs and to ameliorate the quality of human life. That is the main reason why it should be based on a more effective and environmental uses of all of the insufficient resources of the society, such as, the natural, the human or the economic resources. As a result, developed countries must move to zero greenhouse gas emissions and implement strategies to eliminate the harmful effects of human activities on the environment. Thus, it is time to reconsider the production and consumption methods of life support resources. This work presents a systematic approach and theoretical analysis of the stated problem. Comparative analysis showed that demographic characteristics and consumption levels are important factors influencing the success of the implementation of sustainable development goals. It is necessary to balance three factors: control over population growth, the resources necessary to provide the population, and the ecological situation in the region to count on sustainable social and economic development in the future.

**Keywords:** Sustainable Development, Demographic Indicators, Energy Resources Management, Strategy, World Population, Sustainable Development Indicators

## Zengezur Koridoru'nun Bölgesel İş birliği ve İstikrar Açısından Önemi

Assoc. Prof. Dr. Halit HAMZAOĞLU

Kars Kafkas University  
halithamzaoglu85@gmail.com  
Orcid: 0000-0001-5249-1911

### ÖZET

Azerbaycan'ın tarihi zaferiyle sonuçlanan ikinci Karabağ Savaşı sonucunda, Güney Kafkasya bölgesinde yeni jeopolitik ve jeostratejik gerçeklikler meydana gelmiştir. Savaş sonucunda Azerbaycan uluslararası hukuk çerçevesinde sahip olduğu egemenliği bütün topraklarında sağlamıştır. Savaşın en önemli sonuçlarından biri de Azerbaycan'ın Güney Kafkasya'daki lider ülke konumunu pekiştirmesi olmuştur. Öteden beri sahip olduğu bölgesel ekonomik liderliğin, siyasi ve askeri liderlikle desteklenmesi Azerbaycan'a yeni fırsatlar sunmuştur. Bu çerçevede bölgesel ekonomik odaklı altyapı projelerinin hızlanması açısından olumlu bir jeopolitik atmosfer ortaya çıkmıştır. Zengezur Koridoru söz konusu projeler içerisindeki stratejik önemi sebebiyle özellikle önem arz etmektedir. Koridor aracılığıyla Avrupa ve Asya arasında ekonomik temelli bir iş birliği sağlanacaktır. Bu durumda Azerbaycan'ın jeo-stratejik önemi daha da güçlenecek ve istikrar inşa edici bir çerçeveye bürünecektir. Tek Kuşak Tek Yol küresel ulaşım projesinin doğal parçası olan Zengezur Koridoru vasıtasıyla, bölgesel ve uluslararası ticaret daha kapsamlı bir hale gelecektir. Böylece Güney Kafkasya artık çatışmalarla değil, ekonomik istikrarla anılacak bir duruma kavuşacaktır. Kısa ve orta vadede Orta Asya ülkeleri başta olmak üzere yakın coğrafyalar arasında ekonomik temelli bir iş birliği ortamı elde edilecektir. Aynı zamanda Azerbaycan'ın Türkiye ile ticaretinde kapsamlı bir artış gerçekleşecektir.

Çalışmamızda, Zengezur Koridoru'nun sağladığı ekonomik, ticari ve stratejik imkanların boyutları incelenmektedir. Söz konusu koridorun, bölgesel iş birliğini ve dolayısıyla bölgesel istikrarı doğrudan etkileme potansiyeli bulunmaktadır. Bu husus çalışmanın temelini teşkil etmektedir.

**Anahtar Kelimeler:** Bölgesel istikrar, Güney Kafkasya, Zengezur Koridoru

## The Importance of the Zangezur Corridor in terms of Regional Cooperation and Stability

### ABSTRACT

At the end of the Second Nagorno-Karabakh War, which resulted in the historic victory of Azerbaijan, new geopolitical and geostrategic realities emerged in the South Caucasus region. At the end of the war, Azerbaijan restored its sovereignty over all its territories within the framework of international law. The consolidation of Azerbaijan's position as a leading country in the South Caucasus was one of the most important consequences of the war. Azerbaijan has new prospects as a result of maintaining its long-standing regional economic leadership backed by political and military leadership. In this context, a favorable geopolitical atmosphere has emerged that will expedite regional infrastructure projects with an economic focus. The strategic importance of the Zangezur Corridor within these projects makes it extremely important. Through the corridor, Europe and Asia will be able to cooperate economically. In this case, the geostrategic importance of Azerbaijan will be further strengthened and it will take on a stability-building framework. The Zangezur Corridor, which is a natural part of the One Belt, One Road global transportation project, will make regional and international trade more comprehensive. Thus, the South Caucasus will no longer be associated with conflict, but with economic stability. In the short and medium term, an environment of economic cooperation will be created between the countries of Central Asia, especially between the neighboring regions. At the same time, there will be a comprehensive increase in Azerbaijan's trade with Turkey.

This study examines the economic, commercial, and strategic prospects of the Zangezur Corridor on several levels. This corridor has the potential to have a direct impact on regional stability and cooperation. The study is based on this issue.

**Keywords:** Regional stability, South Caucasus, Zangezur Corridor





## Popularizing Science in Assam: from Arunodoi to Bigyan Jeuti

**Sukalyan GAIN**

Ph.D. Researcher  
Department of History  
University of Kalyani  
West Bengal, India  
sukalyangain1@gmail.com  
sukalyanhist18@klyuniv.ac.in  
Orcid: 0000-0001-8065-8408

### ABSTRACT

After independence, some organizations were established in India to expand the concept of Science for Society. This concept emphasizes that growth of science can significantly shift human attitudes toward life and Society and science and technology can be used for the welfare of ordinary people. The interaction between science and Society deserves attention as far as the role of the welfare state is concerned. In a welfare state like India, the state has a responsibility to cater to the needs of the people. For that purpose, science and technology are required to be utilized by the state. Along with the state, some science organizations also try to do some work for the betterment of life through using science and technology. These complimentary efforts have been referred to as Science Movement.

The aim of the movement is to disseminate science in the mother language and to form a rational society. Following the footsteps of Bangiya Bigyan Parishad (1948) of West Bengal, in Assam Guwahati Science Society was established in 1953. However, the attempt to popularize science in the mother tongue in Assam began long before, with the publication of Arunodoi in 1846. In 1958, Guwahati Science Society was renamed as Assam Science Society. The organization was formed to spread science consciousness, protect the environment, and build a rational society. It published magazine, several books, pamphlets, and leaflets. Since 1981, the Society is publishing a bilingual science magazine Bigyan Jeuti (Flames of Science). This proposed paper will try to evaluate the history of science popularization in Assam.

**Keywords:** Science for society, Science movement, Assam, Arunodoi, Bigyan Jeuti





## Hindustani Music: A Historical Challenge Against Orthodoxy

**MA Student Ms. Sriyayee DAS**

Department of History, Banaras Hindu University  
sriyayee01@gmail.com  
Orcid:0009-0005-7976-9027

### ABSTRACT

Music is one of the most delicate and sensitive art forms that can shape the study of the socio-cultural pattern of a specific period or a regime. Dhruwad and Kheyal were two major pillars of Hindustani music innovated in medieval India as well as the skeleton of my work. This paper dissects Hindustani music using different spectacles and different structural frameworks such as region, religion, language etc. The amalgamation between Indian and Persian musical ingredients because of the Indo-Persian acculturation started with the Muslim dominance in Indian politics in 13th century is the main crux of this analysis.

Hindustani music exhibited two different moods of challenges, and both were against some authorized orthodoxy. The first one was the challenge against musicological orthodoxy of ancient period. It was the latter half of the 18th century when the British Orientalist thinkers like William Jones, Warren Hastings, and Augustus Willard etc. being motivated by their Sanskrit-fascination endeavored to explore the 'classical' literature of India. However, the study on music of ancient India was seemingly enticed their inquisitive mind towards Indian classical past, their thinking about the musical journey of India was loaded with profound indication of communal attack, as I have viewed. According to them, the ancient Hindu musicologists constituted a 'golden' era of music by designing the model of ideal Ragas whereas Hindustani music was nothing but 'degeneracy' reared up by the musicological ignorance of Muslim patron-rulers. Exemplarily, in the context of Dhruwad there were so many evidences of fluctuations from the original theory that the ancient musicologists designed. But my argument aims to establish the fact that musical excellence can be established by renovation by shifting from tradition and the socio-political demands from music. Thus Hindustani music stood as not only a glorifying distinctiveness but a challenging power against the musicological orthodoxy of the ancient period also. Here I shall evaluate the works of some 'empiricists' of Raga-Sangeet (Raga etymologizes extended patterns of notes having power to connect human emotions; Sangeet means music) of the contemporary time also.

As per this discussion, the other challenge of Hindustani music was that against religious authority. Ancient Indian music was vehemently divine-centric. But in the medieval period the Hindustani music was moistened by the wave of the liberal ideas of the Bhakti and Sufi saints who interpreted the relation between the man and God of pure love (ishq) and devotion and condemned religious fanaticism and pedantic orthodoxy embodied in traditional Hinduism and Islam respectively. Many of the then musicians were idealized by these saints, as a result of which both language and content started to be flavored by these mystical philosophies and incorporated in the Hindustani musical. The implementation of Ragas upon the devotional compositions (Bhajan, Doha, kirtan of the Bhakti saints and the Sufi Qawwali) of the saints used to make the non-elite section of the society acquainted with the elitists' experiments on ragas. Thus, displaying the challenging nature of Hindustani music has been the leading concern of this paper.

**Keywords:** Hindustani Music, A Historical Challenge, Orthodoxy

## Bankalarda Denetim ve Risk Komiteleri Etkinliğinin Kurumsal Yönetim Raporlarına Etkisi: BİST’te Bir Uygulama

**Assoc. Prof. Dr. Kadir GÖKOĞLAN**

Dicle University  
kadir.gokoglan@dicle.edu.tr  
Orcid: 0000-0001-6397-8477

**Dr. Nazan GÜNGÖR KARYAĞDI**

Bitlis Eren University  
ngkaryagdi@beu.edu.tr  
Orcid: 0000-0003-3938-4147

### ÖZET

Son zamanlarda giderek artan bilgi ihtiyacı, fon akışları, risk yönetimi vb. gibi olayların gündeme gelmeye başlaması başta düzenleyici otoriteler olmak üzere işletmelerin birçoğunda kurumsal yönetim uygulamalarına olan ihtiyacı arttırmıştır. Bununla birlikte denetim faaliyetlerinin gerçekleştirilmesi ve risklerin önceden tespit edilmeye çalışılması ile ilgili işlemlerin de giderek önem kazandığı görülmektedir. Denetim ve risk komitesi etkinliğinin de işletmelerin kurumsal yönetimi açısından önem taşıdığı bir diğer önemli husus olmaktadır.

Bu çalışma BİST 100 endeksinde yer alan bankacılık sektöründeki şirketler üzerine gerçekleştirilmiştir. KAP üzerinden bankalara ilişkin veriler doğrultusunda çalışma hipotezleri test edilmiştir. Çalışma sonucunda hem denetim komitesi hem de risk komitelerinin etkinliği ile pay sahipleri ilkesi, kamuyu aydınlatma ve şeffaflık ilkesi, menfaat sahipleri ilkesi ve yönetim kurulu ilkesi uygulamaları arasında olumlu bir ilişki tespit edilmiştir. Ayrıca hem denetim komitesi hem de risk komitelerini etkinliği ile toplantı sayıları arasında anlamlı bir ilişki bulunmuştur. Kısaca bankalarda denetim komitesi ve risk komitelerinin etkinliği kurumsal yönetim ilkelerine olan bağlılığı artırmakla birlikte kurumsal yönetim raporlarının güvenilirliğini arttırmaktadır. Ayrıca bankalarda toplantı sayılarının artması denetim ve risk komitelerinin etkinliğini arttırdığı belirlenmiştir.

**Anahtar Kelimeler:** Risk Yönetimi, Denetim, Denetim Komitesi, Kurumsal Yönetim Raporları

## The Effect of Audit And Risk Committee Effectiveness on Corporate Governance Reports in Banks: An Application At BIST

### ABSTRACT

In recent times, the ever-increasing need for information, fund flows, risk management, etc. The emergence of such incidents has increased the need for corporate governance practices in many enterprises, especially regulatory authorities. However, it is also seen that the procedures related to the realization of audit activities and trying to identify risks in advance are becoming increasingly important. The effectiveness of audit and risk committees is another important issue in terms of corporate governance.

This study was conducted on companies in the banking sector included in the BIST 100 index. The study hypotheses were tested in line with the data on banks via KAP. As a result of the study, a positive relationship was found between the effectiveness of both audit and risk committees and the implementation of the shareholders' principle, the public disclosure and transparency principle, the stakeholders' principle and the board of directors' principle. In addition, a significant relationship was found between the number of meetings and the effectiveness of both audit and risk committees. In short, the effectiveness of audit and risk committees in banks increases the commitment to corporate governance principles and increases the reliability of corporate governance reports. In addition, it has been determined that the increase in the number of meetings in banks increases the effectiveness of audit and risk committees.

**Keywords:** Risk Management, Audit, Audit Committee, Corporate Governance Reports



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Revisiting Bengal Subah Under Murshid Quli Khan and His Family

**Mr. Swapnava Mallick**

MA Student

Department of History

Delhi University

swapnavamallick10@gmail.com

ORCID: 0009-0004-0382-1944

### ABSTRACT

This paper is an attempt to trace the mobility of Mughal history. The background of my work is the post golden age of the Mughal Empire in Bengal under its first effective Subahdar (provincial governor) Murshid Quli Khan and his family. The old Emperor lamentably restricted the trajectories of his political career in a long lasting war with the Marathas of the Deccan (1680-1707). The main intention of this study is to assess the contributions of Murshid Quli Khan in the political, social, economic and cultural spheres of Murshidabad as well as Bengal Subah, which emerged as an emblematic province of the continuation of the central authority and domination. Besides emphasizing on the achievements of Murshid Quli Khan in Murshidabad, another pole of political activities that have been brought to light some negative co-factors persuading the decaying of Delhi power like the “Deccan policy” of Aurangzeb, its deterioration or weakness during the course of time, an interior threat to the throne of Mughals and some intellectual steps regarding the administrative recruitments. Foreign interference and the uprisings of the then zamindars were two major issues which were the most crucial targets of Murshid Quli’s steps elucidated here. In the light of his contributions, the political interrelation between Bengal and some mentionable influential provinces such as Coach Bihar, Assam and Tripura has been prioritized in this work. The legacy and contributions of his family are another striking endeavour of this paper.

**Keywords:** Murshidabad, Subah, Deccan Policy, Political Interrelation, Legacy



## When Does Abusive Supervision Result in Intention to Leave? The Role of Positive and Negative Social Network Ties

**Asst. Prof. Dr. Meral KIZRAK**

Başkent University, Türkiye

mkizrak9@baskent.edu.tr

Orcid: 0000- 0003-0053-6043

### ABSTRACT

Recently, considerable literature has grown up around the theme of the dark side of leadership behaviour and its negative effects on both employees and the organization in terms of social, psychological, as well as financial costs. Extensive research has shown that abusive supervision, one of the dark leadership constructs, links to several work-related employee outcomes, such as organizational silence, knowledge hiding, decreased psychological safety, and workplace deviance. In addition to these detrimental effects, employees' intention to leave is also reported to be associated with abusive supervision, but only in a relatively few studies. Given that a high rate of turnover can damage overall organizational effectiveness and efficiency, there is still a need to address the issue of losing talented employees due to perceived abusive leadership behaviour. Therefore, this theoretical study aims to discuss the relationship between abusive supervision and intention to leave based on the assumptions of the conservation of resources theory (COR), which posits that stressors, such as working with an abusive supervisor, deplete individuals' psychological, social, and physical resources that they value. According to the COR theory, individuals try to preserve their existing resources and avoid from circumstances that may pose threats to their well-being. Following the COR theory, this paper argues that in order to protect their well-being, and avoid the risk of more resource loss, employees tend to leave their organization when they are perceived to be abused by a superior. Prior research also indicates that leader-member exchange relationship in the organization or the national culture may play a moderating role in the positive relationship between abusive supervision and intention to leave. Based on this finding, one can assume that a contextual factor, such as the social network of the abused employee may increase or decrease the level of his/her intention to leave due to abusive supervision. Social network theory posits that individuals' behaviour, intention, cognition, and motivation are shaped by the web of social relationships. Thus, an organizational setting in which there is a high density of positive network connections, such as friendship, advice, or support ties, or a high density of negative network connections, including gossip, envy, or dislike ties, strengthens or weakens the possible impact of abusive supervision on employee turnover intention. In a nutshell, in this study, the relationship between abusive supervision and intention to leave, as well as the moderating role of positive and negative social network ties, will be discussed. Based on the discussions, propositions will be developed.

**Key Words:** Abusive Supervision, Intention to Leave, Social Network Theory, CORE Theory

## Leyla Erbil'in Tuhaf Bir Kadın Adlı Eserinde “Din ve Kimlik” Algısı

PhD. C. Duygu KARAKAŞ AYDIN

duygukarakas9238@gmail.com

Orcid: 0000-0002-5652-3260

### ÖZET

Sosyal bilimler alanında defaatle çalışılan başlıklardan biri olan kadın konusu, sosyoloji ve edebiyatın ortak inceleme alanlarından bir tanesidir. Birçok akademik çalışmada farklı bağlamlardan ele alınmaktadır ve kendi içerisinde özel alt dallarda incelenmektedir. Özellikle kadın bedeni, kadın hakları, toplumsal cinsiyet rolleri, toplumsal kimliğin inşası, ataerkil toplumda kadının yeri ve feminizm gibi başlıklar çerçevesinde kadının tanımı yapılmaktadır. Kadının toplumdaki rolünün ne olduğu üzerinde ortak bir kanaate ulaşılamamış olsa da gelenekler ve kültürel çerçeve neticesinde kadının konumu belirlenmeye çalışılmıştır. Nitekim Leyla Erbil'in Tuhaf Bir Kadın adlı romanında da başkahraman Nermin'in geleneksel aile ve ataerkil-dindar toplum yapısı karşısında ki direnişi dikkat çekmektedir. Özgürlüğünü elde etmek isterken verdiği mücadele yazarın kendi döneminin nüansları doğrultusunda anlatılır. Çalışmanın amacı, Erbil'in romanında anlatılan kadın karakterin din ve kimlik krizinin boyutlarını görünür kılmaktır. Bunun yanı sıra ataerkil yapının içinde yok sayıldığına inandığı kadın kimliğini ortaya çıkarmaya çalışmaktadır. Kadınların her şeye rağmen verdikleri var olabilmek mücadelesi fikrinden yola çıkılan bu çalışmada, başkahramanın varoluşsal anlam arayışı ve kimlik bunalımı içerisinde ideolojik bir çöküntü yaşadığı tespit edilmiştir.

**Anahtar Kelimeler:** Leyla Erbil, Roman, Din, Kimlik.

## The Understanding of Religion and Identity in The Novel of Leyla Erbil Named “Tuhaf Bir Kadın”

### ABSTRACT

The subject of women, which is one of the subjects that has been studied many times in the field of social sciences, is one of the common fields of study of sociology and literature. In many academic studies, it has been handled from different contexts and has been examined in special sub-branches. In particular, the definition of woman is made within the framework of issues such as the female body, women's rights, gender roles, the construction of social identity, the place of women in patriarchal society and feminism. Although there is no consensus on the role of women in society, the position of women has been tried to be determined as a result of traditions and cultural framework. As a matter of fact, in Leyla Erbil's novel Garip Kadın, the protagonist Nermin's resistance against the traditional family and patriarchal-religious society draws attention. The struggle of the author while trying to achieve his freedom is told in line with the nuances of his own period. The aim of the study is to make visible the dimensions of religion and identity crisis of the female character described in Erbil's novel. He also tries to reveal the identity of the woman he believes to be ignored in the patriarchal structure. In this study, which is based on the idea of the woman's struggle for existence despite everything, it has been determined that the hero has an ideological collapse in search of existential meaning and identity crisis.

**Keywords:** Leyla Erbil, Novel, Religion, Identity.

## Sosyal Medyanın Kriz Dönemleri Bağlamında İncelenmesi: 6 Şubat 2023 Kahramanmaraş Depremi Paylaşımlarının Analizi

**Sefa HARRANOĞLU**

Çanakkale Onsekiz Mart Üniversitesi, Türkiye  
sefaharranoglu@gmail.com  
<https://orcid.org/0000-0001-9679-3233>

**Prof. Dr. Deniz YENGİN**

Çanakkale Onsekiz Mart Üniversitesi, Türkiye  
deniz.yengin@comu.edu.tr  
<https://orcid.org/0000-0002-6846-0770>

### ÖZET

İnternet teknolojisinin web 2.0 özelliği kazanması sonucu birçok kavram hayatımıza entegre olmuştur. Bu kavramlardan sosyal medya platformlarının önemli bir yer tuttuğunu söylemek mümkündür. Günümüzde yediden yetmişe neredeyse her bireyin kullanıcısı olduğu sosyal medya platformları, zaman ve mekan kavramlarını ortadan kaldırarak etkileşim yapılabilme olanağı tanınması insanların birbirine daha fazla yakınlaşmalarını sağlamıştır. Bu yakınlaşmalar farklı mekanlarda yaşayan insanların sosyal medya sayesinde birbirleriyle sağladıkları iletişimle doğru orantılı olarak belli bir sınır olmadan herhangi bir konu hakkında da bilgi/iletişim kurabilmişlerdir. Özellikle Twitter gibi sosyal medya platformu kullanan bireylerin tanıdıkları/tanımadıkları pek çok kişiyle etkileşime geçmesi bireylerin geniş kitlelere ulaşabilmesini sağlamıştır. Günlük yaşamlarındaki kesitleri video, fotoğraf veya yazı formatında paylaşan kullanıcılar açısından sel, fırtına ve özellikle deprem gibi kriz anlarında iletişim/telefon hatlarının aksaması sonucu yapılan bilgi paylaşımları bakımından Twitter platformunun başat bir rol üstlendiği görülmektedir. Bu bağlamda, bu çalışmada 6 Şubat 2023 tarihinde meydana gelen depremde, depremedelere yardım amacıyla atılan tweetler incelenecektir. 6 Şubat- 22 Şubat 2023 tarihli seçilen 10 tweetin ekran görüntüleri alınarak içerik analizi yöntemiyle analiz edilecektir.

**Anahtar Sözcükler:** İletişim, Sosyal Medya, Deprem

## Examination of Social Media in the Context of Crisis Periods: Analysis of 6 February 2023 Kahramanmaraş Earthquake Sharing

### ABSTRACT

As a result of internet technology gaining web 2.0 feature, many concepts have been integrated into our lives. It is possible to say that social media platforms have an important place among these concepts. Today, social media platforms, which are used by almost every individual from seventy to seventy, have enabled people to get closer to each other by eliminating the concepts of time and space and allowing interaction. These convergences have allowed people living in different places to establish information/communication on any subject without a certain limit in direct proportion to the communication they provide with each other thanks to social media. In particular, the interaction of individuals using social media platforms such as Twitter with many people they know / do not know has enabled individuals to reach large masses. For users who share sections of their daily lives in video, photo or text format, it is seen that the Twitter platform plays a dominant role in information sharing as a result of disruption of communication/phone lines in times of crisis such as floods, storms and especially earthquakes. In this context, in this study, tweets sent to help earthquake victims in the earthquake that took place on February 6, 2023 will be examined. Screenshots of 10 selected tweets dated 6 February- 22 February 2023 will be taken and analyzed by content analysis method.

**Keywords:** Communication, Social Media, Earthquake



## **Educational Perspectives in Social System: Foucault Effect**

**Ms. Mrityika DAS**

M.A. (Education) (pursuing)

Indira Gandhi National Open University

mrityikadas32@gmail.com

Orcid: 0009-0008-3523-3214

### **ABSTRACT**

In Social Science, with a special connection to French Sociologist and Literary Critic Michel Foucault, Power refers to the capabilities, capacities, actions, conduct of a social actor. Power does not signify the threat or use of force by one actor against another and also one single social institution cannot hold power in a structure. Challenging the concept of exercising power by any single individual or social institution Foucault declared 'Power is everywhere' and also 'comes from everywhere'. As also mentioned by Sociologist Max Weber Power mainly refers to the ability to carry out one's will despite any resistance. Initiating from the very basic of family, larger organizations also like schools, colleges, universities, Governments can also administer power in an ideological way to make learning reasonable and accessible to the students. Rather Foucault has used the term 'Power-knowledge' to signify that Power is constituted through accepted forms of knowledge. This 'regime of truth' is continuously reinforced and redefined by the social system. Education being a sub system of the whole exercises 'disciplinary power' for controlling the population and promoting the norms to make a productive citizen for society in future. This paper focuses on how Foucault's concept of Power influences the modern day educational practices.

**Keywords:** Michel Foucault, Power, Education, System



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Commercialization of Education

**Mrs. Soma ROY**

M.Com, Dept. of Commerce,  
University of Calcutta, India  
CS, The Institute of Company Secretaries of India  
soma.roy@gmail.com

**Mr. Souvik DASGUPTA**

PhD Research Scholar  
Department of History  
Presidency University, Kolkata  
souvik.jio29@gmail.com  
Orcid:0000-0002-7597-0031

### ABSTRACT

Education has become much more commercialized these days. The teaching and learning process is gradually losing its essence. The institutions are becoming commercialized day by day. These are basically undermining the aims and vision of better education and emphasizing mainly on to make education more profitable and business oriented. Thereby, affecting the teaching quality of education value and imposing financial stress on students. Before, the selfless efforts and contributions of teachers toward students were remarkable. Nowadays, teachers are more into race against time to complete the syllabus whether the students are able to grab or not. Earlier, students were much more into gaining knowledge in a true sense rather than making it a path through which they can build their career to earn money.

Though, the modern education system is bringing changes in the students to face the global challenges but it is failing to teach the actual value of education.

**Keywords:** Commercial Education, Value education, teachers, syllabus.





## Yapay Zeka Ekseninde Robot Gazeteciliğinin İncelenmesi: ChatGPT Örneği

**Prof. Dr. Deniz YENGİN**

Çanakkale Onsekiz Mart Üniversitesi  
deniz.yengin@comu.edu.tr  
Orcid: 0000-0002-6846-0770

**Yasemin ÇAKAR**

Çanakkale Onsekiz Mart Üniversitesi  
yaseminncakr@gmail.com  
Orcid: 0000-0003-2145-6966

### ÖZET

İletişim teknolojilerinin uzun yıllar içerisinde sergilediği gelişim serüveni, yalnızca bilgi üretme hızını etkilemekle kalmamış, üretim pratiklerinde yapay zekanın gelişmesine olanak sağlayarak pek çok unsuru değiştirmeye başlamıştır. Kısaca insan yapımı araçların, insan zekasını taklit etme amacı taşıyan sistemler olarak tanımlayabileceğimiz yapay zeka, yaşantımıza hızla dahil olmakta ve hayatımıza kolayca entegre edilmektedir. Yapay zekanın farklı sektörlerde kullanıldığı bilinmekte, habercilik perspektifinden de yapay zeka ekseninde yeni gelişmeler yaşandığı gözlemlenmektedir. Yeni medya kavramıyla dönüşmeye başlayan geleneksel gazeteciliğin çeşitlendiği görülmekte, farklı alanlara evrildiği söylenebilmektedir. Yeni medya ve yapay zekanın meydana getirdiği atmosfer sonucunda gelenekselden uzak, yepyeni gazetecilik türlerinin oluştuğu gözlemlenmekte, bunların arasında; drone gazeteciliği, sarmal gazetecilik, veri gazeteciliği, yurttaş gazetecilik, robot gazeteciliği örnek verilebilmektedir. Yapay zeka uygulamalarının daha aktif bir şekilde rol oynadığı robot gazeteciliği de son yıllarda en çok tartışılan konulardan biri haline dönüşerek mevcut medya sistemlerinin geleceğine dair teorilerin oluşmasına zemin hazırlamıştır. Çalışmada, yapay zeka uygulamalarından metin üretimi alanında en sık tercih edilen ChatGPT uygulaması seçilmiş, belirlenen bilgiler doğrultusunda yapay zekadan haber metni üretmesi istenmiştir. Nitel araştırma yöntemlerinden içerik analizinin kullanıldığı çalışmada yapay zeka ve insan üretimi haberler karşılaştırmalı bir şekilde incelenmiştir. Çalışmada 8 haber kategorisi oluşturulmuştur. Bu kategoriler; ekonomi, politika, eğitim, seyahat, kültür sanat, sağlık, spor ve 3. sayfa haberleri şeklindedir. Belirtilen kategoriler rastgele örneklem yöntemi ile seçilmiş her kategoriye ait 5 haber yapay zekaya yazdırılarak aradaki fark saptanmaya çalışılmıştır. Toplam 40 haberin karşılaştırmalı bir şekilde incelendiği çalışmada, basit metinlerin birbirine yakın olduğu gözlemlenmiş fakat sayısal verilerin, detaylı bilgilerin yer aldığı haberlerde yapay zeka algoritmasının yalnızca taslak eşdeğerinde içerik ürettiği tespit edilmiştir.

**Anahtar Kelimeler:** Yeni Medya, Robot Gazeteciliği, Yapay Zeka, ChatGPT

## Examining Robot Journalism on the Axis of Artificial Intelligence: ChatGPT Example

### ABSTRACT

The development adventure of communication technologies over many years has not only affected the speed of information production, but has also begun to change many elements by enabling the development of artificial intelligence in production practices. Artificial intelligence, which we can briefly define as systems that aim to imitate human intelligence, is quickly included in our lives and is easily integrated into our lives. It is known that artificial intelligence is used in different sectors, and it is observed that there are new developments in the axis of artificial intelligence from the perspective of journalism. It is seen that traditional journalism, which started to



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

transform with the concept of new media, has diversified and it can be said that it has evolved into different fields. As a result of the atmosphere created by the new media and artificial intelligence, it is observed that brand new types of journalism, far from traditional, have emerged. drone journalism, spiral journalism, data journalism, citizen journalism, robot journalism can be given as examples. Robot journalism, in which artificial intelligence applications play a more active role, has also become one of the most discussed topics in recent years, paving the way for the formation of theories about the future of existing media systems. In the study, ChatGPT application, which is the most preferred artificial intelligence application in the field of text production, was chosen and it was asked to produce news text from artificial intelligence in line with the determined information. In the research, in which content analysis, one of the qualitative research methods, was used, artificial intelligence and human-made news were examined in a comparative way. In the study, 8 news categories were created. These categories are; economy, politics, education, travel, culture and arts, health, sports and 3rd page news. The specified categories were selected by random sampling method, and the difference was tried to be determined by printing 5 news belonging to each category on artificial intelligence. In the study, in which 40 news stories were analyzed comparatively, it was observed that the simple texts were close to each other, but it was determined that the artificial intelligence algorithm only produced the content equivalent of the draft in the news containing numerical data and detailed information.

**Keywords:** New Media, Robot Journalism, Artificial Intelligence, ChatGPT



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Service Industry and Regional Development

### **Shadieva Gulnora MARDIEVNA**

Samarkand Institute of Economics and Service, Doctor of Economics  
<https://orcid.org/my-orcid?orcid=0000-0001-7078-8815>  
gulnora.shodiyeva@mail.ru

### **Kuvandikov Shukhrat OBLOKULOVICH**

Samarkand Institute of Economics and Service, Doctor of Economics  
<https://orcid.org/my-orcid?orcid=0000-0003-0909-4026>  
kuvandikovsuhtrat78@gmail.com

### **Pardayeva OZODA**

Head of the department of agricultural and resources economics at the SB of TSEU  
ozodapardaeva@yahoo.com

## ABSTRACT

The article researches the reporting method of evaluating the role of the service sector in the socio-economic development of regions. In it, the main indicators of the service sector are analyzed by region. On this basis, the development of regions is classified and described by "green", "yellow" and "red" colors. Also, scientific conclusions and recommendations on the need to develop a public-private partnership in the development of the service sector were offered.

**Keywords:** Region, Development of Regions, Service Sector, Public-Private Partnership, Category of Regions, Description of Regions, Assessment, Rating.

## Afetlerde Koordinasyon ve Kriz İletişiminin Rolü:6 Şubat Kahramanmaraş Depremleri Örneği

**Dr. Öğr. Üyesi Mevlüde Canan CAN**

Recep Tayyip Erdoğan Üniversitesi

mevlude.can@erdogan.edu.tr

Orcid: 0000-0002-0342-2714

### ÖZET

Krizler hem örgütlerin hem de toplumların karşılaşabileceği acil ve doğru müdahaleyi gerektiren durumlardır. Ekonomik ve sosyal olaylar, terör ve içsel çatışmalar, salgın hastalıklar, deprem vb. doğal afetler gibi farklı ve beklenmedik durumlar olarak ortaya çıkan krizler; eğer acil müdahale edilerek etkin bir şekilde yönetilemezler ise olumsuz sonuçlar doğururlar.

Pek çok olumsuzlukla birlikte bilgi bakımından da belirsizliğin, spekülasyonların ve söylentilerin yayıldığı kriz ortamlarında doğru ve gerçek anlamda enformasyona çok fazla ihtiyaç duyulur. Kriz iletişimi ile yaşanmakta olan kriz hakkında gerçek bilgilerin toplanıp paylaşılması, alınan önlemlerin doğru bir şekilde algılanması için enformasyon çalışmaları yürütülür.

6 Şubat'ta Türkiye'de Kahramanmaraş'ta meydana gelen ve 11 ili kapsayan geniş etki alanı ve sonuçları itibariyle de yüzyılın en büyük felaketi sayılan iki depremin acil müdahale süreçlerinde koordinasyon ve iletişim ile ilgili çok sayıda sorun yaşanılmıştır. Bu sorunların çoğu afete müdahale etmekle sorumlu kuruluşlara ilişkindir. Söz konusu koordinasyon sorunlarının çözümü bağlamında iletişim ile ilgili etkili bir sistemin yapılandırılması ve krizlerle ilgili çok daha kapsamlı ve planlı hazırlıkların yapılması gereği bu depremlerle bir kez daha ortaya çıkmıştır.

**Anahtar Kelimeler:** Kriz, Kriz İletişimi, Koordinasyon, Kahramanmaraş Depremleri

## The Role of Coordination And Crisis Communication In Disasters: The Case of 6 February Kahramanmaraş Earthquakes

### ABSTRACT

Crises are situations that both organizations and societies may face and require urgent and right intervention. Crises, which emerge as different and unexpected situations such as economic and social protests, terrorism and internal conflicts, epidemics, natural disasters (e.g., earthquakes), have negative consequences when they are not managed effectively through emergency response.

Accurate and truthful information is much needed in crisis environments, where uncertainty, speculation, and rumors spread, along with many other negative aspects. With crisis communication, information activities are carried out to collect and share truthful information about the ongoing crisis and to ensure that the measures taken are perceived correctly.

Many coordination and communication problems were encountered in the emergency response processes of the two earthquakes striking Turkey's Kahramanmaraş province on February 6, 2023 and considered as the biggest disaster of the century in terms of their wide impact area and consequences covering 11 provinces in total. Most of these problems are related to the organizations responsible for disaster response. In the context of solving such coordination problems, the earthquakes once again highlighted the need for an effective communication system and much more comprehensive and planned preparations for crises.

**Keywords:** Crisis, Crisis Communication, Coordination, Kahramanmaraş Earthquakes



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Designing the Employer Brand Model of Insurance Companies in Order to Overcome the Challenge of Attracting and Retaining Talented and Specialized Human Resources (Qualitative Approach: Grounded Theory)**

**Asst. Prof. Dr. Neda Nafari**

Faculty of Management and Social Sciences, Tehran North Branch, Islamic Azad University, Tehran, Iran  
(Corresponding Author)  
n\_nafari@iau-tnb.ac.ir  
0000-0001-9732-472X

**Mohammad Hosseinpour Jomadi**

Ph.D Student of public management, Faculty of Management and Social Sciences, North Tehran Branch, Islamic Azad University, Tehran, Iran  
mohammadhosseinpour63@gmail.com  
0000-0001-7810-6145

### **ABSTRACT**

The current research has been carried out with the aim of presenting the employer brand model of insurance companies in order to overcome the challenge of attracting and maintaining talented and expert human resources. This research is practical in terms of purpose, and survey-exploratory in terms of approach. The statistical population of this research was a group of human resources experts, including university professors, organizational consultants, and senior managers of human resources of insurance companies, and they were interviewed in depth. This selection and conducting interviews continued until theoretical saturation was reached and then it was stopped. In this research, the purposeful sampling method was used and this process continued until the theoretical saturation of the researcher was reached. Finally, this method was an interview with 9 experts. In this research, since the grounded theory method was used, the main tool for data collection was an in-depth and unstructured interview with experts. Finally, after open coding, central coding, and selective coding, the conceptual model of the research was designed based on the paradigm model.

**Keywords:** Employer Brand, Recruitment and Retention of Human Resources, Insurance Industry, Grounded Theory



## İnsan Kaynakları Yönetiminde Milli-Manevi Yaklaşımların Yeri ve Rolü

**Dr. Rustamov Parviz Haji oğlu**

Azerbaijan State University of Economics (UNEC)

rustamovparviz77@yahoo.com,

ORCID NO: 0000-0001-6325-1163

### ÖZET

Bilindiği gibi makalenin temel amacı insan kaynakları yönetiminde milli-manevi değerleri ve bunların bilimsel-teorik temellerini incelemektir. Hazreti Muhammed (sallallahu aleyhi ve sellem) ve Azerbaycan'ın bilim adamlarının insan kaynakları yönetiminde milli-manevi yaklaşımlara katkılarını ortaya koymaktır. Makalenin temel bilimsel sonuçları, insan kaynakları yönetiminde milli-manevi yaklaşımların gelişimini, bu alandaki kavramsal teorik yenilikleri yansıtmaktadır. Makalenin bilimsel sonuçları, insan kaynakları yönetiminde milli-manevi yaklaşımların geliştirilmesine hizmet etmektedir. Bu açıdan bakıldığında bilimsel-araştırma çalışmaları, insan kaynaklarının yönetiminde milli-manevi değerlerin çalışılması açısından takdire şayan sayılabilir.

**Anahtar Kelimeler:** Milli-Manevi Değerler, Milli-Manevi Değerlere Bilimsel Yaklaşımlar, İnsan Kaynakları, İnsan Kaynakları Yönetimi.

## The Place and Role of National and Spiritual Approaches in Human Resources Management

### ABSTRACT

As it is known, the main goal of the article is to study the national-moral values and their scientific-theoretical basis in the management of human resources. It is to reveal the contributions of Hazrat Muhammad (may peace be upon him) and Azerbaijani scientists to the national-spiritual approaches in the management of human resources. The main scientific results of the article reflect the improvement of national-spiritual approaches in the management of human resources, conceptual theoretical innovations in this field. The scientific results of the article serve to improve the national-moral approaches in the management of human resources. From this point of view, scientific-research work can be considered admirable from the point of view of the study of national-moral values in the management of human resources.

**Keywords:** National-Moral Values, Scientific Approaches To National-Moral Values, Human Resources, Human Resource Management.



## **New Trend, Illegal Migration from Turkey to The USA**

**Emrah CENGİZ**

University of Duisburg-Essen  
emrah\_ceng12@hotmail.com

### **ABSTRACT**

United States' southern border has been witnessing a record increase in illegal entrance of Turkish citizens. According to the border patrol agents, during the 2022 fiscal year, 15.445 Turkish citizens entered the country illegally through the US-Mexican border, particularly through the border crossing at El Paso. Although it has not gotten much attention in media and academic studies mainly because there are other nationalities constituting higher numbers of migrants entering US illegally such as Mexicans, Venezuelans, Nicaraguans, the rate of increase in the number of Turkish citizens entering the United States illegally is alarming. While the main reasons of the high numbers of people migrating from Erdogan's Turkey seem to be the general insatiateness regarding economic and political problems, substandard working conditions, underdeveloped fundamental human rights protection system and other deficiencies in the country, United States' prestigious image in the world, decent working conditions, strong economy and promising future can be counted among the main reasons that migrants prefer it as destination country. The surprising rise of Turkish citizens choosing Mexico as a transit country to enter the States is attributed to the transnational criminal organizations' connections to Turkey. The dire circumstances Turkish people experience and their endeavor to somehow "get out of Turkey" plays into the hands of cartels. The article points out this multilateral phenomenon and sets forth the push and pull factors of the recent migration trend from Turkey to the United States over Mexico.

**Keywords:** New Trend, Illegal Migration, The USA



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Political Economy of the Tourism Industry in Thailand in Current History

**Dr. Rey TY**

reyty1@gmail.com

Payap University – Thailand

Orcid: 0000-0002-9258-0318

### ABSTRACT

This paper addresses the problem with which the tourism industry of Thailand is confronted and the ways in which it responded and rose to the occasion. The purpose of this paper was to examine the Thai tourism industry before, during, and after the pandemic. To achieve this goal, this article reviewed the literature regarding tourism in Thailand prior to the pandemic, at the height of the pandemic, and after the end of the pandemic. The literature used was culled from government sources and the tourism industry. This article used a qualitative research methodology include involving ethnography. Using political economy as the framework of analysis, this study revealed in the findings section that the tourism industry in Thailand in current history has undergone three periods of changes, with the government, the tourism industry, and the society at large responding to the ever-changing situation. This study shed light and added to the knowledge on the changing landscape of the Thai tourist industry. The findings provided a foundation upon which guide the further development of new thrusts in the tourism industry that meets the changing situation.

**Keywords:** COVID-19 Pandemic, Current History, Political Economy, Thailand, Tourism





## Advertisements and its Social Effects on Society

**Rima BOSE**

MBA

Post Graduation In Program Management  
University of Burdwan (West Bengal), India

Email Address: rimabose222@gmail.com

ORCID: 0009-0002-4637-3593

### ABSTRACT

The first evidence of advertising was found among the ancient Babylonian empire and dates back to the 3000s BC. Some experts who analyse the marketing business oppose this view. There are two major polarities on this issues, one side believes that advertising is harmful advertising does not affect society in a negative way. Advertising pops up everywhere even in the most intimate of spaces, our home. Advertisements are designed to “attract attention, change attitude and to command our behaviour”. Advertising is a business, an art, an institution and a cultural phenomenon. It helps the consumers to see the possibilities and meanings in the things that they buy. In Indian market advertising has a very influence in the mass media market place as it plays most of the bills and thus plays major role in shaping the content. It promotes a higher quality of goods through the ability of the consumer to identify a particular manufacturer. A variety of techniques are used in advertising, starting with a basic appeal, which is the main selling point or theme of an advertisement. The most used techniques are:-

- 1) Attention getting headlines.
- 2) Competition.
- 3) Slogan.
- 4) Testimonials.
- 5) Product characters.
- 6) Comparison of products.

On the other hand, advertisements effect our society and lifestyle in many ways. The first question arises is that how many advertisements have you seen in your life? The average person’s sees between 280 to 300 advertisings per day. By this, the advertiser’s intention is to try to get into your mind and influence your thoughts and decision.

**Keywords:** Advertisement, Techniques of Advertisement, social Effects of Advertisements, Consumer Awareness.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Colonialism Through Education: A Case Study of How the British Raj Colonized India by Colonizing the Minds of the Indians**

**Ms. Bidisha HALDER**

Department of History  
Jadavpur University  
bidishahalder647@gmail.com  
Orcid: 0000-0002-5783-4677

**Mr. Souvik DASGUPTA**

PhD Research Scholar  
Department of History  
Presidency University, Kolkata  
souvik.jio29@gmail.com  
Orcid:0000-0002-7597-0031

### **ABSTRACT**

Colonization through weapons can only go as far as the weapons last. However, subjugation through mind control will last until a new thought process is developed to challenge it. The English Raj in India understood this soon enough to divert their attention towards ‘educating’ the indigenous people of India. The colonial education system, which the Indian government still follows to this day, was designed more to legitimise the English rule in India and to streamline the process of economic exploitation, rather than to actually educate the people of the country. This was also a conscious attempt by the Raj to indoctrinate the Indians into believing the superiority of the west while undermining their own tradition and culture. The consequence of such indoctrination, they imagined, would lead the Indians to accept the dominance of the colonizers without ever questioning it. Hence, in the words of the President himself of the General Committee of Public Instruction, which was set up to impart English education to the Indians, he was looking to create a class of Indians who were “Indian in blood and colour, but English in tastes, in opinions, in morals and in intellect.” This paper, therefore, attempts to shade light on how the colonizers destroyed the traditional Indian education system and replaced it with their westernized English education system, in order to strengthen the political and economic dominance of the colonialist country over the colony. This paper would also attempt to explore, how many of the modern day problems that exist in India is the direct result of such colonial indoctrination and why decolonisation of mind is the need of the hour.

**Keywords:** Colonial Education, British Colonialism, Cultural Imperialism



## Siyasi Kamuoyu Arařtırmalarının Seçmen Tercihleri Üzerine Etkisi: Karaman İli Örneđi

**Assoc. Prof. Dr. Fadime DİLBER**

Karamanođlu Mehmetbey Üniversitesi,  
Uygulamalı Bilimler Yüksekokulu, Yeni Medya  
fdilber@kmu.edu.tr  
ORCID: 0000-0002-0935-2593

### ÖZET

Demokratik ölkelerde siyasi seçim dönemlerinde siyasi partilerin, siyasal adayların seçim kampanya süreçlerinin vazgeçilmez uygulamalarından olan kamuoyu arařtırmalarıdır. Siyasal kamuoyu arařtırmaları siyasal iradeler ile toplum arasında bir iletişim ve etkileşim aracı işlevini yerine getirirler. Seçmenlerden siyasi partilere, siyasal iktidara siyasal bilgi akışını sağlama, hedef kitlenin tutumlarına ilişkin bilgi verme işlevi görmesi, seçmenlerden elde edilen verilere göre siyasal yapının uygulanacak politikaları biçimlendirme, seçim takvimlerinde zaman içinde fikir deđişimini gösterme, kamuoyuna önem kazandırma ve azınlık görüşlerine yer verme gibi işlemlere sahiptir. Kamuoyu arařtırmaları kavramı ele alınmış, bu faktörün tanımı, önemi, deđişimi ve seçmen davranışlarına etkisine deđinilmiştir. Çalışmanın kamuoyu arařtırmalarına bakış açıları ve bu arařtırmalardan etkilenip etkilenmediđi ve siyasete katılım düzeylerini belirlemeye yönelik online anket çalışması yapılmıştır. Elde edilen bulgulardan bazıları; seçim dönemlerinde yapılan siyasi kamuoyu arařtırma sonuçlarını takip ettikleri, siyasal kararlarını etkilemediđi, kamuoyu arařtırmalarına olan güven konusunda kesinlik olmadığı, seçmenlerin siyasal tercihlerini yönlendirmede kısmen bir etki olduđu ve siyasal kamuoyu arařtırmalarında ortaya çıkan sonuçların seçmenin mensubu olduđu partiye olan bađlılıđı konusunda asla vazgeçmeyeceklerini ifade etmektedirler

**Anahtar Kelimeler:** Seçmen Davranışları, Kamuoyu Arařtırmaları, Siyasal Katılım

## The Effect of Political Public Opinion Research on Voter Preferences: The Case of Karaman

### ABSTRACT

Public opinion polls are one of the indispensable practices of the election campaign processes of political parties and political candidates during political election periods in democratic countries. Political opinion polls fulfill the function of a communication and interaction tool between political will and society. It has functions such as providing the flow of political information from the voters to the political parties, providing information about the attitudes of the target audience, shaping the policies to be implemented by the political structure according to the data obtained from the voters, showing the change of opinion in the election calendars, giving importance to the public opinion and giving place to minority views. The concept of public opinion surveys is discussed, the definition of this factor, its importance, change and its effect on voter behaviors are mentioned. An online survey was conducted to determine the viewpoints of the study on public opinion surveys and whether they were affected by these researches and their level of participation in politics. Some of the findings obtained; They state that they follow the results of the political opinion polls made during the election periods, that they do not affect their political decisions, that there is no certainty about the trust in the opinion polls, that the voters have a partial effect in directing their political preferences, and that the results of the political opinion polls will never give up on the loyalty of the voters to the party to which they belong.

**Keywords:** Voter Behaviors, Opinion Surveys, Political Participation



## Diplomasinin Dönüşümü Dijital Diploması: Türkiye ve Dünyadan Örnekler

**Assoc. Prof. Dr. Fadime DİLBER**

Karamanoğlu Mehmetbey Üniversitesi,  
Uygulamalı Bilimler Yüksekokulu, Yeni Medya  
fdilber@kmu.edu.tr  
ORCID: 0000-0002-0935-2593

### ÖZET

Diplomasi, dış politikada sorunların barışçıl yöntemlerle ve müzakereler yoluyla çözülmesini ifade etmektedir. İletişim teknolojisinin hızla gelişimi iletişimi de küreselleştirmiştir. Bu gelişmeler tüm alanlara sirayet ederek değişimi başlatmıştır. İletişim teknolojilerinin ilerlemesine bağlı olarak mekân ve zaman sınırları kaldırarak gruplar ve bireyler arasında anında iletişim kurulmasına imkân vermektedir. Bu bağlamda diplomasinin yaygınlaşmasına ve dijitalleşmesine neden olmuştur. Erişilebilir bir dijital dünyanın varlığıyla birey ve kurum arasındaki etkileşim de dijitalleşmiş, şeffaflaşmış ve iletkenliği artmıştır. Dış politika uygulayıcıları da bu dijital hızla ayak uydurmuş, sosyal medya ve interneti diplomaside de aktif olarak kullanmışlardır. Bu çalışma genel olarak teknolojiye ilişkin ilerlemenin diplomaside olan etkilerinin incelenerek, bu ilerlemenin bir sonucu olan “dijital diploması” kavramına açıklık getirmektedir.

**Anahtar Kelimeler:** Diplomasisi, Dijital Diploması, Sosyal Medya

## Transformation of Diplomacy Digital Diplomacy: Examples from Türkiye and the World

### ABSTRACT

Diplomacy refers to the resolution of problems in foreign policy through peaceful methods and negotiations. The rapid development of communication technology has also globalized communication. These developments spread to all areas and started the change. It allows instant communication between groups and individuals by removing the time and space limits depending on the progress of communication technologies. In this context, it has led to the spread and digitalization of diplomacy. With the existence of an accessible digital world, the interaction between the individual and the institution has also become digitalized, transparent and its conductivity has increased. Foreign policy practitioners have also kept up with this digital speed, and social media and internet are actively used in diplomacy. This study aims to clarify the concept of "digital diplomacy", which is a result of this progress, by examining the effects of advances in technology on diplomacy in general.

**Keywords:** Diplomacy, Digital Diplomacy, Social Media

## Hedonik Tüketim Davranışının Hediye Alma Davranışına Etkisi

**Asst. Prof. Dr. Cüneyd İkbâl Sarıoğlu**

Kocaeli Üniversitesi

Hereke Ömer İsmet Uzunyol Meslek Yüksekokulu,

cuneyd.sarioglu@kocaeli.edu.tr

ORCID: 0000-0002-1610-8775

### ÖZET

Hedonik tüketim, alışveriş deneyiminin tüketicilere verdiği haz ve zevki ön plana çıkarması yönüyle faydacı tüketimden ayrılmaktadır. Tüketicileri hedonik tüketime yönlendiren faktörlerin anlaşılması ile hediye alma davranışına ilişkin bazı ilişkiler de merak edilmektedir. Hediye alma davranışı bir tüketici davranışı olarak ele alındığında, tüketicilerin farklı alışveriş deneyimlerini ifade etmektedir. Bu çalışmada, hedonik tüketimin alt boyutlarının, tüketicilerin hediye alma davranışını nasıl etkilediği üzerinde durulmaktadır. Anket çalışmasıyla elde edilen verilerin analiz edilmesi sonucunda, 4 hipotez kabul edilmiş, 2 hipotez ise reddedilmiştir. Buna göre hedonik tüketimin alt boyutlarından sosyal amaçlı alışverişin, indirimleri kaçırmamak amaçlı alışverişin, fikir amaçlı alışverişin ve başkalarını mutlu etmek adına yapılan alışverişin hediye alma davranışı üzerinde pozitif etkisi olduğu ortaya çıkmıştır. Macera amaçlı alışveriş ve rahatlamak için alışverişin hediye alma davranışı üzerinde anlamlı bir etkisi olmadığı tespit edilmiştir.

**Keywords:** Hedonik Tüketim Davranışı, Hediye Alma Davranışı, Kendine Hediye Alma Davranışı.

## The Effect of Hedonic Consumption Behaviour on Gift-Purchasing Behaviour

### ABSTRACT

Hedonic consumption differs from utilitarian consumption in that it brings the pleasure and pleasure that the shopping experience gives consumers to the foreground Jun. Along with understanding the factors that lead consumers to hedonic consumption, some relationships related to gift-buying behaviour are also curious. When gift-buying behaviour is considered consumer behaviour, it refers to the different shopping experiences of consumers. This study is focused on how the sub-dimensions of hedonic consumption affect the gift-buying behaviour of consumers. As a result of analyzing the data obtained by the survey study, 4 hypotheses were accepted, and 2 hypotheses were rejected. According to this, it has been found that shopping for social purposes, shopping for not missing discounts, shopping for ideas, and shopping to make others happy from the sub-dimensions of hedonic consumption have a positive effect on gift-buying behaviour. It has been found that shopping for adventure purposes and shopping for relaxation does not have a significant effect on gift-receiving behaviour.

**Keywords:** Hedonic Consumption Behaviour, Gift-Purchasing Behaviour, Self-Gifting Shopping.

## Uçuş Emniyetinde Pilot Algısı: Uçuş Veri İzleme Sistemine Dayalı Analiz

**Muhittin APAYDIN**

Eskisehir Technical University  
muhtinapaydin@eskisehir.edu.tr  
Orcid: 0009-0000-7106-5424

**Savaş S. ATEŞ**

Eskisehir Technical University  
ssates@eskisehir.edu.tr  
Orcid: 0000-0003-2462-0039

### ÖZET

Uluslararası Havayolu Taşımacılığı Birliği (IATA), 2019 yılında dünya genelinde sivil havacılık endüstrisinde yaklaşık 2,9 milyon kabin ekibinin çalıştığını rapor etmiştir. Türk Hava Yolları (THY) ise, 2022 yılı itibariyle 381 uçak, toplam 5525 pilot ve 12841 kabin görevlisi istihdam ettiğini belirtmiştir. 2019 yılı verilerine göre, THY'nin yıllık uçuş sayısı yaklaşık 75.000 civarındadır. Bu, günlük ortalama yaklaşık 205 uçuşa denk gelmektedir. Amerika Birleşik Devletleri Federal Havacılık İdaresi (FAA)'nin 2022'de yayınlanan bir raporuna göre, FAA'nın kontrol bölgesinde 16.405.000 uçuş gerçekleştirildiği belirtilmiştir. Yoğun operasyon zamanlarında, aynı anda gökyüzünde 5.400 kadar uçağın olabileceği değerlendirilmiştir. Araştırmanın amacı, uçuş emniyetinde pilot algısını artırmak ve havacılık endüstrisi için daha güvenli bir uçuş ortamı sağlamak amacıyla, uçuş veri izleme sistemine dayalı bir analiz yapmaktır. Bu analiz, pilotların uçuş sırasında gösterdikleri davranışları, kararları ve uçuşa dair verileri toplayarak, uçuş emniyetindeki riskleri belirlemek, pilot eğitimlerinde kullanılmak üzere veri tabanı oluşturmak ve uçuş emniyeti konusunda daha etkili önlemler alınmasına yardımcı olmak amacıyla yapılacaktır. Araştırma kapsamında seçilen bir havayolu işletmesinin 2023 Ocak ayı uçuş verileri kullanılarak uçuş veri izleme sistemine dayalı sonuçlar analiz edilmiştir. Uçağın kalkış açısı ve pist eşiğini belirlenen irtifanın altında geçiş verileri değerlendirilmiştir. Bulgulara yönelik analiz yapılarak cezalandırıcı olmayan sistem yaklaşımı kapsamında uygulama önerilerinde bulunulmuştur.

**Anahtar Kelimeler:** Uçuş Emniyeti, Uçuş Veri İzleme, Sisteme Dayalı Analiz

## Pilot Perception in Flight Safety: Analysis Based on Flight Data Monitoring System

### ABSTRACT

The International Air Transport Association (IATA) reported in 2019 that there were approximately 2.9 million cabin crew members employed in the civil aviation industry worldwide. Turkish Airlines (THY) stated that as of 2022, it employs 5,525 pilots, 12,841 cabin crew members, and operates a fleet of 381 aircraft. According to data from 2019, THY operates around 75,000 flights annually, equivalent to approximately 205 flights per day. A report published by the Federal Aviation Administration (FAA) in 2022 stated that there were 16.4 million flights conducted within the FAA's control area. It was estimated that up to 5,400 aircraft could be present in the sky at the same time during peak operation times. The aim of the study is to conduct an analysis based on flight data monitoring systems to increase pilot perception in flight safety and provide a safer flight environment for the aviation industry. This analysis aims to determine the risks in flight safety by collecting pilots' behaviors, decisions, and flight data during the flight, create a database for use in pilot training, and assist in taking more effective measures for flight safety. Flight data from a selected airline in January 2023 was analyzed using a flight data monitoring system within the scope of the research. Takeoff angle and low threshold height crossing were evaluated. Non-punitive system approach recommendations were made based on the analysis of the findings.

**Keywords:** Flight Safety, Flight Data Monitoring, System Based Analysis



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Yöneticilerin Sahip Olduğu Mükemmeliyetçi Kişilik Özellikleri ile Psikolojik Sağlamlık Düzeyleri Arasındaki İlişkiye Yönelik Bir Araştırma

**Çağatay SÜKAN**

İstanbul Üniversitesi  
cagataysukan@gmail.com  
Orcid: 0000-0002-5968-7789

**Uzm. Klinik Psk. Merve TOKGÖZ**

International Dublin University  
merve.tokgoz92@gmail.com  
Orcid: 0009-0001-0011-0192

**Prof. Dr. Gönen İlkar DÜNDAR**

İstanbul Üniversitesi  
gdundar@istanbul.edu.tr  
Orcid: 0000-0002-1097-1236

### ÖZET

Bu çalışmanın temel amacı yöneticilerdeki mükemmeliyetçi kişilik özellikleriyle psikolojik sağlamlık düzeyleri arasındaki ilişkiyi incelemektir. Bu nedenle yapılan çalışmada toplam 144 kişi üzerinde araştırma yapılmıştır. SPSS 20.0 programı ile yapılan faktör analizine göre 60 maddeden ve 7 boyuttan oluşan modelin (KMO=0,489; X<sup>2</sup>= 831,192; p=0,000.) faktör yükleri 51,92 ile 14,08 arasındadır. Ölçek varyansın %66,09'unu açıklamaktadır. Ölçeğin Cronbach Alfa değeri 0,804 olarak ölçülmüştür. Analiz sonucunda mükemmeliyetçi kişilik tipiyle psikolojik sağlamlık arasında negatif yönlü bir ilişki tespit edilmiştir.

**Anahtar Kelimeler:** Psikolojik Sağlamlık, Psikolojik Dayanıklılık, Yönetici, Mükemmeliyetçi Kişilik Tipi

## A Study on the Relationship between Perfectionist Personality Traits and Psychological Resilience Levels of Managers

### ABSTRACT

The main purpose of this study is to examine the relationship between level of perfectionist personality type and psychological resilience. For this reason, the study was conducted on a total of 144 people. According to the factor analysis performed with SPSS 20.0 program, the factor loads of the model consisting of 60 items and 7 dimensions (KMO=0.489; X<sup>2</sup>= 831.192; p=0.000.) are between 51.92 and 14.08. The scale explains 66.09% of the variance. Cronbach's Alpha value of the scale was 0.804. As a result of the analysis, a negative relationship was found between perfectionist personality type and psychological resilience.

**Keywords:** Psychological Resilience, Manager, Perfectionist Personality Type



## Halkla İlişkiler ve Siyasal Propaganda Bağı

**Öğr. Gör. Deniz AKIN**

Ordu Üniversitesi Sosyal Bilimler Meslek Yüksekokulu

denizakin@odu.edu.tr

Orcid No: 0000-0001-6012-1355

### ÖZET

Halkla ilişkiler ve propaganda arasında yapılan iş ve işin yapılış biçimi bakımından farklar bulunmaktadır. Ancak işin/ faaliyetin/ pratiğin doğası bakımından iki alan arasında önemli bir fark yoktur. Halkla ilişkiler, siyasal yönetim etkinliğine halkın gönüllü katılımını sağlama ve beraberinde halk desteğini kazanmanın gerektirdiği siyasal koşullarda gelişmiştir. Bilgilendirme ile halkın düşüncesini biçimlendirme ya da halkı ikna etme işi, siyasal propagandada giderek yaygınlaşmış ve kamuoyu kavramının önemi artmıştır.

Çalışma, kamuoyunu biçimlendirme pratikleri olarak Türkiye’de halkla ilişkiler ve siyasal propaganda bağına incelemek için tasarlanmıştır. Kamu desteği oluşturma işi, Adalet Bakanlığı içinde örgütlü Medya İletişim Büroları örneğinde incelenmiştir. Birimde yapılan işler ve işin yapılma şekline yönelik yürütülen incelemede Artvin, Rize, Trabzon, Giresun, Ordu il adliyelerindeki bürolarda sorumlu yetkililerle yarı yapılandırılmış görüşmeler gerçekleştirilmiştir. Geleneksel niteliksel araştırma olarak tasarlanan bu araştırmanın sonuçları, yukarıda belirtilen teorik varsayımı desteklemektedir: Kamu desteğini sağlama biçimleri olarak halkla ilişkiler ve siyasal propaganda faaliyetleri, belli örgütlü amaçlar için bilgi oluşturma, yayma ve böylelikle halkın düşüncesini biçimlendirme karakteri taşımaktadır.

**Anahtar Kelimeler:** Kamuoyunu Biçimlendirme Pratikleri, Halkla İlişkiler ve Siyasal Propaganda Bağı, Medya İletişim Büroları, Doğu Karadeniz İl Adliyeleri.

## The Connection to Public Relations and Political Propaganda

### ABSTRACT

There are differences between public relations and propaganda in terms of the work done and the way work is done. However, there is no significant difference between the two fields in terms of the nature of the work/activity/practice. Public relations has developed in the political conditions required to ensuring the voluntary participation of the public of political administration activity and gaining public support. The work of shaping public opinion or persuading the public with information has become increasingly widespread in political propaganda and the importance of the concept of public opinion has increased.

The study is designed to examine the connection to public relations and political propaganda in Turkey as practices forming of public opinion. The work of building public support has been research in the example of Media Communication Bureaus organized within the Ministry of Justice. In the research carrying out on the work done in the unit and the way the work is done, Semi-structured interviews have been performed with the responsible officials in the offices in the provincial courthouses of Artvin, Rize, Trabzon, Giresun, Ordu. The results of this research, which was designed as a traditional qualitative research, support the above-mentioned theoretical assumption: Public relations and political propaganda activities as shaping of providing public support, has the character of knowledge creation, dissemination for certain organized purposes and thereby shaping of public opinion.

**Keywords:** Practices of Forming of Public Opinion, the Connection to Public Relations and Political Propaganda, Media Communication Offices, Eastern Black Sea Province Courthouses.





## **The Influence of Price, Product Quality, Accessibility and Health Consciousness as a Moderating Variable on Buying Intention: Evident of Small Packaging Mixed Flour XYZ at PT. X**

**Lena Nur AULANA**

Sekolah Tinggi Manajemen IPMI  
lena.aulana@ipmi.ac.id  
Orchid ID 0000-0001-8357-9430M

**Aman WIRAKARTAKUSUMAH**

Sekolah Tinggi Manajemen IPMI  
aman.wirakartakusumah@ipmi.ac.id  
Orchid ID 0000-0003-2873-7955

**Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orchid ID 0000-0001-9021-902X

### **ABSTRACT**

In today's highly competitive global business environment, customer acquisition and retention are essential for success. Customer satisfaction is a crucial factor in achieving this objective. With changes in consumer lifestyles, there is a growing demand for instant food, and people prefer food that is easy and convenient to prepare. PT X is a company that produces instant mixed flour under the brand name XYZ and is currently focused on increasing its sales. Therefore, it is necessary to conduct a study on consumer buying intention. However, more research is needed to examine the influence of price, product quality, and accessibility on the buying intention for mixed flour while also checking health consciousness as a moderating variable. This research was conducted through a survey among 134 respondents, and the results were analyzed using PLS-SEM. The results indicate that to increase sales, it is necessary to pay attention to the role of accessibility and consumer health consciousness, which significantly influence buying intention. While price and product quality do not have a significant influence on buying intention. Moreover, health consciousness as a moderating variable strengthens the influence of accessibility on buying intention.

**Keywords:** Price, Product Quality, Accessibility, Health Consciousness, Buying Intention



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Higher Instruction Human Resources Management (HRM) Hones and Information Administration Specialist Presence**

### **Adi Muhajirin**

Postgraduate Doctoral Student Universitas Bhayangkara Jakarta Raya  
adi.muhajirin@dsn.ubharajaya.ac.id  
0000-0003-4732-6115

### **Sumaryono**

Postgraduate Doctoral Student Universitas Bhayangkara Jakarta Raya  
202230152017@mhs.ubharajaya.ac.id  
0009-0004-2938-2353

### **Dewi Puspaningtyas Faeni**

Lecturer Doctoral Universitas Bhayangkara Jakarta Raya  
adi.muhajirin@dsn.ubharajaya.ac.id  
0000-0003-4732-6115

### **ABSTRACT**

Information administration has an affect on human asset hones, agreeing to the organizational life cycle hypothesis. By comparing colleges that incorporate information administration in their scholastic educational programs to those that don't , we trust to decide the impact of information administration on the astuteness of Human Asset (HR) hones. Discoveries show that colleges that instruct information administration are way better prepared than those that don't development investigate, instruction, and data absorption through human asset hones. Besides, colleges that did not instruct information administration tend to be considerably more centered on operational issues and troubles in creating the aptitudes and information of their HR work force, and their execution is essentially lower. Research limitations and implications - collecting respondents through purposive sampling has its limitations. It is suggested to increase the number of respondents by broadening the study's geographical scope and extending its duration. Originality/importance - Numerous organizations and universities have conducted extensive research on human resource practices. However, courses in knowledge management that emphasize lecturers as knowledge management agents are still uncommon. This study also incorporates the life cycle theory by examining HR practices in higher education and encouraging institutions to prioritize strategic HR issues in their environment.

**Keywords:** Knowledge Management, University, Organizational Life Cycle



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Word of Mouth and Online Reviews on Consumer Trust (Case Study in Erigo)**

**Shinta Amelia Putri**

Student of the Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
pshintaamelia@gmail.com

**Muhammad Choirudin**

Student of the Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
muhammadchoirudin29@gmail.com

**Naufal Yudha Irwanto**

Student of the Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
naufalyudha50@gmail.com

### **ABSTRACT**

This study aims to analyze the effect of Word of Mouth and online reviews on consumer trust in products. This research uses qualitative methods sourced from online books and journals such as Google Scholar, Google Books, and others. The results of the study show that WOM and online reviews have a significant positive effect on consumer confidence. In addition, factors such as the credibility of information sources, the suitability of information sources with consumer needs, the suitability of messages with consumer experiences, the quality and quantity of information, positive or negative sentiment, information consistency, and the level of consumer involvement also influence consumer trust in WOM and online reviews. . The results of this study can provide information and insight for companies and marketers in designing effective marketing strategies by utilizing WOM and online reviews to increase consumer confidence in products. developing a hypothesis that combines variables through many factors is the research objective that underlies the making of this article. considering the literature review: 1) word of mouth 2) online review 3) Brand Trust.

**Keywords:** Word of Mouth, Online Review, Brand Trust



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **A Research on the Effect of Self-Leadership on Organizational Learning in General Aviation Companies**

**Assist. Prof. Dr. Rabia YILMAZ**

Selcuk University

rabia6591@gmail.com

Orcid: 0000-0003-1335-2462

### **ABSTRACT**

It is insufficient for today's organizations to adapt to the important developments in the internal and external environment, to adapt to the changing technology and to create their technical infrastructure in the best manner. In addition to these factors, the human factor must also be efficient in the organization in order to achieve real change and success. Leadership behaviors exhibited within the organization occupy an important place in order for the human factor to be a part of the change. One of these leadership behaviors is the self-leadership approach, which is included in contemporary leadership approaches. Many perceptions of employees displaying self-leadership behavior within the organization may also increase positively. Organizational learning, one of these perceptions, is a phenomenon that supports employees in learning and contributes to the organization's learning process. Accordingly, it is aimed to analyze the effect of self-leadership on organizational learning with this study. Survey data used in the study were obtained from 311 white-collar employees working in general aviation companies in Turkey. During the analysis of the data, SPSS 25.0 and AMOS 24.0 programs were used. As for the hypothesis results of the research, it was found that there is a positive and significant relationship between self-leadership and organizational learning. Besides that, it was found that behavior-oriented strategies and natural reward strategies have a significant and positive effect on commitment to learning. It was also found that natural reward strategies and constructive thought pattern strategies have a significant and positive effect on the shared vision. It was also found that behavior-oriented strategies and constructive thought pattern strategies have a significant and positive effect on open-mindedness. Finally, it was found that behavior-oriented strategies, natural reward strategies, and constructive thought pattern strategies have a significant and positive effect on intra-organizational knowledge sharing.

**Keywords:** Self-Leadership, Organizational Learning, Aviation, General Aviation Companies.

## Osmanlı Dönemi Trabzon'da Nafaka Uygulaması (1703-1738)

**Dr. Öğr. Üyesi Fatih ÇİÇEK**  
Erzincan Binali Yıldırım University  
Faculty Of Scicence and Literature  
fcicek@erzincan.edu.tr

### ÖZET

Nafaka kavramı Arapça infak kelimesinden türetilmiş olup, tanım olarak bir kişinin temel ihtiyaçlarının giderebilmesi amacıyla sarf edilen nakit para ya da buna karşılık gelen maddi bedeldir. İslam hukukunda nafaka, ihtiyaç sahibi kişilerin gıda, iye, giyim, konaklama ve sađlık gibi masrafların karşılanması şeklinde kullanılmıştır. Nafaka, sosyolojik açıdan ele alındığında hak sahibine hakkının verilmesi ile bireyin varlığının sürdürülmesine katkı sağlamış ve nafaka sorumluluđu olan kişilerin sosyal sorumluluđunu artırarak toplumda yardımlaşma ve dayanışma anlayışını hâkim kılmıştır. İslâm hukukunda nafaka türleri iki şekilde olup bunlar aile hukuku kapsamında olan nafakalar ve mülkiyet hukuku bağlamında olan nafakalardır. İslam aile hukukunda nafakanın en yaygın kullanıldığı şekli aile hukuku ilişkisinden kaynaklanan evlilik ve akrabalık nafakasıdır. Temel olarak nafaka ödemeleri işleyiş açısından boşanma sonrasında eşe mahkeme tarafından belirlenmiş ve düzenli olarak verilen bir nakit tutardır.

Bu çalışmanın amacı, 1703-1738 yılları arasında Trabzon şehrinde nafakanın türlerinin neler olduğunun tespitine yönelik olacaktır. Elde edilen veriler doğrultusunda Osmanlı dönemi Trabzon'da nafaka bedellerinin dönemin satın alma gücü karşılaştırmalı fiyat analizleri ile verilecektir. Osmanlı dönemi Trabzon şehrinde nafakanın satın alma gücünün ekonomik açıdan değerlendirilerek bu alanda literatüre katkı sağlanması hedeflenmiştir.

**Anahtar Kelimeler:** Trabzon, Nafaka, Aile

## Alimony Practice in Trabzon in the Ottoman Period (1703-1738)

### ABSTRACT

The concept of nafaka is derived from the Arabic word infaq, and by definition, it is the cash or the corresponding material price spent in order to meet the basic needs of a person. In Islamic law, alimony is used to cover the expenses of people in need such as food, subsistence, clothing, accommodation and health. When considered sociologically, alimony has contributed to the continuation of the existence of the individual by giving the right to the right owner, and has made the understanding of cooperation and solidarity dominant in the society by increasing the social responsibility of the people who are responsible for alimony. There are two types of alimony in Islamic law, these are alimony under family law and alimony in the context of property law. The most common form of alimony in Islamic family law is marriage and kinship alimony arising from the family law relationship. Basically, alimony payments are a cash amount determined by the court and given regularly to the spouse after the divorce in terms of operation.

The aim of this study will be to determine the types of alimony in the city of Trabzon between 1703 and 1738. In line with the data obtained, the purchasing power of the alimony costs in Trabzon during the Ottoman period will be given by comparative price analysis. It is aimed to contribute to the literature in this field by evaluating the purchasing power of alimony in the city of Trabzon in the Ottoman period from an economic point of view.

**Keywords:** Trabzon, Alimony, Family



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Measuring Financial Ratio Analysis on PT. Siloam International Hospitals, Tbk, Indonesia for Future Business Consideration**

**Dwi Ruth KURNIASIH**

Sekolah Tinggi Manajemen IPMI

dwi.kurniasih@ipmi.ac.id

Orcid: 0009-0008-5326-0806

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Healthcare is a main component of our life, and a hospital has an important function to support it. However, every hospital needs to have a healthy financial condition to maintain business sustainability. This research aims to analyze and measure the financial ratios of PT. Siloam International Hospitals, Tbk, Indonesia for the periods of 2017 to 2021. The company has conducted Initial Public Offering (IPO) since the year 2013 and has been growing several units of hospitals since then, becoming one of the growing hospital chains spread nationwide. The financial ratios will be calculated to understand and measure the company's performance, using the analysis tools to determine whether the company's financial condition is in good or bad shape for future business performance consideration. The financial ratios consist of liquidity, solvency, and profitability ratios, and will be calculated based on public financial reports of the company.

**Keywords:** Liquidity, Solvency, Profitability, Siloam Hospital, IPO



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Digital Banks' Financial Ratios Reveal The Impact of Financial Inclusions Business Model on the Banking Sector in Indonesia**

**Ms. Lindawati Octaviani TAN**

Sekolah Tinggi Manajemen IPMI, Indonesia

[lindawati.octaviani@ipmi.ac.id](mailto:lindawati.octaviani@ipmi.ac.id)

Orcid: 0009-0000-3761-4565

**Prof. Dr. Ms. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

[wiwiek.daryanto@ipmi.ac.id](mailto:wiwiek.daryanto@ipmi.ac.id)

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Financial inclusion became the common goal globally during the post-economic crisis of 2008, and in Indonesia, this has been promoted as a “National Strategy” to encourage economic growth. This has been supported by the entire Government’s Institutions, including Bank Indonesia, through issuing a Macroprudential Inclusive Financing Ratio (RPIM). This ratio requires banks to allocate at least 20 percent of their total lending to MSME and low-income people starting December 2022 and 30 percent by 2024 through 1) Direct financing, 2) Financing through Non-Bank Financial Institutions and qualified business entities such as financing companies and Peer to Peer (P2P) lending, and 3) Financing through Investment Securities. These factors drive the increasing growth of digital banks whose business model collaborates with financing companies and P2P to provide unsecured loans to unbanked customers. This business model differs from existing traditional banks with well-diversified products and segments from Wholesale banking and Consumer Banking businesses where the loans are mainly secured, and the inherent credit risk is lower than unsecured loans for unbanked customers. Those factors are reflected in the financial ratios. The current problem is some negative perceptions of the uniqueness of digital banks’ financial ratios, particularly compared to traditional banks. This study aims to analyze and measure the financial ratios of three digital banks, three traditional banks, and two financing companies. Any misleading perception might trigger negative public sentiments toward digital banks. Hence, alignment among regulators and relevant stakeholders is critical. Some suggestions are proposed to cater to this problem.

**Keywords:** Digital Bank, Digital Financial Inclusion, Digital Economy, Bank Financial Ratios



## **The Role of Obsessive Passion and Harmonious Passion on Employees' Cyberloafing: The Moderating Effect of Psychological Safety**

**Dr. Nurcan KEMIKKIRAN**

nurcankemikkiran@gmail.com

Orcid: 0000-0001-6629-8901

### **ABSTRACT**

With the developments in technology, especially with the introduction of the internet into our lives, the structure, location and way of doing business of organizations have changed significantly. Access to the internet is constantly provided by smart phones, which we hardly be apart for a minute, and the internet network of organizations. Cyberloafing behavior, which is defined as performing non-work activities such as online shopping, entertainment, checking personal e-mails, and reading news during working hours, causes loss of labor and decreases productivity and efficiency. While the internet has significantly facilitated and accelerated the way we do our tasks, cyberloafing has become a cause of concern for organizations and managers. Cyberloafing behaviour may be predicted by passion since it helps us understand how employees feel about work, how devoted they are to their jobs and how well they perform at work, as well as how they think, feel, and behave in relation to the world around them. Dualistic model of passion recognises that work may be internalized in a functional way or in a pressurized or dysfunctional one, and examines both positive and negative outcomes associated with passion. Cyberloafing may be one of the outcomes. The dualistic model is based on the assumptions of self-determination theory (SDT), which refers to motivation that is autonomous and controlled, is an experimentally derived explanation of human motivation and personality in social contexts. This macro theory of human motivation evolved out of studies on intrinsic and extrinsic motives and later included studies on work organizations and other areas of life. One type of passion of this dualistic model is harmonious passion which is an autonomous internalization of the action into the person's identity. When people freely take on the activity as significant to them without any conditions linked to it, creates a driving force to participate in the action voluntarily and fosters a sense of volition and personal endorsement regarding engaging in the activity. People freely choose to participate in the activity rather than being forced to do so. This kind of passion is harmonious with other areas of the person's life and takes up a sizeable but not excessive portion of their personality. On the other hand, obsessive passion develops from a deliberate internalization of the activity into one's identity. Such internalization results from intrapersonal and/or interpersonal pressure, either because particular conditions are associated with the activity, including feelings of social approval or self-esteem, or because the sense of pleasure that results from activity involvement becomes uncontrollable. Because activity involvement is out of a person's control, it eventually occupies an excessive amount of space in their identity and interferes with other activities. Since psychological safety is a condition necessary for employees to feel attachments to their work roles, it may perform a moderating role in passion-cyberloafing relationship. A psychologically safe climate is one in which individuals feel free to express themselves and be who they are. More precisely, people feel comfortable communicating issues and mistakes at work when there is psychological safety, as they do so without worry of shame or retaliation. They are certain that if they speak up, they won't be ridiculed, ignored, or held accountable. They are aware that if they are unsure of anything, they may ask questions. They frequently appreciate and trust their coworkers. In a workplace with a reasonable level of psychological safety, mistakes are reported immediately so that immediate corrective action may be performed; cooperation across groups or departments is made possible; and innovations are shared. This theoretical study aims to discuss the relationship between these two types of passion (harmonious passion, obsessive passion) and cyberloafing behavior, based on the assumptions of the conservation of resources (COR) theory which posits that resource loss is disproportionately more prominent than resource gain and people must invest in resources in order to get resources, defend against resource loss and recover from losses. Since it is





## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

impossible to completely eliminate cyberloafing behavior with the internet becoming an indispensable part of our work life, it has been argued that it is important to scrutinize work passion, which may be among the antecedents of cyberloafing behavior. Therefore, an organizational climate in which there is psychological safety strengthens or weakens the possible impact of obsessive passion and harmonious passion on cyberloafing behavior. In this study, the relationship between these two types of passion and cyberloafing behavior, as well as the moderating role of psychological safety, will be discussed. Based on the discussions, propositions will be developed.

**Key Words:** Cyberloafing, Obsessive-Harmonious Passion, Self Determination Theory, COR Theory, Psychological Safety



## **Financial Health Analysis of Retail Sector Industry PT Sumber Alfaria Trijaya during Pandemic Covid-19 Uses Altman Z-Score in 2019 – 2021**

**Yulli Dewi INDRIASARI**

Sekolah Tinggi Manajemen IPMI

yulli.indriasari@ipmi.ac.id

Orcid: 0009-0005-5369-8435

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The covid-19 pandemic has caused a major impact on the life of society and the country as well. The second year of mutualism with the Covid-19 pandemic is uneasy. However, it had brought Alfamart, a retail store under PT. Sumber Alfaria Trijaya to be tough. In this term, tough is defined as being strong in dealing with any occurring changes and circumstances and also being tough in optimizing all resources to deliver the best for our stakeholders with the aim of still making a profit. In order to manage the expectation of stakeholders to get profit and sustainability of the business, the company must have health checked on their finances. By Measuring the financial condition could identify indications of financial problems and could avoid the possibility of Bankruptcy. To avoid Bankruptcy, research has been conducted to analyze the financial health of the company using the Altman Z-Score method model for PT Sumber Alfaria Trijaya Tbk on the periods of 2019 – 2021. The result of the analysis Altman Z-Score will result from the level of the company's financial health as follows A Z-score above 2,99 indicates the financials of a company is in healthy condition. A Z-Score Scores between 1,88 to 2,29 indicates that financial health is in the grey area and most likely to be in a critical period. A Z-score below 1,8 indicates that the financial health business has a high potentiality of bankruptcy.

**Keywords:** Financial Health, Bankruptcy, Altman Z-Score, Retail Industry, Alfamart



## Covid-19 Pandemisinin Küresel Ekonomiye Etkileri

**Prof. Dr. Mehmet MARANGOZ**

Muğla Sıtkı Koçman University  
mehmetmarangoz@mu.edu.tr  
Orcid: 0000-0002-1589-2940

**Deniz SARAÇ**

Muğla Sıtkı Koçman University  
denizsarac@posta.mu.edu.tr  
Orcid: 0009-0004-1287-7341

### ÖZET

Covid - 19 salgını iki bin on dokuz yılında ortaya çıkmış ve tüm küresel çabalara rağmen kısa sürede tüm dünyayı etkisi altına almıştır. Sadece sosyal anlamda değil ekonomik anlamda da küresel düzeyde etkilerini göstermiştir. Salgınla birlikte hem kültürel hem de ekonomik anlamda yeni bir dünya düzeni tanımlanmış, geri dönülemez şekilde bir yeni normal kavramı ortaya çıkmıştır. Bu süreçte de küresel ekonomideki dengeler de sarsılmış ve yeniden tanımlanmıştır. Bu çalışmada amaç Covid-19 salgınının küresel ekonomiye olan etkilerini ortaya koymaktır. Bu nedenle krizin büyüme, istihdam, ve dış ticaret üzerine etkileri incelenmiştir. Bunlara ek olarak krizin dünya nüfusunun yüzde doksanının barındıran küresel harcanabilir bütçenin yarısına sahip, az gelişmiş ve gelişmekte olan ülkelere etkileri ayrı bir başlık altında incelenmiştir. Covid-19 salgını küresel ekonomiyi ciddi anlamda etkilemiş ve ülkelerin büyüme, dış ticaret, istihdam üzerine ciddi negatif etkileri olduğunu söyleyebiliriz.

**Anahtar Kelimeler:** Covid-19, Pandemi, Küresel Ekonomi

## Effects of the Covid-19 Pandemic on the Global Economy

### ABSTRACT

The Covid - 19 epidemic emerged in two thousand and nineteen, and despite all global efforts, it affected the whole world in a short time. It has shown its effects not only in the social sense but also in the economic sense at the global level. With the epidemic, a new world order has been defined, both culturally and economically, and a new normal concept has emerged irreversibly. In this process, the balances in the global economy were shaken and redefined. The aim of this study is to reveal the effects of the Covid-19 epidemic on the global economy. For this reason, the effects of the crisis on growth, employment and foreign trade were examined. In addition, the effects of the crisis on underdeveloped and developing countries, which have half of the global disposable budget, which is home to ninety percent of the world's population, are examined under a separate heading. The Covid-19 epidemic has seriously affected the global economy and we can say that countries have serious negative effects on growth, foreign trade and employment.

**Keywords:** Covid-19, Pandemic, Global Economy



## Kurumsal Yönetimin Entegre Raporlamanın Kalitesi Üzerindeki Etkisi

**Prof. Dr. Orhan ELMACI**

Dumlupınar University  
oelmaci@gmail.com

Orcid: 0000-0002-7137-6211

**Ahmed JALAWİ**

Dumlupınar University  
jalawi.91.aj@gmail.com

Orcid: 0000-0001-5746-6037

### ÖZET

Kurumsal yönetim, şirket yönetimi, hissedarları ve menfaat sahipleri arasındaki ilişkileri düzenleyen kurallar bütünüdür. Ekonomik kalkınmanın sağlanmasında ve iş dünyasında güvenin yeniden tesis edilmesinde önemli rol oynayan kurumsal yönetimin önemi finansal kriz, rekabet ve küreselleşme nedeniyle ortaya çıkmıştır. Kurumsal yönetim, idari faaliyetlerde etkinliğin, raporlamada güvenilirliğin artırılmasını, menfaat sahiplerinin haklarının korunmasını ve şirket yönetiminin sorumluluk ve yükümlülüklerinin açıklanmasını amaçlar. Bilgiler mevcut olmasına rağmen, raporların çokluğu nedeniyle birçok paydaş açıklanan bilgileri uygun şekilde kullanamamaktadır. Böylece entegre raporlama, şirketin performansının finansal, idari, sosyal ve çevresel boyutlarını raporun bir bölümünde kapsadığı için, "entegre raporlama" kuruluşun performansının kapsamlı bir resmini sunmayı amaçlayan yeni bir kurumsal raporlama biçimi haline gelmiştir. Raporlamanın kalitesi entegre raporlamanın önemli bir yönü olduğundan, araştırma bu kavramları tanımlamanın yanı sıra aralarındaki ilişkiyi incelemeyi ve kurumsal yönetimin entegre raporlamanın kalitesi üzerindeki etkisini anlamayı amaçlamaktadır. Çalışmanın amaçları doğrultusunda, kurumsal yönetimin entegre raporların kalite düzeyini artırmaya nasıl katkıda bulunduğu dair teorik bir temel oluşturmak için analitik Betimsel yaklaşım kullanılmıştır. Sonuçlar, kurumsal yönetimin entegre raporlamanın kalitesi üzerinde bir ilişkisi ve olumlu bir etkisi olduğunu göstermektedir.

**Anahtar Kelimeler:** Kurumsal Yönetim, Entegre Raporlama (ER), Entegre Raporlamanın Kalitesi, Yönetişimin Entegre Raporlama Üzerindeki Etkisi.

## The Impact Of Corporate Governance On The Quality Of Integrated Reporting

### ABSTRACT

Corporate governance is a set of rules that regulate the relations between the company's management, shareholders and stakeholders. The importance of corporate governance has emerged due to the financial crisis, competition and globalization, as it plays an important role in achieving economic development and restoring confidence in the business world. Corporate governance aims to raise efficiency in administrative activities, reliability in reporting, protect stakeholder rights and disclose the responsibilities and obligations of company management. Although the information is available, many stakeholders cannot make appropriate use of the disclosed information due to the multiplicity of reports. Thus, integrated reporting has become a new form of corporate reporting that aims to provide a comprehensive picture of the organization's performance, since "integrated reporting" covers the financial, administrative, social and environmental dimensions of the company's performance in one part of the report. And because the quality of reporting is an important aspect of integrated reporting, the research aims to describe these concepts as well as examine the relationship between them and understand the impact of corporate governance on the quality of integrated reporting. For the purposes of the study, the analytical descriptive approach was used to come out with a theoretical basis on how corporate governance contributes to increasing the level of quality of integrated reports. The results indicate that there is a relationship and a positive impact of corporate governance on the quality of integrated reporting.

**Keywords:** Corporate Governance, Integrated Reporting (IR), Integrated Reporting Quality, Impact Of Governance On Integrated Reporting.



## Entelektüel Sermayenin Firma Performansı Üzerindeki Etkisi

**Prof. Dr. Orhan ELMACI**

Dumlupınar University  
oelmaci@gmail.com  
Orcid: 0000-0002-7137-6211

**Gürbüz Onur GÜLBAHAR**

Dumlupınar University  
smmmonurgulbahar@hotmail.com  
Orcid: 0009-0009-9484-0636

### ÖZET

Küresel boyutlarda yaşanan rekabet ortamı içerisinde işletmelerin sergilemiş oldukları performanslarının sonucunda ortaya çıkan kazanım veya kayıpların sadece finansal veriler ile açıklanması işletmelerin gerçek değerlerini doğru bir şekilde yansıtmamaktadır. Bu durum işletmelerin mevcut veya potansiyel yatırımcılarını, kredi verenleri, toplumu kısaca tüm paydaşların alacakları kararlarını etkileyebilmektedir. İşletmelerin performanslarının daha doğru bir şekilde ortaya çıkarılabilmesi için işletme performansının maddi ve maddi olmayan varlıkların tümü ile açıklanması gerekmektedir. Bu işletmeye kurumsallık kazandırma ile beraber rekabet üstünlüğü sağlayabilecek ve şeffaflık açısından topluma yararlı olacaktır. Entelektüel sermaye; işletmenin bilançosunda yer almayan ve işletmenin faaliyetlerini sürdürebilmesini sağlayan maddi olmayan varlıkların tümünü kapsamaktadır. Bu çalışmada amaç entelektüel sermaye ve firma performansı arasındaki ilişkiyi incelemektir. BİST Sürdürülebilirlik endeksi içerisindeki 53 işletmenin 2021 yılı verileri incelenmiş ve entelektüel sermaye ölçümünde Ante PULIC'in Entelektüel Katma Değer katsayısı yönteminden yararlanılmıştır. Çalışma içerisinde firma performans ölçütleri olarak; karlılık, verimlilik ve piyasa değeri kullanılmıştır. Bu yapılan çalışmanın sonuçları ile ilgili korelasyon ve regresyon analizinde ortaya çıkan durumlar yorumlanacaktır.

**Anahtar Kelimeler:** Entelektüel Sermaye, Entelektüel Katma Değer Katsayısı, Firma Değeri, Korelasyon Analizi, Regresyon Analizi.

## The Impact Of Intellectual Capital On Company Performance

### ABSTRACT

In the global competitive environment, the gains or losses resulting from the performance displayed by businesses cannot be accurately reflected solely by financial data. This can affect the decisions of current or potential investors, lenders, society, and all stakeholders. In order to accurately reflect business performance, it is necessary to explain it with all tangible and intangible assets. This would help to add corporate governance to businesses and gain a competitive advantage, as well as being beneficial to society in terms of transparency. Intellectual capital encompasses all intangible assets that do not appear on a company's balance sheet, but are essential for the company to operate. The aim of this study is to examine the relationship between intellectual capital and company performance. The data of 53 businesses within the BIST Sustainability Index in 2021 were examined, and Ante Pulic's Intellectual Value-Added Coefficient method was used to measure intellectual capital. Profitability, efficiency, and market value were used as performance metrics for the study. The results of this study will be interpreted based on the correlations and regression analysis that were observed.

**Keywords:** Intellectual Capital, Intellectual Value Added Coefficient, Company Value, Correlation Analysis, Regression Analysis.



## Measuring Financial Performance of Semen Indonesia Amid Competition with Chinese Cement Producer

**Faruq HARIFSYAH**

Sekolah Tinggi Manajemen IPMI  
faruq.harifsyah@ipmi.ac.id  
Orcid: 0009-0002-1171-4853

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Roy Sembel**

Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### ABSTRACT

The cement industry is an essential for a nation's economy development as this binder is a building material used for infrastructure and commercial buildings. However, despite the rise in domestic demand, several key players in the cement industry from abroad entered Indonesia to establish new plants to develop their market especially players from China, such as PT Conch Cement Indonesia and PT Hongshi. China players who have just entered the Indonesian market are doing penetration by slamming the market price about 40 percent below the local price. Meanwhile, local cement players are more concerned with ensuring long-term business sustainability. Therefore, it is very easy to attract customer to switch from local product to Chinese product. This condition forced local cement companies to slightly reduce their prices, as the result company ended up with slim margin. This study was conducted to analyze the company's financial performance using Return on Assets, Return on Equity, Asset Turnover, Debt Equity Ratios, Financial Leverage, Current ratios and also financial health using the Altman Z-Score method model using the annual report of PT Semen Indonesia during the periods of 2018 – 2022.

The results showed PT Semen Indonesia was in the financial healthy condition, with scores were as follows; 2018 was 3.88; 2019 was 2.51; 2020 was 2.50; 2021 was 2.74 and 2022 was 3.01. It seems PT Semen Indonesia has conduct risks regularly for considering internal and external conditions that may affect the company's long term plans and achievement of company's goals and performances.

**Keywords:** Financial Health and Performance, Cement Competition in Indonesia, Altman Z-Score



## Portfolio Equity Flows Between Developed and Emerging Markets

**Paweł Błoński, PhD student**

SGH Warsaw School of Economics

pawelblonski11@gmail.com

Finance

### ABSTRACT

In economic practice financial markets, especially stock markets are constantly analysed and studied by investors and analysts. The purpose of these analyses is to determine trends and forecasts as well as to determine market relationships that are used to build investment portfolios. Some analysts point to the alternation of larger increases and decreases in stock indices on the stock exchanges of developed and emerging countries. They indicate that the stock markets of emerging countries showed higher dynamics of growth in periods when the stock markets of developed countries recorded weaker growth dynamics of the main indices. In the same way, when the markets of developed countries grew faster, the stock exchanges of emerging countries were slower. To check that the relative strength of individual stock market indices or indices covering groups of countries were examined. As the reasons of this phenomenon are indicated flows of portfolio equity capital between developed and emerging markets.

The aim of the conducted research was to check the occurrence of the above phenomenon in the context of real portfolio equity flows. The division of countries was made according to the MSCI methodology. Two capitalization-weighted indices were built on the basis of the main stock exchange indices of individual countries, one for developed markets, the other for emerging markets. The study covered the period 1975 - 2022. Then, the relative strength was calculated and the periods of individual cycles were determined.

On the basis of data submitted by individual countries to the International Monetary Fund regarding net inflows of equity capital, portfolio equity flows to developed and emerging countries for each year were calculated. Afterwards, portfolio equity capital inflows were compared with the relative strength and return rates of the index of developed and emerging countries. The correlation between the rates of return and flows was calculated as well as the dependencies were examined.

The conducted research indicates the occurrence of the phenomenon of alternating larger increases and decreases of stock exchange indices on the stock exchanges of developed and emerging countries in periods of 6 to 11 years. This cyclicity is also noticeable in the net inflow of portfolio equity to the stock markets. However, there were years in which this relationship does not exist or is relatively weak.

**Keywords:** Portfolio, Equity Flows, Developed and Emerging Markets



## Toplum 5.0 Perspektifinden Sürdürülebilirlik

**Öğr. Gör. Dr. Ebru DEMİREL**

Nevşehir Hacı Bektaş Veli Üniversitesi  
ebrudemirel@nevsehir.edu.tr  
Orcid: 0000-0001-50730683

**Prof. Dr. M. Atilla ARICIOĞLU**

Necmettin Erbakan Üniversitesi  
maaricioglu@gmail.com  
Orcid: 0000-0001-6477-832X

### ÖZET

Bu çalışmanın amacı sürdürülebilir kalkınma hedefleri bağlamında Endüstri 4.0 ve Toplum 5.0 kavramlarının fiili gelişim yönleri hakkında genel bilgiler sunmak ve teorik bir çerçeve çizmektir. Bu bağlamda Endüstri 4.0 ve Toplum 5.0 literatürü ele alınarak, alanda yapılan çalışmalar değerlendirilmiştir ve sürdürülebilir kalkınma hedeflerine katkısını incelenmiştir. Ayrıca sürdürülebilirlik ve Toplum 5.0 arasındaki ilişkiyi incelemek ve literatürde yapılan çalışmaları ortaya çıkarabilmek için bibliyometrik bir analizden de faydalanılmıştır. Bu sayede Toplum 5.0'in sürdürülebilir kalkınma hedefleri ve amaçları ile toplumların refahı üzerinde önemli bir etkisi olup olmadığı ortaya çıkartılması amaçlanmıştır.

**Anahtar Kelimeler:** Toplum 5.0, Endüstri 4.0, Sürdürülebilirlik, SKH

## Sustainability From Society 5.0 Perspective

### ABSTRACT

The aim of this study is to provide general information about the actual development aspects of the concepts of Industry 4.0 and Society 5.0 in the context of sustainable development goals and to draw a theoretical framework. In this context, the Industry 4.0 and Society 5.0 literature has been discussed, the studies in the field have been evaluated and its contribution to the sustainable development goals has been examined. In addition, a bibliometric analysis was also used to examine the relationship between sustainability and Society 5.0 and to reveal the studies in the literature. In this way, it is aimed to reveal whether Society 5.0 has a significant impact on the sustainable development goals and objectives and the welfare of societies.

**Keywords:** Society 5.0, Industry 4.0, Sustainability, SDG





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Measurement and Analysis of the World's Biggest-Sea Freight Carrier A.P. Møller - Maersk A/S Based on The Key Financial Ratios in the Period of 2018-2022**

**Dwi Valkino SYAM**

Sekolah Tinggi Manajemen IPMI

dwi.syam@ipmi.ac.id

Orcid: 0009-0004-8212-0838

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Globalization in general was quite a famous word in the world. Globalization means the increasing interdependence and interconnected of Societies, Cultures, and of course Economies. That means it is easier to move across borders for free. The impact of Globalization on the world supply chain is significant, it increased complexity, and companies sourced their raw material, product, and parts from other countries and regions, and hence company like A.P Moller – Maersk AS was established and are today positioned as one of the biggest Sea Freight Carrier Company. The year 2020-2021 was the most challenging period for almost most businesses around the world, most businesses faced a significant drop in revenues, negative profitability, and what were worst many employees getting laid off as the impact of the Covid-19 Pandemic phenomena that never happened before, despite of that situation, the Sea Freight Carrier was experienced the opposite, there is significant growth in the revenue which impacted to the rose of their profitability margin.

**Keywords:** Financial Performance Analysis, Financial Ratio, Revenue Growth



## **Bulut Muhasebesi: Finansal Yönetimde Dijital Dönüşümün Anahtarı**

**Dr. Öğr. Üyesi Ömer Burak PAKSOY**

Alanya Alaaddin Keykubat Üniversitesi

omer.paksoy@alanya.edu.tr

Orcid: 0000-0002-1273-5915

### **ÖZET**

Bu çalışmanın amacı, bulut muhasebesi konusunda okuyuculara bilgi sağlamak ve işletmelerin bulut tabanlı muhasebe sistemlerini kullanmasının avantajlarını anlatmaktır. Çalışmada, bulut muhasebesinin ne olduğu, nasıl çalıştığı, faydaları, kullanım alanları, önemli unsurları ve gelecekteki potansiyeli hakkında genel bir anlatım sunulmuştur. Amaç doğrultusunda, işletmelerin bulut muhasebesine geçiş yapma kararını desteklemek ve bu teknolojiyi kullanarak finansal yönetim süreçlerini geliştirmelerine yardımcı olmak hedeflenmektedir. Bununla birlikte, çalışmada bulut muhasebesinin zorlukları ve endişeleri de ele alınarak okuyucuların bilinçli bir şekilde karar vermelerine katkıda bulunulması hedeflenmiştir. Çalışmada ayrıca, bulut muhasebesinin işletmeler için rekabet avantajı sağladığı ve dijital dönüşüm sürecinin bir parçası olarak önemli bir rol oynadığı vurgulanmıştır. İşletmelerin bulut muhasebesini nasıl kullanabilecekleri, nelere dikkat etmeleri gerektiği ve gelecekteki gelişmelerle ilgili beklentileri hakkında bilgilendirme yapılmıştır.

**Anahtar Kelimeler:** Bulut Muhasebesi, Finansal Yönetim, Dijital Dönüşüm

## **Cloud Accounting: The Key to Digital Transformation in Financial Management**

### **ABSTRACT**

The purpose of this study is to provide readers with information about cloud accounting and to explain the advantages of businesses using cloud-based accounting systems. The study provides an overview of what cloud accounting is, how it works, its benefits, uses, important elements and future potential. The aim is to support businesses in their decision to adopt cloud accounting and to help them improve their financial management processes using this technology. However, the study also addresses the challenges and concerns of cloud accounting to help readers make an informed decision. The study also emphasizes that cloud accounting provides a competitive advantage for businesses and plays an important role as part of the digital transformation process. Information is provided on how businesses can use cloud accounting, what they should pay attention to and their expectations about future developments.

**Keywords:** Cloud Accounting, Financial Management, Digital Transformation



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **A Study of Addressing Fairness and Bias in AI and ML in World Health**

**Srinivas Babu RATNAM**

USA

cnu.srini@gmail.com

Bachelors of Electrical and Electronics Engineering from Andhra University, India

### **ABSTRACT**

Machine learning (ML) and artificial intelligence (AI) have the potential to enhance healthcare infrastructure and supply in LMICs. Concerns about algorithmic bias and unfairness need cautious application of machine learning and AI. Due to technological inexperience, preexisting cultural bias against minority groups, and a lack of legislative safeguards, LMIC societies are particularly susceptible to AI bias and fairness. To improve global health guidance, we must assess its appropriateness, fairness, and bias. Fairness involves 1) examining the impact on different demographic groups and selecting one of several mathematical definitions of group fairness; 2) addressing bias, the systematic tendency in a model to favor one demographic group over another that can be mitigated but can lead to unfairness; and 3) determining how the algorithm should be used in the local context and properly matching the machine learning model to the target population. Finally, we present a case study of machine learning's application in the diagnosis and screening for pulmonary diseases in Pune, India. We hope these approaches and ideas may aid others in their efforts to use machine learning and AI to global health.

**Keywords:** Artificial Intelligence, Machine Learning, Bias, Fairness, Appropriateness, Global Health, Ethics, and Medicine



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Evaluation of Airport Emergency Management Training Materials According to the Recommendations and Requirements of International Organizations**

**Mehmet Ufuk SEYHAN**

Anadolu University  
mehmetufukseyhan@anadolu.edu.tr  
Orcid: 0009-0003-7409-0395

**Nazan GÜL**

Eskisehir Technical University  
nazangul@eskisehir.edu.tr  
Orcid: 0000-0002-2681-9052

**Assoc. Prof. Dr. Savaş S. ATEŞ**

Eskisehir Technical University  
ssates@eskisehir.edu.tr  
Orcid: 0000-0003-2462-0039

### **ABSTRACT**

Airport emergency planning involves the processes structured to enable an airport to cope with an emergency situation occurring within or in the vicinity of the airport boundaries. The goals aimed to be achieved with this planning can be summarized as minimizing property damage and losses, ensuring that air operations return to normal as quickly as possible, and especially, preventing loss of life. To ensure the effective execution of airport emergency plans, it is important to consider the rules set by international regulators for airport emergency management in aviation and the training materials developed to apply these rules, as well as to examine aviation safety incidents that occur within these requirements for situation assessment and process improvements. After conducting a review covering the past 15 years within the scope of work in the aforementioned fields, the requirements that stand out for achieving success in emergency management are identified as harmonizing the operations of the institutions and organizations called upon to function in emergency situations, taking into account local practices and regulations; clearly identifying all information sources to be used in emergency planning; designing emergency plans with consideration given to all possible scenarios; conducting timely and regular drills; meticulously documenting the process for the purpose of continuous improvement; planning for emergency situations before, during, and after the event, taking into account the respective categories.

**Keywords:** Keywords: Airport, Emergency, Management



## Financial Distress Analysis for Garuda Indonesia Uses the Altman Z-Score Method in the 2018-2022 Period

**Dian Utami WULANINGSIH**

Sekolah Tinggi Manajemen IPMI, Indonesia  
dian.wulaningsih@ipmi.ac.id  
Orcid: 0009-0002-3605-3780

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### ABSTRACT

Garuda Indonesia is one of the largest airlines in Indonesia that has been facing potential bankruptcy since 1998. The main problem that caused Garuda Indonesia to experience bankruptcy was the large debt burden it had and the coronavirus pandemic in 2020 caused Garuda Indonesia to experience a financial crisis. This study aims to analyze the bankruptcy tendency of Garuda Indonesia during the 2018-2022 period using the Altman Z-Score method. The analysis method used this model, which is an analysis that takes into account the value of the combination of the company's financial ratios using a multivariate discriminant equation in showing the level of bankruptcy tendency of the company. The data used in financial reports that have been published on the Garuda Indonesia through the website (<https://www.garuda-indonesia.com/>) in the first quarter of 2018 – the third quarter of 2023. The variables used in the analysis using the Altman Z-Score method include Working Capital to Total Asset, Retained Earnings to Total Asset, EBIT to Total Asset, Market Value of Equity to Book Value of Debt, and Sales to Total Asset. Through this study, it can be concluded whether the company was potentially to be bankrupt. Based on the results using the Altman model, it shows that Garuda Indonesia is experiencing financial difficulties. This can be seen from the acquisition of the Z-Score value in the 2018-2021 period which is below the cut-off point  $<1.10$ . The results in 2022 show that Garuda Indonesia can make significant changes, such as maximizing the company's revenue.

**Keywords:** Altman Z-Score, Airline Industry, Financial Ratios, Financial Distress



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Analysis of the Largest Clinical Laboratory in Indonesia, PT. Prodia Widyahusada, Tbk. Prior and During Pandemic Covid 19 for the periods of 2018-2022**

**Popy AGUSTINA**

Sekolah Tinggi Manajemen IPMI, Indonesia

Popy.agustina@ipmi.ac.id

Orcid: 0009-0006-6760-5989

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Due to the high demands on the testing of specimens and the requirement for a faster analysis of the COVID-19 results during pandemic, the Ministry of Health appointed 45 laboratories as national referral laboratories in mid-March 2020 including Prodia. Although Indonesia's economy during pandemic contracted to minus 5.3 percent in the second quarter of 2020 and minus 2.1 percent in the whole 2020, Prodia's revenue during the year rose by 7.4 percent started in Q3 supported by outpatient visit after relaxation on Government's lockdown policy.

This development gave remarkably advantage for the company's operating performance as revenue rose 41.6 percent in 2021. Furthermore, this research is conducted to identify the full impact of Pandemic towards Prodia's financial performance. Likewise, this research is also aimed to map other business ecosystem which could possibly become the future of the company's revenue stream that was already sparked by Pandemic such as digital business. During COVID-19 pandemic, many established and new players in the market expanded their diagnostics capacity owing to the huge surge in demand, augmenting the growth of the market studied in the region. This development in the industry requires proper strategy response from Prodia to win competition, maintaining the company's market share and further accelerating long-term profitability.

**Keywords:** Profitability, Prodia Clinical laboratory, Revenue



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Liquidity and Profitability Ratio Analysis to Assess Financial Performance of PT. Adhi Karya (Persero) Tbk. during the Periods of 2017 - 2021**

**Mohammad SYAMSURRIJAL**

Sekolah Tinggi Manajemen IPMI, Indonesia

mohammad.syamsurrijal@ipmi.ac.id

Orcid: 0009-0002-2195-7939

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

This study aims to evaluate the financial performance of PT. Adhi Karya (Persero) Tbk., which is a prominent construction company in Indonesia, by employing liquidity and profitability ratio analysis. The research utilizes financial data from the company's annual reports for the years 2017 to 2021, enabling an in-depth examination of the company's liquidity position and profitability. The liquidity analysis involves the calculation of the current ratio, quick ratio, and cash ratio, providing insight into the company's ability to meet its short-term obligations. Profitability analysis on the other hand focuses on key ratios such as gross profit margin, net profit margin, return on assets (ROA), and return on equity (ROE), which shed light on the company's ability to generate profit and maximize shareholder value. The liquidity analysis reveals the company's ability to maintain adequate liquidity to meet its short-term obligation. The profitability analysis provides insight into the company's profitability trends, efficiency in generating profits from its operation, and ability to effectively utilize assets and equity. The result of the analysis can aid management in making informed decisions regarding financial planning, investment opportunities, and strategic initiatives. The study's insight can also support investors, creditors, and other stakeholders in evaluating the company's financial stability, risk profile, and growth potential.

**Keywords:** Liquidity Ratio, Profitability Ratio, Financial Performance, Construction



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Exploring Liquidity Ratio, and Solvency Ratio at PLN Fulfills Business Continuity, Resiliency, and Sustainability**

**Chandra Erick Manaek Pandapotan LUMBAN GAOL**

Sekolah Tinggi Manajemen IPMI, Indonesia

chandra.gaol@ipmi.ac.id

Orcid: 0009-0007-9026-5510

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid:0000-0003-3582-5857

### **ABSTRACT**

Electricity that is for a better life is the tagline of PT PLN (Persero), whilst both oversupply and carbon emission constitute the constraints to emerge it. The oversupply is the deficiency of PT PLN (Persero) to generate energy over than the demand power of customers. Besides, carbon emission influences climate change. This analysis to explore the capability of PLN dived more reasonably to understand the fulfillment of solving oversupply with liquidity ratios to meet business continuity and resiliency. Furthermore, this study aimed to have some inputs for continuous improvement in effective and efficient ways to obtain the growth of financial reports more impactful to save the future either in economy or environment, particularly business sustainability with solvency ratios. The Decree No.KEP-100/MBU/2002 issued by Indonesia Ministry of State-Owned Enterprises in June 2002 provides the mandatory of exploring of the SOE financial health condition. Therefore, the liquidity ratio became a study to analyze the containment among performance, adaptability, and development to obtain revenue with covering profitable orientations to reduce short-term debt using current, quick, and cash ratio. Likewise, fulfilling the long-term debt was imperative to concentrate the business sustainability more simultaneously in risk analysis to have trust from the public that PLN was the only producer of electric energy with eco-friendly. Thus, this study also measured the solvency ratio toward PLN's ability paying off long-term debt, followed by changing the technology of its power plants from high to low-carbon emission and building renewable energy generators to achieve net-zero emission program until 2060.

**Keywords:** Liquidity Ratio, Solvency Ratio, Continuity, Resiliency, Sustainability





## Kavramsal Açıdan “Kozmopolitan Yurttaşlık” Tartışmaları

**Assoc. Prof. Dr. Nebiye KONUK KANDEMİR**

Dokuz Eylül University  
nebiye.konukkandemir@deu.edu.tr  
Orcid:0000-0002-2046-1133

**Kerem VARDAR**

Dokuz Eylül University  
kerem.vardar@ogr.deu.edu.tr  
Orcid:0009-0004-1155-8584

**Onur NAKKAŞ**

Dokuz Eylül University  
onur.nakkas@ogr.deu.edu.tr  
Orcid:0000-0003-3082-6439

**Özge ÖZDEMİR**

Dokuz Eylül University  
ozge.ozdemir@ogr.deu.edu.tr  
Orcid:0009-0007-3270-4634

### ÖZET

Eşitlik ve adalet prensipleri etrafında şekillenen yurttaşlık anlayışının gerek vatandaşların hakları gerekse sorumlulukları açısından kavramsal düzeyde geçirdiği evrim, esasen toplumların evrimine karşılık gelmektedir. Toplumsal sınıflar ölçeğinde tartışılan yurttaşlık kavramı, küreselleşme, çok kültürlülük, ulus devlet, milliyetçilik tartışmalarıyla ilişkilendirildiğinde bu evrim daha anlaşılır hale gelmektedir. Kavramsal temelleri Antik Yunana kadar uzanan, en genel yaklaşımla birey-devlet ilişkisini ifade etmek üzere kullanılan “yurttaşlık”, küreselleşme ile birlikte bireylerin artan özgürlük beklentileri, kimlik farkındalıkları ile “kozmpolitan yurttaşlık”tan “dijital yurttaşlık”a uzanan tartışmaları da gündeme getirmektedir. Bu çalışmada, özellikle küreselleşme, teknolojik gelişmeler ve yeni medya kullanımı ile farklı bir form kazanan yurttaşlık tartışmaları “kozmpolitan yurttaşlık” etrafında ele alınmıştır. Bu amaçla öncelikle yurttaşlık kavramının tarihsel arka planı bir süreç olarak ele alınmış ardından kozmpolitan yurttaşlık kavramına değinilerek yurttaşlık kavramının ne yönde evrildiğine mevcut literatür bağlamında ışık tutmaya çalışılmıştır. Her ne kadar dünya yurttaşlığı ya da kozmpolitan yurttaşlık pek çok tartışmayı beraberinde getirirse de bu tartışmaların nirengi noktaları ile literatüre katkı sağlamak amaçlanmıştır.

**Anahtar Kelimeler:** Yurttaşlık, Kozmpolitan Yurttaşlık, Küreselleşme

## Discussions On “Cosmopolitan Citizenship” In Conceptual Perspective

### ABSTRACT

The evolution of the concept of citizenship, which is shaped around the principles of equality and justice, at the conceptual level, in terms of both the rights and responsibilities of citizens, essentially corresponds to the evolution of societies. This evolution becomes more understandable when the concept of citizenship, which is discussed with social classes, is associated with the discussions of globalization, multiculturalism, nation-state and nationalism. The foundations of the concept of “citizenship” date back to Ancient Greece. It is used to express the individual-state relationship with the most general approach. The increasing expectations of freedom and identity



## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

awareness of individuals with globalization also bring up debates ranging from "cosmopolitan citizenship" to "digital citizenship". In this study, citizenship debates, which have gained a different form especially with globalization, technological developments and the use of new media, are discussed around "cosmopolitan citizenship". For this purpose, first of all, the historical background of the concept of citizenship is discussed as a process. Then, by referring to the concept of cosmopolitan citizenship, it has been tried to shed light on how the concept of citizenship has evolved in the context of the existing literature. Although world citizenship or cosmopolitan citizenship brings with it many discussions, it is aimed to contribute to the literature with the triangulation points of these discussions.

**Key words:** Citizenship, Cosmopolitan Citizenship, Globalization



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Perceived Emotional Support on Entrepreneurial Intention Mediated by Entrepreneurial Passion**

**Justine TANUWIJAYA**

Faculty of Economics and Business, Universitas Trisakti  
justine@trisakti.ac.id  
Orcid: 0000-0003-2801-5434

**Netania EMILISA**

Faculty of Economics and Business, Universitas Trisakti  
netania@trisakti.ac.id  
Orcid: 0000-0002-3652-8603

**Deasy ASEANTY**

Faculty of Economics and Business, Universitas Trisakti  
deasy.aseanty@trisakti.ac.id  
Orcid: 0000-0004-3579-4653

**Beta Oki BALIARTATI**

Faculty of Economics and Business, Universitas Trisakti  
beta.oki@trisakti.ac.id

**Andreas Wahyu GUNAWAN**

Faculty of Economics and Business, Universitas Trisakti  
andreaswg@trisakti.ac.id  
Orcid: 0000-0003-3777-4851

### **ABSTRACT**

The purpose of this study is to analyze perceived emotional support, entrepreneurial passion, entrepreneurial intention, the effect of perceived emotional support on entrepreneurial passion, the effect of entrepreneurial passion on entrepreneurial intention. This type of research is hypotheses testing. The samples were determined by non probability method, namely convenience sampling with a total of 140 respondents. The data used in this study include primary data and secondary data, in the form of filling out questionnaires by employees as respondents and collected 140 samples. This research uses structural equation modeling (SEM). The results of this study are perceived emotional support has a positive and significant effect on entrepreneurial passion, entrepreneurial passion has a positive and significant effect on entrepreneurial intention. Giving trust to employees can create conditions and situations that employees have an important role to play in building a business.

**Keywords:** Perceived Emotional Support, Entrepreneurial Passion, Entrepreneurial Intention.



## The Humor of Inexplicable Things: A Qualitative Comparison Between Meme Marketing and Viral Marketing

Master's Student Oğulhan BİLECEN

Anadolu University, Turkey

ogulhanbilecen@gmail.com

ORCID NO: 0009-0001-1170-7242

Assist. Prof. Dr. Nur ÖZER CANARSLAN

Anadolu University, Turkey

nurozer@anadolu.edu.tr

ORCID NO: 0000-0003-3091-6012

### ABSTRACT

Meme marketing and viral marketing share some similarities despite being different marketing strategies. Both are built upon shareable, interesting, and entertaining content. While viral marketing has been a popular marketing strategy for many years, meme marketing has emerged as a new and potentially more effective approach in the digital age. Although both strategies rely on shareable, entertaining content, meme marketing is more targeted and personalized than viral marketing, which tends to have a broader reach. Additionally, meme marketing aims to increase engagement and interaction with the audience, while viral marketing is often more passive in its approach. Thus, it can be argued that meme marketing offers a more tailored and engaging way to connect with consumers and promote brand messaging. The study will use the methodology of a case study to compare the effectiveness of meme marketing and viral marketing as marketing strategies. A case study is an appropriate methodology for this research because it allows for an in-depth analysis of specific cases, which can provide insights into the benefits and drawbacks of each marketing strategy in different contexts. The case study will involve analyzing the marketing campaigns of two companies, one using viral marketing and the other using meme marketing, to compare their respective outcomes in terms of brand awareness, engagement, and sales. By using a case study approach, this research aims to provide a more nuanced understanding of the differences between meme marketing and viral marketing, and their relative effectiveness as marketing strategies.

**Keywords:** Humor in Marketing Campaigns, Internet Memes, Meme Marketing, Viral Marketing.

## İzahı Olmayan Şeylerin Mizahı: Mim Pazarlama ve Viral Pazarlama Arasında Nitel Bir Karşılaştırma

### ÖZET

Mim pazarlama ve viral pazarlama, farklı pazarlama stratejileri olsa da; paylaşılabılır, ilginç ve eğlenceli içerikler üzerine kuruludur. Viral pazarlama uzun yıllardır popüler bir pazarlama stratejisi olmasına rağmen, mim pazarlama dijital çağda yeni ve potansiyel olarak daha etkili bir yaklaşım olarak ortaya çıkmıştır. Her iki strateji de paylaşılabılır, eğlenceli içeriklere dayandığından, mim pazarlama, daha kapsamlı bir kitleye sahip olan viral pazarlamadan daha hedefe yönelik ve kişiselleştirilmiştir. Ayrıca, mim pazarlama hedef kitle ile etkileşimi artırmayı amaçlarken, viral pazarlama genellikle daha pasiftir. Böylece, tüketicilerle bağlantı kurmak ve marka mesajlarını tanıtmak için daha özel ve etkileyici bir yol sunduğu düşünülebilir. Bu çalışma, pazarlama stratejileri olarak mim pazarlama ve viral pazarlamanın etkililiğini karşılaştırmak için durum çalışması metodolojisini kullanacaktır. Bir durum çalışması, her bir pazarlama stratejisinin farklı bağlamlarda avantaj ve dezavantajlarına dair anlayış sağlayabilecek özel vakaların derinlemesine analizine izin veren uygun bir metodolojidir. Bu durum çalışması, biri viral pazarlama diğeri ise mim pazarlama kullanan iki şirketin pazarlama kampanyalarının analizini içerecek ve marka bilinirliği, etkileşim ve satış gibi konulardaki sonuçlarını karşılaştıracaktır. Bir durum çalışması yaklaşımı kullanarak, bu araştırma mim pazarlaması ve viral pazarlama arasındaki farklılıkların ve pazarlama stratejilerinin göreceli etkililiğinin daha ayrıntılı bir anlayışını sunmayı amaçlamaktadır.

**Anahtar Kelimeler:** Pazarlama Çalışmalarında Mizah, İnternet Mimi, Mim Pazarlama, Viral Pazarlama



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analyzing the Return on Equity and Return on Assets to Evaluate Profit Growth at PT. Indofood Sukses Makmur Tbk. for the Period of 2016-2020**

**Santoso TJHANG**

Sekolah Tinggi Manajemen IPMI

santoso@ipmi.ac.id

Orcid: 0009-0007-6164-2647

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The research aims to analyze the financial performance of PT. Indofood Sukses Makmur Tbk. by using financial ratios. The study employed a quantitative research method and collected data from the company's financial statements from 2016 to 2020. The liquidity ratios of the company during this period were found to be in a fairly good condition. Both the current ratio and quick ratio were good, indicating that the company has sufficient current assets to cover its current liabilities. However, the cash ratio was not in good condition, which means the company has limited cash available to pay off its current liabilities. On the other hand, the working capital to total asset ratio was in a poor condition, which suggests that the company has minimal working capital in its assets. The solvency of the company from 2016 to 2020 was fairly good, as it had collateral to cover its long-term debts. However, the activity ratios of PT. Indofood Sukses Makmur Tbk. were in a poor condition due to the inefficient turnover of accounts receivable. This resulted in longer time periods required for collecting accounts receivable and increasing sales. Despite the poor activity ratios, the profitability ratios of the company were in a fairly good condition as it was able to generate a net profit from its investments. Overall, the study suggests that PT. Indofood Sukses Makmur Tbk. has a mixed financial performance during the period of 2016 to 2020, with some ratios indicating good financial health and others indicating areas for improvement.

**Keywords:** Financial Performance, Financial Ration, Quantitative Research, Liquidity Ratios, Profitability Ratios.



## Financial Analysis in Industry PT Telkom Indonesia

**Demmy Puspita SUGIADI**

Sekolah Tinggi Manajemen IPMI, Indonesia  
demmy.sugiadi@ipmi.ac.id  
Orcid: 0009-0001-0307-8861

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### ABSTRACT

The purpose of the research is to This is intended for the PT known as performance finance. ratios of activity in Indonesian telecommunications, ratios of liquidity and solvency, and ratios of profitability Study the descriptive terms that are used in studying something. Information gathered from the financial summary as a source Companies that are listed on the Indonesia Stock Exchange, such as PT. Telekomunikasi Indonesia, Tbk, are accessible through the website located at [www.idx.co.id](http://www.idx.co.id). The analysis ratio that was utilized for the data analysis. The findings of the study reveal the percentage of liquidity at PT. According to the ratio of fluent And ratio quickly , Telekomunikasi Indonesia, Tbk is at the terrible situation . \_ Fairness in proportions at PT. The Indonesian communication media seen from the perspective of the requirement mark proportion Not yet acceptable, but regarded from the perspective of the need to proportion source. Power Already ok . PT's share of the proportional profit. Good news for Telekomunikasi Indonesia, Tbk in terms of its return on equity and return on investment, according to the facet analysis. Movement of proportions at PT. Indonesian Telecommunications in its current situation Although good based on the study of the rotation of supply, the actual state is poor because of the turnover of assets.

**Keywords:** Solvency, Liquidity, Profitability, Activity.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## How did Language Originate? Needs Analysis for Language and the Birth of Language Globally

**Prof. Dr. Umut BALCI**

Faculty of Tourism, Batman University  
umut.balci@batman.edu.tr  
Orcid: 0000-0001-8196-4351

**Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT**

School of Foreign Languages, Batman University  
m.veysi.babayigit@gmail.com  
Orcid: 0000-0003-4136-7434

### ABSTRACT

The main functional role of language is undoubtedly grasped by almost the whole human begins as being communicative in the society; thus , each person in a certain society entails a communicative tool “language” to convey various aspects or conduct multiple tasks for daily chores. Yet, it has been always controversial about the origin of language, and many linguistics have been struggled a lot in order to find the most proper explanation for the birth of language. While some regard it as a result of natural events, some others consider it as the occurrence of daily requirements; therefore, basic needs analysis for employment of language in communicative chores and conversations have always been put forward in investigations. The current paper mainly aims to seek the birth of language as a common aspects and basic needs analysis for language to be used efficiently among human beings. The study has obtained the data via descriptive analysis of linguistics studies, and the whole data have been analysed qualitatively. The results of the current study indicated that language holds a rather crucial place in humans’ lives in terms of communication, and the origin of language may differ as there are multiple claims such as being natural, artificial or sacred due to holy religious books.

**Keywords:** Language, Communication, Origin, Needs.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Investigating the Role of Communicative and Cultural Topics on the Conversational Skills of EFL (English as a Foreign Language) Learners: A Case of Prep School Students**

**Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT**

School of Foreign Languages, Batman University  
m.veysi.babayigit@gmail.com  
Orcid: 0000-0003-4136-7434

**Prof. Dr. Umut BALCI**

Faculty of Tourism, Batman University  
umut.balci@batman.edu.tr  
Orcid: 0000-0001-8196-4351

### **ABSTRACT**

Learning English as foreign language has been a main issue globally, and many countries attempt to utilize the best techniques or methods in order to develop the language skills of EFL learners. In Turkey, most of learners come up with a great deal of difficulties though they start language classes at primary school, and they cannot hold a conversation successfully. Hence, the current study deals with possible solutions for boosting conversational aspects of high school EFL learners. Descriptive analysis of literature on the role of communicative and cultural topics about the conversational skills reveal that learners are feel more motivated to describe something in their culture. Thus, the current study was conducted with 18 prep school students aged between 17 and 19 to find out the efficacy of cultural topics on the development of conversational skills. The main data collection tool is an open-ended questionnaire interrogating participants' views for adopting cultural topics in the development of conversational skills. The results posited that almost all of the participants are on the idea that cultural topics are really affluent in improving speaking skills because they are able to hold the self-confidence to communicate in the target language and aware of what to claim.

**Keywords:** English, Cultural Topics, Communication, Conversation.





## Konya’da Faaliyet Gösteren Banka Çalışanlarının Algılamış Oldukları Örgütsel Adalet Düzeyi

**Dr. Fatih İbrahim KURŞUNMADEN**

Selçuk University

kursunmaden@selcuk.edu.tr

Orcid: 0000-0003-4045-9003

### ÖZET

Günümüz dünyasında insan odaklı yönetim biçimleri önem kazanmaktadır. İşletmelerin çalışanlarına değer vererek rekabet avantajı sağlaması bunun sebeplerinden bir tanesidir. Örgütteki fikirlerine daha doğrusu bir birey olarak kendilerine önem verildiğini gören çalışanların performans, iş tatmini ve örgütsel bağlılıklarının artış gösterdiği çeşitli araştırmalarla ispat edilmiştir. Örgütsel adalet kavramı, çalışanların işyeri sonuçlarına, prosedürlerine ve etkileşimlerine yönelik algı düzeyi ile ilgilidir. Bu algılar çalışanların iş tutum ve davranışlarını olumlu ya da olumsuz etkileyebilir. Çalışanlar ayrıca bu prosedürlerin tutarlı, adil ve kesin olup olmadığını görmek için karar verme prosedürlerinin adil olup olmadığını değerlendirir. Algılanan örgütsel adaletin incelendiği bu çalışmanın evrenini Konya il ve ilçe merkezlerinde faaliyet gösteren kamu ve özel banka çalışanları oluşturmaktadır. Çalışma kapsamında veri toplama tekniklerinden anket tekniği ile çalışanlara sorular yöneltilmiştir. Araştırmanın evreninden örneklem olarak geçerli 470 çalışan araştırmaya dâhil olarak analize tabi tutulmuştur. Elde edilen veriler SPSS 22.0 ve AMOS 24.0 paket programları kullanılarak analiz edilmiştir. Araştırma sonucunda algılanan örgütsel adalet. Araştırmamızın başta eğitim, sağlık, güvenlik alanları olmak üzere, farklı kamusal ve özel kurumlarda çalışanlara uygulanması ve bu kapsamdaki sonuçların karşılaştırmalı olarak ortaya konulması önem arz etmektedir.

**Anahtar Kelimeler:** Adalet, Örgütsel Adalet, Algılanan Örgütsel Adalet

## The Level of Organizational Justice Perceived by Bank Employees Operating in Konya

### ABSTRACT

In today's world, people-oriented management styles are gaining importance. One of the reasons for this is that businesses provide competitive advantage by valuing their employees. It has been proven by various studies that the performance, job satisfaction and organizational commitment of the employees who see that their ideas in the organization, more precisely, they are given importance to themselves as an individual, increase. The concept of organizational justice is related to the level of perception of employees towards workplace outcomes, procedures and interactions. These perceptions can affect employees' work attitudes and behaviors positively or negatively. Employees also evaluate the fairness of decision-making procedures to see if these procedures are consistent, fair and precise. The universe of this study, which examines perceived organizational justice, consists of public and private bank employees operating in Konya province and district centers. Within the scope of the study, questions were asked to the employees with the survey technique, one of the data collection techniques. A sample of 470 valid employees from the universe of the research were included in the study and analyzed. The obtained data were analyzed using SPSS 22.0 and AMOS 24.0 package programs.

Perceived organizational justice as a result of the research. It is important to apply our research to employees working in different public and private institutions, especially in the fields of education, health and security, and to present the results in this context comparatively.

**Keywords:** Justice, Organizational Justice, Perceived Organizational Justice



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Health Analysis of PT. Blue Bird, Tbk. Before and During COVID-19 Pandemic According to Altman Z-Score in Periods of 2018-2022**

**Oddy MEDRIAN**

Sekolah Tinggi Manajemen IPMI  
oddy.medrian@ipmi.ac.id  
Orcid: 0009-0006-4989-4828

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Taxi, as one of the transportation moda alternative has been a significant part of people daily mobility lives in Indonesia, helps them to commute from and to another destination especially those who live in the cities. However due to COVID-19 outbreak, taxi industry in Indonesia also encountered a significant hit. In response to the COVID-19 pandemic, the local Government with the approval of the Ministry of Health implemented lockdown and large-scale social restrictions policy includes closing public places, offices and limiting travel from and to the restricted areas. This conditions contributed to reducing demand for taxis order as passenger preferred staying at home or if needed shifting of usage their personal vehicle. In line with the struggling condition, as a market leader in taxi industry in Indonesia, PT Blue Bird, Tbk has adjusted to their business strategy in order to sustained company operational and maintained healthy financial performance to avoided the company from possibility of bankruptcy. This research study aims to analyze and measure the financial health condition and bankruptcy prediction of PT Blue Bird, Tbk with the company's Altman Z-score bankruptcy approach before and during the Covid-19 pandemic in the periods of 2018-2022.

**Keywords:** Financial Health, Bankruptcy, Altman Z-Score, COVID-19, Taxi Industry



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Implementation of Islamic Economic System in Religious Education Institutions at Nurul Islam Nature School (SANI), Bekasi-Indonesia**

**M.Mar, Moh. Iqbal**

Institut Pengembangan Manajemen Indonesia (IPMI) International Business School  
moh.iqbal@ipmi.ac.id  
<https://orcid.org/0009-0003-6168-2121>

**Prof. Dr. S.E., Ak., M.M., Wiwiek Mardawiyah Daryanto**

Institut Pengembangan Manajemen Indonesia (IPMI) International Business School  
wiwiek.daryanto@ipmi.ac.id  
<https://orcid.org/0000-0003-3582-5857>

### **ABSTRACT**

Implementing Islamic economic principles in religious education institutions has gained increasing attention recently. The Islamic financial system is based on the principles of social justice, ethical business practices, and community welfare, making it an attractive alternative to conventional economic systems. This paper explores the implementation of the Islamic financial system in religious education institutions, specifically at Nurul Islam Nature School in Bekasi Regency, West Java-Indonesia. The research was conducted through qualitative methods, including interviews and observing the school's economic practices. The study reveals that Nurul Islam Nature School has integrated Islamic economic principles into their institutional framework, including Zakat, Sadaqah, and ethical business practices. The school also emphasizes the importance of community welfare and social responsibility. Implementing the Islamic economic system in Nurul Islam Nature School has resulted in more ethical and sustainable financial practices, promoting social justice and fairness. Moreover, it has encouraged students to develop a deeper understanding of Islamic economics and its relevance to their daily lives. The findings of this study have significant implications for religious education institutions and policymakers interested in promoting ethical and economic practices in the education sector. It highlights the potential of the Islamic financial system to promote social welfare and sustainability, which can serve as a model for other educational institutions to follow.

**Keywords:** Islamic Economic System, Religious Education Institutions, Ethical Business Practices, Community Welfare.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Russia-Ukraine War on the Financial Performance of PT United Tractors (UT), Indonesia for the Period of 2021-2022**

**Rakhmat Dody SUDJATMIKO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
rakhmat.sudjatmiko@ipmi.ac.id  
Orcid: 0009-0004-6394-1892

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
Wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The Russia-Ukraine war has led to disruptions in global supply chains and increasing majority of commodity price including coal. These coal price increases come on top of already tight commodity markets due to a solid demand recovery from the pandemic, as well as numerous pandemic-related supply constraints. PT. United Tractors Tbk is a subsidiary of PT. Astra International Tbk that focuses on heavy equipment, mining and energy. For the last ten years, more than 50% of the revenue has been generated from the mining industry, especially coal mining that automatically get benefits from this conflict. This study examines the impact of the Russia-Ukraine war on the financial performance of PT. United Tractors Tbk using a combination of quantitative analysis comparison before and during the war, years 2021-2022. The study analyzes financial data from UNTR's annual reports and financial statements, as well as from secondary data, such as industry reports and news articles. The study will review and compare the financial performance between 2021 and 2022 represented by using four key ratios, such as Liquidity Ratio, Profitability Ratio, Activity Ratio, Solvency Ratio. The comparison reveals that PT. United Tractors Tbk has been impacted by the Russia-Ukraine on positive way, it can be considered as a wind fall both for the company and investor.

**Keywords:** Liquidity Ratio, Profitability Ratio, Activity Ratio, Solvency Ratio, Russia-Ukraine War



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Health Analysis of Tyre Industry According to Altman Z-Score in the Periods Before and After the Covid-19 Pandemic A Case Study of PT Gajah Tunggal Tbk (Gjtl), Indonesia**

**Yan Irwan Antoni SARAGIH**

Sekolah Tinggi Manajemen IPMI, Indonesia

yan.saragih@ipmi.ac.id

Orcid: 0009-0007-1952-8066

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The Covid-19 pandemic caused half of the world's population to be placed on lockdown to stop the spread of Covid-19. The Indonesian government also issued the lockdown policy, called PSBB and PPKM. Tyre manufacturing as one of important part in automotive industries faced difficult situation in the periods. The growth of the industry can develop when the mobility of society and business continues to increase normally. However, due to the issuance of the government policy, caused the mobility of people and business activities has drastically reduced, which also means that the use of tires would also decrease. This study intended to analyze the financial health of PT Gajah Tunggal, Tbk (Gjtl), one of the biggest tyre manufacturings in Indonesia by using Altman Z-score bankruptcy approach in periods of 2019 – 2022, and showing the impact of the Covid-19 pandemic. The result can be used by the management group of the company to take any action and/or business decision in order to keep its financial performance based on shareholder's expectation and come up with strategy in facing economic turbulence. This study further contributes by providing a comprehensive overview of financial health analysis and review the ratios contribute to corporate bankruptcy.

**Keywords:** Financial Health, Bankruptcy, Altman Z-Score, Tyre



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Analysis During 2017-2021 in Oil Production: Case Study in Indonesian Oil and Gas Industry**

**Mr. Roland AP Rhamadani**

Sekolah Tinggi Manajemen IPMI, Indonesia

roland.rhamadani@ipmi.ac.id

Orcid: 0000-0003-3582-5857

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Indonesia's oil and gas industry is the huge contributor to government export revenues and contributes a substantial amount to state revenue. However, the total oil production dramatic declined around 17% in year 2019, and the sharpest decline was in 2020. This situation gives impact to performance of oil and gas industry, especially government revenues. Therefore, the purpose of this study is to measure the financial performance of Oil and Gas Industry. The data were collected from financial report during 2017-2021. Paired sample t-test and financial ratio analysis (FRA) were used to analyzed the data. The finding shows that the largest oil and gas company in Indonesia is still in good financial condition, although it gained loss. In addition, current ratio and return on equity had significance in oil and gas production. The authors believe that findings will be helpful for management who continuously attempt to explore opportunities to provide a higher return.

**Keywords:** Financial Performance; Oil Price, Solvency; Profitability, SEOs.

## Sürdürülebilirlik Raporlaması ve Gelişmiş Ülke Uygulamaları: Bir Karşılaştırma Çalışması

Assoc. Prof. Dr. Abdurrahman GÜMRAH

Selcuk University

agumrah@selcuk.edu.tr

Orcid: 0000-0003-2588-7448

### ÖZET

Sürdürülebilirlik, günümüzde hem şirketler hem de ülkeler için giderek daha önemli hale gelmektedir. Bu çalışma, sürdürülebilirlik çabalarının nasıl raporlandığını ve gelişmiş ülkelerin bu alanda hangi uygulamaları gerçekleştirdiğini anlamayı hedeflemektedir. İlk olarak, sürdürülebilirlik raporlamasının tanımı, amacı ve küresel raporlama standartları (örneğin, GRI ve SASB gibi) ele alınacaktır. Şirketlerin sürdürülebilirlik performansını ölçmek için kullanılan kriterler ve göstergeler incelenecektir. Ardından, gelişmiş ülkelerde sürdürülebilirlik uygulamalarına odaklanılacaktır. İsveç, Danimarka, Almanya, Hollanda gibi örnek ülkelerin sürdürülebilirlik politikaları, yeşil enerji projeleri, atık yönetimi, sürdürülebilir ulaşım sistemleri ve sürdürülebilir tarım uygulamaları gibi alanlarda gerçekleştirdikleri başarılı projeler incelenecektir.

Bu karşılaştırmalı çalışma, sürdürülebilirlik raporlaması ve gelişmiş ülkelerin uygulamaları arasındaki benzerlikleri, farklılıkları ve başarılı stratejileri ortaya koymayı amaçlamaktadır. Bu bilgi, sürdürülebilirlik çabalarını geliştirmek ve ilgili aktörlerin bu alanda daha etkili adımlar atması için farkındalık oluşturmayı hedeflemektedir. Ayrıca, sürdürülebilirlik konusunda gerçekleştirilen çalışmaların başarıya ulaşması için uluslararası iş birliği ve paylaşılan bilgi ve deneyimlerin önemini vurgulamaktadır. Çalışmayla, sürdürülebilirlik raporlaması ve gelişmiş ülke uygulamaları konularında farkındalık yaratmak ve bu alanda daha ileri adımlar atmaya yönelik stratejiler geliştirmek isteyen akademisyenlere, iş dünyasına ve karar vericilere önemli bir bakış açısı sunmak hedeflenmektedir.

**Anahtar Kelimeler:** Sürdürülebilirlik, Sürdürülebilirlik Raporlaması, Gelişmiş Ülkeler

## Sustainability Reporting and Practices in Developed Countries: A Comparative Study

### ABSTRACT

Sustainability has become increasingly important for both companies and countries in today's world. This study aims to understand how sustainability efforts are reported and which practices are implemented by developed countries in this field. Firstly, the definition, purpose, and global reporting standards of sustainability reporting (such as GRI and SASB) will be discussed. Criteria and indicators used to measure companies' sustainability performance will be examined. Next, the focus will be on sustainability practices in developed countries. Successful projects undertaken by example countries such as Sweden, Denmark, Germany, and the Netherlands in sustainability policies, green energy projects, waste management, sustainable transportation systems, and sustainable agricultural practices will be explored.

This comparative study aims to identify similarities, differences, and successful strategies between sustainability reporting and practices in developed countries. It aims to raise awareness and foster more effective steps in sustainability efforts, emphasizing the importance of international cooperation and the sharing of knowledge and experiences. Furthermore, it emphasizes the importance of international collaboration and the sharing of knowledge and experiences for the success of sustainability efforts. The study aims to raise awareness and provide a valuable perspective to academics, business professionals, and decision-makers who are interested in developing strategies to create awareness and take further steps in sustainability reporting and practices in developed countries.

**Keywords:** Sustainability, Sustainability Reporting, Developed Countries

## Osmanlı Devleti Toprak Rejiminin 19. Yüzyıldaki Dönüşümü

**Dr. Elif YEŞİLTEPE TURŞUCU**

Ardahan University  
ORCID:0000-0001-6667-6925  
elifyesiltepe@ardahan.edu.tr

### ÖZET

Osmanlı İmparatorluğu'nun kurucusu Osman Bey'in tımar sistemi uygulamaları ile Selçuklu döneminde görülen iktisat sistemini devam ettirmiştir. Selefleri de uygulamayı devam ettirerek ülke topraklarını dirliklere ayırarak tımar adıyla ehliyet sahibi kişilere vermişlerdir. Fatih Sultan Mehmet döneminde tımar sistemi en parlak dönemini yaşamış, tımarların deftere kaydedilmesi, köy ve çiftliklerin belirlenmesi usulü kanunname haline getirilmiştir. Kanuni Sultan Süleyman'ın vefatından sonra ise dirlik dağıtımını uygulama esaslarına uyulmaması, bazı devlet adamlarının tımar dağıtımına müdahalelerde bulunması gibi sebepler tımar sisteminde bozulmaya neden olmuştur. Osmanlı Devleti'nde araziler tımar ve has olarak ikiye ayrılırdı. Savaşlarda yararlılık gösteren kişilere fethedilen yerlerde belli bir miktar köy paylaştırılarak tımara, geri kalan bir kısım köy ise ümeraya verilerek has adı altında devlete ait olurdu. Tımar sahiplerinin ellerindeki toprakların bir kısmı öşür gibi vergilerin alındığı arazi, diğer kısmı ise tapu sahibi kimse olmayıp doğrudan tımar sahibinin ektirip biçtiği arazidir. Bu ikinci kısma "hassa çiftliği veya yeri" denmektedir. Reaya çiftlikleri deftere yazılıp yazılmaksızın tımar sahibine ait olup kimse müdahale edememektedir. Miri topraklar, tapulu ve mukataalı arazi şeklinde iki gruba ayrılmıştır. Tapulu araziler köylü çiftçi ailelere tapu rejimi sistemine göre verilmekte olup babadan oğula geçen, satılmayan, hibe ve vakf edilemeyen topraklardı. Köylüler topraklarını kendileri işler, devlete ve toprak sahibi sipahiye kanunların emrettiği yükümlülükler haricinde hiçbir hizmet yapmak zorunda değildiler. Ayrıca raiyyet çiftliği olan bu topraklarda yaşayan köylüler yer değiştirme hakkı kısıtlanmış olmasına rağmen daima korunması gereken bir sınıftır. Köylüler kendi istekleriyle yer değiştiremez, çiftliklerinden vazgeçemez, tarım tekniklerini değiştiremez, topraklarını satamazlardı. Toprağı işledikleri ve yükümlü oldukları vergileri ödedikleri sürece köylülerin toprakları ellerinden alınmazdı. Şehirliler ya da konargöçerler bir arazinin tapu sahibi olurlarsa köylü statüsüne geçerlerdi. Tapulu arazi yanında yer alan mukataalı araziler, devletin gelir kaynağını bir şahsa belli bir bedel karşılığı kiraladığı topraklardı. Buna iltizam da denilmektedir.

Osmanlı Devleti tarımsal örgütlenmesinin temeli köylü ailesinin emeği ile bir çift öküzdür. Bu sistem, bir çift öküzü, bunların işleyebileceği kadar toprağı ve tapu rejimine göre toprağın tasarrufuna sahip olan köylü aileyi kapsamaktadır. İlk olarak Halil İnalçık tarafından dile getirilen "Çift" terimi, iki öküz tarafından sürülebilen toprak parçası anlamına gelmekle beraber "Çiftlik" manasına da gelmektedir. Ömer Lütfü Barkan'a göre çiftlik, çift sürülen ve ziraat yapılan arazidir. Bir çiftçi ailesini geçindirecek büyüklükte olan çiftlikler toprağın verim kabiliyetine göre 60'la 150 dönüm arasında değişen değişiklik göstermektedir. Reâyâ çiftlikleri, yüzyıllar boyunca değişen iktisadi ve tarihi koşullar içinde hukuki ve idari mevzuatın kendilerini koruyabileceği imkânı bulamamışlardır. Özellikle imparatorluğun son dönemlerinde merkezi otoritenin zayıflamasıyla ülkenin tamamında yaşanan sosyal ve zirai bozulmalar neticesinde çiftlik sahibi zengin beyler ile topraksız ve varlıksız köylüler arasında bir arazi çatışması görülmüştür. Osmanlı köylüsünün devrindeki uygulamalara benzemeyen geleneksel yapısı devletin köylüleri, koruyucu kanunlarla sipahilerin insafına bırakmaması nedeniyle kendiliğinden oluşmuştur. Şöyle ki; Osmanlı toprak sistemi, devlet düzeninin korunması ve devamlılığı anlayışıyla ilgili olup Osmanlı köylüsü vazifeye bağlıdır, ancak bu bağlılık Avrupa tarzı bir feodal bağlılık değildir.

Çiftlik sistemi içerisinde yer alan yarı askeri bir teşekkül olan yayalar, Yeniçeri ocağının kurulmasıyla tam bir askeri statü kazanmışlardır. Hizmetleri karşılığında tahsis edilen çiftliklerde yaşayan piyade ve müsellemler, önü alınamayan suiistimallerin yaygınlaşması ve Osmanlı askeri sistemindeki değişiklikler sebebiyle etkisizleşmeleri neticesinde XVI. yüzyılın son çeyreğinde devlet açısından halledilmesi gereken büyük bir sorun haline gelmiştir. Devletin eyalet askeri konumundaki tımarlı sipahilerin geri hizmete çekmeye başlamasıyla piyade ve müsellemler temel fonksiyonlarını tamamen yitirmişler ve teşkilat kısa bir süre sonra lağvedilmiştir. Köy-altı iskân yeri olma özelliğindeki piyade ve müsellemler çiftliklerinden bir kısmı, zaman içinde köy niteliğindeki birer yerleşim birimine dönüşerek varlığını devam ettirmiştir.



Osmanlı İmparatorluğu'nda çiftlik sisteminin dışında, bir şahsın sahip olduğu pazara dönük üretim yapan tarımsal işletmeler de bulunmaktadır. Plantasyon benzeri gelişim gösteren bu tür arazilerde yaşayan köylülerin zorla çalıştırılmayıp, ücret karşılığında toprağı işleyebileceğı Devlet tarafından güvence altına alınmıştır. Miri araziye kaybetmek istemeyen Devlet, genel olarak ıslah edilmiş topraklarda çiftlik kurulmasına müsaade ederdi. İslah için büyük meblağlar gerektiğı için XVIII. Yüzyıla kadar yalnızca tüccarlar ve lonca sahiplerinin çiftlik edindiğı görülmektedir. Ayrıca bu dönemde tımar sisteminde yaşanan sorunlar neticesinde miri arazilerin çiftliğe dönüşmesi ve iltizam usulüyle mukataa elde eden beylerin zaman içinde idari görevler olarak ayanları oluşturduğu da görülmektedir. Ayanlar vilayetlerde babadan oğula geçen bir sistem oluşturarak merkezi yönetimin etkisini azaltmışlardır. Tımar sistemi ülke genelinde ise 1839 tarihinde ilan edilen Tanzimat Fermanı ile ortadan kaldırılmıştır. 1858 tarihli Arazi Kanunnamesi ile miri araziye kullananlara tesciline, öldüklerinde mirasçılara intikaline ve alıp satmalarına izin vermektedir. Bu kanunnameye çiftlik sahibi ile toprak üzerinde çalışan köylü arasındaki münasebetlerden bahsedilmemektedir. Bunda çiftliklerin çoğunun sahiplerinin mülkü olan topraklarda bulunması etkilidir. Özel mülkiyetin toplum tarafından benimsenişi bu kanunnameyle gerçekleşmiştir.

Bu tebliğde Osmanlı İmparatorluğu, kuruluşundan yıkılışına kadar ormanlı toprak sisteminin geçirdiğı büyük değişim ve dönüşümler üzerinde durulacaktır. Muhtemel sonuçlar şöyledir; Osmanlı toprak sistemindeki değişikliklere rağmen iktisadi yapıda üretimin tarıma dayalı olması açısından farklılaşma görülmemektedir. Osmanlı toprak rejiminde ekonomi toprağın sahibi olmak değil toprağı işlemek üzerine kuruludur. Bu amaçla toprakların boş kalması önlenmiş, reaya devlet bağıllığı güçlendirilmiş, tarımsal üretim artırılarak ekonominin canlandırılmıştır.

**Anahtar Kelimeler:** Osmanlı Devleti, 19. Yüzyıl, Tımar, Çiftlik,

## The Transformation of the Ottoman Land Administration in the 19th Century

### ABSTRACT

Osman Bey, the founder of the Ottoman Empire, continued the iqta system in the Seljuks with the tımar system practices. His predecessors also continued the practice. They divided the country's lands into dirliks and gave them to people who have a license under the name of tımar. During the reign of Sultan Mehmet The Conqueror, the tımar system had its heyday. Registration of timars in the ledger, the procedure for determining villages and farms were made into a law. After the death of Sultan Süleyman the Magnificent, the deterioration in tımar system caused by some reasons like non-compliance with the application principles of dirlik distribution, intervention of some governments in dirlik distribution. In the Ottoman Empire, lands were divided into two as tımar and has. A certain amount of villages in conquered areas were divided into fiefs or timars and given to those who showed usefulness in wars and the remaining part of the village would be given to Umera and belonged to the state under the name of has. A certain part of the lands which belongs to tımar owners is the land where taxes such as tithes are collected, and the other part is the land that the tımar owner is not the freeholder, and is directly cultivated by the tımar owner. This second part is called "The Imperial Farms (Hassa farms or lands)". Reaya farms belong to the owner of the tımar without being written in the book, and no one can interfere. Miri lands are divided into two groups as titled private-registered and mukataa lands. The titled lands were given to peasant farmer families according to the title deed regime system, and they were lands that bequeathed from father to son and could not be sold or donated. Peasants cultivated their lands themselves, and were not obliged to render any service to the state and the landowner sipahi except for the obligations prescribed by law. In addition, the villagers living in these lands, which are raiyat farms, are a class that must always be protected, although their right to move is restricted. Peasants could not voluntarily relocate, give up their farms, change farming techniques, or sell their lands. The land of the peasants could not be taken away as long as they worked the land and paid the taxes they were obliged to. If the city dwellers or nomads became the title deed owners of a land, they would become peasants. The mukataa lands located next to the title deed are the lands that the state rents to a person for a certain price as a source of income. This is also called iltizam.

The basis of the agricultural organization of the Ottoman State was the labor of the peasant family and a pair of oxen. This system includes a couple of oxen, as much land as they can work, and the peasant family, who owns the land according to the title deed regime. The term "çift", first uttered by Halil İnalçık, means a piece of land that can be plowed by two oxen, but also means "farm". According to Ömer Lütfü Barkan, a farm is a farmland that is plowed and cultivated (by "a couple of oxen"). Farms that are large enough to support a farmer family vary between 60 and 150 decares, depending on the fertility of the soil. Reâyâ farms have not been able to find the opportunity to protect themselves in legal and administrative legislation in the changing economic and historical

conditions for centuries. Especially in the last periods of the empire, as a result of the weakening of the central authority and the social and agricultural deterioration in the whole country, a land conflict was seen between the rich gentlemen who owned the farms and the landless and peasants in poverty. The traditional structure of the Ottoman peasantry, which is not similar to the practices in the period, was formed spontaneously because the state did not leave the peasants at the mercy of the sipahis with protective laws. Namely; The Ottoman land system is related to the perspective of the protection and continuity of the state order, and the Ottoman peasant is attached and loyal to the duty, but this loyalty is not a European-style feudal loyalty.

Pedestrians, a semi-military organization within the farm system, gained a full military status with the establishment of the Guild of Janissary. Pedestrians and musellems living on farms allocated in return for their services, has become a big problem that needs to be solved for the state in the last quarter of the 16<sup>th</sup> century as a result of the prevalence of unstoppable abuses and their ineffectiveness due to changes in the Ottoman military system. The pedestrians and müsellems completely lost their basic functions, and the organization was abolished after a short while, as the state began to withdraw the timar sipahis, who were in the state military position, to rear service area. Some of the pedestrian and musellem farms, which are sub-village settlements, continued their existence by turning into village settlements over time.

In the Ottoman Empire, apart from the farm system, there are also agricultural enterprises that produce for the market owned by a person. It is guaranteed by the State that the villagers living on such lands with agricultural development cannot be forced to work and can cultivate the land for a fee. The State, which did not want to lose the Miri land, generally allowed the establishment of farms on rehabilitated lands. Since large sums are required for rehabilitation, it is seen that only merchants and guild owners acquire farms until the 18<sup>th</sup> century. In addition, it is seen that miri lands turned into farms as a result of the problems experienced in the timar system in this period, and the gentlemen who obtained mukataa with the tax farming method took administrative duties over time and formed the notables. Ayans created a father-to-son system in the provinces and reduced the influence of the central government. The timar system was abolished throughout the country with the Tanzimat Edict – the rescript of Gülhane- declared in 1839. The Land Law of 1858 allows, the owner of miri lands to be registered, inherited when they die, and to buy and sell. In this law, the relations between the farmer and the peasant working on the land are not mentioned. This is due to the fact that most of the farms are located on lands owned by their owners. The adoption of private property by the society was realized with this law.

In this paper, the great changes and transformations of the forested land system from the foundation of the Ottoman Empire to its collapse will be emphasized. Possible results are: Despite the changes in the Ottoman land system, there is no differentiation in the economic structure in terms of production being based on agriculture. In the Ottoman land regime, the economy was not based on owning the land, but on cultivating it. For this purpose, lands were prevented from being empty, state loyalty to the people was strengthened, and the economy was revived by increasing agricultural production.

**Keywords:** Ottoman Empire, 19th century, Timar, Farm



## The Effect of Workplace Envy on Organizational Identification with the Moderator Effect of Self-Efficacy

**Asst. Prof. Esra Çınar**

Atılım University, Turkey

esra.cinar@atilim.edu.tr

Orcid: 0000-0002-2319-8668

### ABSTRACT

The antecedents and outcomes of organizational identification has been a subject of much debate, as identification with organization has several impacts on the organizations. However, required attention has not been given to workplace envy which can be an important predictor of organizational identification in these studies. Workplace envy has become a hot research topic in organizational behavior literature. Organizational identification, which is the cognitive link between self-concept and perceived organizational identity, is based on social identity theory. Drawing on social identity theory, being a member of a group/organization provides a social identity to the individuals and this identity promotes internalization of norms and values of group/organization. Experiencing negative situations within the organization can cause employees to exhibit negative attitudes and behaviors towards the organization or have negative thoughts, and this situation disrupts the organizational identification processes. One of these negative situations can be workplace envy. Envy in the workplace is often characterized as a "bad feeling" that causes hostility, aggression, and other violent behavior towards interpersonal relationships in the workplace. Workplace envy is a negative psychological state which occurs because of employees comparing themselves with others by making self-evaluation. If the results of the comparison are below the expectations of the individuals, the possibility of feeling negative emotions becomes stronger. Social comparisons take place all the time and everywhere, as a result of the activation of people's inner drives, to validate their abilities and their position in society. When this situation is realized in the work environment, it is possible for the employees to develop negative feelings about the work and to exhibit negative attitudes and behaviors. Workplace envy creates negative perceptions of an organization, which in turn causes a decline in organizational identification. Self-efficacy may determine the strength of the link between workplace envy and organizational identification. The perception of self-efficacy is determined in line with the individual's personal evaluation, judgment and beliefs regarding his/her competence to perform an action or activity. It consists of the individual's own perceptions, beliefs and assumptions about his possibilities and capacities. The concept is also defined in the literature as "people's belief in their ability to exercise control over demanding difficult tasks and their own practice". People with low self-efficacy have low self-esteem, have pessimistic thoughts about their success and personal development, and therefore have to cope with negative emotions such as envy, boredom, anxiety, helplessness, burnout and depression. The attitudes and behaviors of individuals with low self-esteem are more affected by external factors and events than individuals with high self-esteem. Studies in the field of social psychology show that the attitudes and behaviors of employees with low self-esteem are more affected by organizational characteristics and events. Individuals with high self-efficacy know that they can overcome obstacles and therefore can overcome stressful situations and difficulties. Considering these definitions, it can be said that people with a high perception of self-efficacy have a higher potential to cope with workplace envy and are less likely to experience this situation. On the other hand, it can be said that people with low self-efficacy perception are more affected by negative organizational situations and these negative situations may evolve into workplace envy. In the nutshell, there can be a strong relationship between workplace envy and organizational identification in people with low self-efficacy perceptions, on the contrary, the relationship between these two variables will be weak in people with high self-efficacy perceptions. Depending on all these statements, the moderator effect of self-efficacy in between workplace envy and organizational identification was discussed in this study.

**Keywords:** Organizational Identification, Self-Efficacy, Self-Comparison Theory, Social Identity Theory, Workplace Envy

## Cumhuriyetin 100. Yılında Kuruluş Felsefesi Bağlamında Türkiye’de Demokrasi

**Dr. Öğretim Üyesi Ahmet Bora TARHAN**

Aydın Adnan Menderes Üniversitesi

bora.tarhan@adu.edu.tr

Orcid: 0000-0002-5710-3241

### ÖZET

Türkiye Cumhuriyeti’nin kuruluş dinamikleri kurtuluş mücadelesiyle birlikte şekillenmiştir. Aradan geçen yüz yıla rağmen bu dinamikler devam etmekte ve demokratik siyasal sürecin yönünü belirlemektedir. Bu sebeple içinde bulunduğumuz süreci değerlendirmek ancak geçmişte mücadelesi verilen kurtuluşun ve kuruluşun felsefesini anlamakla mümkün olacaktır.

Demokratik süreç, Türkiye’nin mevcut siyasal-toplumsal, ekonomik, kültürel durumuna göre tanımını değiştirebilen ve kendini sürekli güncelleyen bir temel üzerinden hareket etmektedir. Kuruluşun yenilenmeye açık, sürekli dönüşümü ve devinimi içinde barındıran özelliğine uygun olarak temsil ettiği değerlerden olan akılcılık, laiklik, pozitivism bugün de tartışılmakta ve ideolojik saflaşmaya, siyasal sistemde polarizasyona yol açmaktadır.

Bu çalışmada kurtuluş ile kuruluş arasındaki bağlantı temelinden hareket edilerek, cumhuriyetin kuruluş felsefesi bugünkü koşullarda yeniden değerlendirilecektir. Türkiye’de demokrasinin pekişmesi, demokratik kültürün gelişimi, siyasal çatışmalar ve ittifak siyaseti yine bu çerçevede açıklanmaya çalışılacaktır. Araştırmada esas olarak arşiv ve literatür taraması ile birlikte güncel makale ve internet kaynaklarına yer verilecektir.

**Anahtar Kelimeler:** Kuruluş Felsefesi, Kemalizm, Demokrasi, Türk Siyasal Hayatı.

## Democracy in Turkey in The Context Of Foundation Philosophy in The 100th Anniversary Of The Republic

### ABSTRACT

The founding dynamics of the Republic of Türkiye were formed with the liberation struggle. Despite the passing century, these dynamics continue and determine the direction of democratic political process. For this reason, it will be possible to evaluate the process we are in only by understanding the philosophy of the liberation and the foundation that has been struggled in the past.

The democratic process acts on a basis that can change its definition according to Turkey's current political-social, economic and cultural situation and adapts itself to new conditions. Rationalism, secularism and positivism, which are among the values that the organization represents in accordance with its feature that is open to renewal and incorporating continuous transformation and movement, are still discussed today and lead to ideological purification and polarization in the political system.

In this study, the foundation philosophy of the republic will be re-evaluated in today's conditions, based on the connection between liberation and foundation. The consolidation of democracy in Turkey, the development of democratic culture, political conflicts and alliance politics will be tried to be explained within this framework. The research will mainly include archive and literature review, as well as current articles and internet resources.

**Keywords:** Founding Philosophy, Kemalizm, Democracy, Turkish Politics



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Health Analysis of PT Indo Tambangraya Megah Tbk. According to Altman Z-Score in Period of 2018 – 2022**

**Tulus SITUMEANG**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0009-0001-2326-1137

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The Covid-19 pandemic brought forces that disrupted the supply chain of the global economy. Coal as one of the main commodities in the energy-producing electricity sector has also been affected by the global lockdown and supply chain disruptions. This major phenomenon occurs globally for at least three full years, from 2020 to 2022, coal prices fluctuate significantly due to scarcity in all global markets. Indonesia as one of the largest coal producers takes advantage of this market shift. On the Indonesia Stock Exchange there are 29 listed coal mining companies, these companies have different health conditions based on their financial performance. This paper examines the development of the financial health of PT Indo Tambangraya Megah Tbk. (ITMG stock symbol/code on IDX), one of the coal mining companies listed on the Indonesia Stock Exchange, during the pre-pandemic - pandemic - increase in coal prices and the aftermath of the pandemic, from fiscal year 2018 to 2022, using the financial distress analysis model Altman Z-score. This study aims to determine the condition of ITMG's financial health amidst the current condition of coal price volatility. The study finds that there is strong recovery in coal market after covid-19 pandemic that was beneficial for the firm, thus this information can be used as input and consideration for stakeholders to make decisions.

**Keywords:** Altman Z-Score, Coal, Coal Miner, Financial Distress



## **Profitability Analysis (ROE) of PT. Campina Ice Cream, Tbk, During Covid-19 Pandemic in 2019 – 2022**

**Munaji**

Sekolah Tinggi Manajemen IPMI  
munaji@ipmi.ac.id  
Orcid: 0009-0003-3043-5910

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The Covid-19 pandemic (2019-2022) in Indonesia has had a profound impact on various aspects of society, including the business sector. This study focuses on the effects of the pandemic on PT. Campina Ice Cream Industry, Tbk, a prominent ice cream brand known for its Campina products. The implementation of lockdowns, social distancing measures, and a decline in consumer spending have significantly impacted the demand for Campina ice cream. The closure of restaurants, cafes, and ice cream parlors, which constitute a substantial market for Campina, has further contributed to the decline in sales. Moreover, disruptions in supply chains due to transportation and production challenges have resulted in increased costs and reduced operational efficiency. Nevertheless, the pandemic has also presented opportunities for Campina to explore e-commerce and home delivery services, capitalizing on the growing trend of online shopping among consumers. Consequently, the impact of COVID-19 on the Campina ice cream industry has been a mix of challenges and opportunities.

This study aims to assess the financial viability of PT. Campina Ice Cream Industry, Tbk by examining its profitability ratio, specifically the Return on Equity (ROE). Evaluating the company's ability to generate profits during challenging times caused by the Covid-19 pandemic is crucial for understanding its resilience and potential strategies for recovery.

**Keywords:** Profitability Analyst, The DuPont Model, Ice Cream Industry, Campina Ice Cream



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

**Study of Work Motivation of Construction Support Workers That Influences on Work Productivity Viewed from Maslow's Theory (Case Study on The "*Green House*" Building Project in City "X")**

**Mrs. Liena PRAJOGI**  
PPM School of Management  
prajogiliena72.ppm@gmail.com  
Orcid: 0009-0000-1169-8203

**ABSTRACT**

Work motivation is an important factor in increasing productivity in the construction industry. The work motivation of supporting workers can increase if the needs that can be met are known so that it affects the productivity of workers properly. In accordance with the background, this study was intended to determine the level of needs in terms of Maslow's theory by conducting interview with 1(one) person as the Head of Corporate Human Resource and Building Implementation Modelling (BIM) and questionnaire surveys of 30(thirty) respondents on support workers for the "Green House" building construction project in city "X". The results showed that support workers have work productivity below the target and tend to stagnate, this is because there are motivational factors that have not been met, namely Physiological Needs while motivational factors that have been met in the form of Needs for Actualizations, Belonging / Social Needs and Safety Needs can make support workers work for a long period of time. This paper discusses the results of the research obtained and provides several proposals to increase the motivation of supporting workers which will affect work productivity.

**Keywords:** Life Needs, Motivation, Productivity





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Analysis of PT Kimia Farma Tbk (KAEF) and PT Indofarma Tbk (INAF) Year 2018- 2022**

**Muhamad Brian MAYZAN**

Sekolah Tinggi Manajemen IPMI, Indonesia

mbrian.mayzan@ipmi.ac.id

Orcid: 0009-0005-1259-3039

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

COVID-19 pandemic in Indonesia has presented health challenges that have created potential opportunities for pharmaceutical companies due to increased reliance on medicines and medical devices. Indonesia's pharmaceutical market has experienced rapid growth in the Southeast Asia region, driven by the country's large population of over 265 million people and the implementation of the Indonesia's Universal Healthcare Program (JKN) in 2014. This study aims to evaluate the financial health of two pharmaceutical companies, PT Kimia Farma Tbk (KAEF) and PT Indofarma Tbk (INAF), listed on the Indonesia Stock Exchange.

This study analyzes data from the period of 2018 to 2022, collected from the official company websites. Various financial ratios, including profitability ratios, solvency ratios, liquidity ratios, and activity ratios, were investigated. The results indicate a significant decline in the financial health of both PT Kimia Farma Tbk and PT Indofarma Tbk over the research period. Kimia Farma Tbk's financial health deteriorated from level A (Healthy) in 2018 to level BB (Unwell) in 2022, while Indofarma Tbk experienced a decline from level A (Healthy) in 2018 to level B (Unwell) in 2022.

This study highlights the potential opportunities within the pharmaceutical industry during the COVID-19 pandemic. However, it also reveals the negative impact faced by PT Kimia Farma Tbk and PT Indofarma Tbk, resulting in a decline in their financial health. Therefore, it is crucial for both companies to implement stringent monitoring and evaluation measures, as stipulated by the Decree of the Ministry of State-Owned Enterprises, to address their financial challenges effectively.

**Keywords:** Financial Performance, Financial Ratios, Pharmaceutical Companies





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Organizational Commitment on Individual Creativity Mediated by Organizational Citizenship Behavior and Knowledge Sharing in Indonesia Banking Industry**

**Achmad RAYADI**

Faculty of Economics and Business, Universitas Trisakti  
ijaysabur@yahoo.co.id

**B. Medina NILASARI**

Faculty of Economics and Business, Universitas Trisakti  
medina@trisakti.ac.id  
Orcid: 0000-0002-4246-399x

**Kurniawati**

Faculty of Economics and Business, Universitas Trisakti  
kurniawati@trisakti.ac.id  
Orcid: 0000-0002-4339-0278

**Salut MUHIDIN**

Macquarie Business School, Macquarie University  
salut.muhidin@mq.edu.au  
Orcid: 0000-0002-8281-3405

### **ABSTRACT**

Every company is required to be creative in generating ideas or innovations for the company. The importance of creativity for companies will make it easier to improve sustainability and renewal within companies. In the banking industry, the high expectations and demands for improving corporate innovation performance in turn encourage banks to be able to actively innovate banking products and services, especially in order to increase customer and/or debtor satisfaction. Banks that are unable to adapt to a rapidly changing environment and respond to a variety of new product and service innovations due to the rapid development of technology and digital transformation, will be left out in business competition in the banking industry community and will slowly begin to be left behind by customers. This study was aimed to analyze the effect of Organizational Commitment on Individual Creativity mediated by Organizational Citizenship Behavior (OCB) and Knowledge Sharing of Indonesian Banking Industry. The data used in this study is primary data collected using a questionnaire with a total sample of 171 Indonesian Banking Industry employees was determined using a purposive sampling technique. Data were analyzed using descriptive statistical analysis and a structural equation model processed with the Amos program 22.

**Keywords:** Individual Creativity, Knowledge Sharing, Organizational Citizenship Behavior, Organizational Commitment.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Health Analysis of PT Jasa Marga Tbk. According to Altman Z-Score in Period of 2018 – 2022**

**Eky KURNIAWAN**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia

eky.kurniawan@ipmi.ac.id

Orcid ID: 0009-0009-1845-8961

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid ID: 0000-0003-3582-5857

### **ABSTRACT**

Enhancing connectivity, particularly in land transportation, has been a key priority for the Indonesian government under President Jokowi's administration. However, the implementation of lockdowns and large-scale social restrictions during the COVID-19 pandemic has significantly curtailed people's mobility and resulted in struggling businesses, including toll road operators. Simultaneously, the government, aiming to sustain the economy, has shifted its focus towards COVID-19 response initiatives, impacting the financial performance and operations of numerous state-owned enterprises (SOEs), including PT Jasa Marga Tbk. This study aims to analyze the financial distress experienced by PT Jasa Marga Tbk from 2018 to 2022, employing the Altman Z-Score model to predict the likelihood of corporate bankruptcy. Annual financial reports were utilized to conduct a comprehensive evaluation of the company's financial health. By calculating financial risk and examining the ratios associated with corporate bankruptcy, this study provides valuable insights into the financial strength of PT Jasa Marga Tbk.

**Keywords:** Connectivity, Toll roads, Financial distress, PT Jasa Marga Tbk, Altman Z-Score, Corporate bankruptcy, COVID-19 pandemic, Infrastructure budget reallocation.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

**Financial Health Analysis and Measurement of Traditional Herbal Industry in Indonesia during Pandemic Covid-19 in the Periods of 2019-2021 A Case Study of PT Sidomuncul, Tbk.**

**Mindy RAHAYU**

Sekolah Tinggi Manajemen IPMI  
mindy.rahayu@ipmi.ac.id  
Orcid: 0009-0007-2676-4008

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**ABSTRACT**

Corona virus that had occurred at the end of 2019 then quickly become World-wide Pandemic. This pandemic caused panic situation among the people, even though there was a modern medical technology available that was expected to solve the problem. Then, most people in Indonesia were turned into traditional herbal as an alternative treatment, as well as to boost body's immunity to prevent from being infected. That makes an assumption that traditional herbal industry were making good business during the period. However, the Government's restriction on people activities and mobility limitation, were applied to all businesses, includes PT Sidomuncul, Tbk one of the players in traditional herbal and pharmacy industry. The company has been thriving in managing their business before the pandemic. This study aims to analyze and measure the financial healths of the company by reviewing key financial ratios, such as profitability, liquidity, solvency, and activity ratios based on its audited financial reports during periods of 2019 – 2021. The authors believe that the findings will be helpful to illustrate the impact of the covid-19 pandemic.

**Keywords:** Financial Ratio Performance, Covid-19, Herbal Industry, PT Sidomuncul, Profitability



## Girişimciliğin Dijitalleştirilmesi

**Assoc. Prof. Dr. Murat SAĞBAŞ**

National Defence University  
muratsagbass@gmail.com  
Orcid: 0000-0001-5179-7425

**Res. Asst. Fahri Alp ERDOĞAN**

National Defence University  
falperdogan98@gmail.com  
Orcid: 0000-0001-6069-5981

### ÖZET

Dijital girişimcilik, ekonomik büyümeyi, istihdam yaratmayı ve yaşam kalitesi iyileştirmelerini desteklerken inovasyonu ve sürdürülebilirliği teşvik etme potansiyeline sahiptir. Dijital girişimcilik üzerine mevcut literatür, güçlü teorik temellerden yoksun olduğu için eleştirilmiştir. Bu çalışma, alandaki en son gelişmeler hakkında bilgi edinmek için kapsamlı bir literatür taraması yaparak bu açığı kapatmayı amaçlamaktadır. Çalışma, Scopus ve Web of Science veritabanlarını kullanarak dijital girişimcilik üzerine makaleler bulunmuş ve incelenmiştir. 63 çalışmanın keşfinin ardından 20 çalışmanın konuyu kapsamlı bir şekilde inceleyen makaleler yer almıştır. Makale, geleneksel bir organizasyonun nasıl dijital bir işletmeye dönüştüğünü örnekleyen kavramsal bir model önermektedir. Genel olarak, gelecekteki araştırmalar için güçlü bir platform sunarak ve bu olgunun daha fazla araştırılmasını teşvik ederek, bu çalışma dijital girişimcilik anlayışımıza katkıda bulunmaktadır.

**Anahtar Kelimeler:** Dijital, Girişimcilik, Dijital Girişimcilik, Sistemik Literatür Taraması, Sürdürülebilirlik

## Digitization of Entrepreneurship

### ABSTRACT

Digital entrepreneurship has the potential to promote innovation and sustainability while boosting economic growth, job creation, and quality of life improvements. Strong theoretical underpinnings have been challenged as being absent from the extant literature on digital entrepreneurship. By conducting a comprehensive literature review to learn about the most recent advancements in the field, this study seeks to close this gap. The study found and examined papers on digital entrepreneurship using the Scopus and Web of Science databases. Following the discovery of 63 studies, from 20 studies that comprehensively examined the topic were located. The paper suggests a conceptual model that exemplifies how a conventional organization becomes a digital business. Overall, by offering a strong platform for future research and encouraging more investigation of this phenomenon, this study adds to our understanding of digital entrepreneurship.

**Keywords:** Digital, Entrepreneurship, Digital Entrepreneurship, Systematic Literature Review, Sustainability



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Growth Performance Analysis for Health Insurance in Indonesia at Financial Ratio 2019-2022 Period, Case Study Pre-Pandemic and During Pandemic**

**Mr. Barry AFRIANDO**

Sekolah Tinggi Manajemen IPMI, Indonesia

barry.afriando@ipmi.ac.id

Orcid: 0009-0003-7887-7048

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The government issued several regulatory policies in response to the COVID-19 pandemic that impacted the health insurance industry in Indonesia. One example is the implementation of telemedicine services, which was authorized by the Ministry of Health in March 2020. This policy allowed health insurance providers to offer remote medical consultations to patients, reducing the need for in-person visits and helping to limit the spread of the virus. Another regulatory policy implemented by the government was the expansion of coverage for COVID-19-related treatment. In April 2020, The Ministry of Health mandated that all health insurance providers in Indonesia cover the cost of COVID-19 treatment for their policyholders. This policy aimed to ensure that individuals could access necessary medical care without incurring significant financial burdens during the pandemic. The government also implemented measures to support the financial stability of health insurance providers during the pandemic. In May 2020, the Financial Services Authority OJK issued a regulation allowing insurance companies to delay the payment of premiums for up to 120 days for policyholders affected by the pandemic. This policy provided financial relief for policyholders and helped to mitigate the risk of default for insurance companies. These regulatory policies demonstrate the government's efforts to support the health insurance industry and ensure that individuals can access necessary medical care during the COVID-19 pandemic. Besides, the market growth seems influenced by the market condition during the pandemic, whereas the market growth declined in significant amounts in the past three years.

**Keywords:** Regulatory policies, Financial Ratio, Health Insurance Industry



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Financial Performance of Mining Industry PT Antam TBK 2021-2023**

**Mario Samuel SITINJAK**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0009-0001-2326-1137

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

This study aims to analyze the financial performance of PT ANTAM Tbk, a state-owned mining company in Indonesia, from 2021 to 2023. The study uses financial ratio analysis, Du Pont analysis, and Economic Value Added (EVA) analysis to measure the profitability, efficiency, solvency, and value creation of the company. The study also compares the financial performance of PT ANTAM Tbk with other similar mining companies in Indonesia. The results show that PT ANTAM Tbk has improved its financial performance in 2021, mainly due to the increase in nickel and gold prices and the recovery of demand after the COVID-19 pandemic. However, the company still faces some challenges in the future, such as price volatility, geopolitical risks, environmental regulations, and stakeholder expectations. The study suggests that PT ANTAM Tbk should leverage its strong financial position to invest in critical minerals and low-emissions technologies that are essential for the energy transition and sustainable development.

**Keywords:** Financial Performance, Mining Industry, PT ANTAM Tbk, Financial Ratio Analysis, Du Pont Analysis, Economic Value Added (EVA)



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Ratio Analysis of PT. Campine Ice Cream for the Years 2017 to 2020**

**Desviani Lestari Anggreini Br Surbakti**

Sekolah Tinggi Manajemen IPMI, Indonesia

Desviani.surbakti@ipmi.ac.id

Orcid: 0009-0006-8409-288X

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The outbreak of the COVID-19 pandemic has had a significant impact on various industries worldwide, including the ice cream industry in Indonesia. The implementation of lockdowns and movement restrictions significantly reduced foot traffic and affected sales at ice cream parlors, cafes, and other out-of-home consumption establishments. Additionally, consumer preferences and purchasing decisions were influenced by health and safety concerns, with individuals prioritizing essential goods over indulgent treats like ice cream. This study focuses on analyzing the financial performance of PT Campina Ice Cream Industry Tbk for the years 2017 to 2020. The investigation utilizes PT Campina Ice Cream Industry Tbk's annual reports during this period. The findings of this study contribute to a better understanding of the challenges faced by PT Campina Ice Cream Industry Tbk during the COVID-19 pandemic and its impact on the company's financial performance.

**Keywords:** Financial Reports, Trend Analysis, and Financial Performance

## Çağdaş Türk Sanatında Orta Asya Türk İmge ve Motiflerinin Kullanımında Hüsametttin Koçan'ın Yeri ve Önemi

**Dr. Muhammet Mustafa ÜNLÜ**

T.C. MEB

muhammetmmetmustafaunlu@gmail.com

Orcid: 0000-0002-3085-0327

### ÖZET

Çağdaş ve geleneksel sanatı bir araya getirerek ortak bir dil oluşturan Hüsametttin Koçan, Çağdaş Türk Sanatı özelinde yöresel ve milli kültür değerlerini gelecek nesillere aktarılmasına önemli katkılarda bulunmuştur. Bir sanatçı olmanın yanında müzecilik faaliyeti içinde de yer alan Koçan, çeşitli eğitim-öğretim faaliyetlerinde, fuarlarda, bianellerde, sergilerde ve atölye çalışmalarında yer almış ve çeşitli ülkelerde araştırmalar yapmıştır. Hüsametttin Koçan Orta Asya Türk inanç sistemleri ve eski Türk toplumlarının ortaya çıkardığı sanat eserleri ile günlük eşyalar üzerindeki süslemelerden etkilenerek Çağdaş Türk Sanatına aktarımlar gerçekleştirmiştir. Ortaya çıkarmış olduğu yapıtlara bakıldığında Orta Asya Türk imge ve motiflerinin baskınlığı ciddi bir şekilde görülmektedir. Bunun yanında Koçan, Orta Asya'dan Anadolu'ya gelen Türkler aracılığı ile aktarılan kültürel kodları biçim ve üslup bakımından ustalıkla aktarım yapmıştır. Ayrıca Anadolu'nun kültürel mirasından da etkilenen sanatçı gelenekten yararlanarak Batı sanatı tekniklerini sentezleyerek sanatsal çalışmalar yapmıştır. Sembolik bir şekilde sanat çalışmaları yapan Koçan, bulunduğu toplumun kültürel yapısının yanında coğrafyanın etkisini de ele almıştır. Bunun yanında geleneksel estetiğin etkisini çağdaş bir şekilde yorumlayan sanatçı, birleştirici bir görev içinde sanat eserlerini ortaya koyarak insan sorgulamasını inanç, kültür ve sanat ekseninde yeniden yorumlamıştır. Bu yorumlamalar ile kendi toplumuna ait Türk Kültürünü insanlığa mal etmeye çalışmıştır.

**Anahtar Kelimeler:** Çağdaş Türk sanatı, Hüsametttin koçan, Orta asya imge ve motifleri.

## The Place and Importance of Hüsametttin Koçan In The Use of Central Asian Turkis Images and Motifs In Contemporary Turkish Art

### ABSTRACT

Hüsametttin Koçan, who created a common language by bringing together contemporary and traditional art, made significant contributions to transferring local and national cultural values to future generations, especially Contemporary Turkish Art. Koçan, who is involved in museology as well as being an artist, took part in various educational activities, fairs, biennials, exhibitions and workshops, and conducted research in various countries. Hüsametttin Koçan was influenced by the Central Asian Turkish belief systems and the artworks created by ancient Turkish societies and the decorations on daily items, and transferred them to Contemporary Turkish Art. When we look at the works he has created, the dominance of Central Asian Turkish images and motifs is seriously seen. In addition, Koçan skillfully transferred the cultural codes transmitted by the Turks who came from Central Asia to Anatolia in terms of form and style. In addition, the artist, who was influenced by the cultural heritage of Anatolia, made artistic works by synthesizing Western art techniques by making use of tradition.





## **6<sup>th</sup> International GEO Communication, Economics, Organization & Social Sciences Congress**

Koçan, who works on art in a symbolic way, also discussed the influence of geography as well as the cultural structure of the society in which he lived. In addition, the artist, who interpreted the effect of traditional aesthetics in a contemporary way, reinterpreted the human questioning in the axis of belief, culture and art by revealing works of art in a unifying task. With these interpretations, he tried to attribute the Turkish culture of his own society to humanity

**Keywords:** Contemporary Turkish art, Hüsamettin koçan, Central Asian images and motifs.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Fiscal Policy and Impact of Taxes on The Economy - The Case of Kosovo and The Countries of The Western Balkans**

**Prof. ass. dr. Agim Berisha**

College of Business, Faculty of Economics  
Pristina-Kosovo  
agim.berisha74@hotmail.com

### **ABSTRACT**

Fiscal policy as an instrument of economic policy in post-war Kosovo, built under specific conditions, includes the implementation of modern concepts of taxation, since the tax system during its gradual construction has been harmonized with the rules of the European Union. In the process of formulating fiscal policy, policy makers define the objectives they aim to achieve and the fiscal instruments by which the objectives are made feasible. Since the post-war period, during the transition period oriented towards the market economy, among other things, Kosovo has given importance to the construction of the tax system and the process of its reformation. Tax reforms aim to improve the economic environment and usually include steps that simplify the tax system. In the framework of the fiscal policy and taxes applied in Kosovo, we can say that despite the results achieved mainly of a fiscal nature, the steps taken through fiscal reforms were not sufficient in the race to create a favorable environment for business. From the economic point of view, the tax system has been mainly characterized by the fiscal character on the one hand, while on the other hand, the unfavorable structure of tax collection continues to remain.

Through this study, we aim for the given conclusions and recommendations to be taken into consideration and serve actors in the field of public finance.

**Keywords:** Fiscal Policy, Tax Reform, Tax System, Economic Environment.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Effect of Activity-Based Teaching Methodology on Academic Performance of Slow Learners at Primary Level**

**Muhammad Shokat ZAMAN**

Ph.D (Education), Research Scholar at Department of Educational Research and Assessment  
University of Okara, Okara  
zamanshokat485@gmail.com

**Dr. Muhammad Nadeem IQBAL**

Assistant Professor, Department of Special Education  
University of Okara, Okara  
tenadeem@gmail.com

**Muhammad Ajmal YAQOOB**

Educator (BS-16), Govt. Institute for Slow Learners Multan  
Special Education Department  
Govt. of Punjab  
muhammadajmaleduryk@gmail.com

### **ABSTRACT**

The primary goal of the study was to examine the effect of an activity-based teaching methodology on the academic performance of slow learners at the primary level. This study used a quasi-experimental design. Multan's Government Institute for Slow Learners was the focus of the study. The experimental group of the Government Institute for Slow Learners Multan had a sample size of 18 slow learners (14 males and 4 females). Study participants came from a diverse range of socioeconomic backgrounds. All of the participants in the study are grouped together for the 2019-20 school year in class 1st (Slow Learners). The first day of this study was dedicated to conducting a pre-test to assess the academic performance of students. The researchers and a teaching assistant administered the test. An intervention plan was devised and implemented for 22 days. The students' academic performance was evaluated at the end of the study by conducting a Post Test on the final day. Before and after test results were compared to determine the impact of activity-based teaching methodology on the performance of slow learners at the conclusion of the research. The percentage, mean, and one sample t tests were used to analyze the data. The results revealed that students learned better through activity-based teaching methodology than traditional methods of teaching. Therefore, activity-based teaching methodology may be implemented in slow learners' institutes

**Keywords:** Activity-Based Teaching Methodology, Students Performance, Slow Learners



## **The Role of the University in the Government Program for the Integral Transformation of Neighborhoods: the Cuban Case**

**Dr. C Niurka Tellez Rodríguez. P.T**

Universidad de Oriente

ntellez@uo.edu.cu

ORCID: 0000-0001-7470-6311

### **ABSTRACT**

The Universidad de Oriente, since its genesis, has shown its popular and extensionist vocation, in solid connection with Santiago society; Hence, in postmodernity, it has achieved changes in the articulation processes of state and private actors in order to meet the objectives of the Territorial Development Strategies, based on this and in response to the Government's call for accompaniment to the program of Comprehensive transformation of neighborhoods in vulnerable situations, in the midst of a complex crisis scenario, the university became a strategic ally for said program. This accompaniment is deployed through the development of the Integrated Community Work (TCI) from the Universidad de Oriente considering the different municipalities as laboratories of the natural and social fabric where spaces with diverse forms and functions are shown, with unequal housing densities, spaces of intense sociability, cultural repertoires that are built as expressions of sociocultural consumption. The objective of this paper is to: Explain the accompaniment process deployed by the Universidad de Oriente in the care program for the most vulnerable neighborhoods in the Santiago de Cuba province. The research is based on a mixed methodology from which theoretical level methods were used such as: inductive-deductive; analysis-synthesis, as well as the hermeneutic-dialectical and as a methodological procedure, the triangulation of sources and method. The main result is recognized: the willingness and commitment of directors, academics, actors and socio-educational managers to improve territorial development actions by strengthening attributions and planning and management capacities, the participation of social actors and coordination with other instances of the government, in order to enhance local resources and take advantage of opportunities to improve the living conditions of the population in a situation of vulnerability; the reengineering process of university extension based on the accompaniment to the neighborhood transformation program.

**Keywords:** University Extension, Integrated Community Work, Accompaniment, to Vulnerable Neighborhoods.



## Counseling Teacher on Narrative Story Photography

**Mrs. Erlina Novianti**

Universitas Trisakti  
erlina@trisakti.ac.id

**Ms. Syamila Tartila Sofian**

Universitas Trisakti

**Mrs. Silviana Amanda Aurelia Tahalea**

Universitas Trisakti  
silviana@trisakti.ac.id

**Mrs. Asih Resto Dewanti**

Universitas Trisakti  
asihrestno@trisakti.ac.id

### ABSTRACT

School is the second education after the family. Sometimes some interactions harm the students' mental health during school learning. As a result, schools have teachers responsible for this case or guidance and counselling teachers. Risa Savitri is one of the people who have the responsibility as a guidance and counselling teacher. Risa Savitri works at SMP Negeri 8 Sukabumi, the first public school that accepts children with special needs. While on duty, Risa Savitri handles students with special needs and students who have problems. In this case, the author appoints Risa Savitri as the main subject in taking story photos. Story photos are a series of photos visualising the story's harmony. One of the characteristics of story photography is that narrative is a photo with a theme and a description of the situation. The composition of the narrative story photos cannot be changed; it is the opening, main and closing photos. The technique of taking photos uses nine elements of story photos: overall, medium, detail, portrait, interaction, signature, sequence, clincher and context, which will help in producing a series of story photos and using available light in taking pictures according to the characteristic of photojournalism, which are real and not manipulated. The research method uses practice based research using observations and literature review. The study aims to show the figure and document the guidance and counselling teacher activities.

**Keywords:** Counselling Teacher, Documentation Photos, Narrative Story Photography

## Yengeç Sepeti Sendromu: Başarıya Karşı Kıskançlık ve Aşağı Çekme Eğilimleri

**Asst. Prof. Dr. Leyla İÇERLİ**

Aksaray Üniversitesi  
leylaicerli@aksaray.edu.tr  
Orcid: 0000-0001-7538-0165

**Dr. Gül BİLEN**

Aksaray İl Afet ve  
Acil Durum Müdürlüğü  
bilengul8@gmail.com  
Orcid: 0000-0003-3073-4251

### ÖZET

İnsanlar sosyal yaşam içerisinde kendilerini başka kişiler ile kıyaslamaktadırlar. Festinger (1954)'in sosyal karşılaştırma teorisine dayanan yengeç sepeti sendromu kapsamında; kişi kendi eksikliklerini fark ederek, kendinde bulunan eksikliklerini giderebilmektedir. Ancak kişi kendinden daha başarılı kişilere yetişemeyeceğini anladığında ise bu kişilerin başarısız olması için çaba sarf etmeye başladığı noktada yengeç sepeti sendromu ortaya çıkmaktadır. Alan yazında çok fazla ele alınmayan “crab in barrel syndrome” olarak adlandırılan ve Türkçe’de yengeç sepeti sendromu olarak ifade edilen bu kavram, bir organizasyonda yardım ve destek amacıyla oluşturulmuş sosyal normların varlığına rağmen, başka üyelerin kariyer başarılarını engelleyen bireylerin, zihniyet ve davranışlarını tanımlamak için kullanılan bir metafordur (Miller, 2016). Bu olgu “eğer ben yapamıyorsam, sen de yapamazsın” anlayışına dayanan diğer insanları kötülemeyi ve aşağıya çekmeyi tercih eden insanların sahip oldukları zayıf kişilik olarak ifade edilmektedir (Soubhari ve Kumar, 2014). Yengeç sepeti sendromunun, bireye özgü ve genellikle bireyin varlığından kaynaklanan içten gelen bir duygu olduğunu söylemek mümkündür. Yengeç sepeti sendromu kavramının bireysel nedenleri olarak benlik, özgüven ve kıskançlığa dair olumsuzluklar, korku, narsisizm ve kaygı gibi insan psikolojisine dair kavramlardan bahsedilebilir. Örgütsel nedenleri ise bireyin örgüt içinde bu davranışları sergileyebilmesine olanak sağlayan örgütün kültürü, yapısı, yönetici davranış ve tutumlarıdır. Yengeç sepeti sendromu moral ve verim düşüklüğü, anlaşmazlıklar gibi örgütler için birçok olumsuzluklara neden olmaktadır. Yengeç sepeti sendromuna karşı alınabilecek önlemlerden bazıları ise liyakatin benimsenmesi, rol belirsizliğinin olmaması, eşit haklar sunan değerlerin benimsenmesi şeklinde sıralanabilir. Yengeç sepeti ile benzer sonuçları olan uzun gelincik sendromu, cam tavan sendromu, kraliçe arı sendromu, sosyal baltalama ve iş yeri nezaketsizliği gibi kavramlar ise küçük farklılıklarla yengeç sepeti kavramından ayrılmaktadırlar. Bu çalışma çerçevesinde yengeç sepeti sendromu kavramı ile alan yazında kısıtlı da olsa var olan çalışmalar incelenmiş ve teorik bir çalışma oluşturularak bu konuda alan yazınına katkıda bulunmak amaçlanmıştır.

**Anahtar Kelimeler:** Yengeç sepeti, Kıskançlık, Kişilik, Başarı

## Crab Basket Syndrome: Envy and Undermining Tendencies Towards Success

### ABSTRACT

People tend to compare themselves with others in social life. Within the context of the "crab basket syndrome" based on Festinger's (1954) social comparison theory, individuals can recognize their own shortcomings and strive to overcome them. However, when individuals realize that they cannot catch up with more successful individuals, the crab basket syndrome emerges, where they start making efforts to hinder the success of those individuals. This concept, referred to as the "crab in barrel syndrome" and commonly known as the "crab basket syndrome" in Turkish, is used as a metaphor to describe the mindset and behavior of individuals who hinder the career success of others despite the presence of social norms established for help and support in an organization (Miller, 2016). This phenomenon is attributed to individuals who prefer to denigrate and pull others down based on the understanding of "if I can't do it, neither can you" (Soubhari and Kumar, 2014). The crab basket syndrome can be considered as an intrinsic feeling specific to the individual, often stemming from negative aspects related to self-



## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

identity, self-confidence, jealousy, and concepts within human psychology such as fear, narcissism, and anxiety. Its organizational causes include the culture, structure, and managerial behaviors and attitudes of the organization that enable individuals to exhibit such behaviors within the organization. The crab basket syndrome leads to various negative consequences for organizations, such as low morale and productivity, and conflicts. Some measures that can be taken against the crab basket syndrome include embracing merit, minimizing role ambiguity, and adopting values that promote equal opportunities. Concepts such as long weasel syndrome, glass ceiling syndrome, queen bee syndrome, social undermining and workplace incivility, which have similar results with the crab basket, differ from the concept of the crab basket with minor differences. Within the framework of this study, the concept of the crab basket syndrome was examined by reviewing the limited existing studies in the literature, and a theoretical study was conducted to contribute to the literature in this regard.

## Dijital Dönüşüm Sürecinde E-Devlet Bilgi Güvenliği Risk Analizi

**Assoc. Prof. Dr. M. Kenan TERZİOĞLU**

Trakya Üniversitesi  
kenanterzioglu@trakya.edu.tr  
ORCID: 0000-0002-6053-830X

**Aysu YAŞAR**

Trakya Üniversitesi  
aysuyasar@trakya.edu.tr  
ORCID: 0000-0003-2200-2915

### ÖZET

Teknolojinin hızlı gelişimiyle birlikte ortaya çıkan dijitalleşme süreci, nesnelerin interneti, blok zincir, büyük veri ve yapay zeka gibi teknolojilerle birlikte iş süreçlerinde ve sosyal yapıda köklü değişikliklere neden olmakta ve toplumun ihtiyaçlarına uyum sağlayacak şekilde bütüncül bir dönüşümü gerektirmektedir. Dijitalleşme süreciyle kullanıcı odaklı hizmet sunumu artırılarak kamu yönetiminin etkinleştirilmesi ve E-Devlet üzerine taşınan hizmetlerin kullanım ve maliyet etkinliğinin önemi vurgulanmaktadır. Bununla birlikte, toplumsal kullanım için katma değeri yüksek hizmetler sunulması, kullanıcı dostu arayüzlerin hazırlanması ve kurumsal bilgi sistemlerinin sürdürülebilir bir yapıya kavuşturulması önemli olmaktadır. E-Devlet uygulamasının hızlı gelişimi ve yaygınlaşması, hizmet kullanımını kolaylaştırırken; yerli ve milli yenilikçi teknolojilerin üretilmesi ve alt yapıların oluşturulması yeterli olmamaktadır. Bu nedenle, bilgi güvenliğinin kilit faktör olduğu E-Devlet sisteminde, verimli ve etkili güvenlik yönetim planının hazırlanması ve uygulama aşamalarının değerlendirilmesi önem arz etmektedir. Çalışma kapsamında, bilgi güvenliğinin risk değerlendirmesinin etkin bir şekilde modellenmesi için hiyerarşik yapıya sahip indeks sistemi oluşturularak risk faktörleri belirlenmektedir. Belirlenen yapı kapsamında, bulanık karar verme tekniğiyle kurgulanan değerlendirme modeli ortaya konmakta ve risk değerlendirmesinde en yüksek öneme sahip ana kriterin uygulama ve veri güvenliği olduğu tespit edilmektedir.

**Anahtar Kelimeler:** Bilgi Güvenliği, Risk Değerlendirmesi, Bulanık Analitik Hiyerarşi Prosesi

## Risk Analysis of E-Government Information Security in Digital Transformation Process

### ABSTRACT

The digitalization process that emerged with the rapid development of technology, together with technologies such as the internet of things, blockchain, big data and artificial intelligence, causes radical changes in business processes and social structure and requires a holistic transformation to adapt to the needs of society. It emphasizes the importance of increasing the user-oriented service delivery with the digitalization process, enabling the public administration and the use and cost-effectiveness of the services carried over to the E-Government. In addition, it is important to provide services with high added value for social use, to prepare user-friendly interfaces and to ensure a sustainable structure of corporate information systems. While the rapid development and spread of the e-Government application facilitates the use of the service; it is not enough to produce domestic and national innovative technologies and to create infrastructures. Therefore, it is important to evaluate the preparation and implementation stages of an efficient and effective security management plan in the E-Government system where information security is the key factor. Within the scope of the study, risk factors are determined by creating an index system with a hierarchical structure in order to effectively model the risk assessment of information security. Within the scope of the determined structure, the evaluation model constructed with the fuzzy decision-making technique is revealed and it is determined that the main criteria with the highest importance in risk assessment are application and data security.

**Keywords:** Information Security, Risk Assessment, Fuzzy Analytical Hierarchy Process





## Dijitalleşme ve Dijital Vatandaşlık

**Assoc. Prof. Dr. M. Kenan TERZİOĞLU**

Trakya University  
kenanterzioglu@trakya.edu.tr,  
ORCID: 0000-0002-6053-830X

**Mehmet Ali YÜCEL**

Trakya University  
maliiyucell@gmail.com  
ORCID: 0000-0002-5474-3307

### ÖZET

Hızlı teknolojik yenilikler ile birlikte dijitalleşen çağda; nesnelerin interneti, bulut bilişim, blok zinciri, büyük veri ve yapay zekâ gibi birçok teknolojiyi barındıran dönüşüm hem iş süreçlerinde hem de sosyal yapı üstünde köklü değişiklikleri neden olmaktadır. Devletlerin kamu politikalarının dijitalleşme odaklı olarak geliştirmeleri, özellikle pandemi döneminin de etkisiyle, dijital vatandaşlık kavramının önemini arttırmaktadır. Dijital vatandaşlığın önem kazanması ile dijital vatandaşlık ile ilgili pek çok araştırma yapılmakla birlikte, araştırmaların dijital vatandaşlık eğitiminin kurgulanma biçiminin belirlenmesi ile ilgili olduğu tespit edilmektedir. Diğer taraftan, dijital vatandaşlığın alanının genişlemesi ile yeni ve farklı ihtiyaçlar ortaya çıkmaktadır. “Dijital yaratıcılık, dijital girişimcilik, dijital empati ve dijital saldırganlık“ faktörlerinin dijital vatandaşlık araştırmaları içinde incelenmesi ve dijital farkındalığın dijital vatandaşlık ile bağının ortaya konulması gerekliliğinden ötürü, dijital vatandaşlık kavramının faktörleri dijital vatandaşlığın anlaşılması ve gelişimi için yeterli görülmemektedir. Bu çalışmada; dijital vatandaşlık yönetim modeli ortaya konulması için yeni bir dijital vatandaşlık ölçeğinin oluşturulması amaçlanmaktadır. Bu amaç doğrultusunda; dijital okuryazarlık, dijital hukuk, dijital haklar ve sorumluluk, dijital iletişim, dijital güvenlik, dijital ticaret, dijital katılım, dijital etik, dijital sağlık, dijital yaratıcılık, dijital girişimcilik, dijital empati ve dijital saldırganlık faktörlerinin dijital vatandaşlık boyutuna odaklanılmaktadır.

**Anahtar Kelimeler:** Dijital Vatandaşlık, Dijitalleşme, Ölçek Geliştirme

## Digitization and Digital Citizenship

### ABSTRACT

The transformation through rapid technological innovations, which includes various technologies such as internet of things, cloud computing, blockchain, big data and artificial intelligence, causes profound changes in both business processes and social structure in the digitalizing era. The development of public policies by governments with a focus on digitalization have increased the importance of the concept of digital citizenship, especially with the effect of the pandemic period. Since the concept of digital citizenship has gained prominence, a great amount of studies were implemented on this subject. When these studies were analyzed, it was detected that the researches were mostly related to the determination of the way of constructing digital citizenship education. On the other hand, with the expansion of the field of digital citizenship, new and different needs have emerged. The factors of the concept of digital citizenship are not considered sufficient for the understanding and development of digital citizenship, due to the necessity of examining the factors of "digital creativity, digital entrepreneurship, digital empathy and digital aggression" within digital citizenship studies and revealing the link between digital awareness and digital citizenship. In accordance with this purpose; digital literacy, digital law, digital rights and responsibilities, digital communication, digital security, digital commerce, digital participation, digital ethics, digital health, digital creativity, digital entrepreneurship, digital empathy and digital aggression factors are focused on within the framework of digital citizenship aspect

**Anahtar Kelimeler:** Digital Citizenship, Digitization, Scale Development

## Takıntılı Tutkulu Liderlik ve Öz-Yeterlik İlişkisinde Duygusal Tükenmişliğin Rolü

**Dr. Yasemin GÜLBAHAR**

Aile ve Sosyal Hiz. Bakanlığı  
yaseminn@windowslive.com  
Orcid: 0000-0002-0214-3983

**Prof. Dr. Himmet KARADAL**

Bolu Abant İzzet Baysal Üniversitesi, İletişim Fakültesi  
himmetkaradal@ibu.edu.tr  
Orcid: 0000-0002-8050-5564

### ÖZET

Bu çalışma, liderlik tutkusu kavramına değinerek liderliğin doğasına ilişkin anlayışımızı geliştirmeye odaklanmıştır. Liderliğe yönelik takıntılı tutku liderlik faaliyetlerine dâhil olmaya yönelik katı, yoğun ve aralıksız bir ihtiyacı yansıtır. Buradan hareketle çalışma takıntılı tutkulu liderlik ve öz-yeterlik arasındaki ilişkiye odaklanarak bu ilişkide duygusal tükenmişliğin düzenleyici rolünü ortaya koymayı amaçlamıştır. İzmir Atatürk Organize Sanayi bölgesinde ana metal sanayi sektöründe faaliyet gösteren işletme üst düzey yöneticisi 321 kişiden elde edilen verilerin SmartPLS ile analizi sonucunda, takıntılı tutkulu liderliğin öz-yeterlik üzerindeki negatif etkisi belirlenerek bu ilişkide duygusal tükenmişliğin düzenleyici etkisi olduğu ortaya konmuştur. Çalışma, takıntılı tutkulu liderliğin önemli etkilerini doğrulamaktadır. Araştırma bulguları örgütsel ortamda faaliyet gösteren yöneticilerin İkili Tutku Modeli ile doğru orantılı şekilde liderlik davranışlarını sergilerken ayrıca takıntılı tutku boyutunun negatif kişilik özelliklerini sergilediklerini göstermektedir. Bu sonuç literatürde yeni olan takıntılı tutkulu liderlik kavramının örgütsel etkilerini ortaya koyarak negatif sonuçları doğrultusunda literatüre katkı sağlamaktadır. Mevcut bulgulara dayanarak, gelecekteki çalışmalar için takıntılı tutkulu liderlik kavramının örgüt yaşamındaki farklı kavramlarla ilişkisi üzerine tavsiyelerde bulunulmuştur.

**Anahtar Kelimeler:** Takıntılı tutkulu liderlik, Öz-yeterlik, Duygusal tükenmişlik.

## The Role of Emotional Burnout in the Relationship between Obsessive Passionate Leadership and Self-Efficacy

### ABSTRACT

This study focuses on improving our understanding of the nature of leadership by addressing the concept of leadership passion. An obsessive passion for leadership reflects a strict, intense, and unremitting need to be involved in leadership activities. From this point of view, the study aimed to reveal the moderator role of emotional burnout in this relationship by focusing on the relationship between obsessive passionate leadership and self-efficacy. As a result of the analysis of the data obtained from 321 business executives operating in the basic metal industry sector in İzmir Atatürk Organized Industrial Zone with SmartPLS, the negative effect of obsessive passionate leadership on self-efficacy was determined and it was revealed that emotional burnout had a moderating effect in this relationship. The study confirms the important effects of obsessive passionate leadership. Research findings show that managers operating in the organizational environment exhibit leadership behaviors in direct proportion to the Dual Passion Model, and that the obsessive passion dimension suggested by the model has negative personality traits. This result contributes to the literature in line with its negative results by revealing the organizational effects of the concept of obsessive passionate leadership, which is new in the literature. Based on the current findings, recommendations are made for future studies on the relationship of the concept of obsessive passionate leadership with different concepts in organizational life.

**Keywords:** Obsessive passionate leadership, Self-efficacy, Emotional burnout.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Leadership Styles Towards Sustainability of Human Resources in an Aviation School**

**Gomeriano V. AMURAO**

ALIAC, Manila, Phillipines

gamurao@aliac.edu.ph

Orcid: 0009-0006-7329-354

### **ABSTRACT**

Different leadership styles are proven to affect the productivity and performance of employees. Human resources are responsible for developing effective leaders who can meet the demands of the organization and its employees. The method used for this research is a qualitative-descriptive approach. Using the Path-Goal theory's leadership styles, employees discussed their different perceptions and experiences with the different leadership styles. Achievement theory is used in this study to assess the success of employees. This study aims to determine the impact of directive, supportive, participative, and achievement-oriented leadership in attaining the success of rank-and-file employees. At the end of this paper, a leadership development strategy is provided in order to address the needs of Air Link International Aviation College's needs in terms of leadership development.

**Keywords:** Leadership Style, Employees' Success, Leadership Development



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Architectural Photography of Mughal Architecture Characteristic in India**

**Mrs. Silviana Amanda Aurelia Tahalea**

Universitas Trisakti  
silviana@trisakti.ac.id

**Mrs. Erlina Novianti**

Universitas Trisakti  
erlina@trisakti.ac.id

**Ms. Ferenanda Aurarietha Wendina**

Universitas Trisakti

**Mrs. Asih Resto Dewanti**

Universitas Trisakti  
asihretno@trisakti.ac.id

**Mr. FX. Damarjati**

Universitas Trisakti  
damarjati@matanauniversity.ac.id

### **ABSTRACT**

Mughal Architecture is a distinctive Indo-Islamic architectural style that flourished in northern and central India under the rule of the Mughal Empire from the 16th to the 18th century. Mughal architecture represents a fusion of Indian, Persian, and West Asian architectural elements, resulting in a highly distinctive form of architectural art. The key features of Mughal architecture include large curved domes with intricate floral, geometric, or plant-based ornaments, tall corner towers, the use of white marble or red brick as the primary building materials, arched windows, and the incorporation of water features such as pools or fountains in the terraced courtyards. Some of Mughal architectural style that are the subjects of the author's research are the Taj Mahal, Agra Fort, and Red Fort. The objective of this writing is to analyze the characteristics of Mughal architectural style found in historical buildings in India, visualized through the approach of architectural photography. Practice-based Research is a research methodology that integrates artistic or creative practice with academic research, focusing on the development of knowledge and understanding through artistic practice combined with critical reflection and analysis (Estelle Barrett, Barbara Bolt: 2014). In this photography project, the author utilizes the elements of architectural photography composition as a reference for capturing images that showcase the characteristics of Mughal architecture. The conclusion of this research is that specific techniques of architectural photography composition such as shadow and highlight, framing, shape and balance can effectively portray the characteristics of Mughal architecture. Apart from technical aspects, the application of architectural photography techniques can convey aesthetics, abstraction, harmony, and implicit dimensions within Mughal architecture.

**Keywords:** Mughal Architecture, Available Lighting, Architectural Photography, India.

## 6. Sınıf Sosyal Bilgiler Dersi Öğretim Programında Yer Alan Kazanımların Project Lily Pad Oyununa Göre Analizi

**Arş. Gör. Dr. Leyla DÖNMEZ**

Eskişehir Osmangazi University

leyladonmezogu@gmail.com

Orcid: 0000-0002-5785-2058

**Prof. Dr. Eyüp ARTVINLİ**

Eskişehir Osmangazi University

eartvinli@ogu.edu.tr

Orcid: 0000-0002-0502-5720

### ÖZET

Lily Pad Projesi, felakete dayanıklılık açısından mekansal düşünmeyi öğretmek amacıyla 2018 yazında geliştirilen ciddi bir coğrafi oyun olma özelliğine sahiptir. Oyun, Harvey Kasırgası'nın 30 Ağustos 2017'de varlığını sürdürdüğü Teksas, Dickinson şehrinde geçmektedir. Oyun, açık sokak haritasından navigasyon ve veri aktarımı ile elde edilen Coğrafi Bilgi Sistemlerini (CBS) entegre ederek geliştirilmiştir. Yükseklik modeli ve taşkın verileri şehri modellemek ve oyunu neredeyse gerçek hayatta doğrulukla yeniden tasarlamak için kullanılmıştır. Afet direncinin ve afet eğitiminin önemi günümüz koşullarında ülkemizde ve dünyada yaşanan doğal afetler, küresel iklim değişikliği felaketleri ile kendisini bir kez daha hissettirmektedir. Bu araştırmanın amacı 6. Sınıf sosyal bilgiler dersi öğretim programında yer alan kazanımların Project Lily Pad oyununa göre analiz edilmesidir. Bu kazanımların tespitinden sonraki aşama ise bu coğrafi oyuna entegre edilebilecek kazanımların öğrencilere bu yöntem ile öğretilmesidir. Araştırmanın doğasına uygun olması gerekçesiyle bu çalışmada nitel araştırma yöntemleri kullanılmıştır. Veri toplama aracı olarak doküman incelemesi yapılırken veri analizi ise doküman analizi ile desenlenmiştir. Sosyal Bilgiler dersi öğretim programına bakıldığında Kültür ve miras öğrenme alanından 1 kazanımın, İnsanlar, yerler ve çevreler öğrenme alanından 4 kazanımın v Üretim, dağıtım ve tüketim öğrenme alanından ise 1 kazanımın Project Lily Pad ile üst bilişsel düzeyde etkili bir biçimde öğretilmesi tespit edilmiştir.

**Anahtar Kelimeler:** Project Lily Pad, Coğrafi Oyunlar, Dijital Oyunlar, Sosyal Bilgiler Dersi Öğretim Programı

## Analysis of the Achievements in the Classroom (6) Social Studies Course Curriculum According to the Project Lily Pad Game

### ABSTRACT

The Lily Pad Project is a serious geographical game developed in the summer of 2018 with the aim of teaching spatial thinking in terms of disaster resistance. The game takes place in Dickinson, Texas, where Hurricane Harvey continued to exist on August 30, 2017. The game was developed by integrating Geographical Information Systems (GIS) obtained by navigation and data transfer from the open street map. The elevation model and flood data were used to model the city and redesign the game with almost real-life accuracy. The importance of disaster resilience and disaster education is once again made felt by the natural disasters experienced in our country and around the world, global climate change disasters in today's conditions. The aim of this research is 6. the classroom social studies course is the analysis of the achievements in the curriculum according to the Project Lily Pad game. The next stage after determining these achievements is to teach students about the achievements that can be integrated into this geographical game using this method. Qualitative research methods were used in this study on the grounds that they are appropriate to the nature of the research. While document analysis is performed as a data collection tool, data analysis is patterned with document analysis. When looking at the Social Studies course curriculum, it was determined that 1 acquisition from the field of culture and heritage learning, 4 acquisitions from the field of people, places and environments learning, and 1 acquisition from the field of production, distribution and consumption learning can be taught effectively at an upper cognitive level with Project Lily Pad.

**Keywords:** Project Lily Pad, Geographical Games, Digital Games, Social Studies Course Curriculum



**Assessing the Financial Difficulties by Using Altman Z-Scores Method  
during Covid - 19 Pandemic. Evidence of PT. Japfa  
Comfeed Indonesia, Tbk.**

**Myrza FEBI**

Sekolah Tinggi Manajemen IPMI  
myrza.febi@ipmi.ac.id  
Orcid: 0009-0002-7267-8497

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**ABSTRACT**

PT. Japfa Comfeed Indonesia is the second largest agribusiness company in Indonesia which was established in 1971. It started to register its business on the Indonesia Stock Exchange with the stock code JPFA in Jakarta and Surabaya. Starting from 1982, the Japfa Group has had a business focus on poultry until recent days. Continuing to expand its business, PT Japfa Comfeed Indonesia also conducted an IPO in Singapore in 2014. The company continues to expand its business from upstream to downstream related to poultry. With the additional investment proceeds from an IPO in Singapore in 2014, PT Japfa Comfeed Indonesia has also begun to expand into fish feed and cattle farming. The Strategy went well and now PT. Japfa Comfeed Indonesia possessed Greenfield as one of the top brands in Indonesia. Under the Greenfield brand, Japfa has exported dairy products. Notwithstanding, since the biggest sales contribution for this company is the poultry industry, when the demand for poultry is decelerating and the DOCs are oversupplied, and most of the raw material prices was increased, the cost of the good sold went high significantly. This condition is mostly because of the perpetration of Large-Scale Social Restrictions due to COVID-19. Along with the core business of PT. Japfa Comfeed Indonesia, this journal's limitation is only for Poultry Industry in Indonesia

This journal will bandy PT Japfa Comfeed Indonesia's resilience to potential bankruptcy using the Altman Z-Score method and dissect data that has been published on its website in the period 2018 up to 2022.

**Keywords:** Poultry, Japfa Comfeed, Altman Z-Scores, Diversification.

## Dijital Dünyanın Dijital Meslekleri İçinde Sosyal Medya Mesleklerinin Yeri: Sosyal Medya Meslekleri Gelecek Vadediyor mu?

**Assoc. Prof. Dr. Ebru Ertürk**

Necmettin Erbakan University  
ebruerturk@erbakan.edu.tr  
Orcid: 0000-0002-5256-2203

**Assoc. Prof. Dr. Meral Erdirençelebi**

Necmettin Erbakan University  
merdirencelebi@erbakan.edu.tr  
Orcid: 0000-0002-7705-6067

### ÖZET

21. yüzyılda bilgi teknolojilerinin hızla gelişmesi, internetin sosyal yaşamın ve iş yaşamının vazgeçilmez bir unsuru haline dönüşmesi birçok değişimi de beraberinde getirmiştir. Bugün birçok insan iş ve günlük yaşamda bilgisayar, akıllı telefon ve tablet gibi dijital araçları düzenli olarak kullanmaktadır. İnsanların mobil ve çevrim içi olmasının kolaylaştığı bu süreçte bireylerin özgürce iletişim kurduğu, paylaşım yaptığı ve tartıştığı bir dijital platform olarak sosyal medyanın kullanılmaya başlandığı görülmektedir. Yaşanan bu dijital gelişmeler; algılarımızı, fikirlerimizi, gündelik yaşamımızı yeniden şekillendirdiği gibi, çağın gereklerine uygun yeni dijital mesleklerin doğuşunu da hızlandırmıştır. Dijital dünyanın ihtiyaç duyduğu bu yeni iş alanları; yeni dijital yetkinlik ve becerileri de gerektirmektedir. Bu yeni iş alanlarının içinde sosyal medya mesleklerinin görünürlüğü biraz daha fazladır. Sosyal medyanın her yaştan kullanıcısının olması, özellikle çocukların ve gençlerin sosyal medyada yer alan aktörleri yakından takip etmeleri, sosyal medyadaki mesleklere olan ilgiyi artırmaktadır. Blogger, vlogger, youtuber, influencer vb. gibi isimlerle anılan sosyal medya fenomenlerinin paylaşımları ve sosyal medyadan elde ettikleri kazançla kurdukları yaşam kullanıcılar üzerinde bir algı yaratmakta ve bu meslekleri cazip meslekler haline getirmektedir. Dijital dönüşümün hızla devam ettiği ve bu dönüşümden mesleklerin de etkileneceği gerçeği kabul edilmelidir. Ancak bu süreçte özellikle yeni nesle dijital dünyanın gereklerine uygun olarak doğacak yeni mesleklerin öğretilmesi, bu mesleklere ilişkin becerilerin kazandırılması bu anlamda eğitim sisteminin yeniden dizayn edilmesi gerekmektedir. Bu anlamda gerek üniversite öncesi dönemde çocukların ve gençlerin eğitilmesi, gerekse üniversitelerde yeni bölümlerin açılarak bu becerilerin kazandırılması ve yeni meslekleri icra edecek neslin yetiştirilmesi önem taşımaktadır. Bu çalışmada, “Dijital dünyanın dijital meslekleri içerisinde daha çok görünürlüğe ve cazibeye sahip olan sosyal medyada var olan meslekler gelecek vadeliyor mu?”, “Sosyal medyadaki hangi meslekler gelecek vadeliyor?”, “Bu platformda yer alacak insanların yetiştirilmesi ve eğitilmesi yoluyla daha nitelikli hale gelmeleri sağlanabilir mi?”, “Daha kontrollü bir dijital platformda daha kaliteli içeriklerin üretilmesi mümkün hale getirilebilir mi?” sorularına cevap aranmaya çalışılmıştır.

**Anahtar Kelimeler:** Dijital Dönüşüm, Dijital Meslekler, Sosyal Medya, Sosyal Medya Meslekleri

## The Place of Social Media Professions in the Digital Professions of the Digital World: Are Social Media Professions Promising Future?

### ABSTRACT

In the 21st century, the rapid development of information technologies and the transformation of the internet into an indispensable element of social and business life have brought many changes. Today, many people regularly use digital tools such as computers, smartphones and tablets in business and daily life. In this process, where it becomes easier for people to be mobile and online, it is seen that social media has begun to be used as a digital



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

platform where individuals freely communicate, share and discuss. These digital developments; It has not only reshaped our perceptions, ideas, and our daily lives, but also accelerated the birth of new digital professions in line with the requirements of the age. These new business areas that the digital world needs; It also requires new digital competencies and skills. Social media professions are slightly more visible in these new business areas. The fact that social media has users of all ages, especially children and young people closely following the actors in the social media, increases the interest in the professions in the social media. Social media phenomena known as bloggers, vloggers, youtubers, influencers create a perception on users and make these professions attractive professions. The fact that digital transformation continues rapidly and professions will be affected by this transformation should be accepted. However, in this process, it is necessary to teach new generations that will be born in accordance with the requirements of the digital world, to gain skills related to these professions, and to redesign the education system in this sense. In this sense, it is important to educate children and young people in the pre-university period, to gain these skills by opening new departments in universities and to raise the generation that will practice new professions. In this study, it has been tried to find answers to the following questions. “Are the professions that exist in social media, which have more visibility and attraction among the digital professions of the digital world, promising future?”, “Which professions in social media are promising future?”, “Can the people who will take part in this platform be trained and trained to become more qualified?”, “Can it be made possible to produce higher quality content on a more controlled digital platform?”

**Keywords:** Digital Transformation, Digital Professions, Social Media, Social Media Professions





## **Digital Transformation Impact on Financial Performance of Telecommunication Industry in Indonesia during and after Pandemic Covid-19**

**Feby SALLYANTO**

Sekolah Tinggi Manajemen IPMI

feby.sallyanto@ipmi.ac.id

Orcid: 0009-0006-6540-0939

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Digital Transformation was inevitable amongst many industry in Indonesia driven by the exponential increase of customers, transaction, and traffic which leads the companies do more automation and developed on-premise as well as on-cloud data and systems. It was also pushed faster by the rapid application development and vast networks with higher bandwidth. The adoption on Digital was exceedingly explode due to Pandemic Covid-19 which forced customers and companies to keep the distance and rely very much on device, application, and networks. The Telecommunication Companies in Indonesia surely need to enlarge the capacity multiple times and adding more core and platforms to serve the increase. This research aims to analyze the financial impact on Digital Transformation acceleration in Industries during and after Pandemic Covid-19 on the two dominant Telecommunication Companies in Indonesia, PT. Telkom Indonesia and PT. XL Axiata. The Decree No. KEP 100/MBU/2002 issued by Ministry of State-Owned Enterprise (SOE) in June provides the mandatory of measuring and rating of the SOE financial health condition. The financial ratios investigated were : (1) Return On Equity, (2) Return On Investment, (3) Cash Ratio, (4) Current Ratio, (5) Total Asset Turn Over, and (6) Equity to Total Asset Ratio then be validated by the said Ministry of SOE Decree to conclude yearly financial health condition on both companies. The result shows that from 2019 – 2022, both companies have achieved relatively financial healthy condition levels and ratings as follows ; PT. Telkom Indonesia (AA, AA, AA, AA) and PT XL Axiata (B,B,B,B) respectively comparing with the SOE Decree standard. This study gives a strong insight for regulator, investors, company leaders, and customers on the survivability and sustainability of Telecommunication Business.

**Keywords:** Digital Transformation, Telecommunication Industry, Financial Health, Profitability, During & After Pandemic Covid-19, Telkom Indonesia, XL Axiata



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **PT MD Pictures Tbk., Financial Performance Analyze from 2017-2021 Period**

**Lycie JOANNA**

IPMI International Business School  
Lycie.joana@ipmi.ac.id  
Orcid: 0009-0008-1058-8852

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The COVID-19 pandemic has had a significant impact on the film production industry. Due to lockdowns, social distancing measures, and restrictions on gatherings, many film productions were forced to halt or postpone their projects. This led to delays in shooting schedules, release dates, and overall production timelines. PT MD Pictures Tbk., is a leading film production company in Indonesia, pioneering other film companies to go public. This study aims to determine the company's financial performance at PT MD Pictures Tbk., by Manoj Punjabi and Dahamoo Punjabi for the 2017-2021 period. The research method used in this study is the entire annual financial report at MD Pictures, the sample in this study is the statement of financial position and profit / loss report of PT MD Pictures Tbk., 2017-2021 period. The data collection is using documentation technique. Based on the results of the analysis of financial performance at PT MD Pictures Tbk., which can be seen from the Financial Aspect in 2017-2021 The Company is increasing The Nett Profit by 2021.

**Keywords:** Financial Performance, Financial Aspect



## Yönetim Alanında Metaverse

**Assoc. Prof. Dr. Özgür ÇARK**

Bolu Abant İzzet Baysal University

ozgurcark@ibu.edu.tr

Orcid: 0000-0002-4881-0542

### ÖZET

Son yıllarda özellikle endüstri 4.0 bileşenleri olarak ifade edilen teknolojilerde yaşanan gelişmeler ile birlikte meta ve evren kelimelerinden müteşekkil olan “metaverse” kavramı pek çok disiplin tarafından ele alınmaktadır. Yönetim ve işletme sahasının da bu güncel eğilimden etkilendiği görülmektedir. Çok yakın bir geçmişi olan bu konu ile ilgili yönetim ve işletme alanında uluslararası alan yazının gelmiş olduğu nokta, çalışma konuları, farklı konularla olan ilişkileri ve konunun sınırları ile ilgili bilgi edinmek amacıyla bu çalışma yürütülmüştür. Bu maksatla WoS veri tabanında alan adı kısmında “metaverse” anahtar kelimesi ile yapılan arama sonucunda 1069 adet yayına ulaşılmıştır. Bu yayınlardan işletme ve yönetim alanında olanlar filtrelenmiş ve geriye kalan 69 yayın incelenmiştir. Yapılan incelemede son iki yılda konuya olan ilginin bir hayli yükseldiği görülmektedir. ABD, UK, Almanya ve Çin Halk Cumhuriyeti merkezli yayınlar başı çekerken özellikle pazarlama alanı ve turizm işletmesi alanında çalışmaların öne çıktığı görülmektedir.

**Anahtar Kelimeler:** Metaverse, İşletme, Yönetim, Literatür incelemesi

## Metaverse in Management Discipline

### ABSTRACT

In recent years, the concept of "metaverse", which consists of the words meta and universe, has been discussed by many disciplines, especially with the developments in technologies expressed as industry 4.0 components. It is seen that the field of management and business is also affected by this current trend. This study was carried out in order to obtain information about the point of the international literature in the field of management and business related to this subject, which has a very recent history, its working subjects, its relations with different subjects and the boundaries of the subject. For this purpose, 1069 publications were found as a result of the search made with the keyword "metaverse" in the domain name section of the WoS database. Among these publications, those in the field of business and management were filtered and the remaining 69 publications were examined. In the examination, it is seen that the interest in the subject has increased considerably in the last two years. While publications based in the USA, UK, Germany and the People's Republic of China take the lead, it is seen that studies in the field of marketing and tourism management stand out.

**Keywords:** Metaverse, Business, Management, Literature review



## Örgütsel Sağlık Alan Yazın İncelemesi

**Assoc. Prof. Dr. Özgür ÇARK**

Bolu Abant İzzet Baysal University

ozgurcark@ibu.edu.tr

Orcid: 0000-0002-4881-0542

### ÖZET

Örgütsel sağlık kavramı son zamanlarda iş yaşamında örgütsel davranış ve çalışma psikolojisi alanında öne çıkan konulardan biridir. Alan yazında örgütsel gelişimin incelenmesinde özellikle dikkate alınan örgütsel sağlık kavramı genel olarak bir işletmenin çalışanlarından yöneticilerine tüm içsel ve dışsal unsurlarının örgütsel amaç ve hedeflerine ulaşmak için uyumlu ve sağlıklı olarak iş birliği içinde olmasını ifade etmektedir. Görece yeni bir kavram sayılan örgütsel sağlık kavramının alan yazındaki mevcut durumunu, çalışma alanının sınırlarını anlamak amacıyla uluslararası alan yazın incelemesi yapılmıştır. Bu maksatla WoS veri tabanında başlık kısmında “örgütsel sağlık” ifadesi geçen yayınlar taranmış, ele 1978 ulaşılan yayından yönetim alanında yayınlanmış ve açık erişime sahip yayınlar filtrelenerek 141 ulaşılan yayın incelenmiştir. Yapılan inceleme sonucunda kavramın bazı çalışmalarda çalışan sağlığı merkezli, bazı çalışmalarda ise işletme performansı merkezli bir bakış açısıyla ele alındığı, birtakım çalışmalarda ise hem birey hem işletme performansını bir arada ele alan çalışmaların varlığı görülmektedir.

**Anahtar Kelimeler:** Örgütsel sağlık, İlgören sağlığı, İşletme sağlığı, Örgüt sağlığı

## Organizational Health Literature Review

### ABSTRACT

The concept of organizational health has recently been one of the prominent issues in the field of organizational behavior and work psychology in business life. The concept of organizational health, which is especially considered in the examination of organizational development in the literature, generally means that all internal and external factors of an enterprise, from its employees to its managers, are in adaptive and healthy cooperation to achieve organizational goals and targets. In order to understand the current status of the concept of organizational health, which is considered a relatively new concept, in the literature, and the boundaries of the field of study, an international literature review was conducted. For this purpose, publications with the phrase "organizational health" in the title section of the WoS database were searched and 1978 publications were found. Among these publications, those in the field of management and open access were filtered and 141 accessed publications were examined. As a result of the examination, it is seen that the concept is handled with an employee health-centered perspective in some studies and with a business performance-centered perspective in some studies, and there are studies that deal with both individual and business performance together in some studies.

**Keywords:** Organizational health, Employee health, Business health, Organizational health

## Bilgelik Modelleri Örgütsel Bilgeliği Açıklayabilir mi? Bilgelik Modelleri Üzerine Bir İnceleme

**Dr. Muhammet Ali ÇELEBİ**

Karamanoğlu Mehmetbey University

macelebi@kmu.edu.tr

Orcid: 0000-0003-3892-1879

### ÖZET

Bilgelik ağırlıklı olarak felsefi ve dini alanlarında tartışılmış, eğitim, siyaset bilimi, sosyoloji ve psikoloji gibi disiplinlerde konu irdelenmiştir. Bilgeliğin farklı disiplinlerde kapsadığı bağlama göre tanımlamaların yapıldığı ve bilgelik modellerinin geliştirildiği görülmektedir. Bu kapsamda bu çalışmada Holliday ve Chandler (1986), Baltes ve Staundinger (2000), Sternberg (2001), Brown (2002), Webster (2003), Ardelt (2003), Hays (2007), Ryan (2013) Gugerell, & Riffert, (2011) ve Anderson (2020) tarafından geliştirilen modeller Bierly ve arkadaşları (2000) tarafından geliştirilen çalışma kapsamında incelenerek örgütsel bilgelik kavramına olan katkıları incelenmiştir. Çalışma sonucunda bilgelik modellerinin genel olarak örgütsel bilgeliği açıklamada özellikle bilgeliğin eylem yönünün açıklanmasında eksik kaldığı tespit edilmiştir. Anderson (2020)'un geliştirmiş olduğu modelin ise diğer bilgelik modellere kıyasla çalışanlarda bireysel bilgeliği daha fazla açıkladığı görülmüştür.

**Anahtar Kelimeler:** Bilgelik, Bilgelik Modelleri, Örgütsel Bilgelik

## Can Wisdom Models Explain Organizational Wisdom? A Study on Wisdom Models

### ABSTRACT

Wisdom has been discussed mainly in the fields of philosophy and religion, and the subject has been examined in disciplines such as education, political science, sociology and psychology. It is seen that definitions are made according to the context of wisdom in different disciplines and wisdom models are developed. In this context, in this study, Holliday and Chandler (1986), Baltes and Staundinger (2000), Sternberg (2001), Brown (2002), Webster (2003), Ardelt (2003), Hays (2007), Ryan (2013) Gugerell, & The models developed by Riffert, (2011) and Anderson (2020) were examined within the scope of the study developed by Bierly et al. (2000), and their contributions to the concept of organizational wisdom were examined. As a result of the study, it has been determined that wisdom models are incomplete in explaining organizational wisdom in general, especially in explaining the action aspect of wisdom. It was observed that the model developed by Anderson (2020) explained individual wisdom more in employees compared to other wisdom models.

**Keywords:** Wisdom, Wisdom Models, Organizational Wisdom



## Bir İletişim Aracı Olarak Meslek Yeminleri

**Dr. Öğr. Üye. Erhan HANCIĞAZ**

Erzincan Binali Yıldırım University

erhanhancigaz@gmail.com

Orcid: 0000-0002-4539-0394

### ÖZET

İletişim insanın varlığıyla başlayan bir mecburiyettir. Hayatın her anında, günlük rutinlerin devamı için yazılı, sözlü ve sözsüz ifadelere ihtiyaç vardır. Bu ifadelerin doğruluğu ve tatmin edici olması insanlara olan güveni de artırmaktadır. Dolayısıyla meslek hayatına başlarken, kamusal görevler yerine getirilirken de yemin edilmesi ihtiyacı doğmuştur. Pek çok meslek grubunda üstlenilen görevlerde, göreve başlamadan önce yemin etme uygulaması görülmektedir. Toplumsal yapı içinde taahhüt anlamına gelen ve özellikle geleceği ilgilendiren bir kavram olan yemin, meslek hayatında kamusal vazifenin doğruluk zemininde yapılacağına dair güvence veren bir iletişim aracıdır. Farklı meslek gruplarında, değişik ifadeler içeren yemin metinleri ile göreve başlayan kişiler olmaktadır. Bu çalışmada, -çalışan sayısının ve hitap ettiği kitlenin yoğunluğu nedeniyle- hukuk, güvenlik, eğitim ve sağlık alanında çalışan kişilerin meslek hayatına başlarken yapmış oldukları meslek yeminleri içerik analizi yöntemiyle analiz edilmiştir. Ayrıca, önceden hazırlanmış olan soru formu ile dört kategoride vazife yapan meslek mensuplarıyla görüşme yapılarak, yemin eden kişilerin yeminlerine olan sadakatleri değerler bağlamında incelenmiştir.

**Anahtar Kelimeler:** İletişim, İletişim Sosyolojisi, Meslek Yemini, Kimlik, Tutum

## Occupational Oaths as a Communication Instrument

### ABSTRACT

Communication is an obligation that begins with human existence. At every moment of life, written, verbal and non-verbal expressions are needed for the continuation of daily dynamics. The accuracy and satisfaction of these statements increase the trust in people. Therefore, the need to take an oath has arisen at the beginning of professional life and while fulfilling public duties. In many professional groups, oath-taking is practiced before taking office. The oath, which means a commitment within the social structure and is a concept that concerns the future in particular, is a communication tool that assures that the public duty in professional life will be carried out on the basis of accuracy. In different professional groups, there are people who take office with oath texts containing different expressions. In this study, -due to the intensity of the number of employees and the audience it addresses- the professional oaths made by people working in the fields of law, security, education and health at the beginning of their professional life were analyzed by content analysis method. In parallel, a questionnaire prepared in advance was used to interview members of the professions working in the four categories, and the loyalty of the oath-takers to their oaths was analyzed in the context of values.

**Keywords:** Communication, Sociology of Communication, Occupational Oath, Identity, Attitude



## Associations of Metacognition and Internet Gaming Disorder Among University Students in Bosnia and Herzegovina

**Assoc. Prof. Dr. Pinar Ünal-AYDIN**

International University of Sarajevo  
paydin@ius.edu.ba  
Orcid: 0000-0002-2297-1057

**MSc. Lejla M. BAŞER**

International University of Sarajevo  
lmustoo@ius.edu.ba

**Ms. Zehra BOZKURT**

International University of Sarajevo  
zbozkurt@student.ius.edu.ba

**Ms. Neda AKKUL**

International University of Sarajevo  
nakkul@student.ius.edu.ba

**Ms. Ayşe KANÇELTIK**

International University of Sarajevo  
akanceltik@student.ius.edu.ba

**Mr. Çelebi H. HOCA**

International University of Sarajevo  
choca@student.ius.edu.ba

**Mr. Mirza ABDIC**

International University of Sarajevo  
mabdic@student.ius.edu.ba

**Assoc. Prof. Dr. Orkun AYDIN**

International University of Sarajevo  
oaydin@ius.edu.ba  
Orcid: 0000-0003-0869-7394

### ABSTRACT

Digital technologies development leads to increase in internet gaming popularity to several audiences, in which these behavior may get non- chemical addictive features as phenomenon of modern society. Although there are studies representing the benefits of gaming, evidences documented considerable difficulties in psychological functioning and distress, not solely in individual/ personal level, but also in facets of family and social context functioning. Nowadays, scientific evidences showed that Internet gaming disorder is recognized as a mental health problem and a psychiatric condition, but with unclear pathogenesis. Within this potential clinical entity, multiple factors are associated with IGD onset, from affective to interpersonal, as well as identifying role of cognitive factors in IGD conceptualization. In this study, we aimed to explore the association between metacognitive beliefs and IGD among university students. A total of 720 individuals participated in the study, with administration of sociodemographic form, Metacognitions Questionnaire- 30 (MCQ- 30), and The Internet Gaming Disorder Test (IGD-20 Test). All variables were significantly correlated, with exception of Cognitive Self- Consciousness. Pearson's correlation and multiple linear regression analyses were conducted to examine the associations between metacognitive beliefs and IGD. Furthermore, Cognitive confidence, and Positive beliefs about worry were associated with IGD. Results showed that dysfunctional metacognitive beliefs are related to IGD among young adults. Findings indicate that interventions should consider targeting modification of metacognitions as with potential for benefits in treatment of individuals with IGD features. However, important is to highlight need for longitudinal studies in order to formulate a definite framework of metacognitive implications on IGD.

**Keywords:** Gaming, Addiction, Metacognitions, Internet, Internet Gaming

## Yeşil Entelektüel Sermaye Ölçeğinin Türkçe'ye Uyarlanması ve Türk İmalat İşletmelerinin Yeşil Entelektüel Sermaye Olgunluk Düzeylerinin Belirlenmesi\*

**Prof. Dr. Ali ERBAŞI**

Selçuk University

aerbasi@selcuk.edu.tr

Orcid: 0000-0001-5709-9775

### ÖZET

Bu araştırmanın amacı, Chen (2008) tarafından geliştirilen ve Huang ve Kung (2011) tarafından revize edilen yeşil entelektüel sermaye ölçeğini Türkçe'ye uyarlamak ve Türk imalat işletmelerinin yeşil entelektüel sermaye olgunluk düzeylerini belirlemektir. Araştırmanın ilk aşaması olan ölçek uyarlama aşaması kolayda örnekleme yöntemi kullanılarak Konya ilinde farklı sektörlerdeki 452 imalat işletmesi yöneticisinden oluşan bir çalışma grubundan elde edilen veriler ile, ikinci aşaması olan YES olgunluk düzeylerinin belirlenmesi aşaması ise kolayda örnekleme yöntemi kullanılarak Türkiye'nin farklı illerinde faaliyet gösteren 545 imalat işletmesi yöneticisinden oluşan bir örneklem üzerinde yürütülmüştür. Araştırmanın ilk aşaması kapsamında, Türk kültürü için geçerli ve güvenilir bir yeşil entelektüel sermaye ölçeği elde edilmiştir. Elde edilen ölçek, 3 boyut ve 18 maddeden oluşmaktadır. Araştırmanın ikinci aşaması kapsamında elde edilen bulgular, Türk imalat işletmelerinin %71.8 oranında yeşil insan sermayesi, %67.5 oranında yeşil yapısal sermaye ve %72.5 oranında yeşil ilişkisel sermaye, genel olarak %71.8 oranında yeşil entelektüel sermaye düzeyine sahip olduğunu ortaya koymaktadır. Buna göre Türk imalat işletmelerinin 4. seviyede yeşil insan sermayesi, yeşil yapısal sermaye ve yeşil ilişkisel sermaye olgunluğuna, genel olarak yine 4. seviyede yeşil entelektüel sermaye olgunluğuna sahip olduğu belirlenmiştir. Araştırmanın yeşil entelektüel sermaye kavramı konusunda Türk iş örgütlerinin farkındalığının artırılmasına ve yeşil entelektüel sermaye kavramına verilmesi gereken önemin artırılarak uygulama sahasının genişletilmesine imkân tanınması mümkündür. Sonuçta araştırmanın yerli alan yazında bu konudaki boşluğu dolduracağı düşünülmektedir.

**Anahtar Kelimeler:** Yeşil Entelektüel Sermaye, Olgunluk Düzeyi, Ölçek Uyarlama, Yeşil İnsan Sermayesi, Yeşil Yapısal Sermaye, Yeşil İlişkisel Sermaye

## Adapting the Green Intellectual Capital Scale to Turkish and Determining the Green Intellectual Capital Maturity Levels of Turkish Manufacturing Enterprises

### ABSTRACT

The aim of this research is to adapt the green intellectual capital scale developed by Chen (2008) and revised by Huang and Kung (2011) into Turkish and to determine the green intellectual capital maturity levels of Turkish manufacturing enterprises. The first stage of the research, the scale adaptation stage, by using the convenience sampling method, the data obtained from a working group consisting of 452 manufacturing business managers from different sectors in Konya, and the second stage, the determination of GIC maturity levels, by using convenience sampling method, it was conducted on a sample of 545 manufacturing business managers operating in different provinces of Türkiye. Within the scope of the first phase of the research, a valid and reliable GIC scale for Turkish culture was obtained. The scale consists of 3 dimensions and 18 items. The findings obtained within

\* Bu çalışma "Türk İmalat İşletmelerinin Yeşil Entelektüel Sermaye Olgunluk Düzeylerinin Belirlenmesi" adlı ve 23401020 nolu Selçuk Üniversitesi Bilimsel Araştırma Projeleri (BAP) Koordinatörlüğü tarafından desteklenen proje kapsamında elde edilen veriler kullanılarak üretilmiştir. Yazar, verdiği destekten ötürü Selçuk Üniversitesi BAP Koordinatörlüğü'ne teşekkürlerini sunar.





## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

the scope of the second phase of the research reveal that Turkish manufacturing enterprises have 71.8% green human capital, 67.5% green structural capital and 72.5% green relational capital, and overall 71.8% green intellectual capital. Accordingly, it has been determined that Turkish manufacturing enterprises have green human capital, green structural capital and green relational capital maturity at the 4th level, and green intellectual capital maturity at the 4th level in general. It is possible for the research to increase the awareness of Turkish business organizations about the concept of green intellectual capital and to expand the field of application by increasing the importance that should be given to the concept of green intellectual capital. As a result, it is thought that the research will fill the gap on this subject in the domestic literature.

**Keywords:** Green Intellectual Capital, Maturity Level, Scale Adaptation, Green Human Capital, Green Structural Capital, Green Relational Capital

## İşte Mutluluk ve Paternalist Liderlik: Kültür Kayıp Halka mı?

**Dr. Öğr. Üyesi Aslı Çillioğlu KARADEMİR**

İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü

Bartın Üniversitesi

aslia6375@gmail.com

ORCID: 0000-0001-5208-7345

### ÖZET

İş yaşamında birçok nedene bağlı olarak yaşanan değişimin merkezinde yönetim ve işgücü bulunmaktadır. Özellikle teknolojik gelişmelerin iş yapma biçimlerini değiştirdiği görülmektedir. Bunun sonuçları çalışanların işte mutluluğunu etkilemektedir. Örneğin, çalışma ve üretim ortamlarında teknolojinin yaygınlaşması önceki dönemlere göre daha az kişi istihdamını yeterli hale getirebilmektedir. Bu durumda çalışanlar açısından yıkıcı rekabet söz konusu olmakta, stres ve tükenmişlik sorunlarıyla birlikte bireylerde mutsuzluk artmaktadır.

Bu koşullar içerisinde, işyeri ve çalışanlar için verimlilik ve mutluluk açılarından olumlu adımlar atılması etkili liderlik ile mümkün olabilir. Bu noktada, “çalışanların işyerinde mutluluğu bağlamında liderlik yaklaşımlarından paternalist liderlik uygun olabilir mi?” sorusu üzerine düşünüldüğünde bir ikileme karşılaşılmaktadır. Şöyle ki paternalist liderlikte, lider çalışanları hem iş yerinde hem iş dışı yaşamında yönlendirmekte ve çalışanların özel yaşamları dahil çeşitli konularıyla ilgilenebilmektedir. Diğer taraftan “bu yönlendirmeler çalışanların mutlu olmasını sağlayabilir mi?” sorusunun cevabı değişkenlik taşıyabilmektedir.

Bu çalışmada, Türkiye ve Batı literatürlerinde paternalist liderlik ve işyerinde mutluluk kavramları ele alınacaktır. Kültürel paradoks nedeniyle bazı örgüt kültürlerinde olumlu bazı örgüt kültürlerinde olumsuz olarak ele alınan paternalist liderliğin mutluluk açısından örgüte, çalışanlara ve lidere etkileri eleştirel bakış açısıyla değerlendirilecektir.

**Anahtar Kelimeler:** Paternalist Liderlik, İşte Mutluluk, Kültür, Doğu Kültürü, Batı Kültürü

## Happiness at Work and Paternalistic Leadership: Is Culture a Missing Link?

### ABSTRACT

Management and workforce are at the center of the change in business life due to many reasons. In particular, it is seen that technological developments have changed the way of doing business. The results of this affect the happiness of the employees at work. For example, the widespread use of technology in working and production environments can make it sufficient to employ fewer people than in previous periods. In this case, destructive competition is in question for employees, and unhappiness increases in individuals with stress and burnout problems.

In these conditions, it is possible to take positive steps in terms of productivity and happiness for the workplace and employees with effective leadership. At this point, “Can paternalist leadership be appropriate from leadership approaches in the context of employee happiness at work?” When considering the question, a dilemma is encountered. Namely, in paternalistic leadership, the leader directs the employees both at work and outside of work life and can deal with various issues, including the private lives of the employees. On the other hand, “can these referrals make employees happy?” The answer to the question may vary.

In this study, the concepts of paternalistic leadership and happiness at work in Turkish and Western literature will be discussed. Due to the cultural paradox, the effects of paternalistic leadership, which is considered positive in some organizational cultures and negatively in some organizational cultures, on the organization, employees and the leader in terms of happiness will be critically evaluated.

**Keywords:** Paternalistic Leadership, Happiness at Work, Culture, Eastern Culture, Western Culture

## Sosyal Bilgiler Dersinde Oyunlaştırma: Kazanımların MineCraft Oyununa Göre Nasıl Analizi

**Prof. Dr. Eyüp ARTVINLİ**

Eskişehir Osmangazi University

eartvinli@ogu.edu.tr

Orcid: 0000-0002-0502-5720

**Arş. Gör. Dr. Leyla DÖNMEZ**

Eskişehir Osmangazi University

leyladonmezogu@gmail.com

Orcid: 0000-0002-5785-2058

### ÖZET

Minecraft'ın içerik olarak öğrencilere sunabileceği seçenekler oldukça zengindir. Oyun evlerimizdeki legoları bilgisayar teknolojisi ile buluşturup sınırsız hayal gücü ve kaynaklar sunmaktadır. Bu oyunun içerisinde kümes kurmak, tavuklara yem vermek, at ehlileştirmek, balık tutmak, ev yapmak, ağaç kesmek ve dikmek, fırın, sandık gibi eşyalar yapmak, maden üretmek gibi seçenekler mevcut olmakla birlikte uygun kazanımları arka planında tutarak kullanabilmek de mümkündür. Bu zengin eğlenirken öğrenen ortamın tam ortasında ise öğrencinin olduğunu düşününce Sosyal Bilgiler dersinde yer alan Coğrafi becerilerin etkililiği ve kalıcılığı artacaktır. Bununla birlikte öğrenciler arasında grup çalışması ve yarışmaların yapılabileceği gibi önceden hazırlanmış bir program ışığında da ders daha verimli bir hal alacaktır. Bu araştırmanın amacı 4. Sınıf Sosyal Bilgiler Dersi öğretim programında yer alan kazanımların Minecraft oyununa göre analizini yapmaktır. Bu kazanımların tespitinden sonraki aşama ise bu coğrafi oyuna entegre edilebilecek kazanımların öğrencilere bu yöntem ile öğretmesidir. Araştırmanın doğasına uygun olması gerekmesiyle bu çalışmada nitel araştırma yöntemleri kullanılmıştır. Veri toplama aracı olarak doküman incelemesi yapılırken veri analizi ise doküman analizi ile desenlenmiştir. Sosyal Bilgiler dersi öğretim programına bakıldığında Kültür ve miras öğrenme alanından 1 kazanımın, İnsanlar, yerler ve çevreler öğrenme alanından 6 kazanımın tamamının, Bilim, teknoloji ve toplum öğrenme alanından 3 kazanımın, Üretim, dağıtım ve tüketim öğrenme alanından ise 4 kazanımın Minecraft ile Bloom taksonomisinin üst bilişsel düzeyde etkili bir biçimde öğretilbileceği tespit edilmiştir.

**Anahtar Kelimeler:** Minecraft, Coğrafi Becerileri, Coğrafi Oyunlar, Dijital Oyunlar, Sosyal Bilgiler Dersi Öğretim Programı

## Gamification in Social Studies Lesson: How to Analyze Attainments by MineCraft Game

### ABSTRACT

The options that Minecraft can offer to students as content are quite rich. The game combines legos in our houses with computer technology and offers unlimited imagination and resources. There are options such as setting up a coop, feeding chickens, taming horses, fishing, building a house, cutting and planting trees, making furnaces, crates, producing mines in this game, but it is also possible to use them by keeping the appropriate gains in the background. Considering that the student is in the middle of this rich learning environment while having fun, the effectiveness and permanence of the Geographical skills included in the Social Studies course will increase. However, group work and competitions can be held between students, as well as the course will become more efficient in the light of a pre-prepared program. Dec. The aim of this research is 4. The aim of the Classroom Social Studies Course is to analyze the achievements in the curriculum according to the Minecraft game. The next stage after determining these achievements is to teach students the achievements that can be integrated into this geographical game using this method. Qualitative research methods were used in this study on the grounds that they are appropriate to the nature of the research. While document analysis is performed as a data collection tool, data analysis is patterned with document analysis. When looking at the Social Studies course curriculum, it was found that 1 acquisition from the field of culture and heritage learning, all 6 acquisitions from the field of people, places and environments learning, 3 acquisitions from the field of science, technology and society learning, and 4 acquisitions from the field of production, distribution and consumption learning, Bloom taxonomy with Minecraft can be taught effectively at an upper cognitive level.

**Keywords:** Minecraft, Geographical Skills, Geographical Games, Digital Games, Social Studies Course Curriculum

## Uluslararası Coğrafya Olimpiyatlarının 21. Yüzyıl Becerileri Açısından Analizi

**Prof. Dr. Eyüp ARTVINLİ**

Eskişehir Osmangazi University

eartvinli@ogu.edu.tr

Orcid: 0000-0002-0502-5720

**Arş. Gör. Dr. Leyla DÖNMEZ**

Eskişehir Osmangazi University

leyladonmezogu@gmail.com

Orcid: 0000-0002-5785-2058

### ÖZET

Coğrafi becerilere bakıldığında bunlar; Coğrafi gözlem, arazide çalışma, coğrafi sorgulama (Farkına varma, konu veya problemi tanımlama, açıklama, analiz etme ve yorumlama, gelecek ile ilgili tahminlerde bulunma ve karar verme, kişisel çıkarımlar yaparak bir kanıya verme süreçlerinden oluşmaktadır.), zamanı algılama, değişim ve sürekliliği algılama, harita becerisi, tablo, grafik ve diyagram hazırlama ve yorumlama ve kanıt kullanma becerileridir. Bu becerilerin ölçme ve değerlendirmeye tabi tutulması ise coğrafya olimpiyatları okuryazarlığı kavramını da beraberinde getirmektedir. Yalnızca coğrafi sorgulama becerisinin içeriğine bakılarak bile aslında bu okuryazarlık becerisinin önemini anlamak mümkündür. Coğrafya olimpiyatları okuryazarlık becerileri tüm bu coğrafi becerileri ölçmek için bir yol haritası belirlemiş olsa da amacına ve zamana hitap etmiş bir okuryazarlık becerisinin günümüz ile sınırlı kalmayıp geleceğe taşınacağı da büyük bir gerçekliktir. İşte tam da bu noktada 21. yüzyıl becerileri konunun anlam ve önemini anlamak ve yorumlamak açısından önem arz etmektedir. Bu araştırmanın amacı Uluslararası Coğrafya Olimpiyatlarının 21. Yüzyıl becerileri açısından değerlendirilmesidir. Araştırmanın doğasına uygun olması gerekçesiyle bu çalışmada nitel araştırma yöntemleri kullanılmıştır. Veri toplama aracı olarak doküman incelemesi yapılırken veri analizi ise doküman analizi ile desenlenmiştir. Uluslararası Coğrafya Olimpiyatlarında yer alan sorular incelendiğinde bu soruların; Eleştirel düşünme, problem çözme, iletişim, iş birliği, yaratıcılık, inovasyon, girişimcilik, esneklik ve uyum, sosyal ve kültürler arası ilişki ile üretkenlik ve sorumluluk becerileriyle ilişkili olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Uluslararası Coğrafya Olimpiyatları, 21. Yüzyıl Becerileri, Coğrafya Eğitimi

## Evaluation of the International Geography Olympiads in Terms of 21st Century Skills

### ABSTRACT

When looking at geographical skills, they consist of geographical observation, field work, geographical inquiry (Awareness, identification of a topic or problem, explanation, analysis and interpretation, making predictions about the future and making decisions, making personal inferences and giving an opinion.), time perception, change and continuity perception, map skills, table, chart and diagram preparation and interpretation and evidence use skills. The subjection of these skills to measurement and evaluation also brings with it the concept of geography Olympiad literacy. Even by looking only at the content of the geographical inquiry skill, it is possible to understand the importance of this literacy skill. Although literacy skills of the geography Olympiad have determined a roadmap for measuring all these geographical skills, it is also a great reality that a literacy skill that addresses its purpose and time will not be limited to the present but will be carried into the future. This is exactly at this point 21. century skills are important in terms of understanding and interpreting the meaning and importance of the subject. The aim of this research is to present the results of the 21st International Geography Olympiad. It is to be evaluated in terms of century skills. Qualitative research methods were used in this study on the grounds that they are appropriate to the nature of the research. While document analysis is performed as a data collection tool, data analysis is patterned with document analysis. When the questions in the International Geography Olympiads were examined, it was found that these questions were related to critical thinking, problem solving, communication, cooperation, creativity, innovation, entrepreneurship, flexibility and adaptation, social and intercultural decoupling, productivity and responsibility skills.

**Keywords:** International Geography Olympiad, 21. Century Skills, Geographical Education

## Dijital Toplum Sığınağı Olarak Sosyal Medya Kullanıcı Deneyimleri

**Assoc. Prof. Dr. Mutlu UYGUN**

Aksaray University  
mutluuygun@gmail.com  
Orcid: 0000-0002-5878-8430

**Res. Asst. Ebru GÜNER**

Aksaray University  
ebruguner@aksaray.edu.tr  
Orcid: 0000-0001-7315-2935

### ÖZET

Günümüzde üçüncü mekânlar, insan yaşamındaki en önemli deneyim alanları olarak dikkat çekmektedir. Oldenburg tarafından kavramsallaştırılan “üçüncü mekânlar”, insanların evlerinin ve işlerinin dışında en fazla zaman geçirdikleri ve çok sayıda öznel deneyim yaşadıkları sosyal denge alanlarına işaret etmektedir. Bu anlamda, sosyal medya; insanların vakit geçirebildiği, kendilerini ifade edebildikleri, farklı hayatlar yaşayabildikleri yeni bir yaşam alanı ya da toplum sığınağı olarak günlük yaşamın merkezine oturmuş, insanların ortak yaşam oluşturdıkları, dijital olarak etkileşimde bulunabildikleri “siber kafelere” dönüşmeye başlamıştır. Sosyal medyanın kullanıcılarına yaşattığı deneyimlerin “üçüncü mekân” olgusuyla önemli benzerlikler gösterdiği dikkat çekmesine karşın, alanyazında bu kuramla sosyal medyanın ilişkilendirildiği çalışmalara pek rastlanmadığı göze çarpmaktadır. Buna dayalı olarak bu çalışmanın temel amacı, “üçüncü mekân” kuramı esas alınarak, teknoloji tabanlı dijital bir yaşam merkezini temsil eden sosyal medyada yaşanan kullanıcı deneyimlerini ve bu deneyimlerin üçüncü mekân nitelikleri ile örtüşüp örtüşmediğini değerlendirmek, sosyal medya kullanıcı deneyimleri ile sosyal medya tatmini ve bağlılığı arasındaki ilişkileri incelemektir. Bu amaçla çalışmada, nicel araştırma yaklaşımı ve ilişkisel tarama modelinden (alan araştırması) yararlanılmıştır. Araştırmada, kolayda örnekleme yöntemine göre, yoğunluğu değişmekle birlikte sosyal medya platformlarını aktif olarak kullanan Aksaray’daki 550 sosyal medya kullanıcısından hem yüz-yüze hem de çevrimiçi bir platform üzerinden önceden geçerlik ve güvenilirlikleri sınanmış sosyal medya kullanıcı deneyimi, sosyal medya tatmini ve bağlılığı ölçeklerini içeren bir anketle veri toplanmıştır. Toplanan veri, betimsel istatistiklerin yanısıra açıklayıcı faktör analizi, korelasyon analizi ve yol analizinden yararlanılarak test edilmiştir. Elde edilen sonuçlar; sosyal medya kullanıcı deneyimlerinin “yakın çevre ile ilgili sosyal deneyimler”, “genel çevre ile ilgili sosyal deneyimler”, kaçış ve macera arayışı deneyimleri” ve “eğlence ve öğrenme deneyimleri” olmak üzere dört boyuttan oluştuğunu ve sosyal medya platformlarının kullanıcılarına yaşattığı bu deneyimler ile üçüncü mekân deneyimlerinin büyük ölçüde örtüştüğü tespit edilmiştir. Test edilen araştırma modeli dikkate alındığında, bir üçüncü mekân olarak sosyal medyadaki bu kullanıcı deneyimleri ile sosyal medyaya yönelik tatmin ve bağlılık arasında çoğunluğu yüksek düzeyli doğrudan pozitif yönlü güçlü ilişkiler olduğu sonuçlara yansımıştır. Ayrıca, genel çevre ile ilgili sosyal deneyimlerin dışında diğer tüm sosyal medya kullanıcı deneyim boyutları ile sosyal medyaya yönelik bağlılık arasındaki ilişkilerde tatmin değişkeninin aracılık rolüne sahip olduğu da ortaya çıkmıştır. Bu çalışmanın ilgili alanyazına hem kavramsal hem de uygulama açısından katkı sağlayabilecek değerlendirmeler ve ipuçları içerdiği düşünülmektedir.

**Anahtar Kelimeler:** Üçüncü Mekân, Üçüncü Mekân Deneyimleri, Sosyal Medya, Sosyal Medya Kullanıcı Deneyimleri, Tatmin ve Sadakat

## Social Media User Experiences as a Digital Community Refuge

### ABSTRACT

In today's world, third places stand out as the most important experiential spaces in human life. Conceptualized by Oldenburg, “third places” refer to social balance areas where people spend the most time outside of their homes and workplaces, experiencing many subjective experiences. In this sense, social media has emerged as a new living space or a refuge for society, where individuals can spend time, express themselves, and experience different lives,

and has started to turn into “cyber cafes” where people create shared lives and interact digitally. Despite the noticeable similarities between the experiences provided by social media and the of the “third place” phenomenon, there is a lack of studies associating this theory with social media in the literature. Based on this, the main purpose of this study is to determine the user experiences on social media, representing a technology-based digital living center, using the “third place” theory, and evaluate whether these experiences align with the third place qualities, and to investigate the relationships between social media user experiences, social media satisfaction and loyalty. In order to fulfil this purpose, quantitative research approach and relational survey model (field study) were used. In the study, using convenience sampling method, data were collected from 550 social media users in Aksaray, who actively use social media platforms with varying intensity, both face-to-face and via an online platform, using a questionnaire that included social media user experience, social media satisfaction and loyalty scales whose validity and reliability were previously tested in the literature. The collected data were analysed using descriptive statistics, exploratory factor analysis, correlation analysis and path analysis. The results showed that social media user experiences consist of four dimensions, namely “social experiences related to the immediate environment”, “social experiences related to the general environment”, “escape and adventure seeking experiences”, and “entertainment and learning experiences”, and that these experiences provided by the social media platforms and the third place experiences overlap to a great extent. Considering the tested research model, the results reflect that there are mostly high-level direct positive relationships between these user experiences in social media as a third place and satisfaction and loyalty towards social media. In addition, it was also revealed that satisfaction variable has a mediating role in the relationships between all other social media user experience dimensions except social experiences related to the general environment and loyalty towards social media. It is believed that this study contains evaluations and clues that can contribute to the relevant literature both conceptually and practically.

**Keywords:** Third Place, Third Place Experiences, Social Media, Social Media User Experiences, Satisfaction and Loyalty

## Yükseköğretimde Öğrenci Sadakati ve Ağızdan Ağıza İletişim Eğiliminde Üniversite Deneyiminin Rolü: Kent Deneyimlerinin Düzenleyici Etkisi

**Doç. Dr. Mutlu UYGUN**

Aksaray University  
mutluuygun@aksaray.edu.tr  
Orcid: 0000-0002-5878-8430

**Arş. Gör. Ebru GÜNER**

Aksaray University  
ebruguner@aksaray.edu.tr  
Orcid: 0000-0001-7315-2935

### ÖZET

Yükseköğretim alanındaki küresel eğilimler ve üniversite sayısındaki artışın getirdiği rekabetle birlikte daralan öğrenci havuzu karşısında üniversiteleri daha çekici, tercih edilebilir bir yapıya kavuşturabilme yönündeki çabalar, önemini her geçen gün daha da artırmaktadır. Günümüzde aday öğrencilerin üniversite tercihinde okumak istedikleri bölüm ya da programların kalitesinin yanında, üniversitenin kendilerine sunduğu yaşam kalitesine katkı sağlayan bütüncül bir eğitim hizmeti deneyimi de oldukça etkili olabilmektedir. Bu bütüncül eğitim deneyiminde, üniversitenin bulunduğu kentle olan etkileşimlerin de önemli bir role sahip olabileceği söylenebilir. Ancak alanyazında (özellikle Türkiye’de) öğrencilerin üniversite deneyimini konu edinen yeterli sayıda çalışmaya rastlanmadığı gibi, konu açısından kent deneyimlerinin de büyük ölçüde göz ardı edildiği anlaşılmaktadır. Dolayısıyla bu araştırmanın temel amacı; üniversite öğrencilerinin okudukları üniversiteye yönelik bütüncül hizmet deneyimleri ile üniversiteye yönelik sadakat ve ağızdan ağıza iletişim (AAİ) eğilimleri arasındaki ilişkilerde ilgili üniversitenin bulunduğu kente ilişkin deneyimlerinin düzenleyici role sahip olup-olmadığını incelemektir. Bu amaçla çalışmada, nicel araştırma yaklaşımı ve ilişkisel tarama modelinden (alan araştırması) yararlanılmıştır. Araştırmada; öğrenci evreni için temsili sağlayabilmek amacıyla Aksaray Üniversitesi’ne bağlı birimler (fakültelerin ve yüksekokulların farklı bölümleri), yansız örnekleme yöntemine göre seçilmiş ve seçilen bu bölümlerde okuyan 861 öğrenciden gördükleri dersler öncesinde o an derse gelmiş olanlardan kolayda örnekleme yöntemine göre amaca yönelik ölçeklerden yararlanılarak oluşturulmuş bir anket yoluyla veri toplanmıştır. Veri analizinde, betimsel istatistiklerden, açıklayıcı faktör analizinden, korelasyon analizinden ve bootstrap yöntemini esas alan düzenleyici (durumsal) etki analizinden yararlanılmıştır. Sonuçlar, üniversite deneyiminin “sosyal ve fiziksel çevre koşullarına yönelik deneyimler”, “akademik koşullara yönelik deneyimler” ve “öğretim elemanlarına ve idari yönetim koşullarına yönelik deneyimler” olmak üzere üç boyuttan; kent deneyiminin “sosyo-ekonomik çevre koşullarına yönelik deneyimler”, “fiziksel çevre ve hizmet koşullarına yönelik deneyimler” ve “yerel halkın öğrenci bakış açısına yönelik deneyimler” olmak üzere üç boyuttan oluştuğunu göstermiştir. Buna dayalı olarak yürütülen devam analizleri sonucu, üniversite deneyiminin tüm alt boyutları ile kent deneyiminin tüm alt boyutları ve üniversiteye yönelik sadakat ve AAİ eğilimleri arasında orta ve yüksek düzeyli anlamlı ilişkiler tespit edilmiştir. Ayrıca, üniversite deneyimi ile üniversiteye yönelik sadakat ve AAİ ilişkilerinde özellikle “fiziksel çevre ve hizmet koşullarına yönelik kent deneyimlerinin” öne çıktığı ve düzenleyici bir role sahip olduğu belirlenmiştir. Bu sonuçların hem kavramsal alanyazın hem de uygulama açısından dikkate değer olduğu düşünülmektedir.

**Anahtar Kelimeler:** Üniversite Deneyimi, Öğrenci Kent Deneyimi, Sadakat ve AAİ, Düzenleyici Etki Analizi

## The Role of University Experience in Student Loyalty and Word-of-Mouth Recommendations in Higher Education: The Moderating Effect of City Experiences

### ABSTRACT

Efforts to make universities more attractive and desirable in the face of a shrinking student pool due to global trends in the field of higher education and the competition brought about by the increase in the number of universities are becoming more and more important every day. Today, in addition to the quality of the departments





## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

or programs they wish to study, a holistic educational service experience that contributes to the quality of life offered by the university can be very effective in the university choice by prospective students. In this holistic educational experience, it can be said that interactions with the city in which the university is located may also play an important role. However, in the literature (especially in Turkey), there are not enough studies on students' university experience, and it is understood that city experience is largely ignored in terms of the subject. Therefore, the main purpose of this study is to examine whether students' university experiences related to the city where the university is located have a moderating role in the relationship between their holistic service experiences towards the university they are studying and their loyalty and word-of-mouth communication (WOM) tendencies towards the university. To fulfil this purpose, quantitative research approach and relational survey model (field study) were used. In the study; in order to represent the student population, the units (different departments of faculties and colleges) affiliated to Aksaray University were selected according to the random sampling method and data were collected from 861 students studying in these selected departments through a questionnaire prepared by using purpose-oriented scales according to the convenience sampling method. In data analysis, descriptive statistics, exploratory factor analysis, correlation analysis and moderating effect analysis based on bootstrap method were used. The results showed that the university experience consisted of three dimensions, namely "experiences of social and physical environmental conditions", "experiences of academic conditions" and "experiences of academic staff and administrative conditions"; the city experience consisted of three dimensions, namely "experiences of socio-economic environmental conditions", "experiences of physical environment and service conditions" and "experiences of local people's student perspective". As a result of the analyses conducted on this basis, it was determined medium and high level significant relationships between all sub-dimensions of university experience, all sub-dimensions of city experience, and university loyalty and WOM tendencies. In addition, it was found that "city experiences regarding physical environment and service conditions" were particularly prominent and played a moderating role in the relationships between university experience and university loyalty and WOM. These findings are considered noteworthy in terms of both conceptual literature and practice.

**Keywords:** University Experience, Student City Experience, Loyalty and WOM, Moderating Effect Analyses





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Digitalization Communication in Business Entrepreneurship and Leadership**

**Instructor Sadriye Pelin OZKUZEY**

Okan University  
pelinozkuzey@gmail.com  
Orcid: 0009-0001-5055-6651

### **ABSTRACT**

This paper focuses on the construct of digital communication and how it is affecting business entrepreneurship and leadership environment.

First it presents another way to explore communication. Next, it discusses the fact that while digitalization is beneficial to our own being it also affects our business environment by providing better communication, management, leadership. Digital communication

Entails treating with kindness, recognizing one's shared humanity, and being mindful can be very beneficial for our business environment that we are a part of. A questionnaire called Digital Communication Scale is used to measure the effect of digital communication on our business and leadership management. Finally, this article suggests that digital Communication may offer benefits to our own being and our business environment. Research is presented so as to show that digital communication and management provides great leadership and management benefits, motivation, and brings success to an individual, managers, leaders and the business environments.

**Keywords:** Digitalization, Communication, Business Entrepreneurship, Leadership



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Examination of Consumers' Choice of Cleaning Materials with Conjoint Analysis

**Assoc. Prof. Dr. Gülşen AKMAN**

Engineering Faculty, Kocaeli University, Turkiye  
akmang@kocaeli.edu.tr  
Orcid: 0000-0002-5696-2423

**Tolga OFLU**

Engineering Faculty, Kocaeli University, Turkiye  
tolgaoflu8@gmail.com  
Orcid: 0009-0005-7515-2425

**Ali İhsan BOYACI**

Engineering Faculty, Kocaeli University, Turkiye  
ali.ihsan@kocaeli.edu.tr  
Orcid: 0000-0002-6270-5618

### ABSTRACT

In order to combat customer satisfaction and competition conditions in the consumer market, companies must be able to produce products that meet the demands of consumers. In order to compete with many products in the market and to be the reason for preference, the wishes of the consumers gain importance. In this context, it is of great importance to understand the preferences of consumers in the selection of cleaning products and to produce according to these preferences.

The subject of the study is the examination of the factors affecting the preferences of cleaning materials in the consumer market with the conjoint analysis method. Conjoint analysis, which is one of the multivariate statistical analysis methods, is a widely used analysis to measure and determine how consumer preferences change within the scope of multi-feature and qualified products.

The aim of the study is to determine the degree of importance of the factors that people give the most importance in the selection of cleaning materials and to determine which of the determined levels will be demanded more. After this determination, it is the examination of which features the company should give importance to the production of cleaning materials according to the preferences. Cards consisting of the factors of price, brand, smell, accessibility and degree of promotion, which are important in the selection of cleaning materials, were prepared. For these cards, the participants were asked to rank from the most preferred to the least preferred. As a result of the study, it was determined that the brand of cleaning materials was the most important among the preferences with 32%.

**Key Words:** Cleaning Material Selection, Conjoint Analysis, SPSS Analysis



## COVID 19 and Plight of Women (With Special Emphasis on Indian Women)

**Ms. Sritama MANDAL**

Masters in Sociology  
University of Calcutta  
iamsritama98@gmail.com  
ORCID: 0009-0001-4761-0864

### ABSTRACT

The COVID 19 pandemic has forced the world to embrace a new normal, and emerging evidence on the impact of COVID 19 suggests that women's economic and productive lives have been affected disproportionately and differently from men. According to International Labour Organization, in developing economics, 70% of women work in the informal sector with few protections against dismissal or for paid sick leave and limited access to social protection. In India, the nationwide lockdown imposed by the Government has left millions of migrant labour unemployed and starved for food, placing a huge financial burden on their women, who contribute substantially to their household income. We will review the adverse impact of COVID 19 on the income and jobs of working women and housewives, especially domestic workers, health workers and women working in sectors such as manufacturing, home-based activities for assembling production, teaching, coaching and agriculture-based activities. On an average, women spend two times as many hours as men doing unpaid caregiving work as well as domestic work. With health facilities being overburdened and non COVID 19 related health and social services being scaled down, women will be primary unpaid caregivers to ailing family members. Women's greater involvement in unpaid care economy could also impact their already low workforce participation rate. In India, participation of women in the labour force has been trending downwards for the past several years. By occupation, approximately 80% working women in India have been engaged in agriculture, health, education, paid domestic work, and manufacturing sectors. During COVID 19, the socio-economic conditions of girls and working women have adversely affected their working conditions, exposing them to a high risk of exploitation and abuse for their economic survival. Restrictive social works, gender stereotypes, home quarantine and diversion of resources to respond to the COVID 19 pandemic can limit women's ability to access health services. Global lockdowns have led to several women being stuck at home with their perpetrators and incidents and reports of violence against women has been on a risk. Evidence from the South East Asia region shows that seasonal male outmigration is linked to the reduction in gender-based domestic violence. Women's health services has also been severely impacted due to the COVID 19 emergency. Multiple reproduction has also put severe strain on their mental health.

**Keywords:** COVID 19, Women, Workers, India, Gender.



**Effectiveness of Project-Based Instructional Models for  
Shop & Store Interior Design Courses, Faculty of Art and Design  
Universitas Trisakti**

**Dr. Asih Retno Dewanti, M.Ds, M.Pd**

Universitas Trisakti  
asihretno@trisakti.ac.id

**Resky Annisa Damayanti, S.Ds, M.Ds**

Universitas Trisakti  
resky\_annisa@trisakti.ac.id

**Erlina Novianti, S.Sn, M.Ds**

Universitas Trisakti  
erlina@trisakti.ac.id

**Silviana Amanda Aurelia Tahalea, S.Sn, M.Sn**

Universitas Trisakti  
silviana@trisakti.ac.id

**Syafika Chairunnisa**

Universitas Trisakti  
syafisya24@gmail.com

**ABSTRACT**

This study aims to increase the final grade in the Shop & Store Interior Design course for students of the Interior Design study program, Faculty of Art and Design, Universitas Trisakti. This research is based on the acquisition of scores for the last 5 years in every even semester, from the 2017/2018 Academic Year to the 2021/2022 Academic Year. The existing conditions are known to be that almost all students experience difficulties in completing assignments in the form of Portfolios properly and correctly, on time and representatively. This study refers to The Dick and Carey Instructional Model up to the ninth step combined with the John Larmer ProjectBased Learning Model from the Buck Institute for education in the sixth step and the Concept of Interior Design Planning, with research subjects namely Interior Design students at the Faculty of Art and Design at the University Trisakti. Experimental research was carried out through expert validation, including: Learning Design, Media and Teaching Materials and was carried out on students by conducting a Pre-Test and Post-Test 'One to one' test with 3 students, Small Group Trial with 9 Students, Trial field with 15 students and field trials with 31 students. The trial was declared feasible and effective to be developed and applied to the Shop & Store Interior Design Course so students can complete Portfolio assignments correctly, on time and representatively with a project-based approach in the design process, where students are able to think creatively, independently and collaboratively work in do: Gather information from both the literature and field surveys as 'Input', conduct a 'Process' study and analyze the information collected to determine the design concept as the final result or 'Output'. The results of this study are recommended in the form of: Textbooks, Lecturer Guides and Student Guides. Thus it can be concluded that this Project-Based Learning Model can increase students' final grades in the Shop & Store Interior Design Course.

**Keywords:** Project-Based Learning, Design Process, Interior Design



## **Creative Business Strategy for Adapting During the Covid-19 Pandemic at the Suwatu Restaurant and Gallery Yogyakarta**

**Anita Armas S.Sn., M.Ds**

Universitas Trisakti  
anita.armas@trisakti.ac.id  
Grogol, Petamburan West Jakarta

**Dra. Woro A. Werdina, M.Ds**

Universitas Trisakti  
woro\_asty@trisakti.ac.id  
Grogol, Petamburan West Jakarta

**Charles S. Marpaung S.Sn., M.Ds**

Universitas Trisakti  
charles.s@trisakti.ac.id  
Grogol, Petamburan West Jakarta

**Siti Marshaula Lyravega**

Universitas Trisakti  
gegelyravega@gmail.com  
Grogol, Petamburan West Jakarta

### **ABSTRACT**

The Covid-19 pandemic has been going on for over three years, from the beginning of 2020 until now. The Covid19 pandemic period is not over yet, but humans have started to adapt well to this problem. Not only adapting to health and viruses that are increasingly mutating, but human behaviour patterns have begun to adapt; this can be seen from various new strategies in the business world in surviving the pandemic. One of the businesses that must adapt to this situation is the culinary business. Several restaurants implemented creative strategies by applying design thinking in surviving this Covid-19 era. One culinary business that has adapted to this situation is the restaurant and gallery Suwatu, which is located in the Special Region of Yogyakarta. This type of research is descriptive qualitative. In this study, the focus is on analysing how creative strategies can help culinary businesses to adapt to the circumstances that occur as well as the various challenges or problems that are obtained and then proceed with the solutions. The methods used in this study are observation, interviews, and related literature studies. The results of this study indicate that there is a creative adaptation in the Suwatu Yogyakarta restaurant and gallery. This adaptation applies the science of design thinking, which is a science that focuses on changing human needs; the business strategy is in the form of (1) the use of open building facades to fulfil space health standards, (2) a limited reservation system, (3) a kitchen pattern based on shifts, (4) location as part of the adventure experience, (5) utilization of natural resources and surrounding human resources as part of corporate social responsibility (CSR) for the affected communities.

**Keywords:** Adapting, Strategy, Suwatu, Pandemic.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Aesthetics of Design and The Meaning of Cultural Acculturation in The Islamic Center Mosque in Samarinda, East Kalimantan**

**Layla Nurina Kartika Iskandar, S.Ds, M.Ds**

Universitas Trisakti  
laylanurina@trisakti.ac.id

**Siti Febrina Rahmadani, S.Ds, M.Ds**

Universitas Trisakti  
siti.febrina95@trisakti.ac.id

**Retno Damayanti, S.Sn, M.Ds**

Universitas Trisakti  
retno.d@trisakti.ac.id

**Rosidianti Alifah**

Universitas Trisakti  
rosidianti091102000020@std.trisakti.ac.id

### **ABSTRACT**

The Baitul Muttaqien Mosque, also known as the Islamic Center Mosque, located on the banks of the Mahakam River on Slamet Riyadi Street in the Sungai Kunjang District of Samarinda, East Kalimantan, provides a reflection of the acculturation between Middle Eastern and local East Kalimantan cultures. This is not only to beautify the mosque building, but also has a philosophical meaning contained within the two different cultural elements. One of the prominent designs is the tower, inspired by the Nabawi Mosque tower in Madinah AlMukarromah, and the main dome, inspired by the Haghia Sophia Mosque in Istanbul, Turkey. The mosque building also has 7 towers, with the main tower reaching 99 meters in height, symbolizing the 99 names of Allah (Asmaul Husna), while the mosque porch is decorated with Middle Eastern-style crystal chandeliers and wall lamps featuring Arabic calligraphy. Meanwhile, the local East Kalimantan culture can be seen in the ornamentation of the mosque's interior and exterior walls. In this article, the acculturation between Middle Eastern and local East Kalimantan cultures in Islamic architecture will be discussed through the perspective of aesthetic design sciences, using a descriptive research method by both outlining and analyzing. This research method begins with data collection, followed by direct and indirect observations through interviews, artifact studies, and documentation data at the Islamic Center Mosque in Samarinda.

**Keywords:** Mosque, Acculturation, Culture, Design Aesthetics, East Kalimantan.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Corporate Social Responsibility (CSR) on Firm Value: The Role of Employees Awareness**

**PhD.c. Dafina ABDULLAHU**

University "Ukshin Hoti" Prizren

dafina.abdullahu@uni-prizren.com

<https://orcid.org/0000-0003-4545-5765>

### **ABSTRACT**

Nowadays, we have a growing attention to issues related to corporate social responsibility towards external and internal actors of the organization on the one hand, and on the other hand to increase financial performance and create an image as good to these actors, who we can say play a very important role in the development and progress of the corporation. This paper investigates the impact of CSR on corporate reputation with particular emphasis on fulfilling their responsibilities to employees. To achieve the main objective of the study, data was collected from firms registered by the Business Registration Agency, where financial reports and financial indicators were analyzed. Structured questionnaires were used and a total of 300 questionnaires were distributed among senior corporate executives. Data analysis was performed with the SPSS statistical program. From the analysis of the data, we can conclude that the improvement of the financial performance of the corporations has come as a result of the commitment of the employees, the rich managerial experience and the transparency of the financial transactions.

**Keywords:** CSR, Value, Worker's, Financial Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Development of the Creative Economy Through the Usage of New Batik Motif as Aesthetical Element of Interior Ornament**

**Dr. Cama Juli Rianingrum, MSi.**

Universitas Trisakti  
cama.yuli@trisakti.ac.id

**Dra. Atridia Wilastrina, MDS.**

Universitas Trisakti  
atridia@trisakti.ac.id

**Anita Armas, SSn., MDS.**

Universitas Trisakti  
anita.armas@trisakti.ac.id

**Dra. Beta Oki Baliartati, MM.**

Universitas Trisakti  
beta.oki@trisakti.ac.id

### **ABSTRACT**

Batik is part of the Javanese and Indonesian cultural heritage. It is made by using hot wax and a tool called canting, with a fairly lengthy process that requires special skill. Initially batik was used only as clothing for the royal family, but today batik can be worn by the general public, used as accessories, and even as shaped into interior ornaments, such as chair covers, pillowcases, curtains, runners, lampshades, and others. Traditional batik motifs consist of shapes and colors that have meanings, reflective of the distinctive and unique philosophy of the Javanese people. The process of making contemporary batik motifs is carried out using the shape transformation method, while still paying attention to the principles that shaped the original form. The goal is to enrich the variety of Indonesian batik motifs to keep up with times and market demand, but still maintain a visual traditional Indonesian feel. It is hoped that by creating new batik motifs that are more modern and diverse, it will inspire more creativity in the form of art, textiles, as well as better appreciation by the general public, thereby increasing business opportunities in the creative economy.

**Keywords:** Batik Motif, Interior Design, Creative Economy, Ornament





## **Aesthetic Design of Malay Riau Songket**

**S.Ds., M.Ds. AKKAPURLAURA**

Faculty of Art and Desain, Universitas Trisakti  
akkapurlaura@trisakti.ac.id

**S.Ds., M.Ds. LAYLA NURINA KARTIKA ISKANDAR**

Faculty of Art and Desain, Universitas Trisakti  
laylanurina@trisakti.ac.id

**S.Sn., M.Ds. EKANANDA HARIYADI**

Faculty of Art and Desain, Universitas Trisakti  
ekananda@trisakti.ac.id

**S.Sn., M.Ds. VIRGINIA SURYANI SETIADI**

Faculty of Art and Desain, Universitas Trisakti

### **ABSTRACT**

Riau Malay Songket handicrafts have been known since ancient times, but as time goes by, many young people do not know Songket and how to make Songket clothes. This Songket cloth was previously only used during traditional ceremonies, until now it has been used for many official events both in government and in the private sector. Songket has given birth to various types of motifs, which contain certain meanings and philosophies. Motives that are usually derived from plants or animals (a small part) are preserved into variations that are full of symbols that reflect the basic values of Malay beliefs and culture. Furthermore, there are also some local customs governing the placement and use of these motifs, and anyone has the right to use them. Its value refers to the original properties of every object or creature that is used as a motif that is combined with the noble values of the Islamic religion. The research results can be used as a means of diagnosis in finding the cause of failure or a problem encountered in the implementation of a project so that efforts can be found to overcome it. Aesthetically, there is an increase in the patterns used and modified from those that existed before. However, Riau Songket is rarely heard in the country due to a lack of promotion. Malay Songket cloth needs to be popularized not only domestically but abroad. This research method begins with data collection, followed by qualitative methods through interviews, artifact studies, and documentation of Malay Riau Songket.

**Keywords:** Songket, Riau, Malay



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Development of Tourism Village Potential in Klungkung Regency, Bali Through Virtual Tour Media**

**Dr., M. Ds. SANGAYU KETUT LAKSEMI NILOTAMA**

Faculty of Art and Design, Universitas Trisakti  
sangayu@trisakti.ac.id /

**Dr., M.PD. MENUL TEGUH RIYANTI**

Faculty of Art and Design, Universitas Trisakti  
menulteguh@trisakti.ac.id

**DIPL, ING, ST. ERICK TEGUH LEKSONO**

Faculty of Art and Design, Universitas Trisakti  
erick.teguh@trisakti.ac.id

**M. Ds, TOMMY.H. PRIHARTANTO**

Faculty of Art and Design, Universitas Trisakti  
tommy.hp@trisakti.ac.id

### **ABSTRACT**

Klungkung Bali Regency is the smallest district on the island of Bali, Indonesia, but its area covers the islands of Nusa Penida, Nusa Lembongan and Nusa Ceningan. In addition to these three islands, Klungkung has interesting and exotic natural tourist spots, traditional architectural tours hidden in villages, also has Kamasan painting artists, traditional *ikat* craftsmen, and *kepeng* money craftsmen. There are many interesting and unique tourist attractions in Klungkung which have not been properly explored, the village's potential has not been disclosed and recorded properly due to several constraints between inadequate accessibility and activity information that will be obtained by visitors. The purpose of this study is to identify the interesting parts of the location, to help develop this regional tourism destination through virtual tour media as a location simulation based on photo and video data with additional sound effects. This study uses a qualitative descriptive method to be able to describe phenomenon 2 of 19 uniqueness of the Tourism Village in Klungkung so that photos and videos can be documented into virtual tour media. Two tourist villages that will be discussed are: the Kamasan tourist village and the Lembongan tourist village which are famous for their natural beauty and beaches. This multimedia method is preferred by the millennial generation. The use of virtual tour media can provide many benefits, namely being able to capture a wider audience, interesting visual information, saving time and costs, and being able to provide visualizations in real time.

**Keywords:** Tourism Village, Virtual Tour, Klungkung Bali.

## Coğrafya Eğitiminde Dijitalleşme

**Arş. Gör. Dr. Leyla DÖNMEZ**

Eskişehir Osmangazi University

leyladonmezogu@gmail.com

Orcid: 0000-0002-5785-2058

**Prof. Dr. Eyüp ARTVINLİ**

Eskişehir Osmangazi University

eartvinli@ogu.edu.tr

Orcid: 0000-0002-0502-5720

### ÖZET

Coğrafya dersi öğrenciler açısından ezbere dayalı bir ders olarak görülmektedir. Bununla birlikte coğrafya dersi öğrencilerin günlük hayatta kullanabileceği coğrafi becerilerle örüntülüdür. Coğrafi becerilerin tamamının sınıf içi öğrenme ortamlarında kazandırılmayacağı aşikardır. Çoğunlukla sınıf dışı öğrenme ortamına, arazi ve saha çalışmasına ihtiyaç duyulmaktadır. Öte yandan içinde bulunduğumuz pandemi koşulları ve uzaktan eğitim süreci bırakın arazi çalışmasına gitmeyi, sınıf içi öğrenme ortamlarının bile önünde engel oluşturmuştur. Öğrenci sınıf dışı öğrenme ortamları ile daha üst düzeyde düşünebilme becerisine sahip olmaktadır. Bu nedenle GeoGame olarak tanımlanan oyunların içinde bulunduğumuz salgın döneminde doğru öğrenme ortamında kullanılması dezavantajı avantaja çevirmek açısından önemlidir. Pandemi koşulları içinde gelişen şu sürece faydalı bir bakış açısı olarak coğrafi oyunların coğrafi becerileri kazandırmak ve geliştirmek için kullanılabileceği bu çalışmada ifade edilmiştir. Bu nedenle, bu çalışmanın amacı, coğrafi oyunlar olarak bilinen etkileşimli oyunların coğrafi beceriler üzerindeki etkisini analiz etmektir. Araştırma sürecinde Coğrafi oyun olarak tanımlanan oyunların coğrafi becerileri ne ölçüde kazandırabilecekleri araştırılmıştır. Nitel araştırma yöntemlerinden biri olan doküman analizi ile toplanan veriler, Türkiye bağlamında gerek sosyal bilgiler dersi öğretim programı gerekse Coğrafi oyunlar çerçevesinde derinlemesine analiz edilecektir. Oyun sadece bir eğlence aracı değil, aynı zamanda okullarda coğrafi eğitim için bir öğrenme ortamı yaratma kapasitesine de sahiptir. Doğru oyun doğru öğrenme ortamıyla birleştirildiğinde, çocukların eğlenirken öğrendikleri optimum bir öğrenme ortamı oluşturulabilir. Coğrafya eğitiminde ders dışı etkinlikler yoğun olarak kullanılması gereken bir öğretim yöntemidir. Günümüz pandemi koşulları öğrencileri interaktif eğitim modeline yaklaştırmıştır. Bu süreçte eğlenirken öğrenmek mottosu ile pandeminin dezavantajlı koşullarını avantaja çevirerek coğrafi becerilerin kazandırılmasına katkı sağlanabilir.

**Anahtar Kelimeler:** Coğrafi oyunlar, Coğrafi beceriler, Coğrafya eğitimi, Dijital Oyunlar

## Digitalization in Geographical Education

### ABSTRACT

Geography course is seen as a rote-based course from the point of view of students. However, the geography course is patterned with geographical skills that students can use in daily life. It is obvious that not all geographical skills can be acquired in classroom learning environments. There is often a need for an out-of-class learning environment, land and field work. On the other hand, the pandemic conditions we are in and the distance education process let alone going to field work, it has created obstacles even in front of classroom learning environments. The student has the ability to think at a higher level with out-of-class learning environments. For this reason, it is important to use the games defined as GeoGames in the right learning environment during the epidemic period we are in in order to turn the disadvantage into an advantage. A useful perspective on the process that is developing under pandemic conditions as stated in this study, geographical games can be used to acquire and develop geographical skills. Therefore, the purpose of this study is to analyze the effect of interactive games, known as geographical games, on geographical skills. In the research process, it was investigated to what extent the games defined as geographical games can acquire geographical skills. The data collected by document analysis, which is one of the qualitative research methods, will be analyzed in depth within the framework of both the social studies course curriculum and Geographical games in the context of Turkey. The game is not only a means of entertainment, but also has the capacity to create a learning environment for geographical education in schools. When the right game is combined with the right learning environment, an optimal learning environment can be created in which children learn while having fun. Extracurricular activities in geography education are a teaching method that should be used intensively. Today's pandemic conditions have brought students closer to the interactive educational model. In this process, with the motto of learning while having fun, it can contribute to the acquisition of geographical skills by turning the disadvantaged conditions of the pandemic into an advantage.

**Keywords:** Geographical Games, Geographical Skills, Geographical Education, Digital Games



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Talent Management in the Hotel Industry of Pune City: Role of Social Media and Social Media Influencers**

**Asst. Prof. Merle Almeida**

Bharati Vidyapeeth (Deemed to be) University  
Institute of Hotel Management and Catering Technology  
Pune, India  
dsamerle8080@gmail.com  
Orcid: 0000-0001-6042-6589

**Asst. Prof. Gaurav Gomase**

G H Rasoni School of Hospitality Management, Nagpur  
gauravgomase21@gmail.com  
Orcid Id: 0000-0002-7050-4613

**Assoc. Prof. Dr. Charuta Gajbhiye**

LAD College of Hotel Management and Catering Technology, Nagpur  
charushambarkar@gmail.com  
Orcid id: 0000-0001-7457-0100

### **ABSTRACT**

Influencer marketing is growing leaps and bounds in recent years and is a force in contemporary persuasion. The persistent growth of social media platforms has allowed their users to view them as valuable information sources and firms to adopt them as effective marketing tools. Our aim was to understand the role that social media and social media influencers plays in acquiring talented staff for the Hotel Industry and the acceptance of social media influencers and social media platforms by the industry. Through the study it has been seen that some of the HR Managers are already hired social media influencers and using social media platforms for hiring and retaining talent into the organizations during the discussion; the others realised that they should be hiring and using social media influencers and platforms for hiring and getting the right talent. Those already using are extremely satisfied with the results and would be continuing to do so and spread over new upcoming platforms (if available) to increase visibility in future. It has been realized that the individuals are more likely to follow social media influencers and hence it has become a necessity to hire them to get the right talent with appropriate experience.

**Keywords:** Social Media, LinkedIn, Facebook, Twitter, Instagram, YouTube, Best Practices, Influencer Marketing, Influencer Marketing Best Practices, Influencer Marketing Strategy



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Application of Information Technology, Dissemination of Tax Regulations and Public Trust on Taxpayer Compliance (Study on Individual Taxpayers in the North Bekasi Region)**

**David Pangaribuan**

Lecturers of Master of Accounting  
Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Indonesia  
david.pangaribuan@dsn , ubharajaya.ac.id

**Tutty Nuryati**

Lecturers of Master of Accounting  
Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Indonesia  
tutty.nuryati@dsn.ubharajaya.ac.id

**Agus Wijatmoko**

Students of Master of Accounting Program  
Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Indonesia  
agus.wijatmoko@mhs.ubharajaya.ac.id

### **ABSTRACT**

The purpose of this study relates to empirical testing of the effect of using e-filing information technology, tax socialization and public trust in taxpayer compliance in North Bekasi. This type of research is quantitative correlation, using purposive sampling with a sample of 100 respondents determined using the slovin formula. Data were obtained using questionnaires which were distributed directly to the respondents. The results of the study concluded that (a) the application of e-filing information technology has a positive and significant effect on taxpayer compliance. (b) Tax socialization has a positive and significant effect on taxpayer compliance. Public trust has a positive and significant effect on taxpayer compliance. The implication of the research is to have a positive influence on the government, especially the Directorate General of Taxes, taxpayers and the public in the context of fulfilling tax rights and obligations. Taxpayer compliance is a psychological and economic problem, therefore research related to the topic of taxpayer compliance must be carried out over time. Because of that, it is necessary to carry out further research by expanding the scope of research by linking it to culture, social norms and tax inclusion. Taxpayer compliance is a psychological and economic problem, therefore research related to the topic of taxpayer compliance must be carried out over time. Because of that, it is necessary to carry out further research by expanding the scope of research by linking it to culture, social norms and tax inclusion.

**Keywords:** Use Information Technology, Dissemination Taxation, Public Trust and Compliance Taxpayers



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Collaborative Online International Learning on Flourishing Business Toward Developing Sustainability Mindset**

**Dr. Ir. Amelia Naim Indrajaya, MBA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Developing a sustainability mindset in business and management school has been a topic of interest to practitioners and researchers, and studies are emphasizing the importance of transforming future business leaders into having a sustainable mindset. The purpose of this qualitative single case study was to explore how students who have been going through a Collaborative Online International Learning focusing on Flourishing Business have developed their sustainable mindset in terms of developing their commitment to the 5 P People, Prosperity, Planet, Peace and Partnership giving social impact and preserving the nature. The research triangulated the student's interviews with written reflective essays and direct observations to cross-examine the viewpoints expressed by interviewees. The results indicated that experiential learning in the form of Collaborative Online International Learning have encouraged students' commitment to being change maker both in making social impacts and preserving nature, which suggests the value of an integrated sustainability mindset experiential learning in the form of Collaborative Online International Learning on Flourishing Business in a business school setting.

**Keywords:** Sustainability Mindset; Business and Management Education, Higher Education, 5P in SDG



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Ongueneism, an Economic Theory, a School of Thought in the Era of Current Economic Emergence Dynamics in Africa**

**Dr. ONGUENE ATEBA Julien Grégoire**

Université de Bertoua et de Douala

Sorbonne Institut de Paris

alandesstyles2016@gmail.com

### **ABSTRACT**

The essence of this paper is to demonstrate that at the era of the dynamics of economic emergence in Africa there are pertinent models which can be developed by Africans to assist African countries towards economic emergence. It is the objective of this school of thought referred to here as “Ongenism”. Inspired by theories of growth and development this theory develops a standard model or the “small push theory”. This theory is purely endogenous and based on the realities and potentials of each African country. This theory shows the errors in the modelling of economic emergence of certain African countries currently with regard to the culture of decrees of the emergence and the errors in the very small time horizon which seems ambitious. There is need to adapt or reinvent Africa’s economic emergence such that it functions as an economic emergence software. Such an invention has to be done by endogenous theories and models thought and developed by Africans from where “ongenism” has been developed and this has to be at the cost of certain prerequisites.

**Keywords:** Ongenism, Economic Emergence, Development, Model.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

**The Effect of Workload And Work Environment on Employee Performance with Work Stress as a Moderating Variable. As Seen in the Evidence of PT Matra Perkasa Utama**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

**Medyna ROESLY**

Sekolah Tinggi Manajemen IPMI  
medyna.roesly@ipmi.ac.id  
Orcid: 0000-0001-7166-1998

**ABSTRACT**

Employee performance is a delicate matter influenced by workload, work environment, and work stress. One of the business phenomena as seen in the current news is the declining employee performance. One of the phenomena as seen from a case study the employee performance is declining from 80% in 2015 to 70% in 2021, which is below the minimum required rate of 85%. However, there is still limited research looking at employee performance as seen from the workload and work environment with the moderating impact of work stress. This paper is filling up the gap by analyzing the impact of workload and work environment toward employee performance, moderated by work stress. The validity and reliability of the measurement system is showing strong support with accepted Cronbach alpha. The limitation of this paper lies in the limited amount of empirical data. Further research should also be conducted empirically with more sets of data.

**Keywords:** Work Stress, Workload, Work Environment, Employee Performance



## Türkiye’de 10. ve 11. Kalkınma Planları Çerçevesinde Yeşil İş ve Yeşil İstihdam Politikalarına İlişkin Çıkarımlar

**Dr. Öğr. Üyesi İrfan ERSİN**

Istanbul Medipol University

iersin@medipol.edu.tr

Orcid: 0000-0002-7407-3654

### ÖZET

Yeşil iş ve yeşil istihdam kavramları, sürdürülebilirlik ve düşük karbonlu, çevre dostu bir ekonomiye geçiş konusundaki daha geniş söylemin bir parçası olarak ortaya çıkmıştır. Çevresel sürdürülebilirliğe, kaynak verimliliğine ve iklim değişikliği etkilerinin hafifletilmesine katkıda bulunan işler ve istihdam fırsatları şeklinde tanımlanırlar. Yeşil iş, olumsuz çevresel etkileri en aza indirmeyi ve sürdürülebilir uygulamaları teşvik etmeyi amaçlayan çeşitli sektörlerde çok çeşitli faaliyetleri kapsar. Diğerleri arasında yenilenebilir enerji üretimi, enerji verimliliği, atık yönetimi ve geri dönüşüm, sürdürülebilir tarım, çevre koruma, yeşil altyapı geliştirme, çevre dostu üretim ve sürdürülebilir ulaşım ile ilgili işleri içerir. Yeşil iş, daha sürdürülebilir ve esnek bir ekonomi sağlamak için çevre dostu teknolojilerin, uygulamaların ve politikaların benimsenmesini içerir. İşgücünün tanımlanan bu yeşil işlere kayması da yeşil istihdam olarak nitelendirilir. Geleneksel, kaynak yoğun endüstrilerden daha yeşil ve daha sürdürülebilir sektörlere geçiş ihtiyacını vurgular. Yeşil istihdam fırsatları, hem çevre dostu uygulamaları benimseyen yerleşik endüstrilerde hem de özellikle sürdürülebilir teknolojiler ve hizmetlere odaklanan gelişmekte olan sektörlerde bulunabilir. Bu işler yalnızca çevrenin korunmasına katkıda bulunmaz, aynı zamanda sosyal kapsayıcılık, beceri geliştirme ve ekonomik büyümeyi de destekler. Bu çalışmanın amacı Türkiye’de 10. Ve 11. Kalkınma Planlarında Yeşil İş ve Yeşil İstihdama ilişkin hedef ve politikaları incelemek, sürdürülebilir kalkınma ve büyüme, iklim değişikliği, çevre ve yenilenebilir enerji kavramlarından yola çıkarak yeşil iş ve istihdama ilişkin çıkarımlarda bulunmaktır. Nitel değerlendirme yöntemine dayanarak ilgili kalkınma planları incelenmiş ve literatür taraması yapılmıştır. Çalışmada elde edilen sonuçlara göre, onuncu kalkınma planında, 62. Maddede “ yeşil büyüme” kavramı kullanılmış, temiz üretim vurgusu yapılarak yeşil işlere atıfta bulunulmuştur. Ayrıca 10. Kalkınma planında enerji verimliliği ön plana çıkarılmış, 2012 yılında yürürlüğe giren Enerji Verimliliği Strateji Belgesi (2012-2023) kalkınma hedefleri çerçevesinde dikkate alınmıştır. Enerji verimliliği, yenilenebilir enerji üretim artışları, atık yönetimi, çevre düzenlemelerine ilişkin hedeflerin yeşil istihdam açısından önemli adımlar olduğu anlaşılmıştır. Ek olarak, 10. Kalkınma planında 1032. Madde “Enerji, sanayi, tarım, ulaştırma, inşaat, hizmetler ve şehirleşme gibi alanlarda çevre dostu yaklaşımların barındırdığı yeni iş imkânları, gelir kaynakları, ürün ve teknolojilerin geliştirilmesine yönelik fırsatlar değerlendirilerek yeşil büyümenin sağlanması hedeflenmektedir.” Yeşil iş ve istihdama ilişkin en açık hedef olarak görülmektedir. 11. Kalkınma planında ise, uluslararası iklim anlaşma vurgusu yapılarak yeşil büyümenin dikkate alındığı ifade edilmiştir. 11. Kalkınma planında özellikle madencilik ve enerji sektöründe sürdürülebilir kalkınma ilkeleri çerçevesinde düzenlemeler yapılacağı vurgulanmıştır. Her iki planda da istihdam politikalarında yeşil iş vurgusu ve yeşil istihdam gibi kavramlar yer almamıştır. Dolayısıyla çevre korunması, sürdürülebilir kalkınma ve yeşil büyüme kavramları üzerinden çıkarımlar yapılmaya çalışılmıştır.

**Anahtar Kelimeler:** Kalkınma Planları, Yeşil İşler, Yeşil İstihdam

## Implications for Green Jobs and Green Employment Policies in the Framework of the 10th and 11th Development Plans in Türkiye

### ABSTRACT

The concepts of green jobs and green jobs have emerged as part of the broader discourse on sustainability and the transition to a low-carbon, eco-friendly economy. They are defined as jobs and employment opportunities that contribute to environmental sustainability, resource efficiency and climate change mitigation. Green work

encompasses a wide range of activities in various sectors aimed at minimizing negative environmental impacts and promoting sustainable practices. It includes jobs related to renewable energy generation, energy efficiency, waste management and recycling, sustainable agriculture, environmental protection, green infrastructure development, eco-friendly manufacturing and sustainable transportation, among others. Green work involves the adoption of environmentally friendly technologies, practices and policies to ensure a more sustainable and resilient economy. The shift of the workforce to these defined green jobs is also called green employment. It highlights the need to transition from traditional, resource-intensive industries to greener and more sustainable industries. Green employment opportunities can be found both in established industries that adopt environmentally friendly practices and in emerging industries that focus specifically on sustainable technologies and services. These jobs not only contribute to environmental protection but also support social inclusion, skills development and economic growth. The aim of this study is to examine the targets and policies regarding Green Works and Green Employment in the 10th and 11th Development Plans in Türkiye and to make inferences about green jobs and employment based on the concepts of sustainable development and growth, climate change, environment and renewable energy. Based on the qualitative evaluation method, the relevant development plans were examined and a literature review was made. According to the results obtained in the study, the concept of “green growth” was used in Article 62 of the tenth development plan, and green jobs were referred to by emphasizing clean production. In addition, energy efficiency was highlighted in the 10th Development Plan, and the Energy Efficiency Strategy Document (2012-2023), which entered into force in 2012, was taken into account within the framework of development goals. It has been understood that the targets related to energy efficiency, renewable energy production increases, waste management and environmental regulations are important steps in terms of green employment. In addition, Article 1032 of the 10th Development Plan states, “It is aimed to ensure green growth by utilizing opportunities for the development of new job opportunities, income sources, products and technologies in areas such as energy, industry, agriculture, transportation, construction, services and urbanization.” Green is seen as the clearest target for works and employment. In the 11th Development Plan, it was stated that green growth was taken into account by emphasizing the international climate agreement. In the 11th Development Plan, it was emphasized that regulations would be made within the framework of sustainable development principles, especially in the mining and energy sectors. In both plans, concepts such as green work emphasis and green employment were not included in employment policies. Therefore, inferences were tried to be made on the concepts of environmental protection, sustainable development and green growth.

**Keywords:** Development Plans, Green Works, Green Employment



## Ölçek Geliştirme ve Doğrulama

**Assoc. Prof. Dr. M. Kenan TERZİOĞLU**

Trakya University  
kenanterzioglu@trakya.edu.tr,  
ORCID: 0000-0002-6053-830X

**Asst. Prof. Dr. Süreyya TEMELLİ**

Trakya University  
sureyyadal@trakya.edu.tr  
ORCID: 0000-0001-5340-3186

**Mehmet Ali YÜCEL**

Trakya University  
maliiyucell@gmail.com  
ORCID: 0000-0002-5474-3307

### ÖZET

Ölçme belli bir nesnenin belli bir özelliğe sahip olup olmadığını, sahipse sahiplik derecesinin gözlemlenip gözlem sonuçlarının belirli özelliklere sahip sembollerle ve sayılarla ifade edilmesi şeklinde açıklanmaktadır. Ölçme konusu olan özellik, bazı durumlarda özelliğin direkt olarak gözlemlenip sayılabildiği ve sıralanabildiği doğrudan ve özelliğin direkt olarak gözlemlenemeyip özellikle ilişkili olduğu bilinen başka bir büyüklüğü bilinen nesne ile ölçüldüğü durumlarda dolaylı yollarla gözlemlenebilmektedir. Her ölçme işlemi sonucunda ölçülmek istenen özellik ile bu özelliğin ölçülmesine yarayan bir ölçek (ölçme aracı) kullanılmaktadır. Ölçekler, ölçme işlemi kolaylaştırmanın yanı sıra, elde edilen sonuçların niteliğinin de belirlenmesini sağladığı için küresel boyuttaki değişimler halı hazırda kullanılan ölçekler ile yansıtılamamakta ve var olan ölçeklerde eksikler ortaya çıkmaktadır. Bu çalışmada yeni bir ölçme aracına ihtiyaç duyulduğu ve ölçülmek istenen olguda değişim yaşanması durumunda ele alınacak yöntemler ile yeni bir ölçeğin geliştirilme aşamaları incelenmektedir.

**Anahtar Kelimeler:** Ölçek, Ölçek Geliştirme, Ölçek Doğrulama

## Scale Developing and Validating

### ABSTRACT

The measurement is explained as whether a certain object has a certain feature or not, and if it does, the degree of ownership is observed and the observation results are expressed with symbols and numbers with certain characteristics. The feature that is the subject of measurement can be observed directly in some cases where the feature can be directly observed and counted and listed, and indirectly in cases where the feature cannot be observed directly but is measured with another object of known size, which is known to be related to the feature. As a result of each measurement process, a scale (measurement tool) is used to measure the feature to be measured and this feature. As the scales not only facilitate the measurement process, but also enable the determination of the quality of the results obtained, the changes in the global dimension cannot be reflected with the scales currently used and deficiencies arise in the existing scales.

In this study, when a new measurement tool is needed and there is a change in the phenomenon to be measured, the methods to be discussed and the stages of development of a new scale are examined.

**Anahtar Kelimeler:** Scale, Scale Development, Scale Validating



## Structural Alteration in an Urban Slums of Punjab

**Asst. Prof. Dr. HARRY**

Department of Sociology  
Lovely Professional University, Punjab, India  
kaurherry75@gmail.com

**Research Scholar Jashanpreet KAUR**

Department of Sociology  
Lovely Professional University, Phagwara, Punjab, India  
jashankaur3366@gmail.com

### ABSTRACT

Currently, over 1 billion people reside in slums, and this number is only anticipated to rise in the ensuing decades. In the less economically developed nations, where rates of urbanisation are higher than in more developed nations, the vast majority of slums are found in and near urban centres. with nations that are more developed. Given that many of these nations frequently struggle to provide the infrastructure (such as roads and affordable housing) and essential services (such as water and sanitation) required to adequately accommodate the growing influx of people into cities, this rapid rate of urbanisation is cause for serious concern. Therefore, the government is initiating various plan and policies for well organizaed urbanization including “National Smart City Mission”. Ludhiana was selected to be developed as a “Smart City” by the government of India in the first list of 20 cities in 2016. Amritsar and Jalandhar were selected in the subsequent batches to be developed. So, the paper raises the question that how the “Smart Cities” have concern on “Slums”? What is the position of slums in the Smart Cities. While research on slums has been ongoing, this work has mainly focused on socio-economic and migrational historical background of urban slums in Punjab. This paper review the three variable (Migration, Education, Finance) these are related to social economic pattern and there is need for more holistic identify approach for studying slums to truly understand them.

**Keywords:** History, Migration, Punjab, Slums & Socio-economic



## Seçmen Profiline Kısa Bir Bakış

**Dr. Mukadder GÜNERİ**

Araştırmacı

mukaddeguneri@gmail.com

Orcid ID: 0000-0002-4384-6183

### ÖZET

Son dört yıl önce pandemi süreci ve sonrası 11 ilde deprem felaketi yaşayan Türkiye, bu ağır koşullar altında seçim sürecini ertelemeyerek, seçime gitmiş ve 28. Mayıs 2023 tarihinde seçimi tamamlamıştır. Yüzyıllık bir demokrasi deneyimi olan Türkiye Cumhuriyeti'nin ikinci yüzyılının 28 Mayıs 2023 ilk seçimi sonrasında seçmen profili yaş itibarıyla, 1. 18- 25 arası seçmen, 2. 25- 35 arası seçmen, 3. 35- 45 arası seçmen, 4. 45- 55 arası seçmen, 5. 55- 65 arası seçmen, 6. 65- 75 arası seçmen, 7. 75- 80 arası seçmen, 8. 80- sonrası seçmen diye sekiz başlıkta ele alınarak, tercihlerini olumlu olumsuz etkileyen nedenlerin neler olduğu hususu araştırılmıştır. Bu çalışmada nitel bir yöntem izlenmiştir.

**Anahtar Kelimeler:** Demokrasi, Profil, Seçim, Seçmen, Türkiye.

### A Brief Overview of Voter Profile

#### ABSTRACT

Having experienced earthquake disasters in 11 provinces during and after the pandemic process four years ago, Turkey did not postpone the election process under these severe conditions, went to the elections and completed the elections on 28. May 2023. After the first election on 28 May 2023 of the second century of the Republic of Turkey, which is a century-long democracy experience, the electorate profile is as follows: 1. 18-25 voters, 2. 25-35 voters, 3. 35-45 voters, 4. 45-55 voters, 5. 55-65 voters, 6. 65-75 voters, 7. Voters between 75-80 and voters after 8.80- were discussed under eight headings, and the reasons that positively and negatively affect their preferences were investigated.

A qualitative method was followed in this study.

**Keywords:** Democracy, Profile, Election, Voter, Türkiye.

## Francis Bacon'un Düşüncesinde Estetik Yansımalar

**Dr. Muhammet Mustafa ÜNLÜ**

T.C. MEB

muhammetmmetmustafaunlu@gmail.com

Orcid: 0000-0002-3085-0327

### ÖZET

Francis Bacon bilimi önceleyen bir düşünür olarak kadim bilgeliği reddetmiştir. O, deneyselliği ve tümevarımı savunarak niceliksel bir gelişimi savunmuştur. Çünkü onun için nesnel dünya ve gerçeklik için bu önemli bir husustur. Bu doğrultuda Bacon, gözlem yapmayı ve olguları irdelemeyi esas alarak bilgi elde etmeyi savunmuştur. Dolayısıyla ona göre gerçekliğe ulaşmanın ilk şartı, alımlama ve akıl melekesini kullanmaktan geçer.

Bacon'a göre sistemli bir şekilde bilgi elde etmek evrensel ve kapsayıcı olmaktan geçer. Bu durum insanın yetenek ve becerilerinin gelişimi sadece el yordamıyla değil, aynı zamanda zihinsel bir gelişimin de sağlanmasıyla mümkündür. Sanatçının da bu doğrultuda ilerlemesi gerektiğini savunan Bacon için sanatçı bilimsel olmalıdır. Sanatçı için duyuların ve zihnin algılarının merkezi evren değil insanın bizzat kendisidir. Çünkü sanat aracılığıyla sanatçı nesnelere anlamlarını genişleterek fikirlerini görünür kılar.

Bacon'a göre doğadaki gerçekliği belirsiz ve düzensiz bir şekilde kavrayan insan sanat aracılığıyla belirlenim ve düzen kazandırır. Dolayısıyla gerçekliğin ideal olan bir forma kavuşturulmasıyla insanın yaratıcılığı, hayal gücü, yetenekleri ve becerileri aracılığıyla sanat eseri meydana gelir.

**Anahtar Kelimeler:** Francis bacon, Sanat, Estetik.

## Reflection of Aesthetic In The Idea of Francis Bacon

### ABSTRACT

Francis Bacon rejected ancient wisdom as a thinker who prioritized science. He advocated a quantitative development by advocating empiricism and induction. Because this is an important issue for the objective world and reality for him. In this direction, Bacon advocated obtaining information based on making observations and examining facts. Therefore, according to him, the first condition of reaching reality is to use the skill of reception and reason.

According to Bacon, obtaining information in a systematic way is to be universal and inclusive. In this case, the development of human abilities and skills is possible not only by groping, but also by providing a mental development. For Bacon, who argues that the artist should progress in this direction, the artist must be scientific. For the artist, the center of the senses and perceptions of the mind is not the universe, but the man himself.

Because through art, the artist makes his ideas visible by expanding the meanings of objects.

According to Bacon, man, who comprehends the reality in nature in an uncertain and irregular way, gains determination and order through art. Therefore, by bringing reality into an ideal form, a work of art is created through human creativity, imagination, talents and skills.

**Keywords:** Francis bacon, Art, Aesthetic.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Blended Learning: A New Challenge For Pakistani University Students**

**Zohaib Hassan SAIN**

Superior University

zohaib3746@gmail.com

Orcid: 0000-0001-6567-5963

### **ABSTRACT**

The aim of this study was to examine the standpoints of BS 4 years program (BSCS) students in Pakistani universities regarding the issues and challenges they face. The study utilized a descriptive survey method with a quantitative approach to quantify and measure students' perceptions and issues related to blended learning in education. The study collected data from 219 students out of 480 enrolled in the BS 4 years program (BSCS) at three public universities in Pakistan in the 2022 academic year. A questionnaire with a three-point Likert scale was used to gather data, which was then analyzed using frequencies, percentages, and diagrams. The findings showed that most students had a positive view of blended learning, but they also encountered various issues, such as lack of time, insufficient skills and support for proper use, lack of training, and unavailability of Learning Management Software (LMS) for technological learning tools. The study suggests the need for the development of institutional policies for the effective use of blended learning in universities and the implementation of training and skill development programs for teachers to integrate technology in their teaching.

**Keywords:** Blended Learning, Challenges, Standpoints, Teacher Education.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Students Assessment of Online Education During The Covid-19 Epidemic: An Analysis**

**Zohaib Hassan SAIN**

Superior University

zohaib3746@gmail.com

Orcid: 0000-0001-6567-5963

### **ABSTRACT**

The purpose of this study was to assess the online instruction given to students during the COVID-19 epidemic. At the four universities of Lahore city that were the center of the study, 600 students pursuing undergraduate, graduate, and doctoral degrees participated. A mixed method was used to design the research using both qualitative and quantitative components. An online survey was employed during the quantitative phase. Online in-depth interviews using a semi-structured interview form were carried out during the qualitative phase. Local Lahore, Pakistan, inhabitants were among the responses. The content analysis led to the identification of 21 categories and three major themes. The following themes were accomplished: "It could have been better!" for their suggestions, "Face-to-face education is better!" for the bad parts of the student's experiences, and "Better than nothing!" for the positive aspects of their experiences. It has been decided that a technology approach should be employed to further expand the distance education curriculum in the four universities that have been selected.

**Keywords:** Covid-19, Distance Education, Online Education, University Students.





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Character Make-Up Course Development in the Faculty of Art and Design. Universitas Trisakti**

**Dr., M.PD. Menul Teguh RIYANTI**

Faculty of Art and Design, Universitas Trisakti  
menulteguh@trisakti.ac.id/

**M. Ds, Agus ADHIYATAMA**

Faculty of Art and Design, Universitas Trisakti  
agus\_adhiyatama@trisakti.ac.id

**M. Ds, Yosua Reydo RESPATI**

Faculty of Art and Design, Universitas Trisakti  
reydorespati@trisakti.ac.id

**Dr., M. Ds. Sangayu Ketut Laksemi NILOTAMA**

Faculty of Art and Design, Universitas Trisakti  
sangayu@trisakti.ac.id

### **ABSTRACT**

The character make up course is a new elective subject for the Visual Communication Design study program so that it requires a learning process and understanding from educators or supporting lecturers who will provide theoretical and practical advice, and this is not easy but also not difficult for educators and students. This of course requires innovation and creativity that must be developed, how can the stages in learning character make-up be watched over and over again, of course not the lecturer teaches, but with the digital world there are many choices including tutorial videos that can be shared on YouTube so that they can be played back according to student wishes.

The aim of this research is to develop learning in character make-up courses, how the results of the video tutorial are. The strategy chosen and applied to development as the target of this learning material is Visual Communication Design students in fourth semester as the study program's elective course. The research method used is the Dick, Carey and Carey model consisting of systematic stages used to develop learning products. The production results are reviewed by learning design experts, and learning media experts. A series of formative evaluation sessions - review and revision processes were carried out in the development of this lesson. The results of this study indicate that learning using video tutorials is very helpful for increasing abilities and skills in character make-up, the advantages can be witnessed and noticed many times and make it easier when face-to-face is missed.

**Keywords:** Make-up Karakter, Video Tutorial, Visual Communication Design



## Dijital Dönüşüm Sürecinde Uzaktan Çalışma ve Esnek Çalışma

**Dr. Hülya ATEŞOĞLU**

Istanbul Gelişim University

hatesoglu@gelisim.edu.tr

Orcid: 0000-0003-2116-3821

### ÖZET

Teknolojinin hızlı ilerleyişi, işletmelerin çalışma modellerinde köklü değişikliklere yol açarken, dijital dönüşüm süreci, işletmelerin rekabet avantajı elde etmesi ve sürdürülebilir bir büyüme sağlaması için kritik bir öneme sahiptir. Uzaktan çalışma ve esnek çalışma modelleri, dijital dönüşüm sürecinde önemli bir yer tutmaktadır. Bu süreç, işletmelere uzaktan çalışma ve esnek çalışma modellerini benimseme fırsatı da sunmaktadır. Uzaktan çalışma, çalışanların mekânsal olarak bağımsız çalışmasına ve dijital araçlar üzerinden iletişim kurmasına imkân verirken, esnek çalışma modelleri ise çalışanlara iş saatleri ve çalışma yerleri konusunda daha fazla özgürlük sağlamaktadır. Uzaktan çalışma ve esnek çalışma modelleri, çalışan deneyimini önemli ölçüde etkilemektedir. Bu çalışma dijital dönüşüm ile birlikte ortaya çıkan, iş yaşamındaki fırsat ve tehditleri inceleyerek günümüzde dijital dönüşümün bu alandaki etkilerini değerlendirmeyi amaçlamaktadır. Bu bağlamda gelecekte dijital dönüşümün olası etkileri ve sonuçları da bu kapsamda incelenmektedir.

**Anahtar Kelimeler:** Dijital Dönüşüm, Uzaktan Çalışma, Esnek Çalışma

## Remote Working and Flexible Working in the Digital Transformation Process

### ABSTRACT

While the rapid advancement of technology leads to radical changes in the working models of businesses, the digital transformation process is critical for businesses to gain competitive advantage and achieve sustainable growth. Remote working and flexible working models have an important place in the digital transformation process. This process also offers businesses the opportunity to adopt remote working and flexible working models. While telecommuting allows employees to work spatially independent and communicate through digital tools, flexible working models give employees more freedom in terms of working hours and working locations. Teleworking and flexible working models have a significant impact on the employee experience. This study aims to evaluate the effects of digital transformation in this field today by examining the opportunities and threats in business life that have emerged with digital transformation. In this context, the possible effects and consequences of digital transformation in the future are also examined in this context.

**Keywords:** Digital Transformation, Remote Working, Flexible Working



## **The Effects of Product Variation, Price, and Social Media Marketing Communication on Purchase Decision Through Purchase Intention as a Mediating Variable: Evidence of Yogurt X at PT. RND**

**Sri NURFIANI**

Sekolah Tinggi Manajemen IPMI.  
sri.nurfiani@ipmi.ac.id  
Orchid ID 0009-0008-2810-1301

**Aman WIRAKARTAKUSUMAH**

Sekolah Tinggi Manajemen IPMI  
aman.wirakartakusumah@ipmi.ac.id  
Orchid ID 0000-0003-2873-7955.

**Sidrotun NAIM**

Sekolah Tinggi Manajemen IPMI  
sidrotun.naim@ipmi.ac.id  
Orchid ID 0000-0002-8485-8981

### **ABSTRACT**

Purchase decisions play a critical influence in boosting the sales of promoted goods. Factors that have a significant influence on consumers' purchasing decisions can be taken into consideration to develop further marketing strategies. PT RND, a producer of yogurt and cheese that markets its products under the X brand, is currently concentrating on growing revenue. This study aimed to determine the effects of product variation, price, and social media marketing communication on purchase decision for yogurt through purchase intention as a mediating variable. A survey was conducted by distributing questionnaires to 186 respondents in Greater Jakarta. Data were analyzed using PLS-SEM. The finding revealed that product variation and social media marketing communication have a significant effect on purchase intention. Purchase intention and social media marketing communication have a significant effect on purchase decision. However, the price does not have a significant effect on purchase intention and purchase decision. Product variation does not have a significant effect on purchase decision. The two-way analysis found that the purchase intention fully mediates the relationship between product variation and purchase decision. Purchase intention partially mediates the relationship between social media communication and purchase decision. Purchase intention, on the other hand, does not serve as a mediating variable in the relationship between price and purchase decision.

**Keywords:** Product Variation, Price, Social Media Marketing Communication, Purchase Intention, Purchase Decision.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Television Media Advertising, Product Quality, and Price on Consumer Purchasing Decisions for Indosat Service Providers in Indonesia**

**Sugiyono**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152010@mhs.ubharajayaa.ac.id  
0009-0006-7379-3648

**Lisna Nurpida**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152009@mhs.ubharajaya.ac.id  
0009-0006-6777-3464

**Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
University of Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

The purpose of this study is to analyze how advertising channels, product quality, and pricing all influence Indosat subscribers' decisions to subscribe to the service. Using a simple random sampling procedure, a group of anywhere from 10 to 100 people are selected at random to fill out a questionnaire. Correlation, regression, and hypothesis tests were the analytical tools used both partially and simultaneously. The study's findings corroborate this. Therefore, this research was carried out to ascertain the effect of marketing on Training Provider product purchases. using data from one hundred people in a range of settings. The items sold by Indosat service providers are very diverse based on this research survey and research findings. The quality of the products offered was not in line with what the respondents expected.

**Keywords:** Media Advertising, Product Quality, Purchasing Decisions



## Intellectual Capital Determinants of Knowledge Sharing Through Organizational Capital of Village Officials in Sungai Penuh City

**Ferry Siswadhi**

Postgraduate Doctorate Student  
University of Bhayangkara Jakarta Raya. Indonesia  
202230152014@mhs.ubharajaya.ac.id  
Orcid: 0000-0003-2311-3107

**Mauledy Ahmad**

Postgraduate Doctorate Student  
University of Bhayangkara Jakarta Raya. Indonesia  
202230152007@mhs.ubharajaya.ac.id  
Orcid: 0000-0002-6377-63210

**Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
University of Bhayangkara Jakarta Raya. Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### ABSTRACT

Diversity, democratization, participation, community empowerment, and indigenous autonomy are central to the concept of village governance. The right development for the village is one that is accommodating to modernization but does not leave tradition as the root of life which is the identity or characteristic of the community. One of the main determinants in the success of these efforts is community participation in the overall village development process. The purpose of this research is to identify the factors that influence village officials in Sungai Penuh City to use their organizational capital to disseminate information. Intellectual capital can be broken down into three categories: human capital, social capital, and structural capital. Village chiefs from Sungai Penuh City's Kumun Debai subdistrict were the study's respondents. The method used is the full sampling method, so that the number of respondents is 153 people. Primary data, which is what was used for this study, was gathered by conducting in-depth interviews and distributing questionnaires to participants. The Structural Equation Model (SEM) was employed for this study's model testing procedures. Organizational capital in village apparatus in Kumun Debai District, Sungai Penuh City, was shown to be 91% affected by human capital, social capital, and structural capital. Knowledge sharing in rural infrastructure was affected by human, social, structural, and organizational factors to the tune of 5.6% in Sungai Penuh City's Kumun Debai District.

**Keywords:** Knowledge Sharing, Intellectual Capital, Organizational Capital, Stuctural Equation Model (SEM), Village Officials



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Business Intelligence and Expert Systems on Utilization of Academic Information Systems at Universitas Bhayangkara Jakarta Raya, Jakarta**

**Hijrah Apriyansyah**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202120152005@mhs.ubharajaya.ac.id  
0009-0002-3600-1227

**Grace Beatrix**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
geebeatrix@gmail.com  
202120152001@mhs.ubharajaya.ac.id  
0009-0000-6351-0919

**Dewi Puspaningtyas Faeni**

Faculty of Economics and Business  
Postgraduate Program  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

Higher education requires efficient management of academic information. Integration between Business Intelligence (BI), Expert Systems (SP), and Academic Information Systems (AIS) can be an effective solution. BI collects, analyzes, and explores information from various data sources for decision-making. Expert Systems use expert knowledge to provide solutions and recommendations within a certain domain. An AIS is a system for managing academic information in tertiary institutions.

The integration of these three systems can increase the efficiency and effectiveness of academic management, such as student registration, class schedule management, curriculum management, and grading management. However, there are technical challenges, data complexity, privacy, and security that need to be encountered. Careful planning and implementation are required.

**Keywords:** Business Intelligence, Expert Systems, Academic Information Systems



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Mediating Effect of Perceived Organizational Support on The Influence of Authentic Leadership Toward Turnover Intention in Generation Z**

**Emilani NABABAN**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
emilani.nababan@ipmi.ac.id  
Orcid: 0009-0002-6454-2290

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Generation Z is the most recent wave of young professionals to enter the workforce, and they are becoming an increasingly essential part of industry. Gen Z will soon dominate Indonesia's generation and there is a phenomenon that this youngest workforce cohort has higher turnover rate compared their previous generation. As a result, it is critical to develop a leadership style that encourages employee engagement among this generation in order to promote employee engagement among this generation to reduce turnover. However, there has been limited study examining perceived organizational support as mediating effect between authentic leadership toward turnover intention in Indonesia. Therefore, this study aims to investigate the effects of authentic leadership as an important leadership characteristic that may lower turnover intention, as well as how perceived organizational support may have a mediating effect on turnover intention among Gen Z. The research is a quantitative study that was conducted using SmartPLS4 and a purposive sampling technique. An online survey with a questionnaire created using Google Forms and scored using 5-point Likert scales is used to gather data. The respondents were 116 Generation Z employees born between 1995 and 2012 in Jakarta, Indonesia. According to this study, authentic leadership has a low direct effect on turnover intention, but with the mediating variables of perceived organizational support, authentic leadership has a considerable and significant negative effect on turnover intention.

**Keywords:** Authentic Leadership, Perceived Communication Style, Turnover Intention, Generation Z, GenZ



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Customer Relationship Management (CRM) Implementation at BCA**

### **Mewarni Siregar**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
mewarnisiregar@gmail.com  
Orcid: 0009-0000-5027-1587

### **Setiyono**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
setiyonolittle89@gmail.com  
Orcid: 0009-0003-0640-1294

### **Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### **ABSTRACT**

Business intelligence (BI), expert systems, and customer relationship management (CRM) are three main concepts used in the banking business. BCA Bank utilizes these three concepts to increase operational efficiency, improve decision-making, and enhance the quality of services provided to customers. BI is the process of analyzing data to generate information that is useful to the business. Bank BCA uses BI to gain insights into customer behavior, business performance, and market trends. BI helps Bank BCA to improve operational efficiency and provide better services to customers. Expert systems are artificial intelligence (AI) systems that mimic human decision-making capabilities. Bank BCA uses expert systems to accelerate the decision-making process in various aspects of the business, such as customer complaint resolution, credit applications, and fraud detection. Expert systems enable Bank BCA to improve efficiency and accuracy and provide faster and more effective services to customers. CRM is a business strategy that aims to improve customer relationships and increase customer loyalty. Bank BCA uses CRM to understand customer needs, preferences, and behavior. CRM helps banks to improve service quality, personalize products and services for customers, and build long-term relationships with customers. These three concepts are important aspects of BCA's business operations. By using BI, expert systems, and CRM, BCA can increase operational efficiency, improve decision-making, and enhance the quality of services provided to customers.

**Keywords:** Business Intelligence, Expert System, Customer Relationship Management.





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Case Study at Pt. Budi Manunggal in Diy: Analysis of Supply Control of Materials and Supplemental Materials on Production Volume**

**Octa Nilam Lukkita Aga**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152008@mhs.ubharajaya.ac.id  
0009-0000-2257-8717

**Fahmi Rizal**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152018@mhs.ubharajaya.ac.id  
0009-0000-0132-9500

**Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

The goal of this study is to evaluate the effectiveness of PT Budi Manunggal's planning for raw material inventory. This study employs quantitative approaches and probability sampling strategies. A random sample of up to 101 respondents was taken. This study makes use of the Smart PLS 3.0 software, measurement (outer model), namely validity and reliability tests, evaluation (inner model) of the structural model, namely coefficient of determination or R-Square (R<sup>2</sup>), predictive relevance (Q<sup>2</sup>), and Model Fit Test (Goodness Of Fit) and hypothesis testing, namely t and F tests. According to this study's findings, Production Volume is positively and significantly impacted by the Raw Material variable. Production Volume is positively and significantly impacted by the Auxiliary Material variable. The findings from the concurrent analysis of the variables for Raw Materials and Supporting Materials have a favorable and significant impact on Production Volume.

**Keywords:** Production Volume, Supporting Materials, and Raw Materials



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of The Work from Home (WFH) Program and The HR Competencies on Employee Performance During The Covid-19 Pandemic**

**Willy Sanjaya**

Doctorate Student Universitas Bhayangkara Jakarta Raya  
202230152003@mhs.ubharajaya.ac.id  
0009-0003-6389-2608

**Adhyatma**

Doctorate Student Universitas Bhayangkara Jakarta Raya  
202230152004@mhs.ubharajaya.ac.id  
0009-0004-1625-4483

**Dewi Puspaningtyas Faeni**

Postgraduate Lecture at Universitas Bhayangkara Jakarta Raya  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

The purpose of the study was to learn how remote work and HR expertise affected workers' productivity during the COVID-19 epidemic. The statistical method of probability sampling was used for this investigation. This study used a census sampling technique in which all 30 of the Financial Technology Company's Jakarta-based workers were included in the sample. This study uses Smart PLS 4.0 software and performs tests, specifically data analysis methods (descriptive and testing), evaluation of measurement models (external models), specifically: testing validity and reliability, evaluating structural model (internal model), namely coefficient of determination or R-Square (R<sup>2</sup>), predictive goodness of fit (Q<sup>2</sup>) and testing relevance model and hypothesis testing, namely t-test and F-test. Human resource capability was found to have a favorable and statistically significant effect on performance. There was no beneficial, statistically significant effect of working remotely on productivity. Results for the HR competency variable found at the same time had a positive and statistically significant effect on productivity.

**Keywords:** Workload, Work Discipline, Employee Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **A Bali Case Study of The Influence of Electronic Social Media on Asian Travelers' Destination Decision**

### **Ratih Puspitaningtyas Faeni**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152015@mhs.ubharajaya.ac.id  
0000-0003-1552-5048

### **Faika Amanda Rahadian**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152016@mhs.ubharajaya.ac.id  
0009-0004-8250-8074

### **Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

One of the main sectors for economic growth both globally and in Indonesia specifically is tourism. This is very important for the development of Bali, Indonesia's tourism industry, and for luring Asian visitors to the region. The purpose of this study is to examine the influence of online social media on Asian visitors' decisions to travel to Bali, Indonesia. Partial least squares structural equation modeling (PLS-SEM) results based on survey data with 610 Asian tourists to cities in Bali, Indonesia in 2022 reveal that four elements of electronic social media comprising word-of-mouth, electronic user-generated content, and electronic destination Marketing tactics and social media influencers favor the destination.

**Keywords:** Tourism, Electronic Social Media, Destination Image, Tourist Destination Decision, Bali



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## The Impact of Workload and Work Discipline on Worker Performance in Indonesia

### **Ida Oetari Pornnamasasi**

Doctorate Student Universitas Bhayangkara Jakarta Raya  
202230152002@mhs.ubharajaya.ac.id  
Orcid: 0009-0005-2388-2071

### **Evita Meinar Sirait**

Doctorate Student Universitas Bhayangkara Jakarta Raya  
202230152013@mhs.ubharajaya.ac.id  
Orcid: 0000-0010-1910-2208

### **Dewi Puspaningtyas Faeni**

Postgraduate Lecture at Universitas Bhayangkara Jakarta Raya  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### **ABSTRACT**

The purpose of this study is to ascertain how employee performance at businesses in Indonesia is impacted by workload and work discipline. The sample used in this study consisted of employees with a population of 143 people, representing the study's population of 257 respondents who were employed. Each component of the population has an equal chance of being sampled because the sampling method used was a straightforward random sampling procedure. Observation, questionnaires, and documentation are the data gathering techniques employed in this quantitative study. Validity and reliability tests are used in the data quality test. traditional assumption test utilizing the tests for heteroscedasticity, multicollinearity, and normality. Multiple linear regression analysis and t test (partial test) are the analysis techniques used. The outcomes showed that the Workload variable had a significant effect on employee performance at companies in Indonesia, while Work Discipline had a significant effect on employee performance. This is shown from the calculation results, namely workload has an effect of 0.332 and work discipline has an effect of 0.639 on employee performance.

**Keywords:** Workload, Work Discipline, Employee Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Digitalization of Marketing and Sales in the Chemical B2B Sector: Learning from Europe**

**Bagas BASKORO, ST**

Sekolah Tinggi Management IPMI

bagas.baskoro@ipmi.ac.id

Orcid: 0009-0003-7081-5002

**Dr. Ir. Amelia Naim INDRAJAYA, MBA**

Sekolah Tinggi Management IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Digitalization and globalization are influencing the industry and presenting it with the challenge of successfully mastering the step toward the digital era. The B2B chemical industry is gradually embracing digital marketing and sales. Especially in Europe, the development is inhibited, as long-established firms set the standard by listening to their best customer only, relying on deeply embedded routines and processes, and fostering their fear of cannibalization. The lack of basic business infrastructures has delayed the development of e-markets. The intervention and support of government and IT firms were needed to provide technical support and services to e-markets. In this article, the author outlines the current structures of sales processes in the chemical industry and presents a promising perspective for its digitalization by pointing out the great potential of disruptive newcomers in the form of innovative startups free from the constraints of high-ranking incumbents. Due to the growth of the e-commerce sector post-covid-19, the author proposes the development of the chemical B2B e-commerce sector also will growing up. However, there is still limited available research on this aspect especially impact after covid-19. It is expected that this study will contribute to academicians who will conduct studies in the future. Also, it is expected that the findings of this study can be used by firms as consideration for expanding digital marketing sales channel.

**Keywords:** B2B Electronic Commerce · Chemical Industry · Supply Chain Management · Digitalization · Interorganizational Information Systems ·



## **The Reinforcement of the Right To Education for Internally Displaced People in Times of Armed Conflict: A Glimpse From Indonesia's Perspective**

**Dr. Jun JUSTINAR**

Universitas Trisakti  
jun.j@trisakti.ac.id  
Orcid: 0000-0002-6334-6143

**Dr. Arlina PERMANASARI**

Universitas Trisakti  
arlina.p@trisakti.ac.id  
Orcid: 0000-0001-9444-2069

**Dr. Aji WIBOWO**

Universitas Trisakti  
aji.w@trisakti.ac.id  
Orcid: 0000-0001-7849-0765

**Yoana Vina VALOIS**

Universitas Trisakti  
yoanavina73@gmail.com

**Yosefa Oktriviani MUTIARA**

Universitas Trisakti  
tiaramali03@gmail.com

### **ABSTRACT**

In Indonesia, 3,365 of 13,528 registered refugees are children that have no access to formal education. As a non-party state, Indonesia has no obligation to provide resettlement to foreign migrants who come as refugees. However, Indonesia remains committed to giving refugees special consideration based on humanitarian principles and global human rights aspirations. The aim of this paper is to describe the Indonesian government's efforts to strengthen the fulfillment of the right to education for refugee children. The method used in this research is library research by analyzing a series of related laws and regulations. The scope of this paper is normative juridical studies by utilizing the method of systematic legal review. The analysis carried out in this study is a qualitative analysis; i.e. find or identify and interpret national regulatory norms regarding the right to education in Indonesia. The results of the study show that implementing regulations related to the right to education for refugee children in Indonesia has not been maximized because they cannot provide access to higher formal education. The first difficulty is the absence of a special curriculum for refugees and IDPs. Secondly, regarding the system of guerrilla warfare and universal people's defense which provides an opportunity for all Indonesian people to take up arms, the status of levee en masse must be well understood by the civilian population in Indonesia. For child refugees, basic education can be enjoyed in nine provinces in Indonesia, while for internally displaced children it is provided by the local government.

**Keywords:** Refugee, Children, Education, in Times of War, IDPs.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## The Effect of Using Sap in Business Intelligence

**Yohana Oktavia**

Bhayangkara Jakarta Raya University, Indonesia  
202120152004@mhs.ubharajaya.ac.id  
Orcid: 0009-0004-7889-3010

**Yonathan Hakim**

Bhayangkara Jakarta Raya University, Indonesia  
202120152006@mhs.ubharajaya.ac.id  
Orcid: 0009-0008-3141-4966

**Mrs. Dewi Puspaningtyas Faeni**

Bhayangkara Jakarta Raya University, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### ABSTRACT

Business Intelligence is a data analysis reporting and data search tool that can help business users manage abundant data to make the data as information used in decision making. To get a decision by applying Business Intelligence, a support system called an expert system is needed. Expert System can help increase good knowledge and productivity by utilizing a technology tool called SAP (System Application and Processing). SAP is an application used by many companies to integrate or combine into one of the company's various problems that are very complex. SAP is widely used in various fields ranging from Sales and Distribution, Material Management, Production Planning, Quality Management, Planning Maintenance, Human Resource Management, Financial Accounting, Controlling, Asset Management, Project System.

**Keywords:** Business Intelligence, Expert System, SAP



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Digital Transformation and Remote Work on The Performance Appraisal of the Business Service in Indonesia Following the Pandemic**

**Andria Permata Veithzal**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152011@mhs.ubharajaya.ac.id  
Orcid: 0009-0003-8342-0392

**Abdur Rahman Irsyadi**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152005@mhs.ubharajaya.ac.id  
Orcid: 0009-0006-5702-1269

**Dwi Yulistyowati**

Postgraduate Doctorate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152019@mhs.ubharajaya.ac.id  
Orcid: 0009-0004-8699-0777

**Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### **ABSTRACT**

The aim of this study is to investigate the correlation between digital transformation, remote work, and performance appraisal in the business service industry of Indonesia following the COVID-19 pandemic. The present investigation utilizes quantitative techniques, more precisely descriptive approaches. The present study employs a sample of 50 participants to investigate the performance of service businesses. The current investigation utilizes the SPSS 26 software to conduct data analysis.

**Keywords:** Digital Transformation, Remote Work, Performance Appraisal





## **Digital Transformation, Work From Home on The Performance of Culinary Msmes in Indonesia After the Pandemic**

### **Halimatussaadah**

Magister Management Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202220152005@mhs.ubharajaya.ac.id  
0009-0002-4357-4349

### **Sri Wulandari**

Magister Management Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
sri.wulandari@mhs.ubharajaya.ac.id  
0009-0004-3195-9879

### **Dewi Puspaningtyas Faeni**

Lecturer of Postgraduate Doctorate  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
0000-0002-1911-4425

### **ABSTRACT**

The aim of this research is to determine the degree of correlation between digital transformation and work-from-home on the performance of culinary MSMEs in Indonesia after the COVID-19 pandemic and the rise of online food ordering. A quantitative approach was used in this study, employing descriptive methods and a sample size of 133 MSME respondents. Smart PLS 3.0 software was utilized to analyze the data. The findings show that digital transformation has a positive but insignificant effect on MSME performance. The T-statistic value is 0.493, which is less than the critical value of 1.96, indicating a lack of significance. In contrast, work from home has a positive and significant impact on MSME performance, with a T-statistic value of 4.987 exceeding the 1.96 critical value. However, online food ordering has an insignificant effect on MSME performance, with a T-statistic value of 3.467 less than 1.96. The coefficient of determination or R-square value of MSME performance is 0.118 or 11.8%, indicating a weak relationship between the digital transformation, work from home, and MSME performance variables.

**Keywords:** Digital Transformation, Work From Home, MSME Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Heatwaves on Food Security and The Role of International Environmental Law**

**Dr. Amalia ZUHRA**

Universitas Trisakti, Indonesia

amalia.z@trisakti.ac.id

Orcid: 0000-0001-7481-9244

**Dr. Arlina PERMANASARI**

Universitas Trisakti, Indonesia

arlina.p@trisakti.ac.id

Orcid: 0000-0002-6564-3870

**Dr. Siti Hafyah IDRIS**

Universiti Teknologi Mara, Malaysia

sitihafsyah@uitm.edu.my

Orcid: 0000-0002-6480-3828

**Mr. Muhammad Falih NASYWAAN**

Universitas Trisakti, Indonesia

muhammadfalih01@gmail.com

Orcid: xxxx-xxxx-xxxx-xxxx

### **ABSTRACT**

Asian countries faced unprecedented heatwaves in 2023, with temperatures reaching up to 51.2 degrees Celsius in the city of Kumarkhali, Bangladesh, in April 2023. This article will discuss the connection between climate change and heatwaves, the triggering factors of heatwaves, and their impact on food security. Furthermore, it will outline the framework of international environmental law in addressing the challenges of heatwaves. The purpose of this article is to provide input for policymakers in issuing regulations related to the impact of heatwaves on food security. This article is a normative research conducted through literature review using secondary data. The article concludes that heatwaves pose a real threat to food security, primarily due to disruptions in food crop and livestock production. They also cause economic losses and food supply instability. International environmental law plays a crucial role in addressing the impact of heatwaves on food security, particularly in protecting agricultural ecosystems and biodiversity, as well as ensuring sustainable water resource management and irrigation. This article discussed heatwaves in numerous Asian countries and other parts of the world in 2023 post-COVID-19 pandemic situation, where there is still limited literature discussing this phenomenon in relation to food security.

**Keywords:** Heatwaves, Food Security, Climate Change, International Environmental Law, Sustainable Agriculture



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of The Apprenticeship Program on The Employer's Intention to Hire SMK Graduates: As Seen in The Evidence in MM2100 Industrial Town, Bekasi**

**Andrio A**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
andrio@ipmi.ac.id  
Orcid: 0009-0001-4078-3164

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

BPS data shows that Indonesia's economic performance in 2022 has returned to pre-pandemic levels, above 5% YoY. This trend opens job opportunities for Indonesian, which positively contributes to lower unemployment from 6,49% to 5,86% in 2022 nationally. Bekasi Regency, the largest industrial area in Southeast Asia and a buffer zone for the capital city of DKI Jakarta, also experienced a declining unemployment trend from 2020 to 2021. However, the unemployment rate is increasing from 10,09% to 10,31% in 2022. The most significant contributor to unemployment comes from the graduates of Vocational High Schools (Sekolah Menengah Kejuruan/SMK). The unemployed population from SMK reached 14,63% in 2022. To cope with this issue, the government, in cooperation with companies, actively absorbs labor from SMK graduates through apprenticeship programs. Once they complete the program, they will receive a completion certificate from the companies, and they will be able to be recruited directly as workers by companies that conduct apprenticeships. Therefore, this program plays a significant role in decreasing unemployment. Nevertheless, much controversy exists about the relationship between apprenticeship programs and managers' intention to hire SMK graduates. This research would like to analyze how apprenticeship impacts the intention to hire SMK graduates. This paper is quantitative research with t 102 sampling of SMK graduates in the Bekasi area, using a non-probability purposive sampling method. The findings show that apprenticeship plays a critical role directly toward the intention to hire but is not significant as a moderating variable.

**Keywords:** Apprenticeship Program, Intention to Hire, Vocational High Schools, Unemployment



**Managerial Qualities, Human Resources Renewal, Marketing Strategies, Partnership Motivation, Work Orientation, and Work Standardization, and SMES Business Resilience in the Competition: A SMES Study in Surabaya, Indonesia**

**Andi SUDHANA**

Postgraduate Doctoral Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152006@mhs.ubharajaya.ac.id  
Orcid: 0009-0008-4822-1036

**Basuki SUKO**

Postgraduate Doctoral Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
202230152012@mhs.ubharajaya.ac.id  
Orcid: 0009-0006-2370-4934

**Dewi Puspaningtyas FAENI**

Lecturer of Postgraduate Doctoral  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

**ABSTRACT**

The current business environment requires SMEs to have a solid plan in order to survive. It is anticipated that SMEs can improve their performance to increase market share with a sound plan. SMEs must increase their skills in order to compete successfully. The goal of this study was to examine the relationship between the characteristics of SMEs management, HR renewal, marketing strategies, motivation partnership, work orientation, work standardization, and SMEs' business resilience in the marketplace. The study's target audience was Surabaya's owners or managers of medium-sized businesses. 200 SME owners or managers in Surabaya were surveyed for the data using a purposive sampling technique. Keywords: personal values, business strategy, performance. Seven hypotheses are generated by the model, which is derived from pertinent literature, and are then assessed using multiple regression analysis in SPSS 16.0. According to the study's findings, a number of factors, including manager traits, The resiliency of SME businesses to market competition is positively and significantly impacted by HR renewal, marketing strategies, partner motivation, job orientation, and work standardization. The empirical findings showed that superior product design and store interior remodeling to provide a cozy, tidy, and well-organized atmosphere for the display of goods boosted SMEs' capabilities.

**Keywords:** Personal Values, Business Strategy, Performance



## The Role of Digitalization in Public Administration of The Republic of Azerbaijan

**Assoc. Prof. Dr. Murteza HASANOĞLU**

Azerbaycan Devlet İdarecilik Akademisi  
m\_hasanoglu@yahoo.com.tr  
Orcid: <https://orcid.org/0000-0003-3734-4045>

**Sara MAHMUDOVA**

Azerbaycan Devlet İdarecilik Akademisi  
sara.mahmudova.99@gmail.com

### ABSTRACT

The rapid development of digital technologies opens up new paths for high progress. Now the world is entering the "Fourth Industrial Revolution". And this means the widespread use of artificial intelligence, automation of production, robotization, the introduction of digital technologies in all sectors of the economy. In general, the new industrial revolution leads to the use of the newest, different and more affordable technological infrastructure in all areas related to digitalization.

As a result, developed states are developing programs for faster integration of the digitalization process into social and economic life, which forms competition between them. Large powers process large amounts of data through competitive high technologies. People are also using these digital technologies more and more every day. The emerging favorable environment is shaping the modern market for technology giants. Currently, mobile phone production is growing rapidly, cloud and other storage technologies are being created, and all this is becoming a part of our lives.

Of course, digitalization and technological innovations have a positive impact on the economy, industry and other spheres of each state separately. In particular, it is closely related to the digitalization of the economy, the construction of a sustainable and safe infrastructure. Undoubtedly, large-scale reforms in the socio-economic sphere, including in the field of Public Administration are constantly being carried out in Azerbaijan, innovative projects, e-services are being improved, and the transition to digitalized services in all areas is coming to the fore. The formation of "e-Government" is considered one of the factors that have further improved the development trend of countries in recent years. This creates conditions for provision of information and e-services to all citizens, legal entities and individuals, foreign citizens and stateless persons living in the territory of the Republic of Azerbaijan by government agencies using modern information technologies. The main purpose of the created opportunities is to reduce the "distance" between civil servants and citizens in the provision of social services, as well as to simplify and transparent these relations. The widespread use of electronic services by state bodies, increasing their number and quality, increasing the satisfaction of citizens with services are the means to achieve this goal. "E-Government" serves to provide a qualitatively new form of services provided to citizens of the country, using the possibilities of virtual space, modern technologies, the high level of informatization in state bodies.

As an example, we can take the creation of "ASAN". The purpose of the organization, established on the initiative of President Ilham Aliyev, was to increase transparency in the activities of state bodies, to implement the services provided to citizens with high quality, convenient and modern innovations. Because one of the main tasks set by the head of state is to achieve new standards in the provision of public services. These standards include efficiency, transparency, modernity, technological capabilities in a single space of public and private services, etc. formed on the basis of rendering in accordance with the principles. In general, the development of digital government in Azerbaijan, the solutions applied in the financial sector, the process of adapting legislation to new technological trends continues at a high speed.

Also, after the second Karabakh War, which ended in victory, a lot of work began on the implementation of urban planning on a technological basis in our liberated lands. The basis of the reconstruction is the project "Smart Village", rich in tenological possibilities. The main goal of the implementation of this project is to create conditions for people in rural areas so that the population has convenient access to all services available in the city in the

villages. At the same time, people should be provided with more income and employment opportunities in the village. The third point is the formation of full conditions for providing rural residents with access to public services. In other words, in the concept of "Smart Village", the difference between village and city in terms of Service, earnings and access to public services has actually disappeared.

"Smart agriculture" is a new concept that uses modern information and communication technologies in order to increase the quantity and quality of products while optimizing human labor required for production. The project, which will be implemented on 5 components, consists of housing, production, social services, "smart agriculture" and alternative energy. Internal engineering communications and heating systems will also be built on the basis of smart technologies. Modern schools, kindergartens, polyclinics and electronic control centers will be built in these villages, and tourism infrastructure will be formed. All residential houses, social facilities, administrative and public catering buildings, the process of processing and production of agricultural products will be provided with alternative energy sources.

According to the concept of "smart village", the electronization of the process strengthens production capabilities. Thus, from the irrigation system to the cultivation and harvesting of the land, it is an automated system, controlled from one center and jointly managed by the entire platform, and also involves the application of the most advanced technologies and techno-transfer. The integration of this system into other areas of rural infrastructure - alternative energy sources and a modern transport system-will complement the concept of a "smart village".

All of these features are an indicator of the new achievements of our country in digitalization and electronic services. Currently, the reforms carried out in our country, important programs implemented by the public and private sectors form an important basis for building a digital economy. Azerbaijan, which has the status of an energy and transport center of the region, has the opportunity to build a digital economy and become a digital center of the region in a short time using the resources and advanced world experience available in the new era.

**Keywords:** Azerbaijan, Digitalization, Innovative reforms, Public administration, Reconstruction of the State, Evolution of the Public Administration.



## **The Impact of Environmental, Social, and Governance Performance on The Financial Health and Firm Value of The Publicly Listed Firms at Indonesia Stock Exchange**

**Riko RANGKUTI**

Sekolah Tinggi Manajemen IPMI, Indonesia  
riko.rangkuti@ipmi.ac.id  
Orcid: 0009-0007-5803-6013

**Roy H. M. SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Melinda MALAU**

Universitas Kristen Indonesia, Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

During the last decade, companies have increasingly enhanced corporate sustainability by targeting Environment, Social, Governance (ESG) and financial objectives. Several studies highlight the benefits of ESG on financial performance and stock return. However, the effect of ESG on overall firm risk still remains an open debate. This study examines the impact of ESG performance on the financial health and firm value of the publicly listed firms at Indonesia Stock Exchange. We hypothesize that ESG performance positively affect the financial health and the firm value. The research method uses quantitative approach by observing ESG performance from KEHATI foundation and financial report of the publicly listed firms as secondary data source. The samples use the 40 crosssectional selected firms and 6 semesters selected time series balanced data for period of 2019 to 2021 which form a 240 samples observation. The measurement of variables are the ESG performance pillar scores, financial health proxied by Altman Z-score, financial performance, and firm value proxied by Tobin's Q score. The equations use panel data regression model. The tool uses EViews 12 software for general statistical analysis and econometric analyses. Our findings are the ESG pillars scores have high correlation among themselves, individually has insignificant effect to Altman Z-score and Tobin's Q, and jointly have insignificant effect and very low relationship to Altman Z-score and Tobin's Q. Furthermore, Altman Z-score has insignificant effect as mediating variable to Tobin's Q. Overall, we conclude that ESG performance do not have significant effect to the financial health and firm value.

**Keywords:** ESG Performance, Environment Social Governance, Financial Health, Financial Performance, Firm Value



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Tax Avoidance and Capital Structure on Firm Value (Empirical Study of Financial Companies Listed on The IDX For the 2017 – 2021 Period)**

**Ruly Rakasiwi**

Accounting, Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Jakarta Indonesia  
ruly.rakasiwi18@mhs.ubharajaya.ac.id

**Amor Marundha**

Accounting, Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Jakarta Indonesia  
amor.marundha@dsn.ubharajaya.ac.id  
Orcid: 0000-0001-9861-8420

**Uswatun Khasanah**

Accounting, Faculty of Economics and Business  
Bhayangkara University Jakarta Raya Jakarta Indonesia  
uswatun.khasanah@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-2278-5094

### **ABSTRACT**

The purpose of this study is to estimate and partially examine the effect of tax avoidance and capital structure on firm value. The type of research used is quantitative research. The population of this study is financial companies listed on the Indonesia Stock Exchange during 2017 – 2020, a total of 43 samples with 215 observations obtained through purposive sampling technique. The data analysis method used is panel data regression analysis with the help of Eviews version 12. The results of this study indicate that tax avoidance has a positive but not significant effect on firm value. Capital structure has a negative and significant effect on firm value. The limitations of this study are that there is the possibility of human error during data tabulation and there is also the possibility of using inappropriate formulas.

**Keywords:** Tax Avoidance, Capital Structure, Firm Values.





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of The Benefits of Financial Technology and Financial Socialization Towards Financial Behavior in Students in Surabaya Post Pandemic with Financial Literacy as The Intervening Variable**

**Angelina SURYANTO**  
Universitas Ciputra Surabaya  
angelinasuryanto06@gmail.com

**Wirawan E. D. RADIANTO**  
Universitas Ciputra Surabaya  
wirawan@ciputra.ac.id

### **ABSTRACT**

The purpose of this study is to investigate financial behavior among university students in Surabaya and analyze the relationship between perceived usefulness of financial technology, financial socialization, and financial literacy as an intervening variable. Conclusive causality research is used for this research with primary data collected from questionnaires. The sampling techniques used a combination of proportional stratified random sampling and purposive sampling towards 466 university students from 6 universities in Surabaya. Data analyzed using Partial Least Squares - Structural Equation Model (PLS-SEM) techniques. The result shows that financial literacy and financial socialization positively impacts financial behavior while perceived usefulness of financial technology variables does not affect financial behavior. Mediation results show that financial literacy is able to mediate perceived usefulness of financial technology and financial socialization towards financial behavior of university students in Surabaya. Through this research is expected to be the reference for various parties, especially for curriculum makers to consider optimization technical teaching strategies and assessment indicators in basic financial outreach.

**Keywords:** Perceived Usefulness, Financial Technology, Financial Socialization, Financial Literacy, Financial Behavior.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Dinamik Fiyatlandırmada Fiyat Adalet Algısının Tekrar Satın Alma Niyetine Etkisi: Tatil Rezervasyon Sitelerini Kullananlar Üzerinde Bir Araştırma**

**Kader GÜLSEVER**

Mersin Üniversitesi, Sosyal Bilimler Enstitüsü,  
Turizm İşletmeciliği Bölümü, Türkiye  
22050230006@mersin.edu.tr  
Orcid: 0000-0001-5184-5730

**Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI**

Mersin Üniversitesi, Turizm Fakültesi,  
Turizm İşletmeciliği Bölümü, Türkiye  
inci.erdogan@mersin.edu.tr  
Orcid: 0000-0002-4101-7111

### **ÖZET**

İnternet ortamında pazarlamanın en önemli konularından biri fiyatlandırmadır. Fiyatlandırma tüketici ve işletmeler açısından oldukça önemli bir faktördür. Tatil rezervasyon siteleri mal veya hizmeti pazarlarken mal veya hizmetler için fiyatlandırma yapmak durumundadır. Yaptıkları bu fiyatlandırmanın hem tatil rezervasyon sitelerini hem de tüketicileri hoşnut etmesi gerekmektedir. Tüketiciyi hoşnut etmenin yollarından biri dinamik fiyatlandırma uygulamalarıdır. Ancak dinamik fiyatlandırma uygulamalarının da adil olması gerekir. Fiyatın adil algılanması tüketicilerin mal veya hizmeti tekrar satın alması için önemli bir faktördür. Araştırma, dinamik fiyatlandırmada fiyat adalet algısının tekrar satın alma niyetine etkisini analiz etmeyi amaçlamaktadır. Araştırma nitel veri toplama araçlarından yarı yapılandırılmış görüşme tekniği ile gerçekleştirilmiştir. Araştırmada tatil rezervasyon sitelerinden tatil satın almış toplam 15 kişi ile görüşülmüştür.

**Anahtar Kelimeler:** Dinamik Fiyatlandırma, Fiyat Adalet Algısı, Tekrar Satın Alma Niyeti, Turizm.

## **The Effect of Price Fairness Perception on Repurchase Intent in Dynamic Pricing: A Study on Users of Holiday Booking Sites**

### **ABSTRACT**

One of the most important issues of marketing in the internet environment is pricing. Pricing is a very important factor for consumers and businesses. Holiday booking sites have to price the goods or services when marketing the goods or services. Their pricing should satisfy both holiday booking sites and consumers. One of the ways to please the consumer is dynamic pricing practices. However, dynamic pricing practices also need to be fair. Fair perception of the price is an important factor for consumers to repurchase the good or service. The research aims to analyze the effect of price fairness perception on repurchase intention in dynamic pricing. The research was carried out with semi-structured interview technique, one of the qualitative data collection tools. In the research, a total of 15 people who bought a holiday from holiday booking sites were interviewed.

**Keywords:** Dynamic Pricing, Perception of Price Fairness, Repurchase Intent, Tourism.

## Sürdürülebilir Turizm Üzerine Bir Literatür Taraması

**Kader GÜLSEVER**

Mersin Üniversitesi, Sosyal Bilimler Enstitüsü,  
Turizm İşletmeciliği Bölümü, Türkiye  
22050230006@mersin.edu.tr  
Orcid: 0000-0001-5184-5730

**Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI**

Mersin Üniversitesi, Turizm Fakültesi,  
Turizm İşletmeciliği Bölümü, Türkiye  
inci.erdogan@mersin.edu.tr  
Orcid: 0000-0002-4101-7111

### ÖZET

Sanayi Devrimi sonrasında ortaya çıkan küreselleşme ile birlikte ülkeler büyümeye yönelik adımlar atmıştır. Atılan adımlar sonucu üretim ve tüketim anlayışı arasında birtakım dengesizlikler ortaya çıkmıştır. Bu dengesizliklerin sebebi tüketim ve üretim oranının paralellik göstermemesidir. Tüketimde zamanla birlikte artışlar meydana gelmiştir. Ancak, tüketimde artış yaşanırken tüketilenin yerine yenisi o kadar hızlı üretilmemiştir. Tüketimdeki artışların ilerleyerek devam etmesi toplumun sürdürülebilirlikle ilgili endişe duymasına yol açmıştır. Sürdürülebilirlik, ekosistemin ve toplumun ya da daha genel olarak devam eden herhangi bir sistemin temel kaynaklarını tüketmeden kendini idame ettirebilmesi durumu olarak tanımlanmaktadır. Sürdürülebilirlik her sektör için olduğu gibi turizm sektörü için de önem arz etmektedir. Turizm, kaynak yoğun bir endüstri olarak kabul edilmekte ve dünyanın en büyük endüstrilerinden biri olarak kabul edilmektedir. Turizm faaliyetleri sosyo-kültürel, ekolojik, politik ve ekonomik çevre ile yakın ilişki içerisinde. Bu nedenle hem yerel hem de küresel ölçekte sürdürülebilirlik açısından turizmin hesap verebilir olması gerekmektedir. Bu araştırmada sürdürülebilirlikle ilgili turizm alanında farkındalık oluşturmak hedeflenmiştir. Araştırmada sürdürülebilirlik ve sürdürülebilir turizm kavramları detaylı olarak incelenmekte, sürdürülebilir turizmin önemi kapsamlı bir şekilde ele alınmaktadır. Çalışmada, Türkiye için sürdürülebilir turizmin neden ve nasıl geliştirilmesi gerektiğine yönelik örnek yaklaşımlar tanımlanmaya çalışılmıştır.

**Anahtar Kelimeler:** Sürdürülebilirlik, Sürdürülebilir Turizm, Turizm Endüstrisi, Tüketim.

## A Literature Review on Sustainable Tourism

### ABSTRACT

With the globalization that emerged after the Industrial Revolution, countries took steps towards growth. As a result of the steps taken, some imbalances have emerged between the understanding of production and consumption. The reason for these imbalances is that the consumption and production rates do not show parallelism. Consumption has increased over time. However, while there was an increase in consumption, a new one was not produced so quickly to replace the consumed one. The progressive increase in consumption has caused the society to be concerned about sustainability. Sustainability is defined as the state of being able to sustain itself without depleting the essential resources of the ecosystem and society, or more generally of any ongoing system. Sustainability is important for the tourism sector as it is for every sector. Tourism is considered a resource-intensive industry and is considered one of the largest industries in the world. Tourism activities are in close relationship with the socio-cultural, ecological, political and economic environment. For this reason, tourism must be accountable in terms of sustainability on both a local and global scale. In this research, it is aimed to raise awareness in the field of tourism related to sustainability. In the research, the concepts of sustainability and sustainable tourism are examined in detail, and the importance of sustainable tourism is discussed comprehensively. In the study, exemplary approaches to why and how sustainable tourism should be developed for Turkey have been tried to be defined.

**Keywords:** Sustainability, Sustainable Tourism, Tourism Industry, Consumption.



## The Performance of Private Equity Ownership Companies Listed in Indonesia Stock Exchange

**Yosia Kristine**

Sekolah Tinggi Manajemen IPMI  
yosia.kristine@ipmi.ac.id  
Orcid: 0009-0004-1164-9136

**Prof. Ir. MBA, Ph.D, CSA, CIB, CIIM. Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. SE, MM, CPA, CBV, CFRM, CFA. Melinda MALAU**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### ABSTRACT

Private Equity (PE) has grown significantly over the last few decades. PE invests in companies with growth potential to increase their value over time. Several studies show that large PE companies are quite hesitant to invest in Indonesia. Despite the political and regulatory challenges, most companies controlled by families or local conglomerates still need to be more explained about the impact of PE on their business and are more likely unwilling to share ownership with other investors. Therefore, this study examines how PE investment affects companies listed on the Indonesia Stock Exchange. The variables used are liquidity, leverage, profitability, sales growth, stock returns, and company size as control variables. The sample consists of 600 quarterly financial data from 15 PE-backed companies and 15 non-PE-backed companies from 5 years after the IPO or after PE's investment, whichever is the most recent. This study uses quantitative research methods and purposive sampling with significant tests method. Research findings show that PE positively and significantly affects liquidity, profitability, and sales growth. This study supports the theory of Principal Agents and the Efficient Market Hypothesis. For practical implication, investors may view PE investments as an indicator of good portfolio performance, while entrepreneurs may view them as a funding option that improves company performance.

**Keywords:** Liquidity, Leverage, Profitability, Sales Growth, Stock Return



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Can Financial Distress and Good Corporate Governance Influence Tax Aggressiveness?**

**Sherlyn A.F. Saputri**

Universitas Ciputra Surabaya  
samitafirda@student.ciputra.ac.id

**Wirawan E.D. Radianto**

Universitas Ciputra Surabaya  
wirawan@ciputra.ac.id

### **ABSTRACT**

This study aimed to test the impact of financial distress, audit quality, institutional ownership, and independent commissioners. Sampling used a purposive sampling method so that the company data sample in this study totaled 29 property and real estate companies listed on the Indonesia Stock Exchange from 2014-2020. Methods of data analysis using multiple regression analysis with robust standard error. The results of this study indicated that financial distress, audit quality, and independent commissioners have no impact on tax aggressiveness, and institutional ownership has a negative impact on tax aggressiveness.

**Keywords:** Audit Quality, Financial Distress, Independent Commissioner, Institutional Ownership, and Tax Aggressiveness



## **Development and Implementation of Vocational Awareness Program for Parents of Children with Special Needs**

**Muhammad Zia Ur REHMAN**

M.Phil (Special Education)  
Department of Education, Institute of Southern Punjab, Multan,  
Punjab, Pakistan  
ziaokara1@gmail.com

**Dr. Muhammad Nadeem IQBAL**

Assistant Professor  
Department of Special Education  
University of Okara, Punjab, Pakistan  
drnadeem@uo.edu.pk

**Muhammad Shokat ZAMAN**

PhD Education Scholar,  
Department of Educational Research and Assessment,  
University of Okara, Punjab, Pakistan  
zamanshokat485@gmail.com

### **ABSTRACT**

This study was conducted to development and implementation of vocational awareness program for parents of children with special needs. The objectives of the study were: 1) To develop a vocational awareness program for parents of children with special needs, 2) To investigate the effectiveness of the developed vocational awareness program for parents of children with special needs, 3) To compare the awareness of parents before and after implementation of plan. Research objectives were achieved through descriptive quantitative survey design. All the male and female 21 parents (12 male and 9 female) of the students of Government special education centre union council no. 33 of district Okara was the population of the study. The purposive sampling technique was used. Finally, 21 parents (12 male and 9 female) of the students of Government special education centre union council no. 33 of district Okara were selected as sample of the study. A 20-item questionnaire for parents, self-structured was used to investigate the development and implementation of awareness program for parents of children with special needs. Twenty one questionnaires for parents were distributed among the participants. Researcher used both the descriptive statistics and inferential statistical techniques to analyze the collected data of 21 participants by using SPSS. The results revealed that after the implementation of proposed awareness program, the parents of the students with special needs were much aware about the disability of their child and the facilities provided by the school to their children according to their disability. It is suggested that awareness program should implemented all the special education schools for the parents of children with special needs to understand the disability of their children and the opportunities/facilities provided by the special education schools to special children.

**Keywords:** Vocational Awareness Program, Students with Special Needs, Special Education



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Analysis of Logistic and Transportation Service Company: Case Study in PT. Adi Sarana Armada Tbk**

**Wimar Adi WISMONO**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia  
wimar.wismono@ipmi.ac.id  
Orcid: 0009-0003-8168-2030

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

The Indonesian transportation and logistics industry showed the most significant economic growth in 2022 compared to the 2021 on annual basis(y-o-y) which grew by 19,87%. The purpose of this research is to analyze the financial performance of a logistic and transportation service company listed on the Indonesia Stock Exchange (IDX), PT. Adi Sarana Armada Tbk (ASSA). Financial ratio analysis (FRA) is applied to review ASSA's financial performance position relative to competitors, industry averages and the impact of the covid-19 pandemic; and analyze the factors that affect the return and profitability of ASSA shares. The ratios chosen include Return on Assets, Debt to Equity ratios and Debt to Asset ratios, Asset Turnover, Current Ratios, Profit Margin, Return on Equity, Market Return and Stock Return. This study uses quantitative research methods and purposive sampling techniques to collect the required data. The sample consists of 40 quarterly financial reports, from 2012 to 2021. Based on financial performance analysis, ASSA is classified as expensive based on Price-To-Earnings Ratio compared to peer averages and industry averages in terms of profitability and liquidity. In addition to the positive profitability and solvency trends, the efficiency in the use of ASSA's assets is quite concerning. In relation to the factors that predict ASSA stock returns, this study finds that fundamental factors have a statistically limited effect on stock returns. It also reveals that only profitability is affected by fundamental financial factors such as asset turnover and financial leverage.

**Keywords:** Financial Performance, Financial Ratios, Logistic And Transportation Services Company, Covid-19 Pandemic



## The End Game

**Ms. Arna BHATTACHARYA**

MA Student

Department of English

University of Calcutta, India

arna.3011@gmail.com

ORCID: 0009-0006-7086-0980

### ABSTRACT

The world is not a wish-granting factory. When we repeat something constantly, it starts to lose its meaning and sounds like a noise. And here, people like Cliff learn how futile it is to disturb the universe with the trumpet's clarion call. Hence, this game has no rules. It takes one to be Prufrock; with his sad natural intelligence of the self-taught to identify the cruel steel traps of life which awaits in the end. How often do we fall in a soup of complexities that we judge through selfish eyes. We be in a questioning as to why things didn't commence the way which gives us pleasure. The constant self-obsessive gratification of our demanding conscious cause trouble with our lives.

We often run inside our created dream to escape from the clutches of our reality. The dance of the critically wounded mis-happenings perforates the very fabric of life and relationships. Thus, we all escape to this game to exhale the hardships we don't dare elucidate. What is the solution? We escape. We escape our fantasy and use our doomed reality as the very foundation stones.

**Keywords:** Futile, Cruel Steel Traps of Life, Complexities Self- Obsessive Gratification, Escape, Doomed Reality, Fantasy World.





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Performance Analysis of PT. Indo Tambangraya Megah Tbk - A Coal Mining Company in Indonesia**

**Raden Ayu Silvia RIANI**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia

raden.riani@ipmi.ac.id

Orcid: 0009-0004-8624-8345

### **ABSTRACT**

The purpose of this study is to analyze the financial performance of a coal mining company listed on the Indonesia Stock Exchange (IDX), PT. Indo Tambangraya Megah Tbk (ITMG) whether an entity is stable, solvent, liquid, or profitable enough to warrant a monetary investment. The benefit is also to evaluate economic trends, set financial policy, build long-term plans for business activity, and identify projects or companies for investment. Apply financial metrics analysis of ITMG's financial performance. Selected metrics include return on assets, debt-to-equity and debt-to-asset ratios, asset turnover, current ratios, profit margins, and return on equity. This study used quantitative research methods and targeted sampling techniques to collect the necessary data. The sample includes 5 years financial reports from 2018 to 2022. Then compare ITMG's financial performance analysis with ITMG's closest competitor, PT. Adaro Energy Indonesia Tbk, and the average indicator for the coal mining industry.

Based on the financial performance analysis, ITMG's financial performance in terms of profitability and liquidity has relatively significant financial performance compared to its competitors and the average industry. Despite positive trends in profitability and solvency, ITMG ranks asset utilization efficiency as quite concerning. It also shows that only profitability is affected by fundamental financial factors such as asset turnover and financial leverage.

**Keywords:** Financial Statements, Financial Ratios Analysis, Leverage, Liquidity, Turnover, Profitability.

## Duygusal Zekâ ve Girişimcilik Niyeti: Yaşam Tatmininin Aracılık Rolü

**Dr. Buket SEZER**

Kahramanmaraş Sütçü İmam Üniversitesi, İktisadi ve İdari Bilimler Fakültesi,  
İşletme Bölümü, Kahramanmaraş, Türkiye.  
ORCID ID: <https://orcid.org/0000-0002-2060-3330>  
buketsezer86@gmail.com

**Dr. Öğr. Üyesi, B. Dilek ÖZBEZEK**

Gaziantep Üniversitesi, İslahiye İktisadi ve İdari Bilimler Fakültesi,  
İşletme Bölümü, Gaziantep, Türkiye.  
ORCID ID: <https://orcid.org/0000-0001-7176-1534>  
dilekozbezek@gmail.com

### ÖZET

Bir bireyin yeni bir girişim yaratmak için attığı birçok adımın ilki olarak kabul edilen girişimcilik niyeti, bireyin yeni bir iş yaratma inancı ve bunu gelecekte bilinçli olarak yapmayı planlaması olarak tanımlanmaktadır. Duygusal zekânın, girişimcilik süreçlerini tahmin etmede önemli bir rol oynadığı düşünülmektedir. Bireylerin, kendi duygularını düzenleme ve başkalarının duygularını tanıma yeteneklerine güvendiği takdirde, girişimci olmakla ilgili hayal kırıklıklarını ve mücadeleleri üstlenme konusunda kendilerini daha yetkin hissedebilecekleri belirtilmektedir. Bireyin çevresindekilerin duygularını algılama ve anlama yeteneğine sahip olması, bireyin başkalarına karşı duyarlı olmasını sağlamaktadır. Araştırmalar, yüksek düzeyde duygusal zekâyâ sahip bireylerin aynı zamanda daha yüksek düzeyde girişimcilik niyetine sahip olduklarını ve yüksek düzeyde girişimci tutum sergilediklerini göstermektedir.

Yaşam tatminin, bireylerin yaşamlarına yönelik değerlendirici tepkileri olan ve mutluluğun ölçüsü olarak kabul edilen öznel iyi oluşun önemli bir göstergesi olarak açıklanmaktadır. Daha yüksek duygusal zekâ düzeylerinin, özellikle yaşam tatminiyle bağlantılı olduğu belirtilmektedir. İnsanlar ancak mutlu, sağlıklı, başarılı ve huzurlu olduklarını hissettikleri bir ortamda yaşamdan zevk alabileceklerdir. Yaşamdan zevk alabildikleri kadar, yeni bir amaç belirlemek, yeni bir işe girişmek için kendilerinde enerji bulabileceklerdir. Aksi takdirde, geleceği hakkında endişe duyan, kaygılanan ve geleceğe ilişkin olumsuz yorumlarda bulunan kişi geleceğini planlamak noktasında odağını kaybedecektir. Dolayısıyla kendini bilen, öz farkındalığa sahip, zorlukların üstesinden gelebilen, iç motivasyona sahip, empati kurabilen dahası duygusal zekâyâ sahip insanların, şartlar ne olursa olsun bir amaçlarının olduğu, bir şeyleri başarmak için iç motivasyona sahip oldukları ve girişimcilik niyeti taşıdıkları düşünülmektedir. Bununla birlikte duygusal zekânın girişimcilik niyeti üzerine etkisinde yaşam tatmininin aracı rol oynadığı düşünülmektedir.

Bu çalışmada duygusal zekânın girişimcilik niyeti üzerine etkisinde yaşam tatmininin aracı rolünün incelenmesi amaçlanmıştır. Araştırma Gaziantep Üniversitesi İslahiye İktisadi ve İdari Bilimler Fakültesinde kolayda örnekleme yöntemi ile seçilen 215 öğrenci üzerinde gerçekleştirilmiştir. Alan araştırması sonucu elde edilen veriler üzerinde açıklayıcı faktör analizi (AFA) ve sonrasında doğrulayıcı faktör analizi (DFA) ile güvenilirlik analizleri, korelasyon ve regresyon analizleri yapılmıştır. Yapılan analizler sonucunda, duygusal zekânın girişimcilik niyeti ve yaşam tatmini üzerinde etkisi olduğu tespit edilmiştir. Fakat yaşam tatmininin girişimcilik niyeti üzerine etkisi olmadığı saptanmış, dolayısıyla aracılık etkisinin olmadığı sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Duygusal Zekâ, Girişimcilik, Girişimcilik Niyeti, Yaşam Tatmini

## Emotional Intelligence and Entrepreneurial Intention: The Mediating Role of Life Satisfaction

### ABSTRACT

Entrepreneurial intention, which is accepted as the first of many steps taken by an individual to create a new venture, is defined as the individual's belief in creating a new job and planning to do it consciously in the future. Emotional intelligence is thought to play an important role in predicting entrepreneurial processes. It is stated that

if individuals trust their ability to regulate their own emotions and recognize the emotions of others, they can feel more competent to take on the frustrations and struggles associated with being an entrepreneur. The ability of an individual to perceive and understand the emotions of those around him/her ensures that the individual is sensitive to others. Studies show that individuals with high levels of emotional intelligence also have higher levels of entrepreneurial intention and exhibit a higher level of entrepreneurial attitude.

Life satisfaction is explained as an important indicator of subjective well-being, which is the evaluative reaction of individuals towards their lives and is accepted as a measure of happiness. It is stated that higher emotional intelligence levels are especially associated with life satisfaction. People will be able to enjoy life only in an environment where they feel happy, healthy, successful and peaceful. As much as they can enjoy life, they will be able to find energy to set a new purpose, to embark on a new job. Otherwise, the person who worries, worries about the future and makes negative comments about the future will lose focus in planning the future. Therefore, it is thought that people who are self-aware, have self-awareness, can overcome difficulties, have internal motivation, can empathize, and who have emotional intelligence, have a purpose, have an internal motivation to achieve something, and have entrepreneurial intentions regardless of the circumstances. However, it is thought that life estimation plays a mediating role in the effect of emotional intelligence on entrepreneurial intention.

In this study, it is aimed to examine the mediating role of life satisfaction in the effect of emotional intelligence on entrepreneurial intention. The research was carried out on 215 students selected by convenience sampling method in Gaziantep University Islahiye Faculty of Economics and Administrative Sciences. Explanatory factor analysis (EFA) and then confirmatory factor analysis (CFA) and reliability analyzes, correlation and regression analyzes were performed on the data obtained as a result of the field research. As a result of the analysis, it has been determined that emotional intelligence has an effect on entrepreneurial intention and life satisfaction. However, it was determined that life satisfaction had no effect on entrepreneurial intention, so it was concluded that there was no mediation effect.

**Keywords:** Emotional Intelligence, Entrepreneurship, Entrepreneurial Intention, Life Satisfaction



## Harmonization Process of Turkey's Waste Management with European Union: An Econometric Analysis <sup>2</sup>

**Dr. Nadira SEYIDOVA**

Yakın Doğu University  
nadira.seyidova@neu.edu.tr  
Orcid: 0000-0002-2375-8426

**Asst. Prof. Dr. İmren ALAKUŞ**

Uluslararası Fıncal University  
imren.alakus@final.edu.tr  
Orcid: 0000-0001-8349-180X

**Assoc. Prof. Dr. Esengül SALİHOĞLU**

Sivas Cumhuriyet University  
esalihoglu@cumhuriyet.edu.tr  
Orcid: 0000-0002-2005-1986

### ABSTRACT

The basis of environmental policy at the European Union (EU) level dates back to the 1970s. In this period, it has been understood that economic development is not possible without the environmental dimension and there is no limit of environmental pollution. This understanding has made it necessary to take steps in the field of environment. Environmental policy of EU has been shaped by secondary legislation and treaties. Current environmental policy of EU aims to protect quality of environment, human health and natural resources, and to deal with regional and worldwide environmental problems. There are many sub-titles in environmental policy. Waste management is one of the most important of these sub-titles. Because waste management has the power to affect many sectors from economy to public health. Some principles are needed for the proper conduct of waste management. One of these is the principle of subsidiarity defined by the Maastricht Treaty. On the basis of this principle, the responsibility of waste management is undertaken by the municipalities in many European countries. In Turkey, environmental policies are formed within the framework of EU acquis and international agreements. Waste management expenditures, which have share of over 50% in environmental expenditures, show the importance of waste management. In addition to the legal regulations, the developments in municipalities that provide waste services, the amount of waste and the methods of disposal of wastes have made it necessary to examine the role of local authorities in this area. For this purpose, the relationship between the municipalities that provide waste services, and the recycling methods of wastes has been analyzed by numerical methods. As a result of econometric analysis, it is aimed to determine the relationship between the developments in municipal waste services and the ways of disposal of wastes from primitive methods to advanced methods.

**Keywords:** European Union, Environmental Policy, Waste Management, Econometric Analysis, Time Series Analysis

---

<sup>2</sup> This paper is based on the 1002-B project supported by TUBITAK with the number 222K329.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Financial Health of PT Sido Muncul Tbk According to Altman Z-Score in the Period 2018 – 2022**

**Bernard TIMOTIUS**

Sekolah Tinggi Manajemen IPMI, Indonesia  
bernard.timotius@ipmi.ac.id  
ORCID: 0009-0007-2230-5648

**Prof. Ir. Roy H. M. SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
ORCID: 0000-0002-9023-9976

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
ORCID: 0000-0003-3582-5857

### **ABSTRACT**

Going concern and being sustainable in the market are the few purposes of the business. To be able to know whether a business is able to thrive in the market despite of any challenges, companies must always understand their financial performance. The company can get early indications and be ready of any financial distress and threats that might coming in the future. PT Sido Muncul Tbk will be analyzed using Altman Z-score model to understand their financial health. PT Sido Muncul Tbk (SIDO) is an herbal medicine manufacture company in Indonesia that has been listed in the Indonesia Stock Exchange (IDX). The analysis will cover the period 2018 – 2022 of the company financial statements. The result analysis of Altman Z-score model will give insights of the company's financial strength. The score above 3 in Altman Z-score means that the company is unlikely to go bankrupt, while the score below 1.8 indicates that the company is in the danger area to be bankrupt. Between 1.8 and 3 in Altman Z-score conveys that the financial health of the company is on the critical stage.

**Keywords:** Altman Z-Score, Financial Distress, Financial Health, Herbal Medicine Industry



**The Effect of Market Risk, Market Capitalization, Bond Rating, and Profitability on the Stock Return of Companies Listed in PEFINDO Investment Grade Index 2018 – 2022 with Company Age as The Moderating Variable**

**CHAIRINI**

IPMI International Business School  
chairini@ipmi.ac.id  
Orcid: 0009-0006-5840-6953

**Prof. Roy SEMBEL**

IPMI International Business School  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. Melinda MALAU**

The Christian University of Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

**ABSTRACT**

Stock returns can be affected by numerous variables, ranging from economic indicators to company-specific factors. Understanding and analyzing these variables are crucial for investors, to make investment decisions and develop effective investment strategies. This study aims to analyze and evaluate variables affecting stock return on the constituents of PEFINDO Investment Grade Index in the period of 2018 – 2022 using variables of market risk, market capitalization, bond rating, profitability (return on asset), and the company's age as moderating variables. This study used a quantitative model approach with the type of explanatory research. The data source used is secondary data taken from quarterly reports of audited financial statements. The population of this study is 30 companies listed in PEFINDO Investment Grade Index in 2018 – 2022 with purposive sampling techniques of 11 companies that are consistently listed in PEFINDO i-Grade Index. The data technique analysis utilizes a panel data regression model to analyze the data. The results showed that market risk and return on asset (ROA) positively affect stock return while company age has a negative effect. Furthermore, other variables such as market capitalization and bond rating have no effect on stock return. On the other hand, Firm age can moderate the effect of market capitalization and market risk on the stock return, however; it cannot moderate the effect of bond rating, and profitability on the stock return of PEFINDO i-Grade Index.

**Keywords:** Market Risk, Market Capitalization, Bond Rating



## People's Republic of China's Digital Yuan (e-CNY)

**Mr. Saptak MAITRA**

Bachelor of Arts (BA), Political Science (Major), Economics (Minor)  
University of Calcutta, Scottish Church College  
saptakmaitra3@gmail.com  
ORCID ID: 0009-0000-7101-7051

### ABSTRACT

The People's Bank of China (PBC) has been developing a central bank digital currency (CBDC), specifically the digital yuan or the e-CNY. The digital yuan has a link to the legacy yuan in value terms but could act for retail digital transactions in a centralized payment system. The Chinese digital yuan has been designed to increase greater domestic state control and to gain a strategic global position of influence. Beijing carries a strong belief that a digital currency will play a critical role in the future of geopolitical competition, and its creation of the e-CNY is a crucial step to getting ahead in that field. Through this paper, I will delve into the likely-made contributions of the digital yuan to financial inclusion and financial stability in the PRC. Furthermore, focusing on the potential impact of it on global trade, including oil trade. This paper includes the following:

- A brief analysis of the contribution of the PBC's digital yuan to financial stability, taking into account the possible after-effects of the introduction of the digital yuan on the assets and liabilities of commercial banks and on private borrowing behavior, as well as the possible impacts on non-bank firms.
- An analysis of the contribution of the PBC's digital yuan to financial inclusion, taking into consideration the expected value contributions of the digital yuan to retail users beyond what they obtain from the current system.
- A potential briefing of its impact on global trade, focusing on the globalization of financial technology, effect on other established currencies and cross-border trade.

Extending the potential impact of PBC's digital yuan at a global level in reference to oil trade in particular alongside "de-dollarisation".

**Keywords:** Banking System, De-Dollarisation, Digital Yuan, Globalization



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Do Gender Diversity and Audit Committee Size have Impact on Tax Avoidance in The Energy Sector?**

**Tasya Herbert LEE**

Universitas Ciputra  
therbert@student.ciputra.ac.id  
Orcid: 0000-0001-6417-8703

**Wirawan E. D. RADIANTO**

Universitas Ciputra  
wirawan@ciputra.ac.id  
Orcid: 0000-0001-6569-7142

### **ABSTRACT**

This study aims to find the impact of gender diversity in board of directors, gender diversity in board of commissioners, and audit committee size on tax evasion as measured using the company's ETR (Effective Tax Ratio) with the nominal tax expense divided by earning before tax. Control variable using company size with Ln value of total assets. This research used energy sector companies listed in Indonesia Stock Exchange (IDX) for period of 2014-2021 with a total of 176 that have met the criteria. This research used a purposive sampling method. The analysis technique uses multiple linear regression due to 3 hypotheses being tested. The results of this study show that gender diversity in board of directors, gender diversity in board of commissioners, and audit committee size have no significant effect on tax evasion. Firm size as a control variable has a significant effect on tax evasion, which is the larger the company size, the higher the level of tax compliance.

**Keywords:** Tax Avoidance. Board of Directors, Board of Commissioners, Audit Committee, Gender Diversity



## Hofstede Kültür Boyutları Bağlamında İnsan Kaynakları Yönetimi Açısından ABD-Türkiye Karşılaştırılması

**Prof. Dr. Gönen İlkar DÜNDAR**

İstanbul Üniversitesi  
gdundar@istanbul.edu.tr  
Orcid: 0000-0002-1097-1236

**Öğr. Gör. Rahile GÜRAN**

İzmir Kavram Meslek Yüksekokulu  
rahile.guran@kavram.edu.tr  
Orcid: 0000-0002-9130-3482

### ÖZET

Hofstede Kültür Boyutları, 1970'lerde IBM'de insan kaynaklarında çalışan Hollandalı psikolog Geert Hofstede tarafından geliştirilmiş ve farklı ülkelerin kültürel farklılıklarını ölçmek amacıyla kullanılan bir modeldir. Kültürel boyutlar teorisi olarak da bilinen bu teori, farklı kültürlerdeki farklılıkların, toplumu ve o toplumda yaşayan bireylerin davranışlarını nasıl etkilediğini açıklamaktadır. Bu makale, ABD ve Türkiye'nin kültürel farklılıklarını ve bu farklılıkların insan kaynakları yönetimi üzerindeki etkilerini Hofstede Kültür Boyutları bağlamında karşılaştırmaktadır. Hofstede Kültür Boyutları, kültürel değerlerin ve davranışların ölçümü için kullanılan bir modeldir ve model şu boyutlardan oluşur: güç mesafesi, bireysellik ve kolektivizm, erillik ve dişilik, belirsizlikten kaçınma, kısa-uzun dönemli yönelim, hoşgörü ve kısıtlamadır. Bu çalışmada, halihazırda var olan verileri kullanmayı içeren yöntem olan ikincil veri analizi yöntemi kullanılmıştır. Bu makale, ABD ve Türkiye'nin kültürel farklılıklarını Hofstede Kültür Boyutları bağlamında analiz ederek, insan kaynakları yönetimi açısından bu farklılıkların nasıl etkiler yarattığını göstermektedir. İnsan kaynakları profesyonelleri, bu farklılıkları anlamak ve kültürel bağlamı dikkate alarak stratejiler geliştirmek için bu karşılaştırmadan yararlanabilirler.

**Anahtar Kelimeler:** İnsan Kaynakları Yönetimi, Kültür, Hofstede Kültür Boyutları, Farklılıklar

## Comparison of Human Resource Management Between The United States And Turkey in The Context of Hofstede's Cultural Dimensions

### ABSTRACT

The Hofstede Cultural Dimensions is a model developed by Geert Hofstede, a Dutch psychologist working in human resources at IBM in the 1970s. It is used to measure cultural differences between different countries and explain how these differences influence society and the behavior of individuals within that society. Also known as the theory of cultural dimensions, this theory explains how differences in culture affect the behavior of individuals and societies. This article compares the cultural differences between the United States and Turkey and their impact on human resource management within the context of the Hofstede Cultural Dimensions.

The Hofstede Cultural Dimensions is a model used to measure cultural values and behaviors and consists of the following dimensions: power distance, individualism versus collectivism, masculinity versus femininity, uncertainty avoidance, short-term versus long-term orientation, and indulgence versus restraint. This research utilizes the method of secondary data analysis, which involves using existing data, to analyze the cultural differences between the United States and Turkey within the context of the Hofstede Cultural Dimensions. The article aims to demonstrate how these cultural differences impact human resource management.

Human resource professionals can benefit from this comparison by understanding these differences and developing strategies that take the cultural context into account. By analyzing the cultural differences between the United States and Turkey through the lens of the Hofstede Cultural Dimensions, this article highlights the effects of these differences on human resource management.

**Keywords:** Human Resource Management, Culture, Hofstede's Cultural Dimensions, Differences



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Factors Influencing the Purchase Intention of Women in Jabodetabek When Purchasing Local Makeup Through Online Shops Amidst Covid-19**

**Valentina LUGO ARIAS**

IPMI Business International School  
Valentalugoarias@gmail.com  
Orcid: 0009-0008-9762-8924

**Ir. Sasotya PRATAMA, MTE, PMA**

IPMI Business International School  
sasotya.pratama@ipmi.ac.id  
Orcid: 0000-0001-5411-5549

**Ir. Tritjondro BASKORO, MSM**

IPMI Business International School  
tritjondro.baskoro@ipmi.ac.id  
Orcid: 0000-0002-5020-7291

### **ABSTRACT**

The high number of internet users that surged during the pandemic caused for a change of shopping trends among the Indonesians, and the beauty industry took the opportunity to enlarge their targeted customers through the use of online shopping platforms, when offline stores were not available during the pandemic in 2019. The purpose of this study is to study and understand the effect that online customer reviews, specifically Review quality and Review quantity, as well as the customer's attitude towards locally products makeup. This study has 3 Independent variables (Review Quality, Review Quantity, and Customer attitude). The Research is a quantitative study, and the methodology used was spreading a questionnaire to 160 Indonesians living in the city of Jakarta and Bekasi, between the age of 18-51 years old. The study used a questionnaire with a respond system of Likert Scale of 5, and collected data was analyzed using Spearman correlation with the software of SPSS 23. The findings indicated that the 3 independent variables have significant positive correlation with purchase intention. Thus, understanding the role of Reviews and Customer Attitude can be a low-cost marketing strategy for local brands.

**Keywords:** Review Quality, Review Quantity, Customer Attitude, Local makeup Products, Purchasing Intention.



## **Individual Adaptability as Mediating Variable Toward Individual Performance as The Impact of Transformational Leadership and Delegation Authority**

**Teuku Yusuf, S.Si., MBA**

Business Administration  
IPMI International Business School, Indonesia  
teuku.yusuf@ipmi.ac.id  
Orcid: 0000-0001-6117-8038

**Dr. Ir. Amelia Naim Indrajaya, MBA**

Business Administration  
IPMI International Business School, Indonesia  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

The objective of this study is to investigate the impact of transformational leadership (TL) and delegation of authority (DA) on individual performance (IP) through the mediating role of individual adaptability (IA) at PLN Indonesia Power, a subsidiary of the state-owned company PT. PLN. As a power plant operator and energy solution developer, PT. PLN Indonesia Power is facing multiple challenges due to the rapidly evolving business environment, including the global target to accelerate the adoption of renewable energy, the demand for advanced technologies to enhance power supply and distribution efficiency, and the company is facing a significant decline in market share, falling from 48.92% in 2003 to 19.1% in 2021, according to the annual report of PLN Indonesia Power. To analyze the data in this research, descriptive and inferential statistical analyses were conducted using SPSS and SmartPLS 4 software. The study's results indicate a statistically significant positive impact of transformational leadership and delegation of authority on individual adaptability, and of transformational leadership and individual adaptability on individual performance. Furthermore, individual adaptability plays a positive significant mediating role between delegation of authority and transformational leadership on individual performance at PLN Indonesia Power. This study recommends that organizations invest in leaders who communicate a clear and positive vision of the future, encourage innovative problem-solving approaches, and foster trust, involvement, and cooperation among team members. Additionally, organizations should prioritize developing individual adaptability and delegation of authority to enhance their market share, the reliability of the electricity supply, and to develop renewable energy.

**Keywords:** Delegation of Authority, Transformational Leadership, Individual Adaptability, Individual Performance, Human Resource.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Comparison of Demographic Characteristics of Hotel Employee with Intolerance of Uncertainty and Covid-19 Fear

**Dr. Hacı Ahmet ÇAKIR**

Muğla Sıtkı Koçman University, Turkey  
haciahmetcakir@gmail.com  
Orcid: 0000-0001-7210-5897

**Buse YILDIZ**

Muğla Sıtkı Koçman University, Turkey  
buseyildiz1009@gmail.com  
Orcid: 0009-0003-2985-1466

### ABSTRACT

The coronavirus pandemic, which spread rapidly from the Wuhan region of China to the world, reached our country in a short time. With the various measures taken by the World Health Organization (WHO) and the health ministries of countries to manage this pandemic process, people's daily lives have changed suddenly and unexpectedly. Within the scope of the measures, some business lines continued to work from home to operate online, but especially the service sector faced uncertainty in the short term. This process has made the workers in the tourism sector, especially hotel workers, one of the groups most affected by the pandemic. For this reason, the study was based on examining the tolerance levels of uncertainty and covid-19 fear perceptions of hotel employees in Manavgat in Antalya and comparing them according to the demographic characteristics of the participants. In this context, 313 data were included in the analysis process. In this study, in which the survey method will be used, data were collected from hotel employees through a questionnaire. Frequency, percentage values and parametric comparison analyzes were used in the interpretation of the data. In the light of the findings obtained as a result of the analyzes and by making use of the relevant literature, suggestions for the sector and future studies have been developed.

**Keywords:** Intolerance of Uncertainty, Covid-19 Fear, Hotel employee

## Dünya Tarihi Üzerinden Bir Düşünce Pratiği: Medeniyet Kavramını Sorunsallaştırmak

**Öğr. Gör. AHMET ÖZDEMİR**

Bolu Abant İzzet Baysal Üniversitesi

ahmet.ozdemir@ibu.edu.tr

Orcid: 0000-0002-3488-8250

**Öğr. Gör. HAYREDDİN ÖZDEN**

Bolu Abant İzzet Baysal Üniversitesi

Hayreddinozden@ibu.edu.tr

Orcid: 0000-0001-8304-5674

### ÖZET

Anlatılar, bir “kendiliğin” yaratılmasında ve tarihsel süreçlerde bir toplumun kendini tanımlayıp dünya aileleri arasında kendini konumlandırması için vazgeçilmez unsurlardır. Anlatı bir boşluk doldurma işlevidir. Mevcut dünya tarihi yazımı ise Avrupa merkezci bir anlayışla bu boşlukları Batıcıl bir biçimde yontarak doldurur. Her ne kadar bağlantılı tarih anlayışları mevcut literatüre eleştirel bir giriş olarak ortaya çıksa da henüz yeterli olgunluğa ulaşmamıştır. Bağlantılı tarih anlatımından başka Doğuyu ve özelde İslam dünyasını başka bir yere konumlandıran dünya tarihi ile medeniyet tarihini birlikte okumak olmuştur. Bu iç içe geçen okuma gayet anlaşılırdır. Ancak Hegel'den mülhem bir dünya tarihi anlatısına eleştiri getirmek ve yeni bir düşünce pratiği ortaya çıkarmak için sakıttır. Çünkü medeniyet kavramı da tıpkı dünya tarihinin süregelen anlatıları gibi önce bir tanım çizer, ötekini bir boşluğa hapseder ve bu boşluğu bir dünya kurma edimiyle (worlding) kendi zaviyesinden ve iktidar tekniklerinden yararlanarak doldurur. Ayrıca sosyal bilimler için medeniyet katı bir öteki ayırımından yola çıkarak evrensel düşünceyi ketler. Bu çalışmada medeniyet kavramının neden bir düşünce pratiğine izin vermediği dünya tarihinin izi sürülerek incelenecektir. Sistematik bir literatür taraması yöntemiyle betimleyici çıkarsamalardan yola çıkan bu çalışmanın sonucuna göre evrensel bir tarih yazımının gerekliliği değerlendirilmektedir. 16. Yüzyıl ile başlatılan Batı egemenliğinde bir dünya tasavvuru oluşturmak ne kadar sorunluysa dar bir medeniyet düşüncesi de bir o kadar sorun teşkil etmektedir. Sonuç olarak bir düşünce pratiği alanı açmayı hedefleyen bu çalışma daha çok geçmişe bakıp oradan bir izdişüm çizen anlatılara karşı çıkarak, yeni bir anlayışın benimsenmesi yolunda kavramların yeniden takdimini sağlamayı amaçlamaktadır.

**Anahtar Kelimeler:** Ekonomi-Politik, Dünya Tarihi, Medeniyet, Politik Felsefe, Düşünce Pratiği

## A Thought Practice on World History: Problematizing the Concept of Civilization

### ABSTRACT

Narratives are indispensable elements for a society to define itself and to perceive itself among world families when a “self” is created and in its historical development. Narrative is a fill-in-the-blank function. The current world historiography, on the other hand, fills these gaps in a Westernist way with a Eurocentric approach. Although related understandings of history emerged as a critical introduction to the existing literature, they have not yet reached sufficient maturity. Apart from the related history narrative, he read together the historical world and the civilization process, which positioned the East and the Islamic world in particular. This interlaced reading is intelligible. However, it is reluctant to criticize a world history narrative inspired by Hegel and to reveal a new practice of thought. Because the concept of civilization, like the narratives that have continued in the history of the world, first draws a definition, traps the other in a void, and fills these inhabitants with a world-building act (worlding) by making use of its own perspective and power techniques. Also, for the social sciences, civilization inhibits universal thinking based on a rigid otherness. Why this concept of civilization allows a practice of thought will be examined by tracing the world effects. The necessity of a universal historiography is evaluated according to the result of this study, which is based on descriptive inferences with a systematic literature review method. With the 16th century, he is trying to create a world vision under Western management. As a result, those who aim to open a field of thought practice, this study aims to provide a re-presentation through the principles of obtaining and adopting a new understanding against narratives that draw a projection from there, by looking more at the past.

**Keywords:** Economy-Politics, World History, Civilization, Political Philosophy, Thought Practice



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Independent Commissioners, EVA, and ROA on Firm Value**

**Jessica WIJAYA**

Universitas Ciputra Surabaya  
jwjessica07052002@gmail.com

**Wirawan E. D. RADIANTO**

Universitas Ciputra Surabaya  
wirawan@ciputra.ac.id

### **ABSTRACT**

This research aims to measure influence of the number of independent commissioners, Economic Value Added (EVA), and Return on Assets (ROA) on the firm value. Multiple regression analysis is used as the method of analysis, and sampling is done using purposive sampling. The total sample consists of 202 samples from 45 consumer goods sector companies for the period of 2015-2019. The results of this research indicate that the number of independent commissioners, EVA, and ROA have a significant influence on the value of consumer goods sector companies listed on the Indonesia Stock Exchange (IDX) for the period of 2015-2019.

**Keywords:** Economic Value Added, Firm Value, Independent Commissioners, Return On Assets



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Green Trust as Independent Role and Green Advertisement as Moderating Role on the Purchase Intention of Paper Packaging in an Extended Theory of Planned Behaviour (TPB)**

**Eko SAPUTRA**

Sekolah Tinggi Manajemen IPMI  
eko.saputra@ipmi.ac.id  
Orcid: 0009-0003-2979-1803

**Dr. Rima AGRISTINA**

Sekolah Tinggi Manajemen IPMI  
rima.agristina@ipmi.ac.id  
Orcid: 0000-0001-8969-9767

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

The Indonesian Ministry of Environment and Forestry (KLHK) noted that Indonesia produces 18 million tons of waste in 2022. Referring to the 2022 data provided by SIPSAN-MKLH (Sistem Informasi Pengelolaan Sampah Nasional – Kementerian Lingkungan Hidup dan Kehutanan), Indonesian plastic waste contributes around 18.2% of the waste composition compared to 11.3% of paper waste. Paper packaging as one of the green products has been introduced as an alternative solution to substitute plastic packaging. Therefore, an extended Theory of Planned Behaviors was employed along with Green Trust to study the relationship between these variables with Green Purchase, a moderation effect of Green Advertisement has been also introduced to strengthen the Green Trust variable. This research concludes that Attitude has a positive significant impact on Green Purchase Intention, Subjective Norm also found has significant effect to Green Purchase Intention, However Perceived Behavioral Control, Green Trust, and Moderation of Green Advertisement on Green Trust has no significant effect on the Green Purchase Intentions. According to the  $R^2$  values, the Green Purchase Intention can be explained by the construct variables of Attitude, Subjective Norm, Perceived Behavioral Control, Green Trust is 45.1%. Some opportunities for future study based on this finding can be explored for different variable such as product price, Price Incentive, government regulation with reward and punishment that might have the different result compared to this research. Qualitative research might be needed to get a deeper insight from the end user, industry, and regulator (government).

**Keywords:** Paper Packaging, Theory Planned Behavior (TPB), Green Trust, Green Advertisement, Green Purchase Intention



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Audit Quality, Audit Independence, and Audit Committee's Effectiveness on Earnings Management (Empirical Study of Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange in 2019 – 2022)**

**Melinda MALAU**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

**Fellicia Ross NAULY**

Universitas Kristen Indonesia  
fellicia24.fr@gmail.com  
Orcid: 0009-0002-9920-2624

**Isti Hana SUMANTI**

Universitas Kristen Indonesia  
ishanasumanti@gmail.com  
Orcid: 0009-0002-5990-8622

**Dessy Yansanita SOLI**

Universitas Kristen Indonesia  
dyansanita@gmail.com  
Orcid: 0009-0007-2942-1844

### **ABSTRACT**

This research is aimed to know whether audit quality, audit independence, and audit committee's effectiveness on earnings management. The method of this research is quantitative research by using multiple linear regression analysis. This research used secondary data taken from financial statement and auditor's report of a company and stock prices data. The sample of this research is 44 sample in Indonesia Stock Exchange 2019 – 2022. This research using SPSS tools. The result shows audit quality has significant effect on earnings management, whereas audit independence and audit committee effectiveness haven't significant effect on earnings management, and the result shows of audit quality, audit independence, and audit committee's effectiveness have a simultaneous effect on earnings management.

**Keywords:** Audit Quality, Audit Independence, Audit Committee's Effectiveness, Earnings Management.



## Afet Tahvilleri Üzerine Bir İnceleme

**Dr. Öğr. Üyesi Hülya ER**

Bolu Abant İzzet Baysal Üniversitesi

hulyaer@ibu.edu.tr

Orcid: 0000-0002-3715-2433

**Prof. Dr. Remzi ALTUNIŞIK**

Sakarya Üniversitesi

altunr@sakarya.edu.tr

Orcid: 0000-0001-7934-1841

### ÖZET

Afetler, Dünya'nın birçok yerinde meydana gelmektedir. Oluşan afetler bireylere, çevreye ve ekonomiye ciddi boyutta zararlar verebilmektedir. Afetlerin giderek artmasıyla birlikte büyük ekonomik kayıplar yaşanmakta ve ülkelerin afetlere karşı savunmasız olma durumu ülke ekonomilerini olumsuz etkilemektedir. Finans sektöründe yenilikçi çözümler geliştirmeye yönelik yeni bir finansal araç olan afet tahvilleri, ülkelerde meydana gelen afetlerin olumsuz etkilerini en aza indirmek ve afet risklerini yönetebilmek için önem arz etmektedir. Sigorta bağlantılı menkul kıymetler (ILS) biçimi olan afet tahvilleri, afet risklerini sermaye piyasalarına transfer etmek ve afet risklerinin etkilerine karşı ülkelerin finansal dayanıklılığını güçlendirmek ve sürdürülebilir ekonomik kalkınmayı desteklemek için önemli bir araç olarak değerlendirilmektedir. Bu çalışmada, yeni bir finansal enstrüman olan afet tahvillerinin incelenmesi ve finans sektörüne etkileri üzerinde değerlendirme yapılması amaçlanmaktadır. Çalışmada kullanılan ikincil veriler, içerik analiz yöntemi ile incelenmiştir. Araştırma sonucuna göre, afetlerin sayıları arttıkça afet tahvil ihraçlarına ihtiyaç duyulduğu görülmektedir. Bu doğrultuda, afet risklerinin etkin yönetimi için afet tahvil ihraçları artırılmalıdır. Afet tahvil ihraçlarının artması ile risk paylaşılarak hükümetlere ve işletmelere hızlı finansman sağlanacağı, finansal piyasalarda finansal istikrarın artacağı ve toplumların afet sonrası normal yaşamlarına dönme sürecinin hızlanacağı değerlendirilmektedir.

**Anahtar Kelimeler:** Finans, Sermaye Piyasaları, Alternatif Finansman Yatırım Araçları, Afet Tahvilleri

## A Study on the Catastrophe Bonds

### ABSTRACT

Catastrophes occur in many parts of the world. Catastrophes can cause serious damage to individuals, the environment, and the economy. With the gradual increase in catastrophes, great economic losses are experienced and the vulnerability of countries to catastrophes negatively affects the economies of the countries. Catastrophe bonds, which are a new financial instrument for developing innovative solutions in the financial sector, are important in minimizing the negative effects of catastrophes in countries and in managing catastrophe risks. Catastrophe bonds, a form of insurance-linked securities (ILS), are considered an important tool to transfer catastrophe risks to capital markets, strengthen the financial resilience of countries against the effects of catastrophe risks, and support sustainable economic development. This study, it is aimed to examine catastrophe bonds, which are a new financial instrument, and to evaluate their effects on the financial sector. Secondary data used in the study were analyzed by content analysis. According to the results of the research, it is seen that there is a need for catastrophe bond issuances as the number of catastrophes increases. In this direction, catastrophe bond issuances should be increased for effective management of catastrophe risks. It is evaluated that with the increase in catastrophe bond issuances, rapid financing will be provided to governments and businesses by sharing risk, financial stability will increase in financial markets, and the process of returning to normal lives after the catastrophes will accelerate.

**Keywords:** Finance, Capital Markets, Alternative Finance Investment Instruments, The Catastrophe Bonds (CAT)



## Katılım Bankacılığında Dijital Dönüşüm

### **Öğr. Gör. Murat ER**

Bolu Abant İzzet Baysal Üniversitesi  
murat.er@ibu.edu.tr  
Orcid: 0000-0001-8945-1323

### **Dr. Öğr. Üyesi Hülya ER**

Bolu Abant İzzet Baysal Üniversitesi  
hulyaer@ibu.edu.tr  
Orcid: 0000-0002-3715-2433

### **Prof. Dr. Remzi ALTUNIŞIK**

Sakarya Üniversitesi  
altunr@sakarya.edu.tr  
Orcid: 0000-0001-7934-1841

## ÖZET

Katılım bankacılığı geleneksel bankacılık sistemine alternatif olarak kurulmuştur. Katılım bankalarında tasarruf sahiplerinden toplanan fonlar, faizsizlik ilkesiyle, ortaklık ve ticaret gibi çeşitli yöntemlerle fon talep eden kişilere sunulmaktadır. Bankacılık sektörü dinamik ve yeniliklere hızlı bir şekilde uyum sağlayan sektörlerin başında gelmektedir. Gelişen ve değişen teknolojiye etkin bir şekilde adapte olan bankacılık sektöründe dijitalleşmenin etkisiyle müşteriler kesintisiz ve şubelere gitmeden internet desteği ile hizmet alabilmektedir. Katılım bankacılığı ürün ve hizmetlerinin dijitalleşmesi ile yeni nesil teknolojilerin bankacılık ürün ve hizmetlerinde kullanılması, müşteri deneyimlerinin iyileştirilmesi ve müşterilerin daha ulaşılabilir hizmetler alabilmesine yardımcı olmaktadır. Bankacılık sektöründe yer alan katılım bankalarının, rekabet ortamında avantaj elde edebilmeleri ve sektör içindeki pazar payını artırabilmeleri için bankacılık işlemlerinde dijital dönüşüme uyum sağlayarak sürdürülebilir gelişmeyi sağlamaları gerekmektedir. Bu çalışmanın amacı, Türkiye’de geleneksel bankacılık ve katılım bankacılığının dijital görünümü ortaya koymak ve dijitalleşme sürecinin yıllar içerisindeki gelişimini incelemektir. Dijital bankacılık verileri, içerik analiz yöntemi ile incelenmiştir. Araştırma sonucuna göre, yıllar içerisinde aktif müşteri sayılarında, toplam işlem hacminde ve uzaktan müşteri ediniminde artış gözlemlenmiştir. Yıllar içerisinde katılım bankası müşterilerin hizmet geçişlerinde dijital kanallara daha fazla yönelmeleri, katılım banka sektörünün müşteri deneyimlerini sürekli iyileştirme sağlamaları ve çeşitli kanallar ile daha ulaşılabilir bir hizmet anlayışına sahip oldukları görülmektedir. Teknolojik yenilikler ve dijitalleşmenin finansal ürün ve hizmetlerde kullanılması katılım bankacılığı sektörü açısından önem arz etmektedir. Gün geçtikçe dijitalleşmenin daha da arttığı dünyamızda 2025 yılında bankacılık pazarı içerisinde pazar payını %15 olarak hedefleyen katılım bankacılığı sektörünün müşterilerine sağladığı ürün ve hizmetlerde dijital unsurları etkin bir şekilde kullanılmasının sektörel büyümeye önemli katkılar sunacağı mülahaza edilmektedir. Ayrıca önümüzdeki on yılda ekonominin içerisinde doğrudan yer alacak olan bugünün genç bireylerinin beklentilerine yönelik dijital tabanlı hizmetlerin ve ürünlerin sunulması katılım bankalarının pazardaki payına olumlu bir etki yapacağı değerlendirilmektedir.

**Anahtar Kelimeler:** Bankacılık, Katılım Bankacılığı, Dijital Dönüşüm, Dijital Bankacılık



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Determine The Level of Information Technology Risk to Optimization Capability Services Organization Using Cobit 5 in Indonesia**

**Rismawati Br Sitepu,S.Sos,MM**

Faculty of Management Business Ciputra University Surabaya , Citraland CBD Boulevard, Made, Kec. Sambikerep Surabaya, East Java- Indonesia  
rismawati.sitepu@ciputra.ac.id  
Orcid: 0000-0002-0174-5915

**Ilham M. KOM**

Information Systems Study Program, Faculty of Science and Technology, Sunan Ampel Islamic University of Surabaya, Ahmad Yani Number 117 Street, Surabaya, East Java-Indonesia  
ilham@uinsby.ac.id  
Orcid: 0000-0001-9635-7503

**Dr. Ir. Bambang Sugiyono Agus Purwono, MSc**

School of Business and Management- Ciputra University Surabaya, Citraland CBD Boulevard, Kel. Made, Kec. Sambikerep Surabaya, East Java- Indonesia  
Email: bambang.sugiyono@ciputra.ac.id  
Orcid ID: 0000-0001-8515-1868

### **ABSTRACT**

Today's information technology (IT) has become a fundamental requirement for every organization and it is not uncommon today for an organization to have a high dependence on the use of IT. Information technology services in an organization must be well managed, so that IT use can be minimized and IT use can help achieve the main goals of the organization. The identification of information technology services and catalogs in the organization is one of the domains that exist in IT governance based on the COBIT 5 process. This process aims to ensure that what services the organization relates to the use of IT does not exceed tolerances, the impact of the use of IT that can be used, identified and the potential for failure can be minimized. The identification of information technology catalog services is in the governance domain, namely APO09 which consists of five sub processes namely APO09.01 (Identify IT Service), APO09.02 (Catalog IT Enabled Services), APO09.03 (Define and Prepare Service Agreements), APO09 .04 (Monitor and Report Service Levels), and APO09.05 (Review Service Agreement and Contract). Identification of information technology catalog services in the organization should be assessed to find out how the level of process capability is carried out by the organization and assist the organization in preparing corrective steps to increase the capability level. The process capability assessment model is designed to determine the level of IT risk optimization capability which consists of several capability levels starting from level 1 to level 5.

**Keywords:** COBIT 5, Maturity Level, Measuring, System, Library and University



## Çalışan Yoksulluğu Durumu ile Örgütsel Vatandaşlık Davranışı Arasındaki İlişkide İş Güvencesizliğinin Aracılık Rolü

**Res. Asst. Alihan PASİN**

Fenerbahçe University  
alihan.pasni@fbu.edu.tr  
Orcid: 0000-0003-2847-6214

**Assoc. Prof. Dr. Erdal ŞEN**

Fenerbahçe University  
erdal.sen@fbu.edu.tr  
sen@senizm.com  
Orcid: 0000-0003-1179-7214

### ÖZET

İşsizlik durumu yoksulluğun asıl sebebi olarak görülüyorken aynı mantıkla çalışan kişilerin yoksulluk sınırının üzerinde olması beklenir. Fakat durum her zaman böyle değildir. Yazında tüm dünyada geçerli net bir tanımlama olmasa da çalıştığı halde yoksulluk sınırının altında kalan kişiler çalışan yoksullar olarak adlandırılmaktadır. Diğer yandan örgütsel vatandaşlık davranışı, çalışanların gönüllük esasına dayalı örgüt yararına sergiledikleri ve fedakârlık içeren davranışlardır. Bir diğer kavram olan iş güvencesizliği organizasyonda işlerin sürekliliğine engel olabilecek her türlü değişim sonucu ortaya çıkan belirsizlik düşüncesi ve bununla beraber işini kaybetme kaygısı durumu doğuran durumları ifade etmektedir. Çalışmanın bu kavramlar arasındaki ilişkiyi inceliyor olmasının öncelikli sebebi merak faktörüdür. Merak edilen hususlar; çalıştığı halde yoksul olan bir kişi fedakârlık ve gönüllülük esaslı örgütsel vatandaşlık davranışları sergileyip sergilemeyeceği, eğer sergiliyorsa işini kaybetme korkusu, kişisel güçsüzlükler ve tehdit gibi boyutları olan iş güvencesizliğinin bunun bir sebebi olup olamayacağıdır.

**Anahtar Kelimeler:** Çalışan Yoksulluğu, Örgütsel Vatandaşlık Davranışı, İş Güvencesizliği

## The Mediating Role of Job Insecurity in the Relationship between Employee Poverty Status and Organizational Citizenship Behavior

### ABSTRACT

While unemployment is seen as the main cause of poverty, working people are expected to be above the poverty line. But this is not always the case. Although there is no clear definition valid all over the world in the literature, people who are below the poverty line despite working are called the working poor. On the other hand, organizational citizenship behavior is the behavior that employees display on a voluntary basis for the benefit of the organization and includes self-sacrifice. Job insecurity, which is another concept, refers to the idea of uncertainty that arises as a result of any change in the organization that may prevent the continuity of business, as well as the situations that cause the anxiety of losing one's job. The primary reason why the study examines the relationship between these concepts is the curiosity factor. Curious matters; Whether a person who is poor despite working will exhibit self-sacrifice and voluntary organizational citizenship behaviors, and if he does, whether his job insecurity, which has dimensions such as fear of losing his job, personal weaknesses and threats, can be a reason for this.

**Keywords:** Working Poverty, Organizational Citizenship Behaviour, Job Insecurity

## Değişim Yönetimi Uygulamalarında Değişim Ajanlarının Rolü

**PhD C. Orkun ARK**

Fenerbahçe University  
orkun.ark@stu.fbu.edu.tr  
Orcid: 0009-0005-2404-1944

**Assoc. Prof. Dr. Erdal ŞEN**

Fenerbahçe University  
erdal.sen@fbu.edu.tr  
sen@senizm.com  
Orcid: 0000-0003-1179-7214

### ÖZET

Bir şirketin iyi bir değişim vizyonuna sahip olması, amaçlanan dönüşüm için yeterli değildir. Büyük ve küçük değişimler farklı şekilde ele alınmalıdır. Büyük bir değişim, çoğu durumda organizasyon kültürünün değişimini içerir. Güçlü bir hiyerarşi dışı ağ, dönüşümün başarısı üzerinde hiyerarşik ağdan daha etkilidir. Ağın türü de dikkate alınmalıdır. Kohezif ağ, küçük bir değişim için yeterince verimli olsa da, büyük bir değişim ile karşı karşıya olan yönetici, bir köprü ağına yönelmek zorundadır. Değişim ajanları yanlarında daima destekçiler bulurlar, ancak yine de kararsızları ve direnenleri ikna etmeleri gerekir. Bu grupların her biri, çeşitli durumlarda farklı özel yaklaşımlar gerektirir. Kararsızlar, değişime katkıda bulduklarında, değişime direnme konusunda isteksiz olma ihtimalleri yüksektir. Direnenlerde bu kural, çoğunlukla küçük değişimlerde geçerlidir. Değişim vizyonunu çalışanlarla birden fazla yöntemle ve kerede paylaşmak, başarı açısından önemlidir. Çalışanların temel inançları, duyguları ve zihniyetleri değişim sürecinin başarısında büyük bir etkiye sahip olduğundan, iki yönlü iletişim yoluyla geri bildirim almak faydalıdır. Yöneticilerin üstlenebileceği farklı liderlik kimlikleri, dönüşüm sürecini farklı şekilde etkileyebilir. Bazıları sürecin her adımını kontrol ederken diğerleri yalnızca hedefleri ve sınırları tanımlayarak çalışanları geçiş sürecine daha fazla dahil eder. Bu çalışmanın amacı şirketlerde değişim yönetiminde değişim ajanlarının sorumluluklarını ve rollerini özetlemektir.

**Anahtar Kelimeler:** Değişim, Değişim Ajansı, İletişim, Örgütsel Kültür

## The Role of Change Agents in Change Management Practices

### ABSTRACT

A good change vision of a company is not sufficient for the intended transformation. Divergent and nondivergent changes have to be handled differently. A divergent change includes the change of the organizational culture in most cases. A strong informal network of a change agent is more effective on the success of the transformation than the formal one. The type of the network is also to be taken into account. Although the cohesive network is efficient enough for a nondivergent change, the change agent facing a divergent change has to head towards a bridging network. Change agents have endorsers on their side, but they still have to persuade fence-sitters and resisters. Each of these groups require different specific approaches in various cases. Fence-sitters are much likely to be reluctant to resist the change when they have contributed to it. With resisters this works mostly by nondivergent changes. It is beneficial from the change agent's side to communicate the change vision via more than a single activity. As the underlying beliefs, feelings and mindsets of the recipients have a great impact on the success of the change process, it is beneficial to get feedback via a two way communication. Different leadership identities, change agents can take on, influence the transformation process differently. Some do control every step of the process while others only define goals and limits, engaging employees more in the transition. The purpose of this study is to summarize the responsibilities and roles of change agents in change management in companies.

**Keywords:** Change, Change Agent, Communication, Organizational Culture



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Investigation of the Factors Affecting the Performance of Global Cities with CRITIC Method

**Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL**

Kayseri University  
ssumerli@kayseri.edu.tr  
Orcid: 0000-0002-3820-6288

**Lec. Esra YAŞAR**

Department of Transportation Services/Civil Aviation and Cabin Services Program  
İstanbul Sisli Vocational School, Turkey  
esra.yasar@sisli.edu.tr  
Orcid: 0000-0002-0313-9126

**Lec. Dr. Pınar AVCI**

Tekirdağ Namık Kemal University  
pavci@nku.edu.tr  
Orcid: 0000-0001-9480-8016

### ABSTRACT

Cities around the world are striving to attract people, capital and businesses with global competition in mind. The aim of this study is to determine the importance of the criteria affecting the performance of global cities in order to become a power center city. In the study, CRITIC weighted method is used with the 2022 data of London, New York, Tokyo, Paris, Singapore, Amsterdam, Seoul, Berlin, Melbourne and Shanghai, which are the top 10 cities in the Global Power City index in 2022. In addition, variables such as Economy, R&D, Cultural-Interaction, Livability, Environmental and Accessibility are discussed as performance indicators of cities. According to the findings obtained as a result of empirical analysis, the performance criterion that has the most importance for the top 10 global cities in 2022 is "accessibility". The second important criterion is "environmental". The least important performance criterion for the global 10 cities is "Cultural-Interaction". In conclusion, in line with these findings of the study, policymakers offer important recommendations for global cities to become stable powerhouse cities.

**Keywords:** CRITIC Method, Global Cities, Quality of Life, Performance Indicators



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## How do Climate Policy Uncertainty, Financial Market and Financial Institution Development Influence CO2 Emissions in China?

**Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL**

Kayseri University  
ssumerli@kayseri.edu.tr  
Orcid: 0000-0002-3820-6288

**Lec. Dr. Pınar AVCI**

Tekirdağ Namık Kemal University  
pavci@nku.edu.tr  
Orcid: 0000-0001-9480-8016

**Prof. Dr. Betül ALTAY TOPÇU**

Kayseri University  
batopcu@kayseri.edu.tr  
Orcid: 0000-0003-2044-4568

### ABSTRACT

One of the most important problems of countries is climate change and one of the factors that cause these climate conditions to worsen is carbon emissions (CO<sub>2</sub>). As climate change affects many countries, it causes the deterioration of climate conditions in China, which is rapidly industrializing and whose economy is growing rapidly. Therefore, the aim of this study is to examine the relationship between China's CO<sub>2</sub> emissions in the period 1990-2020 and climate policy uncertainty, the development of financial institutions and the development of financial markets. For this purpose, firstly, whether the variables contain unit roots or not is tested with Ng-Perron and DF-GLS unit root tests, and then the long-term relationship between the variables is tested with the Johansen Cointegration approach. In the final stage, the causality relationship between the variables is investigated with the VECM Granger causality method. Empirical findings indicate that the variables are cointegrated at the I(1) level and that there is a long-term relationship between CO<sub>2</sub> emissions and climate policy uncertainty, the development of financial institutions and the development of financial markets. The findings of causality also suggest that there is one-way causality that extends from climate policy uncertainty, the development of financial institutions and financial markets to CO<sub>2</sub> emissions. As a result, the study offers many recommendations to policy makers and financial institutions in line with these findings.

**Keywords:** CO<sub>2</sub> Emissions, Climate Policy Uncertainty, Development of Financial Institutions, Development of Financial Markets.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Influence of Innovation Capabilities and Market Response Capabilities on Supply Chain Financing Adoption Moderated by Supply Chain Integration (In the Manufacturing Industry Joined in IPOMS)**

**Mrs. Tasya AMARTA**

Ciputra University Surabaya  
tamarta01@student.ciputra.ac.id  
Orcid: 0009-0000-0005-3389

**Dr. Timotius Febry CHRISTIAN**

Ciputra University Surabaya  
timotius.feby@ciputra.ac.id  
Orcid: 0000-0002-5201-9673

### **ABSTRACT**

The textile and garment industry has been one of the pillars supporting the growth of manufacturing in Indonesia. However, since the Covid-19 pandemic, the utility of the textile and garment subsector has been continuously declining. This research aims to explore how the innovation capabilities and market response capabilities of textile and garment manufacturing companies in Indonesia influence the adoption of supply chain financing through supply chain integration. A total of 135 managers from textile and garment manufacturing companies who are members of IPOMS (Indonesian Production & Operations Management Society) were taken as samples using the random sampling method. The data was then analyzed using SmartPLS 4.0. The results show that innovation capabilities and market response capabilities positively influence supply chain financing adoption, while supply chain integration does not moderate the relationship between innovation capabilities and market response capabilities on supply chain financing adoption. This research provides insights for managers of textile and garment manufacturing companies in Indonesia to improve performance and competitiveness.

**Keywords:** Innovation Capabilities, Market Response Capabilities, Supply Chain Integration, Supply Chain Financing Adoption.





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Influence of Entrepreneurial Orientation on Business Performance with Business Strategic as Moderation and Mediation**

**Mrs. Adena CORDELIA**

Ciputra University Surabaya  
acordelia01@student.ciputra.ac.id  
Orcid: 0009-0002-9573-5183

**Dr. Timotius Febry CHRISTIAN**

Ciputra University Surabaya  
timotius.feby@ciputra.ac.id  
Orcid: 0000-0002-5201-9673

### **ABSTRACT**

Maintaining a business in the long term is not an easy task, especially with the rapid changes in the business environment that can greatly impact business performance. This is also true in the fashion industry, which typically relies on the turnover of trends in society. The COVID-19 pandemic has also had an impact on performance in the fashion business. Therefore, this research aims to understand the important influence of entrepreneurial orientation and business strategy factors on business performance, particularly when facing rapid environmental changes. It is hoped that this research can provide insights for fashion business practitioners to understand the important factors that can be applied to their businesses, especially when dealing with rapid changes in the business environment. A total of 42 fashion business CEOs owned by students from Universitas Ciputra Surabaya were selected as the sample for this study. The data obtained were then analyzed using SmartPLS 4.0 software. The results indicate that entrepreneurial orientation is able to influence business strategy and business performance, while business strategy has not yet been able to influence business performance. The results of the mediation and moderation effects show that business strategy has not yet been able to mediate or moderate the relationship between entrepreneurial orientation and business performance.

**Keywords:** Entrepreneurial Orientation, Business Strategy, Business Performance.



## **Impact of Digital Transformation and Performance Appraisal Process Mediated By Employee's Motivation to Increase Employee Performance**

**Syam BUDIMAN**

IPMI Business School, Jakarta, Indonesia  
syam.budiman@ipmi.ac.id  
Rawajati Timur I – Pancoran – South Jakarta  
Jakarta – Indonesia 12750

### **ABSTRACT**

This study aims to analyze the effect of Digital Transformation and Performance Appraisal Systems on increasing employee motivation and performance. A quantitative approach was selected and facilitated the evaluation of large study participants, hypothesis testing, and an explanation and comparison of multiple variables. This research design is descriptive and explanatory, using the survey to collect quantitative data. The main question to be addressed is the relationship between Performance Appraisal factors, Digital Transformation, Employees Motivations, and Employees Performance factors. This study's population is the staff, supervisor, and manager in PT XYZ (Office - Tangerang Plant). The sampling method used is probability sampling using proportionate stratified random sampling among staff in the company. In this study, the researcher will test the hypotheses using structural equation modeling as well as the ratio of Chi-square, goodness-of-fit index (GFI), adjusted goodness-of-fit index (AGFI), normal fit index (NFI), and Root Mean Square Residual (RMSR) to evaluate overall model fitness. The results showed that Performance Appraisal and Digital Transformation partially positively and significantly affected Employee Motivation at PT XYZ Likewise, Performance Assessment, Digital Transformation, and Employee Motivation partially have a positive and significant effect on Employee Performance at PT XYZ Meanwhile, performance appraisal and digital transformation simultaneously affect employee motivation. Performance Assessment and Digital Transformation simultaneously also affect Employee Performance.

**Keywords:** Digital Transformation, Performance Appraisal System, Employee Motivation, Employee Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Rise of Online Food Delivery Post Pandemic Covid-19 in Indonesia: An Analysis of Menu Visual Appeal and Menu Informativeness on Behavioral Intention**

**Bryan David INDRAYANTO**

University of Ciputra Surabaya, Indonesia, Faculty of Management of Business  
bindrayanto@student.ciputra.ac.id

**Dewi Mustikasari IMMANUEL**

University of Ciputra Surabaya, Indonesia, Faculty of Management of Business  
Correspondence author: dewi.immanuel@ciputra.ac.id  
Orcid: 0000-0002-9495-6729

### **ABSTRACT**

This research was conducted to find out how the effect of the visual appeal of the menu and the informativeness of the menu on consumer desires for food, which in turn influences consumer behavioral intentions to buy food online. This study used a quantitative method with a sampling technique using a purposive sampling method. Data was collected by distributing online questionnaires to 210 respondents aged 18 years and over and domiciled in Surabaya, Indonesia. The data that has been collected is processed using Structural Equation Modeling - Partial Least Square (SEM PLS) with a smartPLS 3 software. This study's analysis results show that the menu's visual appeal and informativeness significantly influence consumer desires for food. Likewise, consumer desire for food significantly affects behavioral intentions to buy food online. Consumers' desire for food fully mediates the visual appeal and menu informativeness on the consumer's behavioral intention to purchase food online. For future researchers, it is suggested to conduct further research by adding other variables influencing consumer behavioral intentions related to buying food through online food delivery services. Not only that but further research is also recommended to use a different sample size and scope than this research to support more profound consumer assessments regarding food purchases through online food delivery services. The analytical model in this study can be used for further research, but it is hoped that it can be further developed by adding other variables that have yet to be studied in this study.

**Keywords:** Menu Visual Appeal, Menu Informativeness, Desire for Food, Behavioral Intention of Online Food Delivery Ordering



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

**Factors that Affect Adoption of Fintech in Retail Industry and Its Relation to Increase Financial Performance Evidence in Merchants Coached by Aksesmu (PT Sumber Trijaya Lestari)**

**Krishna Nugraha HARISCHANDRA**

Sekolah Tinggi Manajemen IPMI

krishna.harischandra@ipmi.ac.id

Orcid: 0009-0007-6284-1111

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

**ABSTRACT**

Micro, Small & Medium Enterprises (“MSMEs”) are productive economy business that are run by individuals or business entities. MSMEs contributes approximately 61% of total Gross Domestic Product in Indonesia and absorbed 97% of domestic employment nationwide. However, most MSMEs are faced with similar issues, such as high distribution cost and low credit distribution. PT Sumber Trijaya Lestari (“STL”) launched Aksesmu in April 2022. Aksesmu distributes merchandise inventory in relatively lower price and provides delayed payment option for the purchase, as a mean for distributing credit to MSMEs. However, the internal data of STL suggested that there were only 10% merchants from 74,000 total merchants that used the delayed payment option. This research aims to discover the factors that affect adoption of the feature. Purposive sampling is used in this research to equally distribute the sample based on gender, age, and area. The sample size is determined by using Inverted Square Root Method. The data is collected by online and offline interviews and will be processed by using PLS-SEM. The result of the data analysis will explain how all factors affect the adoption and will be used by the company for further use.

**Keywords:** MSMEs, Credit Distribution, Fintech, Financial Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Design of Research Reporting and Data Collection Information System at Public University Using the Design Thinking Method**

**Ms. Kendry Ayu LAKSANA**

Institute Teknologi Sepuluh November  
kendryayulaksana@gmail.com

**Ms. Ika Raharja SALIM**

Institute Teknologi Sepuluh November  
Universitas Ciputra Surabaya  
ika.salim@ciputra.ac.id  
Orcid: 0000-0002-9851-3327

**Dr. Wirawan E. D. RADIANTO**

Universitas Ciputra Surabaya  
wirawan@ciputra.ac.id  
Orcid: 0000-0001-6569-7142

### **ABSTRACT**

Current digital developments encourage the world of education to also participate in developing a digitalization environment, especially in higher education. Not only in terms of the learning process, but also in the managerial process, especially in the tridharma business process. This research aims to develop higher education information systems to be more efficient and effective, especially in research business process, namely the process of data reporting and data management. The method used in this research is design thinking, which consists of the empathize, define, ideate, prototype, and testing stages. At the empathize stage, data is collected in the form of strategic plan documents which are then mapped in the form of a business model canvas. Then a user interview is conducted which is then mapped into an empathy map. At the define stage, the results of the interview are detailed in the form of a user persona. From the results of document mapping and user interviews, we enter the ideate stage, namely making user flows and flowcharts. After validating user flow and flowcharts for the user, the prototype stage is carried out, where at this stage Balsamiq 3 tools are used to design the user interface. The results of this study indicate that the designed user interface and flow are in accordance with user needs.

**Keywords:** Information System; Design Thinking, Public University; Reporting, Data



## **The Effect of Employee Performance Assessment on Job Satisfaction at Private University with Work Motivation as a Mediator**

**Ms. Ika Raharja SALIM**

Institute Teknologi Sepuluh November  
Universitas Ciputra Surabaya  
ika.salim@ciputra.ac.id  
Orcid: 0000-0002-9851-3327

**Ms. Fitri Aulia RAHMA**

fitriaulia.rahma28@gmail.com  
Institute Teknologi Sepuluh November

**Ms. Kendry Ayu LAKSANA**

Institute Teknologi Sepuluh November  
kendryayulaksana@gmail.com

**Ms. Gresi Agriany SILALAH**

Institut Teknologi Sepuluh November  
gresiasilalahi13@gmail.com

**Ms. Anindita Millenika SASMITA**

Institut Teknologi Sepuluh November  
millenikaa@gmail.com

**Mr. Muhammad Imadudin IHSAN**

Institut Teknologi Sepuluh November  
muh.imaduddin.ihsan@gmail.com

**Dr. Wirawan E. D. RADIANTO**

Universitas Ciputra Surabaya  
wirawan@ciputra.ac.id  
Orcid: 0000-0001-6569-7142

### **ABSTRACT**

Technological developments are one of the factors of competition between companies, where in seeking competition, human resources can be assessed as an asset for the company. Increasing the capacity of human resources is then considered important so that companies can compete. This study aims to examine the effect of performance appraisal on job satisfaction mediated by work motivation. This study uses a quantitative method, where the respondents in this study are lecturers and staff at tertiary institutions. The targeted sample of respondents was 74, but managed to get 96 respondents. The questionnaire used in this study was adopted through previous research and then carried out validity and reliability. The results of this study indicate that the questionnaire used is valid and reliable, then for the effect test it is found that performance appraisal affects job satisfaction directly or through motivational mediation. This research has implications especially in the managerial field that it is important for companies to pay attention to the performance appraisal process to improve the quality and capacity of employees, and most importantly also increase employee motivation and job satisfaction.

**Keywords:** Performance Appraisal; Job Satisfaction; Motivation; University



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Nickel Mining Company Issuers At PT. Trimegah Bangun Persada Tbk. in Obi Island, North Maluku, Indonesia**

**Jolene Marie CHOLOCK**

Sekolah Tinggi Manajemen IPMI, Indonesia  
jolene.cholock@ipmi.ac.id  
Orcid: 0009-0006-5052-5966

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

PT Trimegah Bangun Persada Tbk and its subsidiaries (NCKL) or often called Harita Nickel, is a nickel company in Obi Island, North Maluku, which has announced the results of the first quarter of 2023 by recording revenue growth of 74.6% to IDR 4.8 trillion, compared to IDR 2.7 trillion in the first quarter of 2022. PT Trimegah Bangun Persada Tbk (NCKL) or Harita Nickel officially listed their shares on the Indonesia Stock Exchange (IDX) through the Initial Public Offering (IPO) mechanism. The main board of the Exchange and become an issuer. The research method used is the mixing method. The results of this study are that NCKL has a number of projects related to electric batteries, with one of them being the production of a mixed hydroxide precipitate (MHP) smelter. With a total production capacity of MHP reaching 55,000 tons per year, MHP. The final price set by Harita Nickel in this corporate action is IDR 1,250 per share. Thus, from the results of this IPO, NCKL obtained additional capital of IDR 9.99 trillion.

**Keywords:** Nickel, Issuer, PT. Trimegah Bangun Persada, Obi Island, Indonesia



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Employees' Performance Enhancement Based on Collaborative E-Learning and Mediated by Training in Bank Syariah Indonesia: A Human and Organization Development Perspective**

**Dr. Dewi Puspitaningtyas Faeni**

Universitas Bhayangkara Jakarta Raya  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

**Sri Wulandari, S.T**

Universitas Bhayangkara Jakarta Raya  
sri.wulandari@mhs.ubharajaya.ac.id  
Orcid: 0009-0004-3195-9879

**Rachmat Pramukty, M.Si**

Universitas Bhayangkara Jakarta Raya  
Rachmat.pramukty@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-8418-6396

### **ABSTRACT**

This study aims to determine the effect of e-learning, industrial revolution 4.0, and collaborative learning on employee performance at Bank Syariah mediated by training. Data were collected by distributing questionnaires to 133 respondents, of which 100 were returned and analyzed using SmartPLS software. The results showed that Collaborative Learning has a positive (4.8%) and insignificant effect (76.0%) on Training Mediation. Training Mediation has a positive (73.3%) and significant effect (0.00%) on Employee Performance, while the e-Learning variable has a positive (11.8%) and significant effect (39.1%) on training mediation. Furthermore, the industrial revolution era 4.0 has a positive (58.9%) and significant effect (0.00%) on Training Mediation.

**Keywords:** E-Learning, Industrial Revolution Era 4.0, Collaborative Learning, Training Mediation, Employee Performance Syariah Banking





## Ethiopian Business Incubation Environment Perspectives

**Mequanint Birhan Alem (MSc, MBA)**

Mizan Tepi University, Ethiopia

mequanint@mtu.edu.et

Orcid: 0000-0002-1079-9114

### ABSTRACT

Business incubators are organizations support for companies in their early stages of life to provide a workspace, business and legal advice. Business Incubation Center addresses several bottlenecks in the Ethiopian incubation eco-systems. Even though limited numbers of incubation centers were launched in Ethiopia, they are still in infant stages. Lacks of sustainable/technically sound business models for exciting incubators were through regional benchmarks. There never been indigenous incubation expansion motions. As a result the environment was aided only by foreign agencies. EU, UNDP, PUM, Tel Aviv, Seratera, Adelphi, and, GIZ are among the most well-known aid agencies in Ethiopian Business environment. Focusing on agriculture, ICT, research and training, construction, livestock, fisheries and forestry sectors were majors. Hence the main objective is to adhere the indigenous business incubation environments in locally available resources.

Employed of the study were both primary and secondary data methods of collection. 12 countries from 6 continents of the world were taken as a sample to triangulate their current business environment. Specifically in Ethiopia there are 6 Business Incubation centers in public and private academic institutions. Among them 34 census samples were taken as a respondent. Thus collected data analyzed using system dynamics (venism) software to associate the cause and effect relationship.

The results show that there are systematic differences in the number, performance, and amount of registered business for incubations collected by the two methods, indicating the importance of more establishments for localized incubation centers are required. In this study 1:1000000 BIC to population ratio was randomly offered. However, the study shows 117 BIC are left in Ethiopia and also highlights some challenges in the implementation of incubations, such as community attitude and informal markets.

**Keywords:** Accelerators, Business, Enterprise, Ethiopia, Incubation, Open Innovation, Venism



## Mapping the Use of Artificial Intelligence and the Applicability of International Humanitarian Law: 2020-2023 Literature Review

**Dr. Arlina PERMANASARI**

Universitas Trisakti, Indonesia  
arlina.p@trisakti.ac.id  
Orcid: 0000-0002-6564-3870

**Dr. Amalia ZUHRA**

Universitas Trisakti, Indonesia  
amalia.z@trisakti.ac.id  
Orcid: 0000-0001-7481-9244

**Dr. Jun JUSTINAR**

Universitas Trisakti, Indonesia  
jun.j@trisakti.ac.id  
Orcid: 0000-0002-6334-6143

**Dr. Aji WIBOWO**

Universitas Trisakti, Indonesia  
Aji.w@trisakti.ac.id  
Orcid: 0000-0001-7849-0765

**Mr. Muhammad Falih NASYWAAN**

Universitas Trisakti, Indonesia  
muhammad010002000299@std.trisakti.ac.id  
Orcid: 0009-0009-9794-3649

### ABSTRACT

One aspect of human life affected by the development of the Artificial Intelligence (AI) is the increasing use of AI in the situation of armed conflicts. This paper will explore the usage patterns of AI in the military context, and the applicability of the basic principles of International Humanitarian Law. This research is normative research using hybrid methods consists of bibliometric analysis and literature review on harvested data from selected reputable journal database indexed by Scopus. Certain keywords used and followed by data filtering and data classification that produces the included documents. Based on the included documents, the bibliometric analysis of this research describes the bibliometric analysis on co-occurrence, and co-citation based on the network visualization as the usage patterns of AI in the military context under international humanitarian law (IHL). The literature review on the included documents shows while there are issues arising from the use of AI in military context such as the ethics or moral dilemma, the applicability of IHL, and the issue of the accountability, but the tendency shows that the development of AI should be guided by the basic principles of IHL considerations, and human oversight.

**Key Words:** Artificial Intelligence, Autonomous Weapons Systems, International Humanitarian Law, Distinction Principle, Proportionality



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Business Opportunity of the Salt Industry Responding to The Market Demand In Indonesia**

**Joannes Tarigan,ST**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
joannes.tarigan@ipmi.ac.id  
Orcid: 0009-0006-1872-3700

**Prof.Dr.Wiwiek Mardawiyah,SE,AK,MM**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
Orcid: 0000-0003-3582-5857

**Dr.Ir.Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Salt is a very important commodity in people's lives. Apart from being consumed, salt is much needed in several industries, including for preservation and chemical mixtures. Data from the Ministry of Industry for 2022 states that the national salt need for 2022 is based on the salt balance, which is 4.5 million tons, but this year, the plan to absorb domestically produced salt by medium and large-scale salt processing industries is limited to 1,050,000 tons from several salt production centers throughout Indonesia, excluding those absorbed directly by the small and medium industrial sector. The ratio of the national salt demand and fulfillment is 4.5:1. However, there is still limited research on how to fulfill the national salt demand. The data shows an imbalance between the demand and the availability of the national salt supply. This research will show the big chances of investment in the salt industry with a descriptive and qualitative approach. This analysis includes SWOT analysis, Capital Budgeting Overview, and Fundamental Financial Analysis.

**Keywords:** Salt Industry, SWOT, Capital Budgeting, Finance Analysis



## CEO'nun Görevleri ve Sorumlulukları: Kavramsal Bir Çerçeve

**Prof. Dr. Emet GÜREL**

Ege University Faculty Of Communication  
emet.gurel@ege.edu.tr  
ORCID ID: 0000-0002-5120-8042

**Res. Asst. Dr. Azra K. NAZLI**

Mustafa Kemal University Faculty Of Communication  
aknazli@mku.edu.tr  
ORCID ID: 0000-0003-0565-1278

**Büşra ÇETİN**

busrasevimlicetin@gmail.com  
ORCID ID: 0000-0001-9717-2287

**Res. Asst. Dr. Neslihan Özmelek TAŞ**

Pamukkale University Faculty Of Communication  
ozmelek.neslihan@gmail.com  
ORCID ID: 0000-0002-6348-2495

### ÖZET

Sosyoekonomik dönüşümlere koşut olarak tarihsel süreç içerisinde kurumların yönetim stillerinde dönüşümler gerçekleşmiştir. Sanayi Devrimi'nden itibaren başta Avrupa ve Amerika olmak üzere tüm dünyada yönetim, bir bilim dalı olarak kabul edilmektedir. Yönetim ve yönetici, toplumsal yaşam ve iş dünyası için elzem kavramlardır. Bununla birlikte yönetim kavramının değişimine koşut olarak yönetici kavramı da değişime uğramakta ve yönetici kavramına yüklenen anlam ile beklentiler farklılaşmaktadır.

'Chief Executive Officer' kelimesinin akronimi olan CEO, en yalın ifadeyle bir şirketin en üst düzey sorumlusudur. Konumu ve sorumlulukları itibarıyla şirket için yaşamsal öneme sahip olan CEO, geniş bir yetki ve sorumluluk alanına sahiptir. Tüm kavram ve olgular gibi CEO kavramı da, zaman içinde değişmekte ve dönüşmektedir. Öyle ki günümüzün rekabet yoğun iş ortamında CEO, marka statüsünde bir değer olarak kabul görmekte ve etki alanını gün geçtikçe artırmaktadır. Bu bağlamda ki iş dünyası açısından CEO kavramı ve konumu, CEO ile ilişkilendirilen işlev ve sorumluluklar, CEO'nun temsil ettiği bilgi, beceri ve yetkinlikler; üzerinde konuşulan ve tartışılan bir nitelik arz etmektedir.

Bu çalışma, CEO kavramına odaklanmakta ve CEO'nun işlev ve sorumluluklarını kavramsal bir bakış açısıyla ele almaktadır. Çalışma kapsamında CEO kavramı, CEO'nun yönetsel-örgütsel anlam ve önemi, görev ve sorumluluk alanları, sahip olması gereken bilgi, beceri ve yetkinlikleri konu edilmektedir. Çalışma ile CEO kavramının görev ve sorumluluklarına açıklık getirerek alanyazına tanımlayıcı bir katkı sunmak hedeflenmektedir.

**Anahtar Sözcükler:** Yönetim, örgüt, yönetici, lider, CEO.

## Functions and Responsibilities of The CEO: A Conceptual Framework

### ABSTRACT

In parallel with the socioeconomic transformations, there have been transformations in the management styles of the institutions in the historical process. Since the Industrial Revolution, management has been accepted as a branch of science all over the world, especially in Europe and America. Management and manager are essential concepts for social life and business world. However, in parallel with the change in the concept of management, the concept of manager also undergoes a change and the meaning attributed to the concept of manager and expectations differ.



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

The acronym for the word 'Chief Executive Officer', the CEO is, in the simplest terms, the highest level officer of a company. The CEO, who is of vital importance for the company in terms of their position and responsibilities, has a wide range of authority and responsibility. Like all concepts and phenomena, the concept of CEO also changes and transforms over time. So much so that in today's intensely competitive business environment, the CEO is accepted as a value in brand status and is increasing its sphere of influence day by day. In this context, in terms of the business world, the concept and position of the CEO, the functions and responsibilities associated with the CEO, the knowledge, skills and competencies represented by the CEO is a subject that is talked about and discussed.

This study focuses on the concept of CEO and considers the functions and responsibilities of the CEO from a conceptual perspective. Within the scope of the study, the concept of CEO, the managerial-organizational meaning and importance of the CEO, their duties and responsibilities, the knowledge, skills and competencies they should have are discussed. The aim of the study is to make a descriptive contribution to the literature by clarifying the duties and responsibilities of the concept of CEO.

**Key Words:** Management, Organization, Manager, Leader, CEO.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Macroeconomic Impact From 2012 to 2022 on Indonesia Composite Index Return

**Avinash**

avi01406@gmail.com

IPMI International Business School

**Roy Sembel**

roy.sembel@ipmi.ac.id

IPMI International Business School

### ABSTRACT

The objective of this study was to evaluate the influence of inflation rate and other macroeconomic factors on the return of the Indonesian Composite Stock Index. In the last three years, the world has been dealing with unexpected events such as the COVID pandemic and the Russia-Ukraine conflict, leading to a notable increase in global inflation. Indonesia, however, has been able to keep inflation under control. Over the past decade, the country has experienced remarkable economic growth with an average GDP growth of 5%. This growth has also reduced the poverty rate to less than 10%, consequently, Indonesia was included in the G20 and was appointed as the Chair of the G20 in 2022. To understand the relationship between the Indonesian Composite Stock Index and several macroeconomic variables, we used Eugene Fama's efficient market hypothesis as the underlying theory. We conducted multiple regression analysis on quarterly data from 2012-2022, obtained from various benchmark websites. We found that GDP growth and bond yield had high impact on the return of the Indonesian Composite Stock Index, indicating that the stock market acted as a leading indicator for the selected macroeconomic variables. This was contrary to the efficient market hypothesis. The findings from this study provide useful information to all parties involved in the Indonesian stock market, including participants, regulators and policymakers. Our research indicates that macroeconomic factors have a significant influence on the stock market and should be considered when making decisions related to the stock market.

**Keywords:** Indonesia, GDP Growth, Inflation Rate, Bond Yield, Composite Stock Index



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Influence of Digital Innovation and Population on Socioeconomic Mediated by The Environment Due to The Covid-19 Pandemic (Case Study: Dki Jakarta Province)**

**Endang SUSILOWATI**

Strategic and Global Schools, University of Indonesia  
endang.susilowati01@ui.ac.id  
Orcid: 0000-0002-5914-2199

**Erwin Susanto SADIRSAN**

Business & Economy Faculty, University of Pertamina  
erwin.susanto@universitaspertamina.ac.id  
Orcid: 0000-0002-0459-0883

**Chotib**

Urban Planning, Strategic and Global Schools, University of Indonesia  
chotib@hotmail.com  
Orcid id : 0000-0002-4612-0214

### **ABSTRACT**

This research discusses the consequences of the Covid-19 pandemic in terms of several aspects. An aspect that will be discussed in this study and has never been discussed by other researchers is the fusion of digital innovation, population, and environment towards socioeconomics. The purpose of this study is to determine the impact of population numbers, and digital innovation, on socioeconomics in DKI Jakarta Province and mediated by the environment. In data analysis, the author used the SEMPLS method, with a total of 30 respondents. The variables in this study have been validated by three experts, where the expert is the head of the task force appointed to deal with the pandemic in DKI Jakarta. The ultimate goal of this study is to get indicators of what has the most influence on Covid-19. From the results of the study, it was found that all indicators in this study had an influence on the socioeconomics due to the Covid-19 pandemic.

**Keywords:** Pandemic, Covid-19, DKI Jakarta, Socio-Economic, SEMPLS



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Optimizing Efficiency and Sustainability in Aerospace Management: A Multidimensional Approach**

**Erkan TUR**

Faculty of Arts and Science, Middle East Technical University

erkan.tur@metu.edu.tr

Orcid: 0000-0002-3764-2184

### **ABSTRACT**

This research study explores the intricate balance between operational efficiency and environmental sustainability in aerospace management, employing a multidimensional approach. As the aerospace industry continues to evolve, it faces the growing necessity to reconcile its high-stakes, resource-intensive operations with the imperative of environmental stewardship. This paper delves into the strategies and practices that aerospace organizations employ to navigate these complex, interrelated challenges. Our research questions focus on the key dimensions of aerospace management, the current strategies for balancing efficiency and sustainability, the main barriers to adopting a multidimensional approach, and the potential benefits and drawbacks of this approach. The methodology involves a comprehensive review of existing literature, case study analyses of aerospace companies, and primary data collection through expert interviews. The findings of this study aim to contribute to the expanding body of knowledge in aerospace management and provide actionable insights for industry professionals. The ultimate goal is to support the development of an aerospace industry that is not only more efficient and competitive but also more sustainable and resilient in the face of future challenges.

**Key Words:** Aerospace Management, Operational Efficiency, Environmental Sustainability, Multidimensional Approach, Aerospace Industry Innovation



## Tarihi ve Kültürü ile Şam'ın İslam Kenti Kavramına Kattıkları Üzerine

**Assoc. Prof. Vedat YILMAZ**

Malatya Turgut Özal Üniversitesi

Vedatyilmaz1977@gmail.com

Orcid: 0000-0003-4624-9824

**Dokt. Ozan GERÇEKER**

Van Yüzüncü Yıl Üniversitesi

ozangerceker.65@gmail.com

Orcid: 0000-0001-5083-9259

### ÖZET

Kentlerin kültürel miras hafızaları yaşanan her kırılma döneminde aslında o kente ait olan her şeye ve herkese yönelik farklı bir bakış açısı ortaya koymaktadır. Bugün iç savaş etkisinden henüz çıkmış bulunmayan, yönetiminin meşruiyeti sorgulanır halde duran, egemenliğinin ve bağımsızlığının temelden sarsıldığı, tarihi ve kültürel birikimlerinin tahrip edildiği ve halkının dünyada göçmen/sığınmacı duruma düştüğü Suriye'nin durumu da böyledir. Bunların yanı sıra bugün Esad ailesi rejiminin kontrolünde olan ve kentin başkenti olan Şam, nam-ı diğer Dımaşk el-Şam(Damascus - Şam-ı Şerif) tarihi ve kültürel hafızasıyla barındığı coğrafyadan demografik yapısına, yönetimlerinden mimarisine, ticaretten içinde bulunduğu ve etkileşimde bulunduğu medeniyetlere kadar önemli kazanımlar elde etmiştir. Bu noktada elde edilen bu kazanımların Şam'ın kent kavramına ne kadar etki edebildiği yorumlanmaya çalışılacaktır. Söz konusu tarihi ve kültürel birikimler tikel kırılma noktalarına ve dönemine has değerlendirmelere tabi olsa da bu çalışmada bütünsellik gözetilecektir. Bu bütünselliği oluşturan husus ise bir İslam kenti olması ve İslam'a kentsel gelişim açısından katkısı üzerinden Şam'ı incelemektir. Bu yüzden Şam kentinin İslam kent yapısına hususi olarak kattıklarını ele alabilmek için bu çalışmada çeşitli dokümanların incelenmesi yoluyla literatür taraması yöntemi uygulanmaktadır. Bu sebeple ulaşılabilecek, ikincil ve internet kaynakları ile benzer minvalde üretilen akademik çalışmalar esas alınmaktadır. Nihayetinde kentte İslam'a dair uygarlık kazanımları günümüzde nasıl algılanmaktadır ve kentin, İslam dünyasıyla beraber kazanımları ne ölçüde gerçekleşmiştir? Soruları ile bugünün sorunlarına da bir çıkış yolu bulunabileceği beklenilmektedir.

**Anahtar Kelimeler:** Kent, İslam Kenti, Şam

## On the Contributions of Damascus With Its History And Culture to the Islamic City Concept

### ABSTRACT

The cultural heritage memories of the cities reveal a different perspective towards everything and everyone that belongs to that city in every breaking period. Such is the situation in Syria, which has not yet come out of the effects of the civil war, whose legitimacy is questioned, whose sovereignty and independence have been shaken to the core, whose historical and cultural heritage has been destroyed, and whose people have become refugees/refugees in the world. In addition to these, Damascus, which is under the control of the Assad family regime and the capital of the city today, also known as Damascus al-Sham (Damascus - Damascus - Şam-ı Şerif) with its historical and cultural memory, is important from its geography to its demographic structure, from its administration to its architecture, from trade to the civilizations it is in and interacts with has made gains. At this point, it will be tried to interpret how much these gains can affect the city concept of Damascus. Although the mentioned historical and cultural accumulations are subject to particular breaking points and evaluations specific to the period, integrity will be observed in this study. The point that constitutes this integrity is to examine Damascus through its being an Islamic city and its contribution to Islam in terms of urban development. Therefore, in this study, literature review method is applied by examining various documents in order to discuss the contributions of the city of Damascus to the Islamic city structure. For this reason, it is based on academic studies that can be accessed, secondary and internet resources, and produced in a similar way. Finally, how are the civilizational achievements regarding Islam in the city perceived today, and to what extent have the city's gains been realized together with the Islamic world? It is expected that a way out of today's problems can be found with their questions.

**Keywords:** City, Islamic City, Damascus

## “Kendini Kopyalamak”: Türk Yükseköğretim Sisteminde Mülteci Akademisyenler Vakası

**Prof. Dr. Mehmet ERYILMAZ**

Bursa Uludağ Üniversitesi  
mehmetery@uludag.edu.tr

ORCID: 0000-0002-8851-0771

### ÖZET

“Yeni Kurumsalcı Kuram (YKK)”ın temel merakı “örgütlerin neden birbirlerine bu denli benzedikleri”dir. Bu bağlamda YKK; muhtelif eş biçimlenme mekanizmalarından bahsetmektedir. YKK örgütlerin zaman zaman, belirsizlik ortamında, meşruiyet bahşeden aktörler nezdinde meşruiyet kazanma ve belirsizliği bir nebze olsun hafifletme arzusuyla birbirlerini taklit edebildiklerini ortaya koymuştur. Bu eş biçimlenme mekanizması YKK yazınında “öykünmecî eşbiçimlenme” olarak adlandırılmıştır. Öte yandan örgütler, kimi zaman kendi geçmişlerinde, başarılı olduklarına inandıkları bazı uygulamaları da tekrarlayabilmektedirler. Bu çalışma da, Türk Yükseköğretim sisteminin, geçmişte başarılı olarak kabul edilmiş bir uygulamasını kısmi olarak tekrarlaması örneği üzerine kurgulanmıştır. Cumhuriyetin ilk yıllarında, Almanya’dan, “Nasyonal Sosyalizm”in yükselişe geçmesiyle birlikte ayrılmaya niyetlenmiş öğretim üyeleri, genç Türkiye Cumhuriyeti’ne davet edilmiştir. Benzer biçimde, son dönemde patlak veren Rusya-Ukrayna savaşı sonrasında, “Yükseköğretim Kurulu (YÖK)”nın Ukrayna vatandaşı akademisyenlerin Türkiye’de araştırma üniversitesi niteliğindeki devlet üniversitelerinde “yabancı uyruklu sözleşmeli öğretim elemanı” olarak çalıştırılabilmeleri için imkan sağlanacağına yönelik bir duyurusu olmuştur. Dolayısıyla, Türk yükseköğretim sistemi geçmişteki başarılı uygulamalarından birini kopyalıyor gibi görünmektedir. Bu vakanın, mevcut kendini kopyalayan örgütler tarafından, kopyalanmanın amacını ve düzeyini farklılaştırmak suretiyle, muhtelif katkılar sağlayabileceği umulmaktadır.

**Anahtar Kelimeler:** Kendini Kopyalamak, Rekabet Avantajı, Yüksek Öğretim, Mülteci Akademisyenler

## Replicating The “Self”: The Case of Refugee Scholars in Turkish Higher Education System

### ABSTRACT

The main question of “New Institutional Organization Theory (NIOT)” is “why are organizations so similar to each other?”. NIOT names this high similarity among organizations as “isomorphism” and endeavours to understand the mechanisms behind isomorphism. According to NIOT; in uncertain environments, some organizations may mimic other leading organizations to reduce uncertainty and gain legitimacy in the eyes of actors who bestow this legitimacy. This mechanism of legitimacy is named as “mimetic isomorphism” by scholars of NIOT. However, organizations may mimic their own past practices that they perceive as successful one. This study is based on a case that Turkish Higher Education System mimics its’ one of the past, successful practices. During the first years of the young Turkish Republic, with the rise of National Socialists in Germany, many German scholars who felt uncomfortable themselves were invited to Turkey by the government. After many decades, the Turkish government invited Ukrainian scholars to Turkey for this time who were forced by the Russia-Ukraine war to leave their country. The Council of Higher Education (YÖK) of Turkey announced that 20 public research university in Turkey can employ Ukrainian scholars with status of “foreign national contractual instructors”. Therefore, the Turkish Higher Education System seems to replicate its one of the past practices. According to the author of this study, the case can contribute the literature of automorphism by differentiating the reason and level of it.

**Keywords:** Replication of “Self”, Competitive Advantage, Higher Education, Refugee Scholars.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Towards the Equitable Blue Economy: Quad Helix Innovation for Social Entrepreneurship**

**Dr. Firdaus BASBETH**

Binawan University  
firdaus.basbeth@binawan.ac.id  
Orcid: 0000-0001-5544-4846

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Oceans are central to Indonesia's prosperity through economic activities, with more than 17,500 islands, 108,000 kilometers of coastline, and three-quarters of its territory at sea. Indonesia's ocean economy is worth over \$256 billion annually, more than one quarter of the national economy. Being the source of food and livelihood to the substantial portion of population, oceans have potential to achieve major sustainable goals of eliminating hunger and poverty. Around five million of Indonesians fishermen live in coastal areas and rely on the ocean for incomes and nutrition, however, these communities are amongst the country's poorest. Although the blue economy policy has been launched in 2021 by the government which includes quota-based measured fishing and development of marine, and coastal fishery, we argue that addressing social benefits and equity for traditional fishermen, is necessary to design and implement as an integral part of the policy, alongside environmental and production concerns. This paper examines the significance of social entrepreneurship by cooperative to foster community development through further social value creation. The model theorizes community development processes namely, community support for co-operative, co-operative readiness, perceived benefit, and quad helix innovation. A concerted effort of quad helix innovation (academicians, industry, government and community) is crucial to work on cooperative development. It contributes to knowledge by illustrating the interactions between fishermen's social enterprises and intervention in the upstream value chain which enablers empowering lives of marginalized people.

**Keywords:** Co-operative Social Entrepreneurship, Blue Economy, Perceived Benefit, Quad Helix innovation



## **A Blue approach to assessing Maritime and Fisheries Vocational Education A case in Ambon, Kupang and Bitung**

**Dr. Firdaus BASBETH**

Binawan University  
firdaus.basbeth@binawan.ac.id  
Orcid: 0000-0001-5544-4846

**Sugeng Riyadi**

Binawan University  
sugeng.riyadi@binawan.ac.id  
Orcid: 0000-0003-3397-0727

**DwiHartanto**

BRSDM KKP  
4tanto@gmail.com  
Orcid: 0009-0002-1578-6096

### **ABSTRACT**

The notion of "blue economy" has evolved as a significant way to promoting sustainable development of coasts and oceans, with a direct impact on economic growth. However, the principles have remained ambiguous, particularly for use in the development of vocational education and its impact to coastal fisheries communities' village. The paper provides a framework to measure the adoption of the green and blue economy concept and uses the framework to analyze the effectiveness of the vocational program in improving the current economic and societal values of the oceans, which could be a novel approach to address key ocean economy challenges. The Blue Education Maturity Model (BEM) was developed to assess the efficacy of vocational school programs in integrating the triple helix: education, business, and coastal village community. The BEM is an effective evaluation tool based on BAN-PT and Blue Economy Company Index (BECdex), and Risk Maturity Model (RMM) broken down into five variables, 10 dimensions, and 20 competency items that show where the HMM program stands on five levels of maturity, ranging from Ad hoc (1) to Optimized (5). Data was obtained at the three vocational schools in Eastern Indonesia through observation and response of questionnaire. With a total score of 80, 78, 79, or a maturity level of 3 (Repeatable), the vocational school of maritime and fisheries in Kupang, Ambon, and Bitung,, has established a hybrid green and blue economy in policies, curriculum, research and innovation, and community development. The school's strategies include: improving curriculum, capacity building in entrepreneurship, sustainable coastal aquaculture, research and innovation for economic growth and environmental sustainability.

**Keywords:** Green Economy, Blue Economy, Hybrid Maturity Model, Fisheries Vocational School, Fishing Village Community



## The Antecedents of Investor Intention to Invest in the JAKARTA Cryptocurrency Market

**Mr. Fadi Rendrahadi IRAWAN**

Sekolah Tinggi Manajemen IPMI

fadi.irawan@ipmi.ac.id

Orcid: 0009-0007-3695-6011

**Ms. Liza Agustina Maureen NELLOH**

Sekolah Tinggi Manajemen IPMI

liza.nelloh@ipmi.ac.id

Orcid: 0000-0002-8961-8979

**Mrs. Cut SJAHRIFA**

Sekolah Tinggi Manajemen IPMI

rifa.zahirsjah@ipmi.ac.id

Orcid: 0000-0002-6754-9378

### ABSTRACT

Early in 2020, during the Covid 19 era, cryptocurrency tendencies in Indonesia increased dramatically. An alternate investment was aggressively sought after by investors. However, Indonesia, especially in its capital city of Jakarta, saw a decline in the popularity of cryptocurrencies in 2022. The perception of cryptocurrency is negatively impacted by a number of issues. The goal of this study covers analyzing the influence of investors' risk perception on investing intention in cryptocurrency; analyzing the influence of investors' perception on knowledge on investing in cryptocurrency. Lastly, analyzing the effect of investors' trust perceptions on investing in cryptocurrency and testing the impact of investor's attitudes on investing intention in cryptocurrencies. The dependent variable is investment intention, and the independent variables are perceived risk, perceived knowledge, and perceived trust. The intervening variable is attitude toward behavior. All potential investors in Indonesia made up the entire population of this survey. Purposive sampling, also known as non-probability sampling, is used in this study. Only respondents who meet certain requirements can constitute the sample population in this method. SEM-PLS, which makes use of the SmartPLS software, is the analytical tool used in this work. In the end, perceived knowledge has little effect on investor attitude, whereas perceived risk and perceived trust have a substantial impact. Finally, Investor Attitude also has a significant and positive influence on Investor Intention to Invest in Jakarta's Cryptocurrency Market.

**Keywords:** Perceived Knowledge, Perceived Risk, Investing Attitude, Perceived Trust, Intention to Invest, Cryptocurrency, Jakarta

## Turizm Sektöründe Kadın Girişimciliği ve İnovasyon: Somelyer Örneği

**Araş. Gör. Gökçe Yasemin ERSÖZ**

Bolu Abant İzzet Baysal University

gokce.kozan@ibu.edu.tr

Orcid: 0000-0002-4599-7014

### ÖZET

Kadın girişimciliği, toplumda istihdam ve refah yaratmanın yanı sıra girişimcilik faaliyetlerini genişleterek ekonomik büyümeyi önemli ölçüde artırmaktadır. Küreselleşme, gelişen bilgi iletişim teknolojileri ve internetin de etkisiyle kadınların girişimci ve yenilikçi olarak gelişmelerine yönelik yeni fırsatlar her geçen gün artış göstermektedir. Ancak veriler, kadın işletme sahiplerinin yenilik yapma, araştırma yapma veya teknoloji kullanma olasılıklarının daha düşük olduğunu belirtmektedir. Ek olarak, turizm sektörünün de diğer sektörlerle kıyasla daha az yenilikçi olduğu ve sektör içerisindeki küçük işletmelerin kaynak, bilgi ve motivasyon eksikliğinden dolayı inovasyondan yoksun olduğu iddiası bulunmaktadır. Bahsedilen bu boşluğu doldurmak üzere, Türkiye’de alanında ilklerden ve genç girişimci bir örgüt olan Somelyer, nitel araştırma deseni çerçevesinde örnek olay tekniğine bağlı kalınarak derinlemesine incelenmiştir. Burada toplanan bilgiler kapsamında, kadın işletme sahiplerinin hem iç hem de dış çevrelerindeki çeşitli zorluklar, riskler ve rekabet eden veya çatışan talepler karşısında çeşitliliği nasıl ele alabilecekleri ve bunu bir inovasyon fırsatı olarak nasıl kullanabilecekleri tartışılmıştır. Turizm sektöründe, yeni fikirlerle bir işletme kurulmasının ve kadın girişimciliğinin önemi ışığında bu çalışmada amaç; turizmde kadın girişimcileri bu girişime iten sebepleri, kadın girişimcilerin motivasyonlarını, kişilik özelliklerini, beklentilerini ve taleplerini, kadın girişimcilerin iş kurma ve işlerini yürütme aşamasında karşılaştıkları sorunları, örnek olay işletmesi kapsamında değerlendirmektir. Literatür taramasına dayalı olarak araştırma soruları oluşturulmuştur. Veriler, derinlemesine görüşme tekniği kullanılarak ve Somelyer örgütünün kurucusuyla yüz yüze, yarı yapılandırılmış görüşmeler yoluyla toplanmıştır. Toplanan veriler betimsel analize tabi tutulmuştur. Araştırma turizm sektöründe kadın girişimcilerin yenilikçi işletmelerine ilişkin yayınların azlığı nedeniyle, turizmde kadın girişimciliği alanında bir farkındalık yaratarak ve bilgi iletişim teknolojileri ile internetin kadın girişimciliğine faydalarını göstererek, literatüre katkıda bulunmaktadır. Aynı zamanda, seçilen işletmenin yer aldığı alt sektör nedeniyle, hem gastronomi ve şarap turizmi hem turizmde eğitim alanlarında bir kadın girişimcilik örneği sunması sebebiyle de ayrıca önem arz etmektedir. Bu çalışma, gastronomi turizminin ve kadın girişimciliğinin gelişimine katkılar sunmakta ve aynı zamanda, girişimcilik ve toplumsal cinsiyet araştırmalarıyla ilgilenen araştırmacılar için faydalı görülmektedir.

**Anahtar Kelimeler:** Kadın Girişimciliği, Turizm, İnovasyon, Örnek Olay

## Women Entrepreneurship and Innovation in the Tourism Sector: The Case of Somelyer

### ABSTRACT

In addition to creating employment and welfare in society, women's entrepreneurship significantly increases economic growth by expanding entrepreneurial activities. With the effect of globalization, developing information and communication technologies, and the internet, new opportunities for women to develop as entrepreneurs and innovations are increasing day by day. However, the data indicate that female business owners are less likely to innovate, conduct research or use technology. In addition, there are claims that the tourism sector is less innovative compared to other sectors and that small businesses within the sector lack innovation due to a lack of resources, knowledge and motivation. In order to fill this mentioned gap, Somelyer, a young entrepreneur organization, one of the firsts in its field in Turkey, was examined in depth within the framework of qualitative research design, adhering to the case study technique. Within the scope of the information collected here, it is discussed how female business owners can address diversity and use it as an innovation opportunity in the face of various challenges, risks, and competing or conflicting demands in both their internal and external environments. In light of the importance of establishing a business with new ideas and women's entrepreneurship in the tourism sector, the aim of this study is; this study aims to evaluate the reasons that push women entrepreneurs in tourism to this initiative,



## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

their motivations, personality traits, expectations, and demands, and the problems faced by women entrepreneurs in establishing a business and running their business, within the scope of the case study. Research questions were formed based on the literature review. Data were collected using in-depth interview techniques and face-to-face, semi-structured interviews with the founder of the Somelyer organization. The collected data were subjected to descriptive analysis. The research contributes to the literature by raising awareness in the field of women's entrepreneurship in tourism and showing the benefits of information and communication technologies and the internet to women's entrepreneurship, due to the scarcity of publications on innovative businesses of women entrepreneurs in the tourism sector. At the same time, due to the sub-sector in which the selected business is located, it is also important because it presents an example of female entrepreneurship in both gastronomy and wine tourism and education in tourism. This study contributes to the development of gastronomic tourism and women's entrepreneurship and is also beneficial for researchers interested in entrepreneurship and gender studies.

**Keywords:** Women Entrepreneurship, Tourism, Innovation, Case Study



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Environmental Knowledge and Values among High School Students**

**Research Scholar Jasi ZAINAB**

Department of Education  
Lovely Professional University-Phagwada Punjab-India  
jasizainab1832@gmail.com

**Assoc. Prof. Dr. Harish MITTU**

Department of Education  
Lovely Professional University-Phagwada Punjab-India  
harish.mittu@lpu.co.in

### **ABSTRACT**

An investigation on environmental knowledge, attitude towards environment and values of high school students of Bathinda district was undertaken. The objectives of the study were to find out the differences between boys and girls with respect to environmental knowledge, attitude towards environment and environmental values; to explore the relationship between the environmental knowledge, attitude towards environment and environmental values of high school students. Stratified random sampling technique was used to collect data from four government high schools of Bathinda district of Punjab. The total sample size was 152 and the proportion with respect to number of boys and girls in each school was 76. This was calculated with the help of Rao software sample size calculator. survey method was followed. Self-made tools like environmental knowledge test, environmental attitude scale and environmental value scale were administered to collect the data. T-value was calculated to find out the significant differences among boys and girls with respect to environmental knowledge, environmental attitude, and environmental values. The main results of the study revealed that, there is significant difference at 0.05 level between boys and girls with respect to environmental knowledge. It was also revealed that environmental attitude and environmental values between boys and girls do not differ significantly.

**Keywords:** Environmental Attitude, Environmental Knowledge, Environmental Values





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Effect of Flipped Classroom Model on Critical Thinking and Achievement in Social Science among High School Students**

**Research Scholar Jasi ZAINAB**

Department of Education  
Lovely Professional University-Phagwada Punjab-India  
jasizainab1832@gmail.com

**Assoc. Prof. Dr. Harish MITTU**

Department of Education  
Lovely Professional University-Phagwada Punjab-India  
harish.mittu@lpu.co.in

### **ABSTRACT**

An investigation on effect of flipped classroom model on critical thinking, knowledge transformation and achievement in social science among high school students in Kashmir. The objectives of the study were to explore the difference between experimental and control group of 9th class students with respect to flipped classroom model, with respect to their critical thinking and with respect to their achievement and knowledge transformation in social studies. Quasi-experimental with non-equivalent control group design was used as the design of the research. The present study focused on a sample of 50 students in two groups, namely, 25 experimental group and 25 control group. The investigator adopted the stratified random sampling technique to select the respondents. CT skill: This study adopted the traditional Chinese version of the California Critical Thinking Skills Test (CCTST) Form A to assess student CT skills (Facione, 1990).

**Keywords:** Achievement, Critical thinking, Flipped, Social Science, Students



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Ekonomik Krizlerin Akdeniz Ülkelerindeki Sürdürülebilirliğe Etkisi: Havacılığa İlişkin Bir Vaka Çalışması

**Ayşe SUSUZ**

Erciyes University  
4035030120@erciyes.edu.tr  
Orcid: 0000-0002-5258-279X

**İlinay GÜLLÜ**

Erciyes University  
4035030115@erciyes.edu.tr  
Orcid: 0000-0003-0276-8606

**Sevim YILMAZ**

Erciyes University  
4035030102@erciyes.edu.tr  
Orcid: 0000-0001-7336-4348

### ÖZET

Ülkelerin ekonomilerine en fazla etki eden ve gelişimi hızlı bir ivme ile yükselen sektörlerden bir tanesi de havacılık sektörüdür. Havacılığın çevresel boyutlarda olumsuz etki yaratabilecek potansiyel bir sektör olması da sürdürülebilirliğin önemini artırmaktadır. Havacılık sektörünün günümüzün ve geleceğin en önemli konularından bir tanesi olan sürdürülebilirliğe, olumlu ve olumsuz etkilerinin belirlenmesi bu araştırmanın temelini oluşturmaktadır. Gelecek nesillerin varlıklarını devam ettirebilmeleri günümüz nesillerin faaliyetlerine bağlıdır. Bu nedenle birçok sektör gibi havacılık sektörü de uçuşlarını gerçekleştirirken gelecek nesilleri ön planda tutarak hareket etmelidir. Bu araştırmanın önemi; sektörde bulunan işletmeler için bir farkındalık oluşturabilmek ve literatürde bulunan havacılıktaki vaka analizi çalışmalarına nicel bir katkı sağlamaktır. Akdeniz ülkelerinin yıllar itibariyle yaşamış olduğu ekonomik krizlerin sürdürülebilir ekonomiye etkisi havacılık sektörü kapsamında vaka analizi ile incelenmiştir. Sürdürülebilirliğin ekonomik boyutunun yanı sıra çevresel boyutunun da etkileri bu çalışmanın kapsamını belirlemiştir. Akdeniz ülkelerinden Türkiye, İtalya, Fransa ve İspanya'nın "gayrisafi milli hasılası, karbon emisyon miktarı ve havacılık sektöründe taşınan yolcu sayısı" değişkenleri kullanılmıştır. 2000-2019 yılları arasındaki bu değişkenlerin birbirleri ile olan etkileri panel veri analizi yöntemi kullanılarak incelenmiştir. Analizde kullanılan birim kök testi değişkenlerinin kendi seviyelerinde durağan olmadığı ancak birinci farklarında hepsinin durağan olduğu gözlenmiştir. Granger Nedensellik Analizi'nin sonuçlarına göre; gayrisafi milli hasıla ile havacılık sektöründe taşınan yolcu sayısı ve karbon emisyon miktarı ile havacılık sektöründe taşınan yolcu sayısı arasında çift yönlü nedensellik tespit edilmiştir.

**Anahtar Kelimeler:** Havacılık Sektörü, Ekonomik Kriz, Karbondioksit Emisyonu, Vaka Analizi, Granger Nedensellik Analizi

**Jel Kodları:** O13, R40, Q51

## The Impact of Economic Crises on Sustainability in Mediterranean Countries: A Case Study on Aviation

### ABSTRACT

One of the sectors that have the most impact on the economies of countries and whose development is rising with a rapid acceleration is the aviation sector. The fact that aviation is a potential sector that can have a negative impact on the environment also increases the importance of sustainability. Determining the positive and negative effects of the aviation industry on sustainability, which is one of the most important issues of today and the future, forms the basis of this research. The survival of future generations depends on the activities of today's generations. For this reason, like many other sectors, the aviation industry should act by prioritizing future generations while performing its flights. The importance of this research; to create an awareness for businesses in the sector and to



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

make a quantitative contribution to the case studies in aviation in the literature. The effect of the economic crises that the Mediterranean countries have experienced over the years on the sustainable economy has been examined with a case analysis within the scope of the aviation sector. In addition to the economic dimension of sustainability, the effects of the environmental dimension have determined the scope of this study. The variables of "gross national product, amount of carbon emission and number of passengers carried in aviation sector" of Mediterranean countries Turkey, Italy, France and Spain were used. The effects of these variables between 2000 and 2019 were examined using panel data analysis method. It has been observed that the unit root test variables used in the analysis are not stationary at their own levels, but all of them are stationary in their first differences. According to the results of Granger Causality Analysis; A bidirectional causality has been determined between the gross national product and the number of passengers carried in the aviation sector and the amount of carbon emissions and the number of passengers carried in the aviation sector.

**Keywords:** Aviation Industry, Economic Crisis, CO<sub>2</sub> Emission, Case Analysis, Granger Causality Analysis

**Jel Codes:** O13, R40, Q51

## Havayolu İşletmelerine Ait Covid-19 Güvenlik Performanslarının Çok Kriterli Karar Verme Yöntemleri ile Analizi

**Burak KARADAĞ**

Erciyes Üniversitesi  
4035030045@erciyes.edu.tr  
Orcid ID: 0000-0001-7186-0161

**Dr. Öğr. Üyesi Eda ÇINAROĞLU**

Erciyes Üniversitesi  
ecinaroglu@erciyes.edu.tr  
Orcid: 0000-0002-2904-3376

### ÖZET

Havacılık endüstrisi şüphesiz ki ulaşım faaliyetlerinin en önemli parçasını oluşturmaktadır. Havayolu taşımacılığı sektörü küresel pazarda hem ulaşım anlamında hem de ekonomik anlamda büyük bir öneme sahiptir. Sürekli olarak gelişen ve standartlarını yükselten bu sektörün meydana gelebilecek doğal durumlardan etkilenmesi de kaçınılmaz olmaktadır. Kırılgan bir yapıya sahip olması sebebi ile olası krizlerden kolay bir şekilde etkilenebilecek olan havacılık sektörü yakın tarihte 11 Eylül Saldırıları, Körfez Savaşları, SARS Virüsü, 2008 Küresel Krizi ve Covid-19 pandemisinden olumsuz etkilenmiştir.

Bu çalışmada havacılık sektörünün yaşadığı en son kriz olarak Covid-19 ele alınmış, salgın ve pandeminin sektör üzerindeki etkilerinin incelenmesi amaçlanmıştır. Küresel hava sahasında faaliyet gösteren havayolu işletmelerinin Covid-19 salgını ve pandemisi kapsamında güvenlik performansları ÇKKV yöntemleriyle analiz edilmiş, bu analiz sonuçlarına bağlı olarak ilgili havayolu işletmelerinin tercih edilebilirlik sıralaması oluşturulmuştur. Yapılan analizler sonucunda tercih edilebilirlik derecesi en yüksek olan işletme Singapore Airlines olarak görülürken, en düşük dereceye sahip işletme Lufthansa olmuştur.

**Anahtar Kelimeler:** Havacılık, Covid-19, Güvenlik Performansı, ÇKKV

## Analysis Of Covid-19 Safety Performances Of Airlines By Multi-Criteria Decision Making Methods

### ABSTRACT

The aviation industry is undoubtedly the most important part of transportation activities. The air transport sector has a great importance in the global market both in terms of transportation and in terms of economy. It is inevitable that this sector, which is constantly developing and raising its standards, will be affected by natural situations that may occur. The aviation sector, which can be easily affected by possible crises due to its fragile structure, has recently been adversely affected by the September 11 Attacks, Gulf Wars, SARS Virus, 2008 Global Crisis and Covid-19 pandemic.

In this study, Covid-19 was discussed as the latest crisis experienced by the aviation industry, and it was aimed to examine the effects of the epidemic and pandemic on the industry. The safety performances of the airlines operating in the global airspace within the scope of the Covid-19 epidemic and pandemic were analyzed by MCDM methods, and the preference ranking of the relevant airline companies was created based on the results of this analysis. As a result of the analyzes made, the company with the highest degree of preferability was seen as Singapore Airlines, while the operator with the lowest rating was Lufthansa.

**Keywords:** Aviation, Covid-19, Safety Performance, MCDM



## Presenteeism ve İş Tatminine İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi

**Kadriye KUBAT**

Muğla Sıtkı Kocman University  
kubatkadriye@gmail.com  
Orcid: 0000-0002-5122-5977

**Çağla Aşlı GÜLDURAN**

Muğla Sıtkı Kocman University  
caglasli87@hotmail.com,  
ORCID ID 0000-0002-3364-457X

**Assoc. Prof. Dr. Arzu AKDENİZ**

Muğla Sıtkı Kocman University  
arzuakdeniz@mu.edu.tr  
Orcid: 0000-0003-0649-4374

### ÖZET

Presenteeism, işletmelerde gizli mali kayıplara neden olan negatif örgütsel bir fenomen olarak karşımıza çıkmaktadır. Zıttı olarak ortaya çıkan absenteeism (devamsızlık) bile işletmelerde presenteeismden daha az mali kayıplara neden olmaktadır. Bu durum uluslararası literatürde niceliksel çalışmalarla ispatlanmıştır (Johns, 2010). Özellikle finansal krizlerin yaşandığı günümüzde makro ekonomik olarak konuya eğilimin artmasının önemi oldukça yüksektir. Presenteeism, kısaca hasta iken işe gitmek olarak ifade edilebilir. Hizmet sektöründe önemli bir alt sektör olarak otel işletmelerinde çalışanların ve yöneticilerin konu üzerine farkındalıkları turizm sektörünün makroekonomik etkilerini pozitif yöne taşıyacaktır. İşletmeler açısından motivasyon ve iş tatmini konuları 1945'lerden bu yana Neo-Klasik Yönetim yaklaşımları ile organizasyon yapılarında oldukça önemli kavramlardandır. İşletme verimliliğini artıran başarılı bir sosyal sistem içinde çalışanların tatmin düzeyidir. Presenteeism, işletmelerde maddi kayıplara yol açan negatif bir örgütsel davranıştır. Gönüllü ya da zorunlu nedenlerden dolayı hastalık halinde işe devamı kabul eden birey, işletme için gizli maliyet yaratmaktadır. Bu durumun neden ve sonuçları kültür ekseninde değiştiği gibi gönüllülük ve zorunluluk esasına bağlı olarak da değişmektedir. Maliyet kayıplarının önüne geçmek amacıyla davranışın neden ve sonuçlarının tespit edilmesi önem taşımaktadır. Bu araştırmanın amacı presenteeism ve iş tatmini alanında yazın taraması yaparak bu iki kavram hakkında bilgi vermek ve gelecekte yapılacak çalışmalara yol gösterici nitelikte bulgulara ulaşmaktır. Bu araştırma ile presenteeism ile iş tatmini arasında yapılan Web of Science (WoS) ve Scopus veri tabanında yayınlanmış akademik araştırmaların bibliyometrik analizinin sonuçları sunulmaktadır. Veriler Vosviewer programı kullanılarak analiz edilmiştir.

**Anahtar Kelimeler:** İş Tatmini, Presenteeism, Bibliyometrik Analiz, Vosviewer

## Bibliometric Analysis of Studies on Presenteeism and Job Satisfaction (Web of Science and Scopus)

### ABSTRACT

Presenteeism emerges as a negative organizational phenomenon that causes hidden financial losses for businesses. Even absenteeism, which appears to be its opposite, causes fewer financial losses in businesses than presenteeism. This has been proven by quantitative studies in the international literature (Johns, 2010). Especially in today's world where financial crises are experienced, the importance of increasing the tendency toward the subject in terms of macroeconomics is very high. Presenteeism can be briefly expressed as going to work while sick. As an important sub-sector in the service sector, the awareness of the employees and managers in the hotel enterprises on the subject will carry the macroeconomic effects of the tourism sector in a positive direction. In terms of businesses, motivation and job satisfaction are very important concepts in organizational structures with Neo-Classical Management approaches since 1945. It is the level of satisfaction of employees within a successful social system that increases business efficiency. Presenteeism is a negative organizational behavior that leads to financial



## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

losses for businesses. The individual who accepts to continue to work in case of illness due to voluntary or compulsory reasons creates hidden costs for the business. The causes and consequences of this situation change on the axis of culture as well as on the basis of voluntariness and necessity. It is important to determine the causes and consequences of the behavior in order to prevent cost losses. The aim of this research is to provide information about these two concepts by scanning the literature in the fields of presenteeism and job satisfaction and to reach findings that will guide future studies. The data were analyzed using the Vosviewer program.

**Keywords:** Job Satisfaction, Presenteeism, Bibliometric Analysis, Vosviewer.

## Örgütsel Bağlılık ve İş Performansına İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi

**Gamze TARIM**

Muğla Sıtkı Kocman University  
gamzetarim95@gmail.com  
Orcid: 0000-0003-0846-163X

**Assoc. Prof. Dr. Arzu AKDENİZ**

Muğla Sıtkı Kocman University  
arzuakdeniz@mu.edu.tr  
Orcid: 0000-0003-0649-4374

### ÖZET

Örgütsel bağlılık; adanma, sadakat veya bağlı olma anlamlarını ifade etmektedir (Mercan 2006). Örgütsel bağlılık, işletmede düzen sağlama görevine sahip olmasından kaynaklı son yıllarda yüksek ilgi görmüştür. Bu konu hakkındaki teorik çalışmaların çoğu farklı iki görüşü ortaya çıkarmıştır. İlk bakışa göre Morrow (1983) bağlılık kelimesinin iş gücü devri, performans vb. unsurlar üzerindeki etkilerinin önemli sonuçlarının anlaşılması için ilgili olduğu kavramlardan farklı olarak ele alınmasını öne sürmüştür (Meyer ve Allen 1997). Diğer bir görüşe göre ise Reichers (1985) örgütsel bağlılığın tek boyutlu bir kavram olarak değerlendirilmemesini, buna bağlı olarak bağlılığın örgütü oluşturan farklı gruplara olan bağlılıkla birleşim olarak değerlendirilmesi gerektiğini öne sürmüştür (Reichers, 1985). Örgütsel bağlılığın artmasıyla birlikte, bireylerin iş performanslarında artış göstermesi beklenmektedir. Kavram olarak iş performansı, örgütteki çalışanların ücret karşılığında çaba gerektirdikleri gayrettir (Rousseau ve McLean, 1993). Kohli (1985) iş performansını, çalışanın kendine eş değer çalışanlara nazaran işle ilgili davranış ve çıktılarının daha fazla ortaya çıkan verimlilik düzeyi olarak değerlendirmiştir. Bu araştırma ile, örgütsel bağlılık ve iş performansı ile ilgili yapılmış olan çalışmaların kronolojik (Web of Science ve Scopus) açıdan araştırılarak ortaya çıkarılması amaçlanmıştır. Veriler Vosviewer programı kullanılarak analiz edilmiştir.

**Anahtar Kelimeler:** Örgütsel Bağlılık, İş Performansı, Bibliyometrik, Vosviewer.

## Bibliometric Analysis of Studies on Organizational Commitment and Job Performance (Web of Science and Scopus)

### ABSTRACT

Organizational commitment; it means devotion, loyalty or commitment (Mercan 2006). Organizational commitment has received high attention in recent years due to the fact that it has the task of maintaining order in the enterprise. Most of the theoretical studies on this subject have revealed two different views. At first glance, Morrow (1983) suggests that the word commitment means turnover, performance, etc. in order to understand the important consequences of the effects of the effects on the elements, he suggested that they should be handled differently from the related concepts (Meyer and Allen 1997). According to another view, Reichers (1985) suggested that organizational commitment should not be evaluated as a one-dimensional concept, and accordingly, commitment should be evaluated as a combination of commitment to different groups that make up the organization (Reichers, 1985). With the increase in organizational commitment, individuals are expected to increase in their job performance. As a concept, job performance is the effort that employees in the organization require in return for wages (Rousseau & McLean, 1993). Kohli (1985) evaluated job performance as the productivity level of the employee's work-related behaviors and outcomes that emerge more than their peers. With this research, it is aimed to reveal the studies on organizational commitment and job performance by researching them chronologically (Web of Science and Scopus). The data were analyzed using the Vosviewer program.

**Keywords:** Organizational Commitment, Job Performance, Bibliometrics, Vosviewer.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Mentorship Advantage: Fostering Innovation and Creativity in the Workplace**

**Prof. Dr. Siham EL-KAFAFI**

Arrows Research Consultancy Limited (ARCL) &  
Te Wananga o Aotearoa, Auckland, New Zealand

selkafafi@gmail.com

Orcid:\_0000-0002-5480-451X

### **ABSTRACT**

Encouraging innovation in the workplace is crucial for the growth and success of any organization. One effective way to foster innovation is through the use of employee mentorship programs. Employee mentorship can provide valuable guidance, support, and knowledge transfer, which can inspire and empower employees to think creatively and take risks.

This research utilised the qualitative systematic review to investigate the role of mentorship in organisations and how it plays a role in both employees' performance and organisational success. It traces the various mentorship programs worldwide and other case studies in New Zealand, the country of the researcher. The aim is to establish a trend of how organisations who embed mentorship in their organisational strategies render a rewarding outcome revealed in their organisational competitiveness exhibited through their employees' innovation and creativity.

The research findings identified the merits of embedding a mentorship program in the organisational strategy. This has been reiterated through the various case studies validating how organizations have leveraged mentorship to encourage innovation in the workplace.

**Keywords:** Workplace Mentorship, Innovation, Creativity, Professional Development, Organisational Competitiveness, Employee Performance.





## Is Self-Service Technology Appealing for Fast-Food Consumers?

**Diena Putri Ramadhani**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

**\*Kurniawati**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

kurniawati@trisakti.ac.id

Orcid: <https://orcid.org/0000-0002-4339-0278>

**Yolanda Masnita**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

yolandamasnita@trisakti.ac.id

Orcid: <https://orcid.org/0000-0002-5758-8146>

**B. Medina Nilasari**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

### ABSTRACT

This study aims to identify the factors influencing consumer perceptions of the use of self-service technologies in Indonesian fast-food outlets. With self-service technology, customers can bypass long queues, self-digital payments and physical contact with cashiers, providing them with a new transactional experience that is different than the conventional cashier. Literature on self-service technologies itself is still lacking, nevertheless. In order to examine attitudes about self-service technology, this study constructs the first model of the unified theory of acceptance and use of technology (UTAUT), namely performance expectancy with perceived convenience value, perceived risk, perceived novelty value, and trust. A total of 268 respondents age between <20 to >50 years old contributed data, of which 250 were validated using structural equation modeling against the proposed research model. By utilizing trust variables to ascertain the impact of consumer attitudes on the use of self-service technologies in Indonesian fast-food restaurants, this study effectively fills the research gap

**Keywords:** Perceived Convenience Value, Perceived Novelty Value, Performance Expectancy, Self-service Technology, Trust, UTAUT



## Fairness in Obtaining Repurchase Intention Through Goal Achievement

**Karunia Fransiska**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

**Yolanda Masnita**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

yolandamasnita@trisakti.ac.id

Orcid: <https://orcid.org/0000-0002-5758-8146>

**Kurniawati**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti

kurniawati@trisakti.ac.id

Orcid: <https://orcid.org/0000-0002-4339-0278>

**Renny Rizqiani**

Master of Management

Faculty of Economy and Business

Universitas Trisakti

### ABSTRACT

The fashion industry is a significant aspect of modern life, with shoes being a crucial component of fashion trends and daily activities such as work, school, and sports. Indonesia's shoe industry has a 4.5% share of the global market and is the fourth-largest shoe producer worldwide. To compete effectively, shoe producers require an effective plan. A survey was conducted in Indonesia to gather information about shoe buyers. The results of the survey indicated that customer perceptions of fairness increase when they have a positive shopping experience with discounts. Customers will try to obtain discounts on exclusive shoe brands by waiting in line for hours. The impact of consumers' awareness of discounted shoe products on fairness was not significant because there was no evidence to support the effect of knowledge on fairness. The demographic results of the respondents were mainly millennials, who tend to be close to technology and shopping and go through a lengthy process when they shop online. The study's findings are essential for marketing managers in the shoe industry, who can use the information to create product promotion policies that influence repurchase intent among consumers. Positive and significant effects were found for purchase decisions and advertising engagement for discount customers, which are the primary driving force behind the experience. Fashion retailers must provide unique experiences and merchandising practices to differentiate themselves from rivals, target discount shoppers, and expand globally.

**Keywords:** Retail, discount, Overall Satisfaction, Fairness, Repurchase Intention, Achievement Goal Theory



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## The Effect of Artificial Intelligence on the Accounting and Financial Reporting

**Meliyani**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia

[meliyani@ipmi.ac.id](mailto:meliyani@ipmi.ac.id)

[Orcid: 0009-0009-8836-5672](https://orcid.org/0009-0009-8836-5672)

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

[amelia.naim@ipmi.ac.id](mailto:amelia.naim@ipmi.ac.id)

[Orcid: 0000-0001-9021-902X](https://orcid.org/0000-0001-9021-902X)

### ABSTRACT

Artificial intelligence (AI) has recently impacted global businesses' accounting and financial reporting systems. Artificial intelligence (AI) has been leveraged to enhance the precision of financial reports, automate tedious and repetitive tasks, minimize accounting expenses, and establish a more expeditious and efficient accounting infrastructure. However limited research had been conducted specifically on how AI has impacted the accounting and financial reporting system. This research aimed to analyze how artificial intelligence AI has influenced accounting organizations' efficiency and productivity. The investigation focused on, accountants, including managers in accounting, is using a descriptive research approach. The data required for the investigation I gathered using a structured/semi-structured question. Interviews with industry professionals, a review of pertinent academic literature and direct observations are the triangulation providing the data for the study. The use of artificial intelligence was found to have a positive impact on the efficiency of accounting and financial reporting processes. Artificial intelligence was found to have boosted the accuracy of financial reporting, decreased the need for manual labor, and streamlined the recording and analysis of transactions. AI was found to have improved the accuracy and reliability of long-term planning and cash flow forecasting. Researchers suggested that accountants and accounting companies regularly update their AI knowledge to boost the efficiency of accounting processes and reduce associated costs.

**Keywords:** Artificial Intelligence, Accounting, Financial Reporting, Efficiency, Accuracy.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Entrepreneurial Fund Gaps and Sector Wise Manpower Requirement in Indian Entrepreneurship:A Study**

**Assoc. Prof. Dr. Analjyoti BASU**

Karnavati University  
Gandhinagar, Gujarat, India  
analjyotione@gmail.com  
Orcid id: 0000-0001-7614-8499

**Asst. Prof. Dr. Annette Christinal**

School of Commerce and Economics  
Presidency University  
Bengaluru, Karnataka, India  
annette.christinal@gmail.com  
Orcid id: 0000-0003-4209-313X

### **ABSTRACT**

Unemployment is a problem and an obstacle in the developmental path in India. To get hold government of India from time to time launched different schemes to boost the entrepreneurial environment in the country. Startup India, Make in India, Atal Innovation Mission, Jan Dhan Aadhar- Mobile(JAM), Digital India, Department of Science and Technology (DST), Stand-Up India, Pradhan Mantri Kaushal Vikas Yojana (PMKVY), National Skill Development Mission, Science for Equity Empowerment and Development (SEED). Apart from it, Ministry of Skill Development and Entrepreneurship, government of India, allocated funds and released sector wise potential manpower requirements in entrepreneurial ventures. However, the problem lies in the non-release of funds. The objective of the present paper is to study the pattern in difference of allocated and released fund considering different states and union territory of the Indian union. The study also checks the potential manpower requirements, state wise and sector wise. For the purpose of the study, the secondary data is considered. The data released by Ministry of Skill Development and Entrepreneurship in Indian Upper House of the parliament, Rajya Sabha is referenced. The study reveals that 68% of the total allocated fund remains unreleased; five sectors are projected to account for 69 percent of the total incremental human resource requirement; ten states account for 80 percent of the total requirement total incremental human resource requirement from 2013-22 from 2013-22.

**Keywords:** Entrepreneurship, Allocated Fund, Released Fund, Manpower Requirement.



## Corporate Governance and Dividend Policy in Indonesian Listed Companies

### **Muhammad Risal**

Faculty of Economics and Business, Universitas Trisakti  
rhisalsteebel@gmail.com

### **Farah Margaretha Leon**

Faculty of Economics and Business, Universitas Trisakti  
farahmargaretha@trisakti.ac.id  
Orcid: 0000-0001-8984-2295

### **Kristian Chandra**

Faculty of Economics and Business, Universitas Trisakti  
kristian.chandra@trisakti.ac.id  
Orcid: 0009-0007-2818-9617

### **Yosephina Endang Purba**

Faculty of Economics and Business, Universitas Trisakti  
yosephina@trisakti.ac.id  
Orcid: 0000-0003-0433-0333

### **ABSTRACT**

**Background/Problems:** This research will explore more broadly the correlation of corporate governance on dividend policy by adding a new variable from the aspect of ownership structure, which is related to the existence of institutional investors. The institutional investors can provide tighter oversight and have greater bargaining power in influencing the policies carried out by management.

**Objective(s):** This study aims to analyze the influence of corporate governance and dividend policy on the Indonesian Stock Exchange. This study investigate several governance variables, including the board independence, frequency of meetings, remuneration committee, audit committee size, institutional ownership, and company age on dividend policy. This study uses secondary data obtained from the financial statements and annual reports of companies listed on the IDX for the period 2017 - 2021.

**Results and Discussion:** The results show that the board's independence, the frequency of board meetings, the remuneration committee, and the company's audit committee have a significant influence on dividend policy. Meanwhile, institutional ownership and firm age have no significant effect on dividend policy.

**Conclusions:** The results of this study are expected to have implications for company management regarding influence, independent boards, frequency meetings, and remuneration committees as well as audit committees on dividend policy. In addition, this research is also expected to be a reference for investors when it comes to investing.

**Keywords:** Board Meeting; Corporate Governance, Dividend Policy; Remuneration Committee



## The Effect of Institutional Investors on the Cost of Capital Moderated by Ownership Structure of Companies in Indonesia

**Nurmila Indah Kusumawati**

Faculty of Economics and Business, Universitas Trisakti  
numila0382@gmail.com

**Farah Margaretha Leon**

Faculty of Economics and Business, Universitas Trisakti  
farahmargaretha@trisakti.ac.id  
Orcid: 0000-0001-8984-2295

**Yosephina Endang Purba**

Faculty of Economics and Business, Universitas Trisakti  
yosephina@trisakti.ac.id  
Orcid: 0000-0003-0433-0333

**Kristian Chandra**

Faculty of Economics and Business, Universitas Trisakti  
kristian.chandra@trisakti.ac.id  
Orcid: 0009-0007-2818-9617

### ABSTRACT

**Background/Problems** The ownership structure of a firm can have a major impact on the effectiveness of corporate governance, affecting operations and management throughout the company. Different kinds of ownership forms will affect the contribution of various resources, altering the efficiency of company process and company performance in the end. This research uses the ownership structure as moderating variable, along with company size, market to book equity ratio, total asset turnover, leverage, sales growth, shareholder ratio, management share ownership ratio and management remuneration as control variables.

**Objective(s):** This study aims to determine the effect of institutional investors on the cost of capital, which is moderated by the ownership structure of non-financial companies that are listed on the Indonesia Stock Exchange. This study uses data of 65 non-financial companies from 2017 to 2021.

**Results and Discussion** The results from the multiple regression testing using the Eviews9 program shows that the ratio of institutional investors, sales growth and management share ownership has a significant negative effect on the cost of capital. Firm size, market to book equity ratio, leverage and management remuneration have a significant positive effect on the cost of capital.

**Conclusions:** The variables of period of institutional investor, total asset turnover, share ownership ratio has no significant effect on the cost of capital. Likewise, the ownership structure has not been able to moderate the effect of institutional investor on the cost of capital. This study can be used as a consideration for the company to determine an efficient cost of capital.

**Keywords:** Institutional Investor, Ownership Concentration, Government Ownership, Management Remuneration, Cost of Capital



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Social Media: Political Mobilizer to Evaluator**

**Asst. Prof. Mrs. Piya Sinha**

Department of Political Science, Birbhum Mahavidyalaya,  
Suri, West Bengal, India – 731101.  
psinha.cu@gmail.com  
Orcid: 0000-0002-1642-9640

### **ABSTRACT**

The present era is denoted as the social media era, due to its ever increasing popularity. Its role and influence have been felt in several spheres of human life. Politics is no exception. For a long time, political parties have tried to use social media for political communication and mobilization. This paper unfolds how the political parties use this online platform for mobilizing the common people. But it comes here with a twist. The paper has shifted its attention from viewing social media just as a political mobilizer to a political evaluator. The paper seeks to analyse the ‘Mobiluator’ (Mobilizer + Evaluator) role of social media – how it redefines politics and, in the process, how it modifies itself. The role of the social media is thus evaluated in the background of Indian politics in general with special emphasis on Indian political parties and their leaders.

**Keywords:** Social Media, Politics, Mobilizer, Evaluator, Mobiluator



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Leading Through Disruption: School Leaders' Role in Crisis Management and Recovering the XYZ School in the Post-COVID-19 Era**

**Amalia Seruni Permata INTAN**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia

amalia.intan@ipmi.ac.id

Orcid: 0009-0008-7782-379X

### **ABSTRACT**

This conceptual paper examines the role of school leadership in crisis management and the recovery of the XYZ School in the post-COVID-19 era. It explores the specific challenges faced by school leaders at the XYZ Intercultural School and their strategies for effectively managing crises and rebuilding the institution. By addressing the limited research in this particular area, this study fills a gap by providing insights into the unique context of the XYZ School.

Through a synthesis of existing literature, qualitative research findings, and empirical evidence, this paper presents a comprehensive understanding of the pivotal role of school leadership in crisis management and school recovery. The proposed research framework highlights critical dimensions of school leadership, including strategic decision-making, communication, stakeholder engagement, and fostering resilience, and their impact on the XYZ School's recovery.

While this conceptual paper offers valuable insights and a research framework, further empirical studies are necessary to validate and expand upon the proposed propositions. Future research should examine the effectiveness of specific leadership practices in crisis management in the long run.

This study underscores the significance of school leadership in navigating crises, rebuilding the XYZ School, and fostering resilience in the post-COVID-19 era. It guides policymakers, educators, and the rest of the XYZ school communities to enhance leadership practices, facilitating the school's recovery and future success.

**Keywords:** Disruption, Education, Crisis Management, Transformational Leadership





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Drivers of Employee Entrepreneurial Intention: Evidence from DKI Jakarta**

**Abdullah HANIF**

IPMI International Business School  
abdullah.hanif@ipmi.ac.id  
Orcid:0009-0006-4042-0490

**Dety NURFADILAH**

IPMI International Business School  
dety.nurfadillah@ipmi.ac.id  
Orcid: 0000-0002-9778-7094

**Liza Agustina Maureen NELLOH**

IPMI International Business School  
liza.nelloh@ipmi.ac.id  
Orcid: 0000-0002-8961-8979

### **ABSTRACT**

This study aims to empirically examine the relationship between entrepreneurial ecosystem, entrepreneurial self-efficacy, and employee entrepreneurial intention. It expand the Theory Planned Behaviour by Employing the data from DKI Jakarta Region through online survey. 113 Data is analyzed using Partial Least Square- Structural Equation Modelling (PLS-SEM). The Result show that Entrepreneurial Eco-System is statistically significant towards Employee Entrepreneurial Intention, Entrepreneurial Eco-System is statistically significant towards Entrepreneurial Self- Efficacy, and Entrepreneurial Self- Efficacy is statistically significant towards Employee Entrepreneurial Intention. This study give contribution to the literature in the field of marketing and provide managerial implication for entrepreneurs

**Keywords:** Entrepreneurial Eco-System , Entrepreneurial Self-Efficacy, Employee Entrepreneurial Intention



## The Gut-Brain-Skin Axis in Acne: Impact of Polenoderm

**Major Gheorghe Giurgiu**

Deniplant-Aide Sante Medical Center, Biomedicine, Bucharest, Romania  
deniplant@gmail.com  
Orcid: 0000-0002-5449-2712

**Prof. Dr. Manole Cojocaru**

Titu Maiorescu University, Faculty of Medicine, Bucharest, Romania  
cojocaru.manole@gmail.com  
Orcid: 0000-0002-6871-577X

### ABSTRACT

**Background** It is increasingly believed that the interaction between skin microbes and host immunity plays an important role in acne. Acne also has close connections with the gastrointestinal tract, and many argue that the gut microbiota could be involved in the pathogenic process of acne. The emotions of stress, have been hypothesized to aggravate acne by altering the gut microbiota. The presence of a gut-brain-skin axis that connects gut microbes, oral probiotics, and diet, currently an area of intense scrutiny, to acne severity. This study concentrates on the skin and gut microbes in acne, the role that the gut-brain-skin axis plays in the immunobiology of acne, and newly emerging microbiome-based therapies that can be applied to treat acne.

**Objective** The purpose of this study was to compare the diversity of the skin microbiota in acne patients before and after taking Polenoderm.

**Materials and methods** A longitudinal cohort study was performed on 20 participants with moderate to severe facial acne with no recent use of oral and topical antibiotics/retinoids.

**Results** Hence, it is crucial to understand Polenoderm impact on the acne skin microbiota which is thought to be perturbed, our study provides insight into the skin microbiota in acne and how it is modulated by Polenoderm and diet.

**Conclusion** Acne also has close connections with the gastrointestinal tract, and many argue that the gut microbiota could be involved in the pathogenic process of acne. As understanding of the microbiome in healthy skin and the pathophysiology of acne continues to develop, new therapeutic targets are arising.

**Keywords:** Acne, Gut-Brain-Skin Axis Microbiota, Polenoderm, Diet



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis Financial Performance of Pt. Unilever Indonesia Tbk Before and After Economy Crisis 2017 – 2022**

**Oktafia HARINI**

Sekolah Tinggi Manajemen IPMI, Indonesia  
oktafia.harini@ipmi.ac.id  
Orcid: 0009-0008-8468-6105

**Prof. Dr. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

For the last three years, almost every country on the earth has been affected by the COVID-19 pandemic, which is incredibly contagious. As a result, several countries are experiencing economic crises. In practically every country, including Indonesia, the coronavirus pandemic affected all industrial sectors except consumer goods. The public still requires and purchases daily necessities, so the performance of consumer goods companies is not significantly impacted. Sales might be declined, but the change was not significant. PT Unilever Indonesia Tbk (UNVR) was one of the companies that was not significantly affected by the pandemic. Consequently, the goal of this study is to assess the financial performance of UNVR and apply the paired t-test to determine if there is a statistically similar or have insignificant difference between financial performance before and after the economic crisis. The data were taken from twelve periods of UNVR financial reports: before (Q1 – Q4 2017 to Q1 – Q4 2019 ) and after the crisis (Q1 – Q4 2020 to Q1 – Q4 2022). The results demonstrated that liquidity, solvency, profitability, and activity have no significant difference between before and after the pandemic.

**Keywords:** Financial Ratios, Paired t-test, Economic Crisis, and Consumer Goods

## Tüketici ve Üretici Fiyat Endekslerinin Kısa ve Uzun Dönem Analizi: Türkiye Örneği

**Nazım Kerim KANAD**  
Sivas Cumhuriyet University  
kerimkanad@gmail.com  
Orcid: 0009-0003-2344-056X

**Prof. Dr. Ahmet ŞENGÖNÜL**  
Sivas Cumhuriyet University  
asengonul@cumhuriyet.edu.tr  
Orcid: 0000-0001-7485-3194

### ÖZET

Tüketici ve üretici fiyat endeksleri ve buna göre şekillenen enflasyon ülkelerin refah seviyesine etki eden en önemli değişkenlerden bazılarıdır. Tüketici Fiyat Endeksi (TÜFE) ise bireylerin üretilen mal ve hizmetler karşısında, arz-taleplerini ölçerek "Enflasyon" kavramını ortaya koymaktadır. ÜFE ve TÜFE piyasadaki ekonomik şartları ve konjonktürel dalgalanmaları da içermektedir. Üretici Fiyat Endeksi ve Tüketici Fiyat Endekslerinin hangi faktörlere göre şekil aldığı hem ekonominin refahının ölçülmesi hem de oluşturulacak politikaların etkinliği bakımından oldukça önemlidir. Tüketici ve üretici fiyat endekslerini etkileyen faktörler ise döviz kuru, emtia fiyatları, üretim düzeyi ve faiz oranları gibi değişkenlerdir. Bu çalışmanın amacı, Türkiye'de 2019-2022 dönemleri arasındaki Tüketici Fiyat Endeksi (TÜFE) ile açıklayıcı değişkenler Üretici Fiyat Endeksi (ÜFE), Amerikan Doları (USD), Avrupa Para Birimi (Euro) ve Brent Petrol fiyatları arasında uzun ve kısa dönem ilişkilerini incelemektir. Buna göre döviz kurlarından enflasyona geçiş etkisinin olup olmadığı test edilecektir. Çalışmada yöntem olarak, modeldeki değişkenlerin durağanlık mertebeleri I(0) ve I(1) olarak farklı olduğundan dolayı ARDL modeli kullanılacaktır. Yerli ve yabancı literatürde TÜFE ile ÜFE, döviz kuru, faiz oranları ve petrol fiyatları gibi değişkenler arasında eşbütünlüğün olduğu sonuçlarına ulaşılmıştır. Çalışmamızın sonuçlarına göre değişkenler arasında uzun dönemli ilişki tespit edilmiş ve kısa dönemdeki sapmaların uzun dönemde tekrar dengede olduğu gözlemlenmektedir. İstatistiksel olarak anlamlı sonuçlanan değişkenler arasında TÜFE'yi uzun dönemde en yüksek katsayı ile Amerikan Doları etkilemektedir. Bu sonuç ithalatın genellikle Amerikan Dolarına bağlı olarak gerçekleştirilmesine bağlı olabilir. Döviz kuru geçişkenliği incelendiğinde Amerikan Dolarından, TÜFE'ye geçiş etkisi söz konusu iken EURO para biriminden TÜFE'ye negatif yönlü bir geçiş etkisi bulunmuştur. Diğer çalışmalardan farklı olarak Euro değişkenindeki bir birimlik artış TÜFE değişkeninde azalışa sebep olmaktadır. Türkiye'nin Avrupa ile yaptığı ihracatında para birimini Euro olarak tercih etmesi, Döviz kuru ile enflasyon geçişkenliğinin ters yönde çıkmasına neden olmuştur.

**Anahtar Kelimeler:** ÜFE, TÜFE, Döviz Kuru, Enflasyon, ARDL,

## Short and Long Term Analysis of Consumer and Producer Price Indices: the Case of Turkey

### ABSTRACT

Consumer and producer price indices and inflation are some of the most important variables that affect the welfare level of countries. The Consumer Price Index (CPI), on the other hand, reveals the concept of "Inflation" by measuring the supply-demand of individuals against the goods and services produced. The PPI and CPI coefficients also include the economic conditions in the market and cyclical fluctuations. The factors according to which the Producer Price Index and the Consumer Price Indices are shaped are very important both in terms of measuring the welfare of the economy and the effectiveness of the policies to be formed. Factors affecting consumer and producer price indices are variables such as exchange rate, commodity prices, production level and interest rates.



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

The aim of this study is to examine the long- and short-term relationships between the Consumer Price Index (CPI) and the explanatory variables Producer Price Index (PPI), US Dollar (USD), European Currency (EURO) and Brand Oil prices in Turkey for the period 2019-2022. Accordingly, whether there is a pass-through effect from exchange rates to inflation will be tested. The ARDL model will be used as a method in the study, since the stationarity levels of the variables in the model are different as I(0) and I(1). In the domestic and foreign literature, it has been concluded that there is cointegration between variables such as CPI and PPI, exchange rate, interest rates and oil prices. According to the results of our study, a long-term relationship was determined between the variables and the short-term deviations were in balance again in the long-term was observed. This result may be due to the fact that imports are usually denominated in US Dollars. When the exchange rate pass-through is analyzed, there is a pass-through effect from the US Dollar to the CPI, while a negative pass-through effect from the EURO currency to the CPI is found. Unlike other studies, a one-unit increase in the Euro variable causes a decrease in the CPI variable. The fact that Turkey preferred Euro as the currency in its exports to Europe caused the exchange rate and inflation pass-through to go in the opposite direction.

**Keywords:** PPI, CPI, Exchange rate, inflation and ARDL



## The Effect of Financial Ratio on Fraudulent Financial Reporting During The Covid-19 Pandemic

**Tyas Widyanti**

Universitas Trisakti

**Dr. Nurhastuty Kesumo Wardhani**

Universitas Trisakti

nurhastuti@trisakti.ac.id

Orcid: 0000-0002-2020-6802

**Dr. Khomsiyah**

Universitas Trisakti

Orcid: 0000-0001-6099-0147

**Dr. Titik Aryati**

Universitas Trisakti

Orcid: 0000-0003-2821-2067

### ABSTRACT

**Background/Problems:** Financial ratios are a factor that influences the occurrence of fraudulent financial statements (Chakroun et al., 2021). A financial crisis is the financial condition of a company that experiences difficulties in fulfilling its obligations, which can eventually lead to bankruptcy of the company (Younas et al., 2021). A company is said to be in financial trouble if it cannot or has difficulty fulfilling financial obligations and generates negative profits (Mariano et al., 2021). To predict whether a company will experience financial difficulties, in general financial ratios and non-financial information obtained in the income statement can be used; report of financial position; statement of cash flows and disclosure in the financial statements.

**Objective(s):** The aim of this research is to look at the effect of financial ratios on fraudulent financial reporting during the Covid-19 pandemic. This study contributes theoretically to the results of research showing that it is important to know how the impact of financial ratios on fraudulent financial reporting. This research is expected to be able to analyze the impact of financial ratios on fraudulent financial reporting which varies significantly.

**Results and Discussion :** Liquidity has a negative effect on fraudulent financial reporting. The results of this study have the same results as the research conducted by Zainudin & Hashim (2008) which states that Liquidity has a significant effect on fraudulent financial reporting.

**Conclusions:** This study has seen a negative effect of profitability and a negative effect of liquidity on fraudulent financial reporting. Profitability is measured by proxy net profit to revenue is rejected so that profitability has no effect on fraudulent financial reporting. It's different with liquidity, this variable with working capital to total assets as a proxy has acceptable results so it can be concluded that liquidity has an influence on fraudulent financial reporting.

**Keywords:** Financial Reporting Fraud, Financial Ratios, and Covid-19



## Enhancement of Financial Reporting Skills of Prospective Young Entrepreneurs

**Dr. Nurhastuty Kesumo Wardhani**

Universitas Trisakti  
nurhastuti@trisakti.ac.id  
Orcid: 0000-0002-2020-6802

**Dr. Tiara Puspa**

Universitas Trisakti  
tiara.puspa@trisakti.ac.id  
Orcid: 0000-0002-2942-8727

**Dwi Hartini Rahayu**

Universitas Trisakti

**Deni Setia Wahyu**

Universitas Trisakti

### ABSTRACT

One of the key indicators of the nation's economic progress is the amount of entrepreneurship in a country. Currently, the number of entrepreneurs in Indonesia is still relatively very small, which is less than 4%. Entrepreneurship is also highlighting the national strength of not depending on other nations. Bina Amanah Cordova is one of the entrepreneurship schools in Tangerang. Bina Amanah Cordova seeks to foster local residents, especially women, to become financially independent through entrepreneurship training. One of the skills needed by prospective young entrepreneurs is the ability to make financial reports. To accelerate the ability to make financial reports easily by using the application, which is Paper id. Before the training, prospective Bina Amanah Cordova entrepreneurs did not have the knowledge and skills to use Paper id. Nevertheless, the training is able to increase the skills and capability of young prospective entrepreneurs.

**Background/Problems:** Young entrepreneurs are the engine of the economic growth in Indonesia. Nonetheless, they are having difficulties to upscale the businesses due to lack of financial reporting and managerial skills.

**Objective(s):** The purpose of this study aims to determine the level of understanding of prospective entrepreneurs at Bina Amanah Cordova in preparing financial reports and at the same time increasing entrepreneurial skills through the use of the Paper.id application. The method used is a case study conducted at Bina Amanah Cordova at the end of 2022,

**Results and Discussion** The results show that prospective Bina Amanah Cordova entrepreneurs have increased their entrepreneurial skills by preparing financial reports using Paper id.

**Conclusions:** The innovation of financial reports such as paper id proved effectively in supporting small businesses and young entrepreneurs with cost efficiency and better performance. It is necessary to disseminate the paper id to public in general Abstract Abstract

**Keywords:** prospective entrepreneurs, financial reports, paper id



## India's Access to Clean Energy is Dependent on Lithium

**Uki CHOWDHURY**

BA (Hons.), Political Science  
University of Calcutta  
ukichowdhury2001@gmail.com  
Orcid: 0009-0001-6408-0439

### ABSTRACT

The Geological Survey of India (GSI) made the first-ever discovery of a 5.9 million tonne lithium Reserve in the Reasi area of Jammu and Kashmir and it's regarded as the nation's first lithium reserve. In the past, a lithium reserve of 1600 tonnes was discovered in Karnataka, but sadly, it was not economically viable. The paper will focus on how lithium can support India's goal of developing clean energy economy, its long-term effects, and how the US will profit from the strategic partnership and its future course. In the field of renewable energy, lithium has been hailed as a major contributor, especially in the creation of electric battery vehicles (EVs). Bureau of Energy Resources Assistant Secretary Mr. Geoffrey R. Pyatt of the US Department of State in his trip to New Delhi, Mumbai and Pune between February 13 and 17, 2023, displayed a swift response to the discovery of lithium in Jammu and Kashmir. But Lithium wastes from Reasi mining operations that is discharged into Chenab, could harm its ecosystem and water quality severely. This could therefore have ramifications on local residents' health and well-being as well as the agricultural and industrial operations that rely on the river. The nation's initiative to augment its production of lithium and to become an eminent player in the global lithium market has the potentiality to dispense prominent environmental and economic welfare for its home and the entire world.

**Keywords:** Lithium, Lithium reserve, Jammu & Kashmir, Geological Survey of India, Electronic battery vehicles, Ecosystem, Economy, Chenab, welfare, cooperation





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Revaluation of India-China Relations on The Commencement of Xi Jinping's Third Term**

**Uki CHOWDHURY**

BA (Hons.), Political Science  
University of Calcutta  
ukichowdhury2001@gmail.com  
Orcid: 0009-0001-6408-0439

### **ABSTRACT**

Jinping stays chairman of the military commission directing the People's Liberation Army. The long-speculated reappointment shows the leader's success in centrally consolidating power in Beijing. The Standing Committee line-up is additional evidence that Xi's hold on power is unaffected by last year's tumultuous events including a grave economic stagnation, repercussions of the zero-COVID policy, the State's increasing alienation from the Western countries and standing with Russia regarding the Russian invasion in Ukraine. President Xi has persisted to stare at the Galwan valley, sending a vehement signal to India. Due to China's growing influence in the region, the CBMs have come under less pressure. It has been intimidating in the disputed border regions between China and India, resulting in prolonged standoffs. China fundamentally rethought the nature of India's threat following the Doklam impasse. China is at a disadvantage due to the asymmetry of threat perceptions, despite their disparate national might. The growing alliance between the US and India enrages China. Instead of being merely temporary, the peace processes ought to be long-term. This would start with clearly defining the boundaries that separate China and India, and in the event of a violation, both nations should agree on the pertinent sanctions. To engage diplomatically, India and China must come up with original and sincere strategies.

**Keywords:** Revaluation, India-China Relations, Commencement of Xi, Jinping's Third Term, Galwan Conflict, Confidence Building Measures, South Asia, Economy, Alliance, USA



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Combining Skepticism with TPB to Determine Indonesians Willingness to Buy Green Cosmetics

**Nicholas Wilson**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti  
nicholaswilson8989@gmail.com

**\*Yolanda Masnita**

Master of Management, Faculty of Economy, and Business, Universitas Trisakti  
yolandamasnita@trisakti.ac.id  
Orcid: <https://orcid.org/0000-0002-5758-8146>

**Angginta Zahra**

Faculty of Psychology Universitas Padjadjaran  
anggitazz03@gmail.com

**Jati Kusuma Ali**

Head, Sustainable Cooperative Business Group (RIG), Faculty of Business and Management, Universiti  
Teknologi MARA Malaysia, Sarawak Branch  
jati@uitm.edu.my

### ABSTRACT

Green product had experience a surge in popularity on a worldwide basis for the past decades, considering that more and more people are starting to realize the importance of buying or using products without damaging the environment. However, while more and more companies are starting to produce and market eco-friendly products, there are still some groups of people who are skeptic regarding the truth of these green marketing campaign initiated by the companies, in which, these people are still unsure of whether or not all of the claims made by these companies that the products that they produce won't pose damaging threats to the environment were true. In this case, such skepticism (also known as greenwashing perception) could eventually weaken people's intention to buy green products. Therefore, this study was conducted with the purpose of assessing factors affecting people's willingness to buy green products, specifically green cosmetics, in Indonesia, using the modified TPB framework. A total of 288 respondents who have purchased any green cosmetics brands available in Indonesia at least twice for the past 1 year participated in this study. All of the data were then analyzed using PLS, in which, based from the results of the data analysis, authors conclude that all factors – attitude, subjective norm, greenwashing perception, and perceived behavioral control – significantly affect people's willingness to buy green cosmetics in Indonesia.

**Keywords:** Attitude; Subjective Norm; Perceived Behavioral Control; Greenwashing Perception; Willingness to buy Green Product



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## How Family Business Can be Sustainable in Digital Era

**Zenda Novita**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
zenda.novita@ipmi.co.id  
Orcid: 0009-0004-4529-4564

**Dr. Ir. Amelia Naim INDRAJAYA, MBA.**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### ABSTRACT

In Indonesia, noodles are a favorite food easily found everywhere. Both traditional and modern businesses use noodles as the main ingredients for their food. This study aims to show the evidence from a legendary noodle business of Bakmi Gajah Mada which shows that the management performance of Bakmi Gajah Mada company can survive since 1959 despite the threat of food competition and it has survived many challenges. Tangibility, Reliability, Assurance, Responsiveness, and Empathy are the servqual dimensions impacting customer satisfaction. However, there is still limited research looking at how Bakmi Gajah Mada has to prioritize on its service quality dimensions from the customer's point of view compared to Bakmi Gajah Mada's point of view. We will use a quantitative research approach with a nonprobability purposive sampling technique with the criteria of samplings are loyal customer who lives in the greater area of Jakarta. The findings will show what steps should be taken by the management of Bakmi GM to survive the competition and show the managerial implications of how to improve customer satisfaction.

**Keywords:** Customer Satisfaction, Generational Gap, Service Quality

## Dünyanın En İşlek 10 Havalimanının Entropi Temelli TOPSIS Yöntemi ile Operasyonel ve Finansal Kıyaslanması

**Selcan COŞKUN**

Erciyes Üniversitesi  
4035030076@erciyes.edu.tr  
Orcid ID: 0000-0003-4087-5226

**Dr. Öğr. Üyesi Eda ÇINAROĞLU**

Erciyes Üniversitesi  
ecinaroglu@erciyes.edu.tr  
Orcid: 0000-0002-2904-3376

### ÖZET

Çağımızın en etkili ve dinamik sektörlerinden biri olan havacılık sektörü ülkelerin büyümelerine, istihdam olanaklarına ve gelişimlerine katkı sağlamaktadır. Bu nedenle ülkeler ekonomilerinin gelişmesine katkı sağlarken aynı zamanda havacılık sektörlerinin de büyümelerini amaçlamaktadır.

Ülkelerin neredeyse her şehrine inşa edilen havalimanlarının aktif olarak kullanılması ve performanslarının yüksek olması hem katma değer sağlarken hem de o havalimanına seyahat etmeyi planlayan yolcu potansiyelini etkilemektedir. Çalışmamıza konu olan Dünyanın en işlek 10 havalimanının da çeşitli operasyonel ve finansal kriterleri Çok Kriterli Karar Verme Tekniklerinden olan ENTROPI yöntemi ile önem dereceleri ağırlıklandırıldıktan sonra TOPSIS yöntemi ile bu alternatifler sıraya koyularak en yüksek performansa sahip havalimanının belirlenmesi amaçlanmaktadır.

Çalışmada analize dahil edilen havalimanları ACI 2021 yolcu verilerine bağlı olarak seçilmiştir. Bu kapsamda; Hartsfield-Jackson Atlanta Uluslararası Havalimanı, Beijing Capital Uluslararası Havalimanı, Los Angeles Uluslararası Havalimanı, Dubai Uluslararası Havalimanı, Tokyo Haneda Uluslararası Havalimanı, Chicago O'Hare Uluslararası Havalimanı, Londra Heathrow Uluslararası Havalimanı, Shanghai Pudong Uluslararası Havalimanı, Hong Kong Uluslararası Havalimanı, Sidney Kingsford Smith Uluslararası Havalimanı olarak toplam 10 adet havalimanından oluşmaktadır. Bu havalimanlarının performans değerlendirme analizinde kullanılacak kriterler (Cari oran, likit oran, aktif devir hızı, alacak devir hızı, özsermaye devir hızı, finansal kaldıraç oranı, toplam borç/özsermaye, maddi duran varlıklar/özsermaye, net kar marjı, özsermaye karlılık oranı, müşteri memnuniyeti, personel sayısı, havalimanının şehre uzaklığı, havalimanı büyüklüğü ve gecikme oranları) literatürde yer alan çalışmalardan belirlenmiştir.

Çalışmada analize dahil edilen finansal ve operasyonel kriterlerin, 2016-2021 yılları arasındaki verilerinin ortalamaları ile elde edilen analiz sonuçlarında Hartsfield-Jackson Atlanta Uluslararası Havalimanı ilk sırada yer alırken, Shanghai Pudong Uluslararası Havalimanı son sırada yer almaktadır.

**Anahtar Kelimeler:** Havacılık, Havalimanı, ÇKKV, Entropi, TOPSIS

### Operational and Financial Comparison of the World's Top 10 Business Airports With The Entropy Based TOPSIS Method

### ABSTRACT

The talented sector, which is one of the most effective and dynamic sectors of our age, contributes to the growth, employment resources and development of its countries. For this reason, while contributing to parts of the economies of countries, it also aims to grow the sectors of travelers.

The active use and high performance of airports built in almost every city of the countries both provide added value and affect the passenger potential who plan to travel to that airport. It is aimed to determine the airport with the highest performance by putting these criteria in order with the TOPSIS method, after various operational and financial criteria of the 10 busiest airports in the world, which are the subject of our study, are weighted with the ENTROPI method, which is one of the Multi-Criteria Decision-Making Techniques.



## 6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Airports obtained in the study were selected based on ACI 2021 passenger data. In this context; Hartsfield-Jackson Atlanta International Airport, Beijing Capital International Airport, Los Angeles International Airport, Dubai International Airport, Tokyo Haneda International Airport, Chicago O'Hare International Airport, London Heathrow International Airport, Shanghai Pudong International Airport, Hong Kong International Airport, Sydney Kingsford Smith International Airport consists of 10 airports in total. Criteria to be used in the performance evaluation analysis of these airports (current ratio, liquid ratio, asset turnover, receivables turnover, equity turnover, financial leverage ratio, total debt/equity, tangible assets/equity, net profit margin, return on equity ratio, customer satisfaction, number of personnel, distance from the airport to the city, airport size and delay rates) were determined from the studies in the literature.

Hartsfield-Jackson Atlanta International Airport is in the first place, while Shanghai Pudong International Airport is in the last place in the analysis results obtained with the averages of the data between 2016-2021 of the financial and operational criteria included in the analysis in the study.

**Key words:** Aviation, Airport, MCDM, Entropy, TOPSIS

## Entropi Temelli Topsis Yaklaşımı ile Havaalanlarının Hizmet Kalitesinin COVID-19 Öncesi ve Sonrası Değerlendirilmesi

**Beste Başak HORASAN**

Erciyes Üniversitesi  
4035030044@erciyes.edu.tr  
Orcid ID: 0000-0003-0908-4143

**Dr. Öğr. Üyesi Eda ÇINAROĞLU**

Erciyes Üniversitesi  
ecinaroglu@erciyes.edu.tr  
Orcid ID: 0000-0002-2904-3376

### ÖZET

Küreselleşme ile havaalanları, artan havayolu trafiği ve yolcu talebi nedeniyle giderek daha fazla rekabet koşullarına maruz kalmaktadır. Havaalanları, kendilerini sürekli olarak geliştirmek ve değişen teknolojiye uyum sağlamak zorundadır. Seyahat süresi boyunca havaalanları, sadece bir durak noktası olmaktan çıkmıştır, karmaşık ve büyük yaşam merkezlerine dönüşmüştür. Bu nedenle, havaalanlarındaki hizmet kalitesi giderek önem kazanmıştır.

2019 yılında, Airports Council International (ACI) tarafından sağlanan verilere dayanarak, Entropi ve TOPSIS gibi çok kriterli karar verme yöntemleri kullanılarak en fazla yolcu trafiği olan 10 havaalanı incelenmiştir. Çalışmada, kuyruk bekleme süresi, terminal temizliği, terminal oturma alanları, terminal işaret ve yönlendirme, yiyecek-içecek hizmetleri, havaalanı alışveriş mağazaları, Wi-Fi bağlantısı ve havaalanı personeli gibi 8 farklı kriter kullanılmıştır. Kriterler, Skytrax sitesi üzerinden belirlenmiştir.

Bu çalışmanın sonuçlarına göre, 2019 yılında en önemli kriter havaalanı alışveriş mağazaları olarak belirlenmiş ve Londra Heathrow Havaalanı en yüksek hizmet kalitesine sahip havaalanı olarak tespit edilmiştir. Ancak, COVID-19 salgınından sonra havaalanları için öncelikler değişmiştir. 2022 yılında yapılan bir güncellemeyle aynı havaalanları üzerinden bir karşılaştırma yapılarak en önemli kriterin havaalanı terminal temizliği olduğu ve Münih Havaalanı'nın en yüksek hizmet kalitesine sahip havaalanı olduğu sonucuna ulaşılmıştır. Bu karşılaştırma, havaalanlarının zaman içindeki performansını daha net bir şekilde gözlemlememize olanak sağlamıştır.

Salgın nedeniyle seyahat kısıtlamaları ve sağlık önlemleri uygulanmış, havaalanları ve havayolu şirketleri yeni protokoller ve güvenlik önlemleri geliştirmek zorunda kalmıştır. Yolcuların güvenliği ve sağlığı ön planda tutularak havaalanı terminal temizliği, sosyal mesafe önlemleri ve hijyen protokolleri gibi faktörler öncelik kazanmıştır. Havaalanları, bu zorluğa uyum sağlamak için çaba sarf etmiş ve hizmet kalitesini iyileştirmek için gerekli önlemleri almıştır.

**Anahtar Kelimeler:** Çok Kriterli Karar Verme, Entropi, TOPSIS, Havaalanları, Hizmet Kalitesi, Skytrax, COVID-19

## Evaluation of Airport Service Quality Before and After COVID-19 Using Entropy-Based TOPSIS Approach

### ABSTRACT

With globalization, airports are increasingly exposed to competitive conditions due to the rising air traffic and passenger demand. Airports must continuously improve themselves and adapt to changing technology. Throughout travel, airports have transformed from mere transit points to complex and large living centers. As a result, the quality of services provided at airports has become increasingly important.



## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

In 2019, a study was conducted based on data provided by the Airports Council International (ACI) to examine the top 10 airports with the highest passenger traffic using multi-criteria decision-making methods such as Entropy and TOPSIS. The study utilized eight different criteria, including queue waiting time, terminal cleanliness, terminal seating areas, terminal signage and directions, food and beverage services, airport shopping stores, Wi-Fi connectivity, and airport staff. The criteria were determined through the Skytrax website.

According to the results of this study, airport shopping stores were identified as the most important criterion in 2019, and London Heathrow Airport was determined to have the highest service quality. However, priorities have changed for airports after the COVID-19 pandemic. In an update conducted in 2022, a comparison was made using the same airports, revealing that the most important criterion was terminal cleanliness, and Munich Airport was identified as having the highest service quality. This comparison allowed for a clearer observation of the airports' performance over time.

Due to the pandemic, travel restrictions and health measures have been implemented, and airports and airlines have had to develop new protocols and security measures. Factors such as airport terminal cleanliness, social distancing measures, and hygiene protocols have gained priority, with a focus on passengers' safety and health. Airports have made efforts to adapt to this challenge and have taken necessary measures to improve service quality.

**Keywords:** Multi-Criteria Decision Making, Entropy, TOPSIS, Airports, Service Quality, Skytrax, COVID-19

## Pandemi Sürecinde Ergenlerdeki Gelecek Kaygısı ve Stresle Başa Çıkma Yöntemleri Arasındaki İlişkinin İncelenmesi

**Fulya GÖKÇELER**

Sağlık Bilimleri Üniversitesi  
gokcelerfulya@gmail.com  
Orcid: 0000-0003-2492-9271

**Assoc. Prof. Dr. Esin SEZGİN**

Sağlık Bilimleri Üniversitesi  
esin.sezgin@sbu.edu.tr  
Orcid: 0000-0002-9772-9855

### ÖZET

2019 yılı Aralık ayında Çin'de ortaya çıkan Covid-19 virüsü, dünyanın birçok ülkesine kısa bir süre içinde yayılmıştır. Dünyayı etkisi altına alan küresel salgın, bireyleri ve toplumu farklı açılardan etkilemiştir. Dünya üzerinde görülen salgın hastalıklar kişilerde ani biyolojik/ psikolojik değişikliklere sebep olmuştur. Değişimin ve gelişimin hızlı yaşandığı ergenlik döneminde umutsuzluk, gelecek kaygısı, başa çıkma yöntemleri parametreleri baz alınarak bu çalışma yürütülmüştür. Araştırma 2020 yılının ocak ayında pandemi döneminde yapılmış olup dünyayı etkisi altına alan küresel salgının ergenlerin başa çıkma yöntemlerine ve gelecek kaygısına etkisini araştırmak amaçlanmıştır. Araştırma için 14-18 yaş aralığındaki 300 ergene ulaşılmıştır. Araştırma kapsamına alınan öğrencilerin 14-18 yaş aralığındaki kız %66,3 (n=199) ve erkek %33,5 (n=101) olduğu tespit edilmiştir. Bu kapsamda 14-18 yaş aralığında olan ergenlere Kişisel Bilgi Formu, Stresle Başa Çıkma Ölçeği ve Beck Umutsuzluk Ölçeği uygulanmıştır. Araştırma için 14-18 yaş aralığında olan 300 ergene dijital platformlar üzerinden ulaşılmıştır. Ergenlerden elde edilen istatistiksel veriler Statistical Package for Social Sciences (SPSS) 22 yazılımı kullanılarak analiz edilmiştir. Yapılan analizler sonucunda öğrencilerin cinsiyetleri ile Beck Umutsuzluk Ölçeğinden aldıkları puanlar arasında istatistiksel olarak anlamlı düzeyde fark bulunmazken, Stresle Başa Çıkma Ölçeği alt boyutları olan Kaçınma, Problem Odaklı Başa Çıkma ve Sosyal Destek puanları arasında istatistiksel olarak anlamlı olduğu tespit edilmiştir. Ayrıca ergenlerin Covid-19 geçirme durumları ile Stresle Başa Çıkma ölçeğinden aldıkları puanlar arasında istatistiksel olarak anlamlı olduğu sonucuna ulaşılmıştır. Korelasyon analizi sonucunda, ergenlerin Beck Umutsuzluk Ölçeğinden aldıkları puanlar arttıkça, Stresle Başa Çıkma Ölçeği alt boyutları olan Problem Odaklı Başa Çıkma ve Sosyal destek puanları arasında pozitif yönde ilişki olduğu saptanmıştır. Ergenlerin problem odaklı başa çıkma becerilerinin rehberlik servisindeki uzmanlar tarafından desteklenmesi, üniversiteye hazırlık aşamasında olan ergenler için sosyal destek programlarının düzenlenmesi önerilmektedir.

**Anahtar Kelimeler:** Pandemi, Stres, Umutsuzluk

### Investigation of the Relationship Between Future Anxiety and Methods of Coping with Stress in Adolescents During the Pandemic Process

#### ABSTRACT

The Covid-19 virus, which emerged in China in December 2019, quickly spread to a large number of countries around the world. Individuals and society have been affected in a variety of ways by the global pandemic, which has engulfed the entire planet. Epidemic diseases observed throughout the world have precipitated sudden biological/psychological changes in humans. This study was conducted using the parameters of hopelessness, future anxiety, and coping strategies during adolescence, a period of rapid change and development. The research was conducted during the pandemic period in January 2020, and its purpose was to examine the impact of the worldwide epidemic on adolescents' coping strategies and future anxiety. 300 adolescents between the ages of 14 and 18 were recruited for the study. It was determined that 66.3% (n=199) of the 14-18-year-old students included in the study were female, while 33.5% (n=101) were male. 14-18 year old adolescents were administered the Personal Information Form, Coping with Stress Scale, and Beck Hopelessness Scale. 300 adolescents between the ages of 14 and 18 were contacted via digital platforms for the study. Statistical data collected from adolescents





## **6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

were analyzed using version 22 of the Statistical Package for the Social Sciences (SPSS). There was no statistically significant difference between the gender of the students and their scores on the Beck Hopelessness Scale; however, there was a statistically significant difference between the scores of Avoidance, Problem-Focused Coping, and Social Support, which are subdimensions of the Stress Coping Scale. In addition, it was determined that there was a statistically significant difference between the Covid-19 cases and the Coping with Stress scale scores. As a result of the correlation analysis, it was determined that there was a positive correlation between the Problem-Focused Coping and Social Support scores of the Stress Coping Scale sub-dimensions as the adolescents' scores on the Beck Hopelessness Scale increased. The problem-focused coping skills of adolescents should be supported by experts in the guidance service, and social support programs should be established for adolescents in the university preparation stage.

**Keywords:** Pandemic, Stress, Hopelessness



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Revolutionizing Digital Transformation: The Rise of Digital Banking in Regional Banks in Indonesia**

**Eka Rizki SUKMADEWI**

Sekolah Tinggi Manajemen IPMI

eka.sukmadewi@IPMI.ac.id

Orcid: 0009-0009-5731-3650

### **ABSTRACT**

The paper examines the evolution of digital banking in Indonesian regional banks, with a focus on the strategies and obstacles experienced by these institutions in adopting and implementing digital banking technologies. As technology continues to disrupt the global financial environment, regional banks in Indonesia are increasingly understanding the necessity of digital transformation to remain competitive and satisfy their clients' shifting expectations. The research investigates regional banks' different digital banking projects, such as mobile banking applications, online account management, and electronic payment systems. It also emphasizes the advantages of digital banking, such as increased client convenience, greater operational efficiency, and extended market reach. However, the paper also highlights the barriers to digital banking that regional banks confront, such as insufficient technological infrastructure, security issues, and client trust. The findings indicate that, while regional banks have made headway in implementing digital banking, more investment in technology, regulatory assistance, and consumer education is still required. Finally, this study adds to our understanding of Indonesia's digital banking ecosystem, offering vital information for regional banks and regulators as they negotiate the way to a more digitally inclusive and strong banking industry.

**Keywords:** Regional banks, Digital banking, Investment, Regulatory support.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Influence of Financial Literacy to Consumer Purchase Intention of Traditional Life Insurance Product**

**Rainy Maria TUMENGGOL**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia  
rainy.tumengkol@ipmi.ac.id  
Orcid: 0009-0000-0385-0850

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI, Jakarta 12750, Indonesia  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

This study investigates customer purchase intentions for traditional life insurance products, focusing on the impact of financial literacy. It investigates the specific challenges faced by Life Insurance Companies in Indonesia due to tightening regulations imposed by Indonesia's Financial Services Authority ("OJK") regarding unit-link Insurance Products, a modified Whole Life Insurance Product that combines protection and investment. As a result, Life Insurance Companies have recently competed to supply traditional life insurance products to ensure company continuity. By addressing the need for more research in this area, this study fills a void by informing Life Insurance Companies on how financial literacy influences consumer purchase intentions of traditional life insurance products.

This study gives a thorough knowledge for Life Insurance Companies to establish ways to learn more about consumer behavior in the emergence of various traditional life insurance products through a synthesis of existing literature, qualitative research findings, and empirical evidence. The suggested research framework emphasizes critical characteristics of financial literacy, attitude, subjective norm, perceived behavior control, and their impact on customer purchase intention of traditional life insurance products.

While this conceptual article provides valuable insights and a research framework, a more empirical study is required to validate and expand on the offered claims. Future research should look into the impact of financial literacy on consumer purchasing intentions, particularly among Generation Z.

This study will benefit others, mainly by providing insights to the boards of management of Life Insurance Companies in understanding the consumer intention of the Traditional life insurance product, particularly in understanding the shift from unit-link Life Insurance products to Traditional life insurance products.

**Keywords:** Financial Literacy, Purchase Intention, Life Insurance



## Diversity on Productivity: Anything for Efficiency & Effectiveness?

**Samuel PD ANANTADJAYA**

Sekolah Tinggi Manajemen IPMI, Indonesia  
samuel.anantadjaya@ipmi.ac.id  
Orcid: 0000-0002-9256-9186

**Irma M NAWANGWULAN**

International University Liaison Indonesia, Tangerang  
irma.nawangwulan@iuli.ac.id  
Orcid: 0009-0006-4164-3311

### ABSTRACT

Organizational goals are mainly concerned about the level of efficiency and effectiveness. This is not surprising as the higher levels on efficiency and effectiveness lead to bulkier bottom-line. With the hefty income, organizations can have more retained earnings and dividends. Higher retained earnings means that future development becomes feasible. This pushes up the organizational market values. Dividends satisfy shareholders. Employees are loyal. If this is so, organizations should all have continued to exist in the market. However, the market shows also that organizations failed. This study attempts to seek possible causes on failure to reach the higher levels on efficiency and effectiveness through the lens on diversity management and employee loyalty. As Indonesia is an archipelago country that consists of people of multiple differences, it becomes important to evaluate the likelihood impact of diversity toward employee loyalty to reveal the influential impacts to organizations. The incorporated variables in this study includes; employee diversity, employee loyalty, quality of human resources, and productivity to represent the level of managerial efficiency and effectiveness. Relying on the previous network and acquaintances, this study includes respondents of Indonesian expatriates in other countries. The results are expected to show positive relationships among variables. The results provide the foundation for educational institutions and educators to start relaying the message on the importance of diversity.

**Keywords:** Diversity; Managerial Efficiency, Managerial Effectiveness; Employee Loyalty; Quality of Human Resources; Employee Productivity



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Regional Financial Performance Before and During the COVID-19 Pandemic in East Java Province**

**Agustina SUPARYATI**

Applied Economics, Economic and Business, Universitas Trisakti

**Tri KUNAWANGSIH**

Applied Economics, Economic and Business, Universitas Trisakti  
trikunawangsih@trisakti.ac.id

**Khristina CURRY**

Applied Economics, Economic and Business, Universitas Trisakti

**Scylla LEVIATHAN**

Applied Economics, Economic and Business, Universitas Trisakti

### **ABSTRACT**

This study aims to analyze the comparison of regional financial performance in regencies/cities in East Java Province before and during the COVID-19 pandemic as measured by the financial independence ratio, the degree of fiscal decentralization ratio, the effectiveness ratio, and the efficiency ratio. The research method used is descriptive quantitative using paired sample t-test. The population in this study consisted of all regencies/cities in East Java Province totaling 38 district/city governments. The sampling technique uses saturated sampling, so that the entire population is used as a sample. The results of this study indicate that there were differences in regional financial performance before and during the COVID-19 pandemic in terms of the effectiveness ratio and financial efficiency ratio. However, there is no difference in financial performance seen from the ratio of financial independence and the ratio of the degree of fiscal decentralization. Financial performance during COVID-19 experienced improvement in terms of the ratio of independence and the ratio of the degree of fiscal decentralization. Meanwhile, the financial performance of the effectiveness ratio and efficiency ratio has decreased. There were differences in regional financial performance in several cities/districts in East Java before and during the pandemic

**Keywords:** Regional Financial Performance, COVID-19 Pandemic, Financial Independence, Degree of Fiscal Decentralization, Financial Effectiveness, Financial Efficiency



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The effect liquidity, profitability and leverage on the IPO in IDX Period 2020 -2021**

**Tri KUNAWANGSIH**

Applied Economics, Economic and Business, Universitas Trisakti  
trikunawangsih@trisakti.ac.id

**Khristina CURRY**

Applied Economics, Economic and Business, Universitas Trisakti

**Abdul Ghafar ISMAIL**

Applied Economics, Economic and Business, Universitas Trisakti

**Sarkia Adelia LUKMAN**

Economics, University Kebangsaan Malaysia, Malaysia

### **ABSTRACT**

Underpricing is an initial public offering phenomenon that often occurs in the Capital Market. This study aims to analyze the effect of the current ratio, return on asset, debt to equity ratio, reputation of the underwriter and type of industry underpricing on that Initial Public Offering in the IDX period 2020 -2021. The sampling method used purposive sampling on a sample of companies carrying out Initial Public Offering (IPO) that are listed on the Indonesia Stock exchange during 2020-2021. The research method used Multiple Linear Regression Analysis. **the conclusion are** the current ratio has negative effect, debt equity ratio has positive effect return on asset and , and underwriter have no significant effect.

**Keywords:** IPO, Liquidity (CR) , Profitability (ROA), Leverage (DER), Underwriter Reputation



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Profitability, operational Cost and Size on Corporate Income Tax Expenses in Food and Beverage Sector**

**Tri KUNAWANGSIH**

Applied Economics, Economic and Business, Universitas Trisakti  
trikunawangsih@trisakti.ac.id

**Masfar GHAZALI**

Applied Economics, Economic and Business, Universitas Trisakti

**Abdul Ghafar ISMAIL**

Applied Economics, Economic and Business, Universitas Trisakti

**Innocentia Pintauli SIMAREMARE**

Economics, University Kebangsaan Malaysia, Malaysia

### **ABSTRACT**

This study aims to analyze the effect profitability, operational cost and size on the Corporate Income Tax Expenses in Food and Beverages companies listed on the IDX Period 2016 - 2021. The sampling method used purposive sampling and the analytical method used regression panel data using EVIEWS version 9. The result showed that profitability had a significant positive effect on corporate income tax, operational cost had no effect and size had a significant positive effect on corporate income tax.

**Keywords:** Profitability, Operational Cost, Size, Corporate Income, Food and Beverage



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Regional Financial Performance Before and During the COVID-19 Pandemic in East Java Province the Influence of Economic and Social Aspects on The Tax Ratio in Indonesia**

**Agustina SUPARYATI**

Applied Economics, Economic and Business, Universitas Trisakti

**Tri KUNAWANGSIH**

Applied Economics, Economic and Business, Universitas Trisakti  
trikunawangsih@trisakti.ac.id

**Khristina CURRY**

Applied Economics, Economic and Business, Universitas Trisakti

**Karina Syah FITRI**

Applied Economics, Economic and Business, Universitas Trisakti

### **ABSTRACT**

The purpose of this study was to analyze the effect of economic and social aspects on tax ratios in Indonesia. The economic aspect consists of economic growth and inflation rate, while the social aspect consists of income inequality, poverty rate, workforce growth, human development index and infrastructure. The object of this research consists of 33 provinces in Indonesia during the period 2016-2022 with data obtained from the Central Bureau of Statistics. This study uses panel data regression analysis which is a combination of time series data and cross section. The results of this study show that partially economic growth, income inequality, poverty rate, workforce growth and the human development index have a significant effect on the tax ratio, but infrastructure and the inflation rate have no significant effect on the tax ratio. The economic growth, income inequality, poverty rate, workforce growth and the human development index have a significant effect on the tax ratio, but infrastructure and the inflation rate have no significant effect on the tax ratio.

**Keywords:** Growth, Tax Ratio, Poverty, Income Inequality, Human Development Index





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Maritime Sector for National Economy (Competitiveness) Through Connectivity: A Systematic Literature Review Analysis**

**Muhammad Zilal HAMZAH**

Public Policy Studies, Faculty of Economics & Business, Universitas Trisakti

**Eleonora Sofilda**

Public Policy Studies, Faculty of Economics & Business, Universitas Trisakti  
eleonora@trisakti.ac.id

**Eferedo**

Public Policy Studies, Faculty of Economics & Business, Universitas Trisakti

### **ABSTRACT**

Therefore, this study aims to identify how the maritime sector can affect the national economy and its implication for Indonesia Government. This study will use the Systematic Literature Review (SLR) method with the Preferred Reporting Items for Systematic Review and Meta-Analysis (PRISMA). Moreover, this study using Bibliometric Analysis (Keyword) and Word Frequency for further analysis. There are 57 eligible articles which use for further analysis. According to analysis, the main finding of this study is the maritime sector can play an important role in the national economy by increasing its competitiveness. Moreover, the development of infrastructures can be used for government to enhance the competitiveness.

**Keywords:** Maritime, Competitiveness, Connectivity, Infrastructure, SLR



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Determinants of that Initial Public Offering in the IDX Period 2020-2021**

**Tri KUNAWANGSIH**

Bachelor in Applied Economics, Economic and Business  
Universitas Trisakti

**Agustina SUPARYATI**

Bachelor in Applied Economics, Economic and Business  
Universitas Trisakti

**Abdul Ghafar ISMAIL**

Bachelor in Applied Economics, Economic and Business  
Universitas Trisakti

**Evander SLAMET**

Economics, University Kebangsaan Malaysia

### **ABSTRACT**

This study aims to analyze the effect of the number of positive case of Covid 19 in Indonesia, Bitcoin, Gold, Interest Rate, Exchange Rate on Composite Stock Price index. This study uses the Autoregressive Distributed Lag Model (ARDL) approach with a research period of 6 March 2020 to 29 April 2022. Bitcoin has a positive effect, exchange rate has negative effect during pandemic Covid. Gold and interest rate have no significant effect on the Composite Stock Price Index.

**Keywords:** Bitcoin, Gold, Interest rate, Exchange rate, Covid-19



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **A Volunteer Experience as An English Instructor: A Contribution to the Development of Madani Mental Health Care's English Affairs Division**

**Zahra MAULIDA**

Sekolah Tinggi Manajemen IPMI, Indonesia

zahra.maulida@ipmi.ac.id

Orcid: 0009-0006-9374-2338

**Yulita Fairina SUSANTI**

Sekolah Tinggi Manajemen IPMI, Indonesia

yulita.susanti@ipmi.ac.id

Orcid: 0000-0001-9631-6047

### **ABSTRACT**

According to the study on history of health nursing services, it is estimated that around 2-3% out of people in Indonesia suffer from severe mental illness. Half of them need hospital care, therefore the numbers lie on as many as 120 thousands of people who suffer from severe mental illness and must as well get serious treatment from a mental health institution. Madani Mental Health Care takes an active role in saving the nation and the young people from the dangers of misuse of Narcotics, Alcohol, and Addictive Substances and also directing the people with Bipolar and Schizophrenia in order to have a better quality of life. In this project, the author did a volunteer in the institution as an English instructor for its patients in addition to other tasks related to English affairs division. The underlying objective of Madani is to improve the life quality of patients in society, one of the ways is through providing English class. Although the current existed English class was unorganized in terms of learning curriculum, be it materials and assessments, the author saw this as an opportunity for an improvement. In order to help Madani provide a better English class, this paper also explains about the strategy on how the project supposes to be conducted by using the principle in the Project Management. At last, after completing an analysis throughout the project, the author recommended Madani Mental Health Care should maintain the current modification of the class developed by the author.

**Key words:** Mental Health, English Lesson, Caregiver, Community Involvement Project, Volunteer Work



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Adoption, Implementation and Disruption Paterns of New Organizational Forms and Practices in Organizations: A Longitudinal Analysis**

**Phd(c.) İlhan ALYAY**

Uludağ Üniversitesi

ilhanalyay@gmail.com

Orcid: 0000-0002-9986-855X

**Prof. Dr. Bilçin Tak MEYDAN**

Uludağ Üniversitesi

btak@uludag.edu.tr

Orcid: 0000-0002-1831-4281

### **ABSTRACT**

The research is motivated on the observation which is inside the organization in the business world adopt new management practices and organizational forms, some continue to be applied in the long term, some remain on the agenda for a very short tie and are quickly forgotten, and some continue to be applied in papers and are not included in core business practice. The study aims to explain the (i) adoption, (ii) implementation and (iii) abandonment/liquidation behaviors of organizations in a typology of new managerial work practices and organizational forms. The study examines 19 managerial practices and organizational forms that an organization has adopted, implemented and abandoned over a 12-year period, longitudinally. The author served in managerial roles in the organization in question during the 12-year period examined. It examines new managerial practices and forms, of which he is also a decision maker and implementer, in terms of adoption, implementation and abandonment decisions over a 12-year period. Therefore, the study was designed as an ethnographic analysis. In this study, unlike the previous studies, the motivation of the new organizational practices and forms to be adopted by the organizations, whether the original form is adopted by preserving or adapting, and whether it is integrated into core activities, as well as the long-term application of these forms and practices in the organization. Decisions to abandon the application and/or continue the application procedurally are examined. In this context, the variables that are thought to be effective in the decision to continue/remove/procedurally apply a practice/form have been determined. The fact that an Organizational Behavior Typology will be developed on the basis of combinations of these variables constitutes the potential of the study to contribute to the literature.

**Keywords:** Organizational Forms and Pracitces, Institutional Theory, Isomorphisim, Coercive, Mimetic and Normative Institutional Pressure, Managerial Decision Making, Longitudinal Study



## Role of Social Media in Elections : A Review

**Mr. Dhrubajyoti THAKURIA**

Research Scholar, Royal School Of Business,  
Royal Global University,  
ORCID: 0009-0006-2582-565X  
thakuria\_dj@yahoo.com

**Dr. Payel Chaudhuri**

Assistant Professor, Royal School Of Business,  
Royal Global University

**Dr. Gobinda Deka**

Associate Professor  
Maniram Dewan School of Management  
K K Handique State Open University, India

### ABSTRACT

This review article explores the significant role played by social media in elections. It investigates the influence of social media on the electoral process, including voter participation, political campaigns, information dissemination, and democratic participation. Additionally, the article explores the challenges and opportunities posed by the use of social media platforms during elections. This article aims to provide a comprehensive overview of the role of social media in elections and its implications for democratic procedures. This article aims to enhance our understanding of the influence of social media on political landscapes and electoral outcomes by synthesizing existing research and analyzing case studies from different countries. It attempts to identify the critical factors that influence the success or failure of social media strategies in election campaigns. The increasing prevalence of social media platforms has altered the dissemination and reception of political information. It is essential for policymakers, political candidates, and citizens to comprehend the function of social media in elections. This article emphasizes the significance of monitoring and regulating social media platforms in order to guarantee fair and transparent electoral processes. It also highlights the need for media literacy programmes to equip individuals with the ability to navigate the complex social media landscape and distinguish between reliable and false information. This article's primary objective is to shed light on the multidimensional impact of social media on elections. It identifies key benefits, such as increased political engagement, access to diverse perspectives, and targeted campaigning, as well as potential challenges, such as the spread of misinformation, polarization, and public opinion manipulation. By analyzing effective and ineffective social media strategies, the article provides recommendations for politicians and policymakers to leverage the potential of social media by minimizing its negative effects. This review article's findings contribute to the ongoing conversation about the role of social media in democratic processes and provide a foundation for future research in this area.

**Keywords:** Social Media, Election, Political Campaigns



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Behaviour Targeted Training: Improving Employee Engagement in a Small and Medium Canadian Business**

**Dr. Lee ROBERTS**

Swiss School of Business and Management

robertslee6679@gmail.com

Orcid: 0000-0003-4063-2048

### **ABSTRACT**

Companies are struggling to keep operating costs under control. They are finding it more challenging to source supplies, especially since Covid-19, which has now been followed by an expected global recession, which has compounded the difficulties companies were already facing. In addition, many large businesses are increasingly outsourcing their manufacturing to cheaper countries, making it even more difficult for small and medium-sized companies to compete. With this quickly changing technology, supply issues, staffing challenges, and the global pandemic, businesses must explore better, more effective ways to do business. One of the most effective ways of doing that is through employee training. Training increases engagement and performance by enhancing skills and proficiency, as confirmed in this study. The other substantial part of the equation is the desire to engage in training and employee preference determined by personality and behaviour, which plays a role in our everyday interactions and engagement in tasks. Still, current research demonstrates a lack of focus and detail on structuring training based on personality preferences to increase engagement and performance. This research examines the three main training methods used in industry and aims to answer whether personality and behaviour traits make a difference in selecting training to increase employee engagement and performance.

**Keywords:** Engagement, Behaviour, Training, Growth Mindset



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Tick Size and Liquid Stocks: Evidence from an Unusual Natural Experiment

**Dr. Güzhan GÜLAY**

Borsa İstanbul  
guzhan.gulay@borsaistanbul.com  
Orcid: 0000-0002-1714-185X

**Yaşar ERSAN**

University of Michigan  
yasare@umich.edu  
Orcid: 0000-0003-1014-6460

### ABSTRACT

We study the causal impacts of a tick size reduction policy in highly liquid stocks, exploiting an unusual policy experiment in Borsa İstanbul that led to the considerable exogenous variation in the tick size for stocks. Adapting a differences-in-differences strategy with a novel limit order book data with intraday calculations in Borsa İstanbul, we find that the tick size reduction improves market quality for the liquid stocks by significantly lowering quoted spread, effective spread, and realized spread yet reducing the depth at the best bid offer and aggregate depth. Moreover, results indicate a lower price impact for the treated stocks. While there is no significant impact on trading volume, smaller tick sizes make trade and order sizes significantly smaller. Estimates also show that smaller tick sizes have null effects on the submission of market orders, volatility, and returns. As dark pools and internalization of orders in the Turkish Stock Market do not exist, thus Borsa İstanbul has all orders and trades in its trading venue, which makes our study depart from the existing literature.

**Keywords:** Tick size, Market quality, Liquid stocks, Causal analysis



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Factors affecting Women Entrepreneurs in Bangladesh: A Sociological Study**

**Research Scholar Mohammed Aminur RAHAMAN**

Department of Sociology  
Lovely Professional University; Punjab, India  
arahaman@cu.ac.bd

**Asst. Prof. Dr. Hilal Ahmad DAR**

Department of Sociology  
Lovely Professional University; Punjab, India  
hilal.26194@lpu.co.in

### **ABSTRACT**

The most significant players in Bangladesh's economy are entrepreneurs, yet little is understood about what drives them, how they form, and why they are successful. Studies on women are notably lacking. This study aims to identify the key impediments and variables affecting female business owners in Bangladesh. Studies found that insufficient capital, sales promotion, gender discrimination, illiteracy, a lack of technical help and training programs, a lack of managerial knowledge, are the main issues. Women still do not participate in traditional economic activities to a sufficient extent. The current study also noted that a variety of factors, including parenting responsibilities, access to a market and informational network, start-up capital, knowledge and skill sets, and financial flexibility, influence women's decisions to establish their own enterprises. The results shown from the previous studies found that while financial accessibility has a positive effect on women's entrepreneurial development, knowledge level has a constructive link with it. Making financial support available for knowledge creation is essential.

**Keywords:** Capital, Economic development, Entrepreneurs, Network, Sales promotion, Women





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Building Smart Cities: Technology, Education, and Inclusive Governance for Smart Communities**

**Sandra COSTA**

Universidade Aberta, Portugal  
Universidade do Minho  
sandramfc23@gmail.com

### **ABSTRACT**

Technology, by itself, is no guarantee of achieving a smart city and subsequently evolving into a smart community. Educating people, from preschool to higher education, for smart cities involves raising awareness, promoting digital literacy, and promoting active citizen participation.

It is important to finance not only innovation but also the social sphere to reduce differences, providing greater balance and cohesion between territories. Smart cities, and subsequently smart communities, must be inclusive, but smart is not necessarily sustainable.

An influential holistic view requires the collaboration of all stakeholders, including public institutions, the private sector, voluntary organizations, schools, and citizens. And that's where governance comes in, establishing rules and good practices that can and should be followed to obtain a better result worldwide.

**Keywords:** Education, Technology, Smart cities, Inclusive, Governance, Smart Communities.



## British Rule and Dress Codes in India

**Mr. Partha Pramanik**

Department of History  
University of Calcutta  
parthapramanik1812@gmail.com

### ABSTRACT

We have seen so many changes in Indian people under the influence of British such as Language, food, education etc. In the same way styles of clothing in people changed through the British people. This frequently lead to misunderstanding and conflict between Indian and Britishers. Consider the case of the turban and the hat when European traders first began frequenting India, they were distinguished from Indian Turban wearers as the hat wearers. The Turban in India was not just for protection from the heat, it was a sign of respectability and they could not be removed at will. In Western tradition, the hat had to be removed before social superiors as a sign of respect. This cultural difference created misunderstanding - The British were often offended if Indians did not take off their turban when they met British officials.

At the beginning of 19th century British officials follow Indian etiquette and removed their foot wear in the courts of ruling Kings or Chiefs. Some British officials also wore Indian clothes. But in 1830, Europeans were forbidden from wearing Indian clothes at official functions like turban. Another such conflict we have seen in the wearing of Shoes. In 1824-28 Lord Amherst insisted that Indians should take off their Shoes as a sign of respect when they appeared before him, but this was not strictly followed in mid 19th century. Lord Dalhousie 'shoe respect' was made stricter, and Indians were made to take off their shoes when entering any government institution.

In 1862 there was a famous case of 'The Shoe respect' rule in Surat courtroom. Manockjee Cowasjee Entee, an assessor in the Surat Fauzdare Adawlut, refused to take off his shoes in the court of the Sessions Judge. The judge insisted that he take off his shoes as that was the Indian way of Showing respect to superiors. But Monockjee remained adamant. He was barred entry into the courtroom and he sent a letter of protest to the Governor of Bombay.

The British insisted that since Indians took off their shoes when they entered a sacred place or home. They should do so when they entered the courtroom. In the controversy that followed, Indians urged that taking off shoes in sacred places or at home was linked to two different questions- Firstly, there was the problem of dirt and filth shoes collected the dirt on the road. This dirt could not be allowed into spaces that were clean. Particularly when people in Indian homes sat on the ground Secondly, leather shoes and the filth that stayed under it were seen as polluting. But public buildings like the courtroom were different from home. But it took many years before shoes were permitted into the courtroom.

**Keywords:** Dress Codes, Shoes, Turban, Colonial Ethics



## **Inclusive and Community-based approaches using in Agriculture Technology Promotion and Scaling up Lessons for People with Disable in Eastern Ethiopia**

**Ibsa Aliyi Usmane**

School of Rural Development and Agricultural Innovation  
Haramaya University, Ethiopia  
ibsaaly2012@gmail.com

**Abdulaziz Teha Umere**

Fadis Agricultural Research Center, Harar, Ethiopia  
abdulaziztaha@gmail.com

### **ABSTRACT**

**Background:** People with Disables have great contributions in countries' development that they endowed with great accumulation of knowledge and skill through participations in different production sector like agriculture even stigmatized. Based on this inception, this research activity was initiated with objectives of scale up the best climate smart agriculture practices to people with disable, engage people with disable in technology promotion and scaling up the lessons, and disseminate the knowledge and skill to people with disable in alternative income generation enterprises.

**Materials and Methods:** To achieve these all objectives, Babile district Erer Ibada and Ifadin kebeles were selected where people with disable these infected by leprosy disease. Accordingly, 27 PwD were involved in study and provided training on different topic of agricultural technologies both on pre- and post-harvest production, and provided with many inputs for pre-and post-harvests. After all, two sorghum varieties Melkam and Dekeba; Two Haricot-bean varieties KTAB1 and Batu with full packages were sown on provided land.

**Results:** As a result, Malkam variety performed high yielder 38.5 quintal/hectare compare to Dekeba yielded 31.5 quintal/hectare, similarly Melkam variety marketed more 1005 quintal because of its demand on market in turn they earned good income. Moreover, the Haricot-bean variety KTAB1 yielded high 14.5 quintal/hectare compare to Batu yielded 12.8 quintal/hectare, however, Batu variety is marketed as produced because of its high demand in both urban and rural areas.

**Conclusion and policy implications:** For all these technology implementations, different networking and media coverage by mass media like regional and national TV programs, FM Radios, field days, workshops and published and printing materials were used. Therefore, it is recommended that scaling up of these research activities lessons and experiences by governments, no-governments organizations and other stakeholders should mainstream People with Disable in their development and research programs.

**Keywords:** People with Disable, Inclusive, Scaling up, Agriculture



## Yönetim Kurullarını Yapay Zekayla Çeşitlendirmek: Müspet ve Menfi Yönler

**Prof. Dr. Mehmet ERYILMAZ**

Bursa Uludağ Üniversitesi

mehmetery@uludag.edu.tr

ORCID: 0000-0002-8851-0771

### ÖZET

İnsanlık yeni bir dönemi, “dijital çağı” idrak ediyor. Dijital çağla birlikte toplumun her zerresi gibi, toplumun mühim ekonomik aktörleri olan firmalar da elbette değişiyor. Bugünlerde tartışılan konulardan bir tanesi de “Yönetim Kurulları (YK)”nı çeşitlendirmek. Şimdiye kadar YK’ları cinsiyet, yaş, eğitim, mesleki geçmiş, bağımsızlık durumları, uyruk vb. muhtelif faktörlere göre çeşitlendirmenin artı ve eksi yönleri oldukça kapsamlı biçimde tartışıldı. Öte yandan, bu noktada karşımıza yeni bir YK çeşitlendirme alternatifi çıkıyor: YK’nın mevcut doğal zekalarına (insanlara) ilaveten “Yapay Zeka (YZ)” ile çeşitlendirilmesi. Nitekim bu tercihin liderliğini yapan şirketlerden bir tanesi de Hong Kong’lu şirket “Deep Knowledge Ventures” idi. Şirket 2014 yılında YK’sına bir YZ’yi dahil etmişti. Bu bağlamda, şirketlerin YK’larında YZ’yi kullanmak bir seçenek haline gelmeye başladı. Öte yandan dijital dönüşüm yazını incelendiğinde, YK’larda YZ’nin kullanımının, müspet ve menfi yanlarıyla, کافی derecede tartışılmadığı görülmektedir. Bu manada, mevcut çalışmanın gayesi YZ’nin YK’larda kullanılmasının potansiyel avantaj ve dezavantajlarına dikkat çekerek bir tartışma ortamı yaratmaktır.

**Anahtar Kelimeler:** Yönetim Kurulları, Yapay Zeka, Çeşitlendirme.

## Diversifying Board of Directors with Artificial Intelligence: Pros and Cons

### ABSTRACT

Humanity realizes a new era, “digital one”. In the digital era, every cell of society is changing radically and firms, as crucial economical actors of society, are not exceptional. As we know, one of the current debates for firms is diversification of “Board of Directors (BoDs)” of firms. Until now, pros and cons of diversification of BoDs by age, gender, education, functional background, nationality, independence of members have been discussed in a detailed way. However, a new diversification field for BoDs is emerging: Diversification of BoDs with artificial intelligence. One of the leaders in this field was Deep Knowledge Ventures, a firm operating in Hong Kong. The firm allocated a seat to “Artificial Intelligence (AI)” in 2014. In this context, diversifying BoDs with AI is becoming an alternative for firms. On the other hand, an examination of the field reveals that there is almost no detailed discussion of pros and cons of the use of AI in BoDs. Therefore, this study mainly aims to share potential advantages and disadvantages of use of AI in BoDs.

**Key Words:** Board of Directors, Artificial Intelligence, Diversity in Boards.



## Study the Performance Measures of the Supply Chain for Industry 4.0.

**Prof. Dr. Prakash DIVAKARAN**

Pro-Vice Chancellor,  
Himalayan University,  
Itanagar,  
Arunachal Pradesh,  
India.  
prakashtek@gmail.com

### ABSTRACT

Industries that go digital could monitor every aspect of their supply chain in real-time, including determining the exact location of the product. Modern inventory tracking systems enable it to be simple for managers to monitor inventory by integrating updates from supplier networks using internet base applications. Supply chain performance is determined using several kinds of performance perspectives but this research paper utilized three performance perspectives namely operational performance perspectives, environmental perspectives, and economic perspectives. Supply chain performance indicators offer an estimate of the productivity of the supply chain system. Understanding the supply chain more effectively and increasing its overall performance can be improved by measuring its performance. The main purpose of this research is to investigate the various supply chain performance measures for Industry 4.0. This research study adopted secondary data that includes published academic research papers, peer review journals, press releases, and websites about supply chain performance measures and the many elements that influence the adoption of Industry 4.0 in general. According to a review of the literature, measures, and metrics of supply chain performance measurement have been analyzed and a structure with an innovative perspective on how supply chain procedures could be measured is offered. This research provides a cross-organizational performance measuring approach from a system perspective to help performance improvement in supply chain management. This study revealed that organizations that carry out collaborative activities with vendors and consumers are able to develop organizational capacity, which ought to spill over into boosted operational performance such as price and quality. Manufacturing resources and expertise should be allocated to the advancement of competitive targets, as obtaining a competitive advantage.

**Keywords:** Supply Chain Performance Measures, Industry 4.0, Operational Performance Perspectives, Environmental Perspectives, and Economic Perspectives.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Indo-Pacific a Geopolitical construct: A Maneuvering ground for International and Regional Powers**

**Assistant Professor Jobanpreet Singh**

DAV University Jalandhar  
jobanpreet27938@gmail.com

### **ABSTRACT**

In the International arena National interest guides the nations in their global endeavours. As the century is moving International power centers are also getting shifted. With fast rising Asian economies and increasing Sino-American rivalry, Indo-Pacific has emerged as a tension nerve in the International Political System. The region spans from the eastern coast of Africa to the western shores of America and home to world's busiest maritime trade routes and strategic chokepoints. The nations are aligning themselves with the new geopolitical landscape that is unfolding, major powers such as the United States, China, Japan, India and Australia are all looking for influence and leverage in the Indo-Pacific. Europeans and Regional powers like ASEAN are also asserting their interest to show their historical connection and centrality in the region. The so called Quad is also underdevelopment to counter the undemocratic nations in the region. Ultimately, the Indo-Pacific will continue to be a critical arena for international and regional powers to engage and compete with one another, with far reaching implications for the global balance of power and the future of world politics.

**Keywords:** Indo-Pacific, Nations, Geo-political, Strategic, Cooperation, Competition, Quad.



## The Debate Over Defining Successful Teaching

**Dr. Ermelinda KASHAH**

"E'qrem Çabej" University  
Faculty of Education and Social Sciences  
Department of literature  
e.kashahu@gmail.com

**Dr. Mirela Saraçi**

"E'qrem Çabej" University  
Gjirokastra, Albania  
mirelagjirokaster@yahoo.com

**Dr. Yllka Kenaçi**

"E'qrem Çabej" University  
Gjirokastra, Albania  
kenacy@gmail.com

### ABSTRACT

There is a debate among education professionals today regarding the definition of successful teaching, which focuses on the characteristics of such teachers. After much discussion (Grigg 2010), three characteristics have been defined:

- charismatic teacher;
- expert;
- reflective.

This debate is not only at academic levels, but its conclusions are important to evaluate the work of successful teachers. Let's look at these models briefly.

The charismatic teacher

Good teachers are often cited for their personality. They bring enthusiasm and passion for teaching to the classroom. They are cheerful and attentive to students. Often these teachers stand out for taking care of students, especially in delicate cases when they have behavioral problems or some other kind. They are long preserved in the memory of students and colleagues for their personality and it happens that many other teachers follow them as a model, therefore they imitate them in their profession and in life.

The question of where 'good' teachers differ in personal qualities from those who are not as good has been examined by Morrison and McIntyre (1969). The problem with the charismatic teacher model is that there is little mention of what the students have learned. These teachers stand out for their teaching methodology, explain well, recite nicely, qualities that are distinct from teachers who have other qualities.

The expert teacher

This is more about demonstrating the qualities of these teachers. They are quite good masters of the subject, illustrate well every aspect of it and influence its understanding in the students. They have good communication skills. Some researchers (Gipps et al. 2000; Wolf, 1995) seek to standardize the characteristics of these teachers, who serve as models, by formulating the competency model. Such teachers are difficult for others to match when it comes to their model of competencies, which they possess at a fairly high level.

Expert teachers are usually also called competent. Competence is a broad concept, it describes the ability that someone has to demonstrate in a given occupation. The competence is related to the general qualities of the demonstration of some qualities which are evaluated according to the expected results, for which the formulation has already been made. Competencies include knowledge, habits and values.

**Keywords:** Debate, Teacher, Success



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **“Leadership Styles Towards Sustainability of Human Resources of an Aviation School ”**

**Atty. Gomeriano Amurao**

Air Link International Aviation College (ALIAC)

angonzales@aliac.edu.ph

### **ABSTRACT**

Different leadership styles are proven to affect the productivity and performance of employees. Human resources are responsible for developing effective leaders who can meet the demands of the organization and its employees. The method used for this research is a qualitative-descriptive approach. Using the Path-Goal theory's leadership styles, employees discussed their different perceptions and experiences with the different leadership styles. Achievement theory is used in this study to assess the success of employees. This study aims to determine the impact of directive, supportive, participative, and achievement-oriented leadership in attaining the success of employees.

**Keywords:** Leadership Style, Employees' Success, Sustainable Human Resources, Leadership Development





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Mapping Social Media in Kyrgyzstan

**Elira Turdubaeva**

University of Central Asia  
International Ala-Too University, Kyrgyzstan  
eliraturdubayeva@gmail.com

**Evangelia Papoutsaki**

**Ahmed Al-Rawi**

**Tahmina Inoyatova**

### ABSTRACT

Kyrgyzstan, a developing post-Soviet state in Central Asia, has witnessed lately a rapid growth in citizen's use of social media, mobile phones, online platforms and websites for political and civic engagement, activism, entertainment, education, and communication. The country represents an interesting case study for examining the social media landscape in Central Asia as it has been experiencing high political activity among citizens who often use social media as a crucial domain for social change. Kyrgyzstan remains the most dynamic country in Central Asia in terms of the frequency of political protests (Achilov, 2016) and change of its political regime. Hence, it is important to understand how social media and the Internet are being utilized by the citizens of Kyrgyzstan and what limitations exist in people's access to online platforms and tools. In this chapter, we survey the main social media platforms that are popular in Kyrgyzstan like Vkontakte, Odnoklassniki, Telegram, Instagram, Facebook, and Twitter, and we offer a general assessment of the most engaging social media posts to better understand the main issues discussed in each platform. Our findings show some stark differences along social media platforms as each one seems to be used for different purposes ranging from soliciting urgent health assistance, posting social service ads, hate speech, entertainment, and expressing political views. We argue here that each social media site needs to be examined separately for more details on how it is used by audiences in Kyrgyzstan and beyond.

**Keywords:** Kyrgyzstan; Social Media; Mobile Apps; Central Asia; Political Communication



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Influence of Brand Image and Product Quality on Purchase Decisions at Kopi Kenangan, Summarecon Mall, North Bekasi**

**Anna Wijayanti**

Management Department, Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
annawijayanti.2106@gmail.com

**Bunga Nur Kaunaini**

Management Department, Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
bngnrknaini@gmail.com

**Donni Ferdinan Irawan**

Management Department, Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
doniferdinan15@gmail.com

**Galuh Prasetyaningrum**

Management Department, Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
ningrumgaluh19@gmail.com

**Nurul Cahyani**

Management Department, Faculty Of Economics And Business  
Bhayangkara Jakarta Raya University, Indonesia  
nurulcah60@gmail.com

### **ABSTRACT**

This study aims to determine the effect of brand image and product quality on purchasing decisions at Kopi Kenangan Summarecon Mall Bekasi. Brand image and product quality can be satisfactory and can be used as a strength by companies to attract consumers and influence consumer purchasing decisions. The method used in this study was a quantitative method processed with SPSS version 25.0 and the number of samples in this study were 186 respondents who had filled out a questionnaire on the goggle form regarding Kopi Kenangan Summarecon Mall Bekasi Utara. Determination of this sample using a purposive sampling technique, which means that each individual used as a sample was selected deliberately based on certain considerations, these considerations include the characteristics of the respondents themselves. Brand Image and Product Quality variables simultaneously have an influence on Purchasing Decisions. The independent variables in this study are Brand Image (X1) and Product Quality (X2) while the dependent variable is Purchase Decision (Y). The data collection method is by distributing questionnaires and also using the Google form, so that the results of the Validity Test show that the Brand Image and Product Quality variables have a significant effect on purchasing decisions with rtable 1.97301, the questionnaire is said to be valid if the results of the Questionnaire Validity Test have a rcount value greater than rtable. The results of this study indicate that brand image and product quality have a positive and significant effect on purchasing decisions for Kopi Kenangan products at Summarecon Mall Bekasi, North Bekasi City, West Java 17142.

**Keywords:** Brand Image, Product Quality, Purchase Decision.



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Factors Influencing Purchasing Decisions: Price, Quality and Brand Image

**Ivan Ardiansyah**

Management Study Program, Faculty of Economics and Business, Bhayangkara University  
2020103251696@mhs.ubharajaya.ac.id

**Husni Fauzi Ramadhan**

Management Study Program, Faculty of Economics and Business  
Bhayangkara University  
202010325201@mhs.ubharajaya.ac.id

**Tiara Nurhikmah**

Management Study Program, Faculty of Economics and Business  
Bhayangkara University  
202010325193@mhs.ubharajaya.ac.id

**Mohamad Dimyati Hadi Saputra**

Management Study Program, Faculty of Economics and Business  
Bhayangkara University  
202010325163@mhs.ubharajaya.ac.id

**Rizky Maulana**

Management Study Program, Faculty of Economics and Business  
Bhayangkara University  
202010325196@mhs.ubharajaya.ac.id

### ABSTRACT

It is very important to mention past research or comparable research when compiling scientific studies or publications. By providing further evidence, previous research or related research adds to the strengthening of theories and phenomena of linkages or effects between variables. This research looks at factors that influence purchasing decisions, such as price, quality, and brand image, as well as marketing management research and practices. The purpose of this article is to develop hypotheses regarding the relationship between variables so that further research can be carried out in this area. The following is the conclusion of the literature review of this article: 1) Price affects purchasing decisions; 2) Quality influences purchasing decisions; 3) Brand image influences purchasing decisions.

**Keywords:** Factors, Purchasing Decisions, Price, Quality and Brand Image



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Strategies to Overcome Business Transformation After Pandemic Covid-19

**Prof. Willy Arafah**

Universitas Trisakti

**Dr. Wahyuningsih Santosa**

Universitas Trisakti

wahyuningsih@trisakti.ac.id

**Dr. Tiarapuspa**

Universitas Trisakti

tiara.puspa@trisakti.ac.id

**Jennifer Victoria Astari Haryanto**

Universitas Trisakti

jennivictoria88@gmail.com

**Anfat Nilainan**

Prince of Songkla University

6320610099@psu.ac.th

### ABSTRACT

**Background/Problems:** The decline in company performance productivity due to Covid-19 has caused every company to think about a strategic pattern to win market competition. This study uses a qualitative approach using interview techniques with 5 business people who have experienced business transformation due to the Covid-19 pandemic.

**Objective(s):** This research aims to provide strategic guidance for companies to overcome business transformation after the Covid-19 era.

**Results and Discussion:** The results of this study indicate that digitization, supply chain strengthening, innovation, customer involvement, flexibility, safety and health, employee involvement are the main strategies that must be considered to deal with the situation after the Covid-19 pandemic.

**Conclusions:** This research makes an important contribution to companies in facing post-Covid-19 business transformation, as well as providing appropriate and relevant strategic guidance to overcome these challenges. Further research needs to group companies according to their respective industries, for example companies engaged in the manufacturing industry will experience different challenges from companies engaged in the service industry.

**Keywords:** Business Transformation, Strategies, Case Study, Covid-19, Performance



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## The Role of Talent Management in Addressing Post-Covid-19 Business Transformation

**Tiarapuspa**

Universitas Trisakti  
tiara.puspa@trisakti.ac.id

**Deasy Aseanty**

Universitas Trisakti  
deasy.aseanty@trisakti.ac.id

**Netania Emilisa**

Universitas Trisakti  
netania@trisakti.ac.id

**Dita Oki Berliyanti**

Universitas Trisakti  
Dita.oki@trisakti.ac.id

**Harsha Danya Ibrahim**

Universitas Trisakti  
Harsha.d.i.3030@gmail.com

### ABSTRACT

**Background/Problems:** Post-Covid-19 challenges to the talent that must be owned by employees are higher than before the Covid-19 conditions. This research uses qualitative techniques with interview techniques with 6 decision makers in various industrial sectors who have experienced business transformation during the Covid-19 pandemic era.

**Objective(s):** This research aims to understand the role of talent management in overcoming business transformation after the Covid-19 era.

**Results and Discussion:** The results of the research show that effective and strategic management of talent is key in dealing with post-Covid-19 business transformation. Companies need to prioritize developing existing employees and attracting new talent to ensure the organization's ability to face the new challenges that will be presented to the business after the Covid-19 era.

**Conclusions:** This research makes an important contribution to companies in understanding the importance of talent management in facing the challenges of business transformation in the post-Covid-19 era. Effective talent management assists companies in building the company's competitive advantage in the long term, through developing a culture of innovation and collaboration, strengthening product and service development, and improving the company's operational and financial performance.

**Keywords:** Talent Management, Business Transformation, Case Study, Covid-19, Performance



**COMMUNICATION  
ECONOMICS  
ORGANIZATION**

**16-18 June 2023 - United States of America**

**6<sup>th</sup>**

**INTERNATIONAL  
CEO  
CONGRESS  
PROGRAM**

[www.ceocongress.org](http://www.ceocongress.org)



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Opening Time 09:00 (GMT +3)



**International CEO**

**(Communication, Economics, Organization)**

**Social Sciences Congress**

**16-18 June 2023- United States of America**

[www.ceocongress.org](http://www.ceocongress.org)

## INTERNATIONAL CEO CONGRESS PROGRAM

2023 Int. CEO Congress takes place with the participation and contributions of **464 academics from 31 countries:** Albania, Argentina, Azerbaijan, Bangladesh, Belarus, Bosnia and Herzegovina, Canada, Cuba, Ethiopia, Hungary, India, Indonesia, Iran, Ireland, Kosovo, Kyrgyzstan, New Zeland, Pakistan, Palestine, Philippines, Poland, Portugal, Romania, Russia, Spain, Thailand, TRNC, Türkiye, Ukraine, USA, Uzbekistan.

Presentations will be in **Turkish & English.**

**CEO Congress Zoom Meeting Channel 1: <https://l24.im/tIDC>**

**CEO Congress Zoom Meeting Channel 2 Link: <https://l24.im/jDMZ2Or>**

**Use Turkish time to see your presentation time please. (GMT +3)**

**The International CEO congress will start with the National Anthem of the Republic of Türkiye. <https://youtu.be/hW0muL11g8w>**

**Note:** CEO congress sessions are to be recorded in accordance to the General Data Protection Regulation (GDPR) and KİŞİSEL VERİLERİN KORUNMASI KANUNU (KVKK). By joining the congress sessions, you automatically consent to such recordings. If you do not consent to being recorded, discuss your concerns with the host or do not join the congress sessions. Congress proceedings book and congress full text book will be published in various places. The authors are responsible for the content of the papers.



**16 June 2023, Friday- SESSIONS & MODERATORS**

<https://124.im/tIDC>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel 1 Sessions</b>
<b>9:00-10:00</b>	<b>Opening Speeches</b> Assoc. Prof. Dr. <b>Duygu HIDIROĞLU</b> – Türkiye
<b>10:00-11:00</b>	<b>Keynote Speakers Session</b> Dr. <b>Rey TY</b> , Payap University – Thailand
<b>11:00-12:00</b>	<b>Guest Speakers Session</b> Assoc. Prof. Dr. <b>Analjyoti BASU</b> , Karnavati University – India
<b>12:30-14:00</b>	<b>Session 1</b> Assoc. Prof. Dr. Aliyeva Sevda Agamirza Asst. Prof. Dr Pradipta ROY
<b>14:00-15:30</b>	<b>Session 2</b> Asst. Prof. Dr Pradipta ROY Mr. Souvik DASGUPTA
<b>14:00-15:30</b>	<b>Session 3</b> Assoc. Prof. Dr. Savaş S. ATEŞ Dety NURFADILAH, MBA
<b>15:30-17:30</b>	<b>Session 4</b> Dr Dewi Puspaningtyas Faeni MBA MHt Fahmi Rizal
<b>15:30-17:30</b>	<b>Session 5</b> Prof. Roy H M SEMBEL Melinda MALAU
<b>17:30-19:30</b>	<b>Session 6</b> Assoc. Prof. Dr. Gülşen AKMAN Asst. Prof. Dr. Neda Nafari





**17 June 2023, Saturday - SESSIONS & MODERATORS**

<https://124.im/tIDC>

<b><u>Time</u></b>	<b><u>CEO Congress Zoom Meeting Channel 1 Sessions</u></b>
<b>08:30-11:30</b>	<b><u>Session 7</u></b> Ir. Yulita Fairina Susanti MSc, Phd Dr.ant İlhan ALYAY
<b>11:30-13:00</b>	<b><u>Session 8</u></b> Mr. Souvik Dasgupta Drant Mehmet Metehan Çetintaş
<b>11:30-13:00</b>	<b><u>Session 9</u></b> Dr. Rey TY Emrah CENGİZ
<b>13:00-14:30</b>	<b><u>Session 10</u></b> Dr. Muhammad Zia-ur-REHMAN Dr. Melinda MALAU
<b>13:00-14:30</b>	<b><u>Session 11</u></b> Asst. Prof. Dr Pradipta ROY Drant Kerim KARADAL
<b>14:30-16:00</b>	<b><u>Session 12</u></b> Dr. Firdaus BASBETH Sugeng Riyadi
<b>14:30-16:00</b>	<b><u>Session 13</u></b> Lecturer Sergio Quiroga Mr. Kerim KARADAL
<b>16:00-18:00</b>	<b><u>Session 14</u></b> Asst. Prof. Merle Almeida Dr. Hacı Ahmet ÇAKIR
<b>16:00-18:00</b>	<b><u>Session 15</u></b> Dr Dewi Puspaningtyas Faeni MBA MHt Mequanint Birhan Alem (MSc, MBA)
<b>18:00-19:30</b>	<b><u>Session 16</u></b> Prof. Dr. Manole Cojocaru Zohaib Hassan SAIN



**18 June 2023, Sunday - SESSIONS & MODERATORS**

<https://124.im/tIDC>

<b><u>Time</u></b>	<b><u>CEO Congress Zoom Meeting Channel 1 Sessions</u></b>
<b>08:00-10:00</b>	<b><u>Session 17</u></b> Dr. Muhammad Zia-ur-REHMAN Zohaib Hassan SAIN
<b>10:00-11:30</b>	<b><u>Session 18</u></b> Dr. Muhammad Zia-ur-Rehman Erkan TUR
<b>11:30-12:30</b>	<b><u>Session 19</u></b> Assoc. Prof. Dr. Analjyoti BASU Drant Kerim KARADAL
<b>12:30-13:30</b>	<b><u>Session 20</u></b> Dr. Ir. Amelia Naim INDRAJAYA Prof. Dr. Wiwiek M Daryanto
<b>13:30-15:00</b>	<b><u>Session 21</u></b> Dr. Melinda Malau, SE.,MM.,CBV.,CFRM.,CFA.,CPA Dr. Srinivas Babu RATNAM
<b>15:00-16:30</b>	<b><u>Session 22</u></b> Assoc. Prof. Dr. Analjyoti BASU Muhammad Zia Ur REHMAN
<b>16:30-18:00</b>	<b><u>Session 23</u></b> Mr. Souvik DASGUPTA Shadieva Gulnora MARDIEVNA
<b>18.00-19.00</b>	<b><u>Session 24</u></b> Prof. G. P. Dinesh Assoc. Prof. Dr. Esengül SALİHOĞLU
<b>19.00-19.30</b>	<b><u>Closing Session</u></b> All congress participants are required to attend this session. The best paper award will be given. <b>Prof.Dr. Wiwiek Mardawiyah DARYANTO</b> <b>Prof. Dr. Himmet KARADAL</b> Assoc. Prof. Dr. Azer Dilanchiev <b>Prof. Dr. Şevki ÖZGENER</b> <b>Prof. Dr. Remzi ALTUNIŞIK</b>



## 16 June 2023, Friday- SESSIONS & MODERATORS

<https://l24.im/jDMZ2Or>

<b><u>Time</u></b>	<b><u>CEO Congress Zoom Meeting Channel 2 Sessions</u></b>
<b>12:00-13:30</b>	<b><u>Session 1</u></b> Assoc. Prof. Dr. Murteza HASANOĞLU Assoc. Prof. Dr. Pınar Ünal-AYDIN
<b>13:30-15:00</b>	<b><u>Session 2</u></b> Prof. Dr. Olcay Bige AŞKUN Assoc. Prof. Dr. Nazlı ERSOY
<b>15:00-16:30</b>	<b><u>Session 3</u></b> Assoc. Prof. Dr. Nebiye KONUK KANDEMİR Assoc. Prof. Dr. Halit HAMZAOĞLU
<b>16:30-18:00</b>	<b><u>Session 4</u></b> Assoc. Prof. Dr. Erdal ŞEN Assoc. Prof. Dr. Murat SAĞBAŞ
<b>18:00-20:30</b>	<b><u>Session 5</u></b> Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT Dr. Fatih İbrahim KURŞUNMADEN



**17 June 2023, Saturday - SESSIONS & MODERATORS**

<https://l24.im/jDMZ2Or>

<b><u>Time</u></b>	<b><u>CEO Congress Zoom Meeting Channel 2 Sessions</u></b>
<b>08:30-10:30</b>	<b><u>Session 6</u></b> Asst. Prof. Dr. Leyla İÇERLİ Dr. Güzhan GÜLAY
<b>10:30-12:00</b>	<b><u>Session 7</u></b> Assoc. Prof. Dr. M. Kenan TERZİOĞLU Assoc. Prof. Dr. Arzu AKDENİZ
<b>12:00-13:00</b>	<b><u>Session 8</u></b> Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL Assoc. Prof. Vedat YILMAZ
<b>13:00-14:00</b>	<b><u>Session 9</u></b> Asst. Prof. Dr. Burcu ÖZGÜL Yasemin ÇAKAR
<b>14:00-15:30</b>	<b><u>Session 10</u></b> Prof. Dr. Mehmet ERYILMAZ Assoc. Prof. Dr. Ebru Ertürk
<b>15:30-17:00</b>	<b><u>Session 11</u></b> Prof. Dr. Eyüp ARTVİNLİ Assoc. Prof. Dr. Fadime DİLBER
<b>17:00-18:30</b>	<b><u>Session 12</u></b> Assoc. Prof. Dr. Özgür ÇARK Dr. Öğr. Üyesi Hülya ER



**18 June 2023, Sunday - SESSIONS & MODERATORS**

<https://l24.im/jDMZ2Or>

<b>Time</b>	<b><u>CEO Congress Zoom Meeting Channel 2 Sessions</u></b>
<b>08:00-10:00</b>	<b><u>Session 13</u></b> Mr. Souvik DASGUPTA Assistant Professor Jobanpreet Singh
<b>10:00-11:00</b>	<b><u>Session 14</u></b> Prof. Dr. Ali ERBAŞI Dr. Öğr. Üyesi Aslı Çillioğlu KARADEMİR
<b>11:00-12:30</b>	<b><u>Session 15</u></b> Prof. Dr. Ahmet ŞENGÖNÜL Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI
<b>12:30-13:30</b>	<b><u>Session 16</u></b> Prof. Dr. Mehmet MARANGOZ Asst. Prof. Dr. Cüneyd İkbâl SARIOĞLU
<b>13:30-15:00</b>	<b><u>Session 17</u></b> Prof. Dr. Orhan ELMACI Prof. Dr. M. Atilla ARICIOĞLU
<b>15:00-16:30</b>	<b><u>Session 18</u></b> Assoc. Prof. Dr. Mutlu UYGUN Assoc. Prof. Dr. Aynur PAŞAYEVA
<b>16:30-18:00</b>	<b><u>Session 19</u></b> Prof. Dr. Himmət KARADAL Dr. Öğr. Üye. Erhan HANCIĞAZ
<b>18.00-19.00</b>	<b><u>Session 20</u></b> Dr. Muhammet Mustafa ÜNLÜ



OPENING CEREMONY	
<b>Friday</b> <b>16 June</b> <b>2023</b>  <b>9:00-10:00</b>	<p>Opening Speeches</p> <p style="text-align: right;"><b><u>Moderator:</u></b></p> <p>Assoc. Prof. Dr. <b>Duygu HIDIROĞLU – Türkiye</b></p> <p><b>National Anthem of the Republic of Türkiye</b></p> <p style="text-align: right;"><b><u>Speakers:</u></b></p> <p><b>Prof. Ir. M. Aman Wirakartakusumah</b>, Rector of IPMI International Business School (Sekolah Tinggi Manajemen IPMI)</p> <p>Dr. Amy DiMaio, Dean and Chief Academic Officer at Acacia University (United States of America)</p> <p>Assoc. Prof. Dr. Mehmet Naci EFE, Head of International University of Goražde (Bosnia &amp; Herzegovina)</p> <p>Prof. Dr. <b>Farhod AHROROV</b>, Vice Rector of Samarkand Branch of Tashkent University of Economics, <b>Uzbekistan, Co-Chair</b></p> <p>Prof. Dr. <b>Sergii KHOLOD</b>, Rector of Alfred Nobel University <b>Dnipro, Ukraine, Co-Chair</b></p> <p>Prof. Dr. <b>Himmet KARADAL</b>, Bolu Abant İzzet Baysal University, <b>Türkiye, Co-Chair</b></p>
<b><u>Channel</u></b> <b><u>Link:</u></b>	<a href="https://l24.im/tlDC">https://l24.im/tlDC</a>



<b><u>Keynote Speakers Session</u></b>	
<b>Friday</b> <b>16 June</b> <b>2023</b>  <b>10:00-</b> <b>11:00</b>	<p style="text-align: center;"><b><u>Moderator:</u></b></p> <p>Dr. <b>Rey TY</b>, Payap University – <b>Thailand</b></p> <p style="text-align: center;"><b><u>Keynote Speakers:</u></b></p> <p>Prof. Dr. <b>Siham EL-KAFABI</b>, Director of Arrows Research Consultancy, <b>New Zealand</b></p> <p>Prof. Dr. <b>Hernán E. Gil FORLEO</b>, University of Buenos Aires, <b>Argentina</b></p> <p>Carles Agustí I Hernández, International Governance Consultant &amp; SDG Manager (Barcelona/Spain) Spain</p> <p><b>Dr. Dewi Puspaningtyas Faeni, MBA, MHI</b>, Dean Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya, <b>Indonesia</b></p> <p>Prof.Dr. Luís Miguel Cardoso, Polytechnic Institute of Portalegre, Portugal</p> <p>Dr. Maurey Bond, Vice President at Acacia University (United States of America)</p> <p>Dr. Ir. Firdaus Basbeth, MM., Dr. Ir. Firdaus Basbeth, MM. Universitas Binawan,Indonesia</p>
<b><u>Channel</u></b> <b><u>Link:</u></b>	<p><a href="https://124.im/tIDC">https://124.im/tIDC</a></p>



<b>Guest Speakers Session</b>	
<b>Friday</b> <b>16 June</b> <b>2023</b>  <b>11:00-</b> <b>12:00</b>	<p style="text-align: center;"><b><u>Moderator:</u></b></p> <p>Assoc. Prof. Dr. <b>Analjyoti BASU</b>, Karnavati University – <b>India</b></p> <p style="text-align: center;"><b><u>Keynote Speakers:</u></b></p> <p>Asst. Prof. Dr. <b>Ir. Amelia Naim Indrajaya</b>, MBA – Head of CSMSR, IPMI International Business School, Jakarta, <b>Indonesia</b></p> <p><b>Dr. Bahrullah Safi</b>, Vice President International Acacia University, <b>Arizona, USA</b></p> <p><b>Asst. Prof. Dr. Sachin GUPTA</b>, Mohanlal Sukhadia University</p> <p>Assoc.Prof. <b>Murteza HASANOĞLU</b>, Azerbaijan State Administration Academy, <b>Azerbaijan</b></p>
<b>Channel</b> <b>Link:</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>

<b>Research Method Workshop</b>	
<b>Friday</b> <b>16 June</b> <b>2023</b>  <b>12:00-</b> <b>12:30</b>	<p style="text-align: center;"><b><u>Moderator:</u></b></p> <p>Assoc. Prof. Dr. <b>Analjyoti BASU</b>, Karnavati University – <b>India</b></p> <p style="text-align: center;"><b><u>Speaker:</u></b></p> <p><b>Dr. Muhammad Zia-ur-REHMAN</b>, Ph.D., MA Eng., MPM, MBA, M.Ed., LLB, <b>Malaysia</b></p> <p><b>Conceptualizing and Aligning Research for Real Life Problem Solving</b></p>
<b>Channel</b> <b>Link:</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>





**CEO Congress Zoom Meeting Channel 1**  
**16 June 2023, Friday**

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>16 June 2023 Session 1</b>	<b>12:30- 14:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Aliyeva Sevda Agamirza Asst. Prof. Dr Pradipta ROY</b>
<ol style="list-style-type: none"> <li>1. Digital Banks' Financial Ratios Reveal The Impact of Financial Inclusions Business Model on the Banking Sector in Indonesia - <b>Ms. Lindawati Octaviani TAN, Prof. Dr. Ms. Wiwiek Mardawiyah DARYANTO</b></li> <li>2. Financial Health of PT Sido Muncul Tbk According to Altman Z-Score in the Period 2018 – 2022 - <b>Bernard TIMOTIUS, Prof. Ir. Roy H. M. SEMBEL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>3. Gender aspects of the development of socio-humanitarian spheres in the Republic of Azerbaijan – <b>Assoc. Prof. Dr. Aliyeva Sevda Agamirza</b></li> <li>4. Working Capital Management and Profitability: Evidence from Europe - <b>PhD Student Amanj Mohamed AHMED, PhD Student Deni Pandu NUGRAHA, Mohammed Ahmed MAHMOOD, Asst. Prof. Dr. István HÁGEN</b></li> <li>5. The Impact of Self-identities, Perceived Country Image, and Institution Image on Intention to Choose Study Destination - <b>Kim Min SUK, Dr. Ir. Amelia Naim INDRAJAYA, Dr Ir Firdaus Basbeth MM</b></li> <li>6. Employees' Performance Enhancement Based on Collaborative E-Learning and Mediated by Training in Bank Syariah Indonesia: A Human and Organization Development Perspective - <b>Sri Wulandari, Dr. Dewi Puspitaningtyas Faeni, S.T, Rachmat Pramukty, M.Si</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>16 June 2023 Session 2</b>	<b>14:00- 15:30</b>	<b>Moderator</b>	<b>Asst. Prof. Dr Pradipta ROY Mr. Souvik DASGUPTA</b>
<ol style="list-style-type: none"> <li>1. Financial Growth Measurement of Robina Corporation Uses Altman Z-Score: A Case Study in the Indonesian Snack Market - <b>Hernandityo Yehezkiel YUNANTO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>2. Effectiveness of Project-Based Instructional Models for Shop &amp; Store Interior Design Courses, Faculty of Art and Design Universitas Trisakti - <b>Dr. Asih Retno Dewanti, M.Ds, M.Pd, Resky Annisa Damayanti, S.Ds, M.Ds, Erlina Novianti, S.Sn, M.Ds, Silviana Amanda Aurelia Tahalea, S.Sn, M.Sn, Syafika Chairunnisa</b></li> <li>3. Aesthetics of Design and The Meaning of Cultural Acculturation in The Islamic Center Mosque in Samarinda, East Kalimantan - <b>Layla Nurina Kartika Iskandar, S.Ds, M.Ds, Siti Febrina Rahmadani, S.Ds, M.Ds, Retno Damayanti, S.Sn, M.Ds, Rosidianti Alifah</b></li> <li>4. The Antecedents of Investor Intention to Invest in the JAKARTA Cryptocurrency Market - <b>Mr. Fadi Rendrahadi IRAWAN, Ms. Liza Agustina Maureen NELLOH, Mrs. Cut SJAHRIFA</b></li> <li>5. Leadership Styles Towards Sustainability of Human Resources of an Aviation School - <b>Gomeriano V. AMURAO</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 1		<a href="https://t24.im/tIDC">https://t24.im/tIDC</a>		
<b>16 June 2023</b> <b>Session 3</b>	<b>14:00-</b> <b>15:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Savaş S. ATEŞ</b> <b>Dety NURFADILAH, MBA</b>	
<ol style="list-style-type: none"> <li>1. The Effect of Perceived Emotional Support on Entrepreneurial Intention Mediated by Entrepreneurial Passion - <b>Justine TANUWIJAYA, Netania EMILISA, Deasy ASEANTY, Beta Oki BALIARTATI, Andreas Wahyu GUNAWAN</b></li> <li>2. Financial Analysis in Industry PT Telkom Indonesia - <b>Demmy Puspita SUGIADI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>3. The Effect of Organizational Commitment on Individual Creativity Mediated by Organizational Citizenship Behavior and Knowledge Sharing in Indonesia Banking Industry - <b>Achmad RAYADI, B. Medina NILASARI, Kurniawati, Salut MUHIDIN</b></li> <li>4. Growth Performance Analysis for Health Insurance in Indonesia at Financial Ratio 2019-2022 Period, Case Study Pre-Pandemic and During Pandemic - <b>Mr. Barry AFRIANDO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>5. Pilot Perception in Flight Safety: Analysis Based on Flight Data Monitoring System - <b>Muhittin APAYDIN, Savaş S. ATEŞ</b></li> <li>6. Evaluation of Airport Emergency Management Training Materials According to the Recommendations and Requirements of International Organizations - <b>Mehmet Ufuk SEYHAN, Nazan GÜL, Assoc. Prof. Dr. Savaş S. ATEŞ</b></li> </ol>				

Meeting Channel 1		<a href="https://t24.im/tIDC">https://t24.im/tIDC</a>		
<b>16 June 2023</b> <b>Session 4</b>	<b>15:30-</b> <b>17:30</b>	<b>Moderator</b>	<b>Dr Dewi Puspaningtyas Faeni MBA MHT</b> <b>Fahmi Rizal</b>	
<ol style="list-style-type: none"> <li>1. The Mediating Effect of Perceived Organizational Support on The Influence of Authentic Leadership Toward Turnover Intention in Generation Z - <b>Emilani NABABAN, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. Analysis of Customer Relationship Management (CRM) Implementation at BCA - <b>Mewarni Siregar, Setiyono, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>3. Case Study at Pt. Budi Manunggal in Diy: Analysis of Supply Control of Materials and Supplemental Materials on Production Volume - <b>Octa Nilam Lukkita Aga, Fahmi Rizal, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>4. Analysis of The Work from Home (WFH) Program and The HR Competencies on Employee Performance During The Covid-19 Pandemic - <b>Willy SANJAYA, ADHYATMA, Dewi Puspaningtyas FAENI</b></li> <li>5. A Bali Case Study of The Influence of Electronic Social Media on Asian Travelers' Destination Decision - <b>Ratih Puspitaningtyas Faeni, Faika Amanda Rahadian, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>6. The Impact of Workload and Work Discipline on Worker Performance in Indonesia - <b>Ida Oetari Porrnamasasi, Evita Meinar Sirait, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>7. The Digitalization of Marketing and Sales in the Chemical B2B Sector: Learning from Europe - <b>Bagas BASKORO, ST, Dr. Ir. Amelia Naim INDRAJAYA, MBA</b></li> <li>8. The Reinforcement of the Right To Education for Internally Displaced People in Times of Armed Conflict: A Glimpse From Indonesia's Perspective - <b>Dr. Jun JUSTINAR, Dr. Arlina PERMANASARI, Dr. Aji WIBOWO, Yoana Vina VALOIS, Yosefa Oktriviani MUTIARA</b></li> <li>9. The Effect of Using Sap in Business Intelligence - <b>Yohana Oktavia, Yonathan Hakim, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> </ol>				



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://l24.im/tIDC">https://l24.im/tIDC</a>		
<b>16 June 2023 Session 5</b>	<b>15:30- 17:30</b>	<b>Moderator</b>	<b>Prof. Roy H M SEMBEL Melinda MALAU</b>
<ol style="list-style-type: none"> <li>1. The Effect of The Apprenticeship Program on The Employer’s Intention to Hire SMK Graduates: As Seen in The Evidence in MM2100 Industrial Town, Bekasi - <b>Andrio A, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. The Impact of Digital Transformation and Remote Work on The Performance Appraisal of the Business Service in Indonesia Following the Pandemic - <b>Andria Permata Veithzal, Abdur Rahman Irsyadi, Dwi Yulistiyowati, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>3. Digital Transformation, Work From Home on The Performance of Culinary Msmes in Indonesia After the Pandemic – <b>Halimatussaadah, Sri Wulandari, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>4. The Impact of Heatwaves on Food Security and The Role of International Environmental Law - <b>Dr. Amalia ZUHRA, Dr. Arlina PERMANASARI, Dr. Siti Hafyah IDRIS, Mr. Muhammad Falih NASYWAAN</b></li> <li>5. Managerial Qualities, Human Resources Renewal, Marketing Strategies, Partnership Motivation, Work Orientation, and Work Standardization, and SMES Business Resilience in the Competition: A SMES Study in Surabaya, Indonesia - <b>Andi SUDHANA, Basuki SUKO, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>6. The Impact of Environmental, Social, and Governance Performance on The Financial Health and Firm Value of The Publicly Listed Firms at Indonesia Stock Exchange - <b>Riko RANGKUTI, Roy H. M. SEMBEL, Melinda MALAU</b></li> <li>7. The Effect of Tax Avoidance and Capital Structure on Firm Value (Empirical Study of Financial Companies Listed on The IDX For the 2017 – 2021 Period) - <b>Ruly Rakasiwi, Amor Marundha, Uswatun Khasanah</b></li> <li>8. Analysis of The Benefits of Financial Technology and Financial Socialization Towards Financial Behavior in Students in Surabaya Post Pandemic with Financial Literacy as The Intervening Variable - <b>Angelina SURYANTO, Wirawan E. D. RADIANTO</b></li> <li>9. The Performance of Private Equity Ownership Companies Listed in Indonesia Stock Exchange - <b>Yosia Kristine, Prof. Ir. MBA, Ph.D, CSA, CIB, CIIM. Roy SEMBEL, Dr. SE, MM, CPA, CBV, CFRM, CFA. Melinda MALAU</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://l24.im/tIDC">https://l24.im/tIDC</a>		
<b>16 June 2023 Session 6</b>	<b>17:30- 20:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Gülşen AKMAN Asst. Prof. Dr. Neda Nafari</b>
<ol style="list-style-type: none"> <li>1. Strategies to Overcome Business Transformation After Pandemic Covid-19 - <b>Prof. Willy Arafah, Dr. Wahyuningsih Santosa, Dr. Tiarapuspa, Jennifer Victoria Astari Haryanto, Anfat Nilaingan</b></li> <li>2. The Role of Talent Management in Addressing Post-Covid-19 Business Transformation – <b>Tiarapuspa, Deasy Aseanty, Netania Emilisa, Dita Oki Berliyanti, Harsha Danya Ibrahim</b></li> <li>3. British Rule and Dress Codes in India - <b>Mr. Partha Pramanik</b></li> <li>4. India’s Access to Clean Energy is Dependent on Lithium - <b>Uki CHOWDHURY</b></li> <li>5. Revaluation Of India-China Relations on The Commencement of Xi Jinping’s Third Term - <b>Uki CHOWDHURY</b></li> <li>6. Designing the Employer Brand Model of Insurance Companies in Order to Overcome the Challenge of Attracting and Retaining Talented and Specialized Human Resources (Qualitative Approach: Grounded Theory) - <b>Asst. Prof. Dr. Neda Nafari, Mohammad Hosseinpour Jomadi</b></li> <li>7. Portfolio Equity Flows Between Developed and Emerging Markets - <b>Paweł Błoński, PhD student</b></li> <li>8. COVID 19 and Plight of Women (With Special Emphasis on Indian Women) - <b>Ms. Sritama MANDAL</b></li> <li>9. Examination of Consumers' Choice of Cleaning Materials with Conjoint Analysis - <b>Assoc. Prof. Dr. Gülşen AKMAN, Tolga OFLU, Ali İhsan BOYACI</b></li> </ol>			



**CEO Congress Zoom Meeting Channel 1**  
**17 June 2023, Saturday**

Meeting Channel 1		<a href="https://124.im/tIDC">https://124.im/tIDC</a>	
17 June 2023 Session 7	08:30- 11:30	Moderator	<b>Ir. Yulita Fairina Susanti MSc, Phd Dr. ant İlhan ALYAY</b>
<ol style="list-style-type: none"><li>1. Financial Performance Analysis of the Largest Clinical Laboratory in Indonesia, PT. Prodia Widyahusada, Tbk. Prior and During Pandemic Covid 19 for the periods of 2018-2022 - <b>Popy AGUSTINA, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>2. Financial Distress Analysis for Garuda Indonesia Uses the Altman Z-Score Method in the 2018-2022 Period - <b>Dian Utami WULANINGSIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>3. Analyzing the Return on Equity and Return on Assets to Evaluate Profit Growth at PT. Indofood Sukses Makmur Tbk. for the Period of 2016-2020 - <b>Santoso TJHANG, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>4. Financial Ratio Analysis of PT. Campine Ice Cream for the Years 2017 to 2020 - <b>Desviani Lestari Anggreini Br Surbakti, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>5. PT MD Pictures Tbk., Financial Performance Analyze from 2017-2021 Period - <b>Lycie JOANNA, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>6. Financial Health Analysis of PT Indo Tambangraya Megah Tbk. According to Altman Z-Score in Period of 2018 – 2022 - <b>Tulus SITUMEANG, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>7. Financial Performance Measurement and Analysis of the World’s Biggest- Sea Freight Carrier A.P. Møller - Maersk A/S Based on The Key Financial Ratios in the Period of 2018-2022 - <b>Dwi Valkino SYAM, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>8. Financial Performance Analysis during 2017-2021 in Oil Production: Case Study in Indonesian Oil and Gas Industry - <b>Mr. Roland AP Rhamadani, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>9. Financial Performance Analysis of PT Kimia Farma Tbk (KAEF) and PT Indofarma Tbk (INAF) Year 2018-2022 - <b>Muhamad Brian MAYZAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>10. Implementation of Islamic Economic System in Religious Education Institutions at Nurul Islam Nature School (SANI), Bekasi-Indonesia - <b>M.Mar, Moh. Iqbal, Prof. Dr. S.E., Ak., M.M., Wiwiek Mardawiyah Daryanto</b></li><li>11. Exploring Liquidity Ratio, and Solvency Ratio at PLN Fulfills Business Continuity, Resiliency, and Sustainability - <b>Chandra Erick Manaek Pandapotan LUMBAN GAOL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li></ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>		<a href="https://124.im/tIDC">https://124.im/tIDC</a>	
<b>17 June 2023</b> <b>Session 8</b>	<b>11:30-13:00</b>	<b>Moderator</b>	<b>Mr. Souvik Dasgupta</b> <b>Drant Mehmet Metehan Çetintaş</b>
<ol style="list-style-type: none"> <li>1. The Business Opportunity of the Salt Industry Responding to The Market Demand In Indonesia - <b>Joannes Tarigan,ST, Prof.Dr.Wiwiek Mardawiyah,SE,AK,MM, Dr.Ir.Amelia Naim INDRAJAYA</b></li> <li>2. Analysis of Financial Performance of Mining Industry PT Antam TBK 2021-2023 - <b>Mario Samuel SITINJAK, Prof. Dr. Wiwiek Mardawiyah DARYANTO , Prof. Roy SEMBEL</b></li> <li>3. Measuring Financial and Stock Performance of Cement of Indonesia amid Competition with China Cement Produce - <b>Faruq HARIFSYAH, Prof. Dr. Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b></li> <li>4. Aesthetic Design of Malay Riau Songket - <b>S.Ds., M.Ds. AKKAPURLAURA, S.Ds., M.Ds. LAYLA NURINA KARTIKA ISKANDAR, S.Sn., M.Ds. EKANANDA HARIYADI, S.Sn., M.Ds. VIRGINIA SURYANI SETIADI</b></li> <li>5. The Development of Tourism Village Potential in Klungkung Regency, Bali Through Virtual Tour Media - <b>Dr., M. Ds. SANGAYU KETUT LAKSEMI NILOTAMA, Dr., M.PD. MENUL TEGUH RIYANTI, DIPL, ING, ST. ERICK TEGUH LEKSONO, M. Ds, TOMMY.H. PRIHARTANTO</b></li> <li>6. The Effect of Application of Information Technology, Dissemination of Tax Regulations and Public Trust on Taxpayer Compliance - <b>David Pangaribuan, Tutty Nuryati, Agus Wijatmoko</b></li> <li>7. 'The Effect of Workload And Work Environment on Employee Performance with Work Stress as a Mediating Variable. As seen in the evidence of PT Matra Perkasa Utama' - <b>Dr. Ir. Amelia Naim INDRAJAYA, Medyna ROESLY</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://124.im/tIDC">https://124.im/tIDC</a>	
<b>17 June 2023</b> <b>Session 9</b>	<b>11:30-13:00</b>	<b>Moderator</b>	<b>Dr. Rey TY</b> <b>Emrah CENGİZ</b>
<ol style="list-style-type: none"> <li>1. Gender and Power: A Focused Group Discussion - <b>Dr. Rey TY</b></li> <li>2. Political Economy of the Tourism Industry in Thailand in Current History - <b>Dr. Rey TY</b></li> <li>3. New Trend, Illegal Migration from Turkey to The USA - <b>Emrah CENGİZ</b></li> <li>4. Character Make-Up Course Development in the Faculty of Art and Desain. Universitas Trisakti - <b>Dr., M.PD. Menul Teguh RIYANTI, M. Ds, Agus ADHIYATAMA, M. Ds, Yosua Reydo RESPATI, Dr., M. Ds. Sangayu Ketut Laksemi NILOTAMA</b></li> <li>5. The Effects of product variation, price, and social media marketing communication on purchase decision through purchase intention as a mediating variable : Evidence of yogurt X at PT RND - <b>Sri NURFIANI, Aman WIRAKARTAKUSUMAH, Sidrotun NAIM</b></li> <li>6. The Impact of Television Media Advertising, Product Quality, and Price on Consumer Purchasing Decisions for Indosat Service Providers in Indonesia – <b>Sugiyono, Lisna Nurpida, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>7. Intellectual Capital Determinants of Knowledge Sharing Through Organizational Capital of Village Officials in Sungai Penuh City - <b>Ferry Siswadhi, Mauledy Ahmad, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>8. Analysis of Business Intelligence and Expert Systems on Utilization of Academic Information Systems at Universitas Bhayangkara Jakarta Raya, Jakarta - <b>Hijrah Apriyansyah, Grace Beatrix, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> </ol>			



<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023</b> <b>Session 10</b>	<b>13:00-</b> <b>14:30</b>	<b>Moderator</b>	<b>Dr. Muhammad Zia-ur-Rehman</b> <b>Dr. Melinda MALAU</b>
<ol style="list-style-type: none"> <li>1. The Effect of Market Risk, Market Capitalization, Bond Rating, and Profitability on the Stock Return of Companies Listed in PEFINDO Investment Grade Index 2018 – 2022 with Company Age as The Moderating Variable – <b>CHAIRINI, Prof. Roy SEMBEL, Dr. Melinda MALAU</b></li> <li>2. Do Gender Diversity and Audit Committee Size have Impact on Tax Avoidance in The Energy Sector? - <b>Tasya Herbert LEE, Wirawan E. D. RADIANTO</b></li> <li>3. Factors Influencing the Purchase Intention of Women in Jabodetabek When Purchasing Local Makeup Through Online Shops Amidst Covid-19 - <b>Valentina LUGO ARIAS, Ir. Sasotya PRATAMA, MTE, PMA, Ir. Tritjondro BASKORO, MSM</b></li> <li>4. Individual Adaptability as Mediating Variable Toward Individual Performance as The Impact of Transformational Leadership and Delegation Authority - <b>Teuku Yusuf, S.Si., MBA, Dr. Ir. Amelia Naim Indrajaya, MBA</b></li> <li>5. Effect of Green Trust as Independent Role and Green Advertisement as Moderating Role on The Purchase Intention of Paper Packaging in an Extended Theory of Planned Behaviour (TPB) - <b>Eko SAPUTRA, Dr. Rima AGRISTINA, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>6. The Effect of Audit Quality, Audit Independence, and Audit Committee's Effectiveness on Earnings Management (Empirical Study of Manufacturing Companies in the Consumer Goods Industry Sector Listed on the Indonesia Stock Exchange in 2019 – 2022) - <b>Melinda MALAU, Fellicia Ross NAULY, Isti Hana SUMANTI, Dessy Yansanita SOLI</b></li> <li>7. Determine The Level of Information Technology Risk to Optimization Capability Services Organization Using Cobit 5 In Indonesia - <b>Rismawati Br Sitepu, S.Sos, MM, Ilham M. KOM, Dr. Ir. Bambang Sugiyono Agus Purwono, MSc</b></li> <li>8. The Influence of Innovation Capabilities and Market Response Capabilities on Supply Chain Financing Adoption Moderated by Supply Chain Integration (In the Manufacturing Industry Joined in IPOMS) - <b>Mrs. Tasya AMARTA, Dr. Timotius Febry CHRISTIAN</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023</b> <b>Session 11</b>	<b>13:00-</b> <b>14:30</b>	<b>Moderator</b>	<b>Asst. Prof. Dr Pradipta ROY</b> <b>Drant Kerim KARADAL</b>
<ol style="list-style-type: none"> <li>1. The Influence of Entrepreneurial Orientation on Business Performance with Business Strategic as Moderation and Mediation - <b>Mrs. Adena CORDELIA, Dr. Timotius Febry CHRISTIAN</b></li> <li>2. Impact of Digital Transformation and Performance Appraisal Process Mediated by Employees Motivation to increase Employees Performance - <b>Syam BUDIMAN</b></li> <li>3. The Rise of Online Food Delivery Post Pandemic Covid-19 in Indonesia: An Analysis of Menu Visual Appeal and Menu Informativeness on Behavioral Intention - <b>Bryan David INDRAYANTO, Dewi Mustikasari IMMANUEL</b></li> <li>4. Factors that Affect Adoption of Fintech in Retail Industry and Its Relation to Increase Financial Performance: Evidence in Merchants Coached by Aksesmu (PT Sumber Trijaya Lestari) - <b>Krishna Nugraha HARISCHANDRA, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>5. Analysis of Nickel Mining Company Issuers At PT. Trimegah Bangun Persada Tbk. in Obi Island, North Maluku, Indonesia - <b>Jolene Marie CHOLOCK, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>6. Mapping the Use of Artificial Intelligence and the Applicability of International Humanitarian Law: 2020-2023 Literature Review - <b>Dr. Arlina PERMANASARI, Dr. Amalia ZUHRA, Dr. Jun JUSTINAR, Dr. Aji WIBOWO, Mr. Muhammad Falih NASYWAAN</b></li> <li>7. Measuring Financial Ratio Analysis on PT. Siloam Internatioal Hospitals, Tbk, Indonesia for Future Business Consideration - <b>Dwi Ruth KURNIASIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023</b> <b>Session 12</b>	<b>14:30-</b> <b>16:00</b>	<b>Moderator</b>	<b>Dr. Firdaus BASBETH</b> <b>Sugeng Riyadi</b>
<ol style="list-style-type: none"> <li>1. Towards the Equitable Blue Economy: Quad Helix Innovation for Social Entrepreneurship - <b>Dr. Firdaus BASBETH, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. A Blue approach to assessing Maritime and Fisheries Vocational Education - <b>Dr. Firdaus BASBETH, Sugeng Riyadi, DwiHartanto</b></li> <li>3. Fairness in Obtaining Repurchase Intention Through Goal Achievement - <b>Karunia Fransiska, Yolanda Masnita, Kurniawati, Renny Rizqiani</b></li> <li>4. Is Self-Service Technology Appealing for Fast-Food Consumers? - <b>Diena Putri Ramadhani, Kurniawati, Yolanda Masnita, B. Medina Nilasari</b></li> <li>5. The Effect of Artificial Intelligence on the Accounting and Financial Reporting – <b>Meliyani, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>6. Corporate Governance and Dividend Policy in Indonesian Listed Companies - <b>Muhammad Risal, Farah Margaretha Leon, Kristian Chandra, Yosephina Endang Purba</b></li> <li>7. The Effect of Institutional Investors on the Cost of Capital Moderated by Ownership Structure of Companies in Indonesia - <b>Nurmila Indah Kusumawati, Farah Margaretha Leon, Yosephina Endang Purba, Kristian Chandra</b></li> </ol>			





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023 Session 13</b>	<b>14:30- 16:00</b>	<b>Moderator</b>	<b>Lecturer Sergio Quiroga Mr. Kerim KARADAL</b>
<ol style="list-style-type: none"> <li>1. Drivers of Employee Entrepreneurial Intention: Evidence from DKI Jakarta - <b>Abdullah HANIF, Dety NURFADILAH, Liza Agustina Maureen NELLOH</b></li> <li>2. The Effect of Financial Ratio on Fraudulent Financial Reporting During The Covid-19 Pandemic - <b>Tyas Widyanti, Dr. Nurhastuty Kesumo Wardhani, Dr. Khomsiyah, Dr. Titik Aryati</b></li> <li>3. Enhancement of Financial Reporting Skills of Prospective Young Entrepreneurs - <b>Dr. Nurhastuty Kesumo Wardhani, Dr. Tiara Puspa, Dwi Hartini Rahayu, Deni Setia Wahyu</b></li> <li>4. How Family Business Can be Sustainable in Digital Era - <b>Zenda Novita, Dr. Ir. Amelia Naim INDRAJAYA, MBA.</b></li> <li>5. Revolutionizing Digital Transformation: The Rise of Digital Banking in Regional Banks in Indonesia - <b>Eka Rizki Sukmadewi</b></li> <li>6. Analysis of the Influence of Firm Age, Company Size, Public Ownership and Return On Investment On IPO Initial Return at the Time of the Initial Public Offering (IPO) of the Indonesian Stock Exchange (IDX) in 2019-2021 - <b>Louis Aldi PUTRA, Ardo Ryan DWITANTO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>7. Internationalization, Extension and Dialogical Construction of Knowledge in Latinamerica - <b>Lecturer Sergio Quiroga</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023 Session 14</b>	<b>16:00- 18:00</b>	<b>Moderator</b>	<b>Asst. Prof. Merle Almeida Dr. Hacı Ahmet ÇAKIR</b>
<ol style="list-style-type: none"> <li>1. A Research on the Effect of Self-Leadership on Organizational Learning in General Aviation Companies - <b>Assist. Prof. Dr. Rabia YILMAZ (video da gönderdi)</b></li> <li>2. Diversity on Productivity: Anything For Efficiency &amp; Effectiveness? - <b>Samuel PD ANANTADJAYA, Irma M NAWANGWULAN</b></li> <li>3. Structural Alteration in an Urban Slums of Punjab - <b>Asst. Prof. Dr. HARRY, Research Scholar Jashanpreet KAUR</b></li> <li>4. Talent Management in the Hotel Industry of Pune City: Role of Social Media and Social Media Influencers - <b>Asst. Prof. Merle Almeida</b></li> <li>5. Comparison of Demographic Characteristics of Hotel Employee with Intolerance of Uncertainty and Covid-19 Fear - <b>Dr. Hacı Ahmet ÇAKIR, Buse YILDIZ</b></li> <li>6. Development of the Creative Economy Through the Usage of New Batik Motif as Aesthetical Element of Interior Ornament - <b>Dr. Cama Juli Rianingrum, MSi., Dra. Atridia Wilastrina, MDs., Anita Armas, SSn., MDs., Dra. Beta Oki Baliartati, MM.</b></li> <li>7. Creative Business Strategy for Adapting During the Covid-19 Pandemic at the Suwatu Restaurant and Gallery Yogyakarta - <b>Anita Armas S.Sn., M.Ds, Dra. Woro A. Werdina, M.Ds, Charles S. Marpaung S.Sn., M.Ds, Siti Marshaula Lyravega</b></li> </ol>			





6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023</b> <b>Session 15</b>	<b>16:00-18:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Dewi Puspaningtyas Faeni, B.Sc., MBA</b> <b>Mequanint Birhan Alem (MSc, MBA)</b>
<ol style="list-style-type: none"> <li>1. Environmental Knowledge and Values among High School Students - <b>Research Scholar Jasi ZAINAB, Assoc. Prof. Dr. Harish MITTU</b></li> <li>2. Effect of Flipped Classroom Model on Critical Thinking and Achievement in Social Science among High School Students - <b>Research Scholar Jasi ZAINAB, Assoc. Prof. Dr. Harish MITTU</b></li> <li>3. Social Media: Political Mobilizer To Evaluator - <b>Asst. Prof. Mrs. Piya Sinha</b></li> <li>4. Mapping Social Media in Kyrgyzstan – <b>Dr. Elira Turdubaeva</b></li> <li>5. Ethiopian Business Incubation Environment Perspectives - <b>Mequanint Birhan Alem (MSc, MBA)</b></li> <li>6. People’s Republic of China’s Digital Yuan (e-CNY) - <b>Mr. Saptak MAITRA</b></li> <li>7. Building Smart Cities: Technology, Education, and Inclusive Governance for Smart Communities - <b>Sandra COSTA</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>17 June 2023</b> <b>Session 16</b>	<b>18:00-19:30</b>	<b>Moderator</b>	<b>Prof. Dr. Manole Cojocaru</b> <b>Zohaib Hassan SAIN</b>
<ol style="list-style-type: none"> <li>1. Blended Learning: A New Challenge For Pakistani University Students - <b>Zohaib Hassan SAIN</b></li> <li>2. Students Assessment of Online Education During The Covid-19 Epidemic: An Analysis - <b>Zohaib Hassan SAIN</b></li> <li>3. The Gut-Brain-Skin Axis in Acne: Impact of Polenoderm - <b>Major Gheorghe Giurgiu, Prof. Dr. Manole Cojocaru</b></li> <li>4. Inclusive and Community-based approaches using in Agriculture Technology Promotion and Scaling up Lessons for People with Disable in Eastern Ethiopia - <b>Ibsa Aliyi Usmane, Abdulaziz Teha Umere</b></li> </ol>			



**CEO Congress Zoom Meeting Channel 1**  
**18 June 2023, Sunday**

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 17</b>	<b>08:00- 10:00</b>	<b>Moderator</b>	<b>Dr. Muhammad Zia-ur-Rehman Zohaib Hassan SAIN</b>
<ol style="list-style-type: none"> <li>1. Financial Health Analysis Retail Sector Industry PT Sumber Alfaria Trijaya during Pandemic Covid-19 uses Altman Z-score in 2019 – 2021 - <b>Yulli Dewi INDRIASARI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>2. Financial Health Analysis of PT Jasa Marga Tbk. According to Altman Z-Score in Period of 2018 – 2022 - <b>Eky KURNIAWAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>3. Financial Health Analysis of PT. Blue Bird, Tbk. Before and During COVID-19 Pandemic According to Altman Z-Score in Periods of 2018-2022 - <b>Oddy MEDRIAN, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>4. Financial Health Analysis of Tyre Industry According to Altman Z-Score in the Periods Before and After the Covid-19 Pandemic A Case Study of PT Gajah Tunggal Tbk (Gjtl), Indonesia - <b>Yan Irwan Antoni SARAGIH, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>5. Digital Transformation Impact on Financial Performance of Telecommunication Industry in Indonesia during and after Pandemic Covid-19 - <b>Feby SALLYANTO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>6. The Impact of Russia-Ukraine War on the Financial Performance of PT. United Tractors Tbk (UNTR), Indonesia for the period of 2021-2022 - <b>Rakhmat Dody SUDJATMIKO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>7. Liquidity and Profitability Ratio Analysis to Assess Financial Performance of PT. Adhi Karya (Persero) Tbk. during the Periods of 2017 – 2021 - <b>Mohammad SYAMSURRIJAL, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>8. Profitability Analysis (ROE) of PT. Campina Ice Cream, Tbk, During Covid-19 Pandemic in 2019 – 2022 – <b>Munaji, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>9. The Role of Obsessive Passion and Harmonious Passion on Employees' Cyberloafing: The Moderating Effect of Psychological Safety - <b>Dr. Nurcan KEMIKKIRAN</b></li> <li>10. Assessing the Financial Difficulties by Using Altman Z-Scores Method during Covid - 19 Pandemic. Evidence of PT. Japfa Comfeed Indonesia, Tbk. - <b>Myrza FEBI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li> <li>11. Study of Work Motivation of Construction Support Workers That Influences on Work Productivity Viewed from Maslow's Theory (Case Study on The "Green House" Building Project in City "X") - <b>Mrs. Liena PRAJOGI</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 18</b>	<b>10:00- 11:30</b>	<b>Moderator</b>	<b>Dr. Muhammad Zia-ur-Rehman Erkan TUR</b>
<ol style="list-style-type: none"><li>1. Financial Health Analysis and Measurement of Traditional Herbal Industry in Indonesia during Pandemic Covid-19 in the Periods of 2019-2021 A Case Study of PT Sidomuncul, Tbk. - <b>Mindy RAHAYU, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>2. Financial Performance Analysis of Logistic and Transportation Service Company : Case Study in PT. Adi Sarana Armada Tbk - <b>Wimar Adi WISMONO, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>3. Financial Performance Analysis of PT. Indo Tambangraya Megah Tbk - A Coal Mining Company in Indonesia - <b>Raden Ayu Silvia Riani</b></li><li>4. Leading Through Disruption: School Leaders' Role in Crisis Management and Recovering the XYZ School in the Post-COVID-19 Era - <b>Amalia Seruni Permata INTAN</b></li><li>5. Analysis Financial Performance of Pt. Unilever Indonesia Tbk Before and After Economy Crisis 2017 – 2022 - <b>Oktafia HARINI, Prof. Dr. Wiwiek Mardawiyah DARYANTO</b></li><li>6. Functions and Responsibilities of The CEO: A Conceptual Framework - <b>Prof. Dr. Emet GÜREL, Res. Asst. Dr. Azra K. NAZLI, Büşra ÇETİN, Res. Asst. Dr. Neslihan Özmelek TAŞ</b></li><li>7. Optimizing Efficiency and Sustainability in Aerospace Management: A Multidimensional Approach - <b>Erkan TUR</b></li></ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 19</b>	<b>11:30- 12:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Analjyoti BASU Drant Kerim KARADAL</b>
<ol style="list-style-type: none"><li>1. The Influence of Financial Literacy to Consumer Purchase Intention of Traditional Life Insurance Product - <b>Rainy Maria TUMENKOL, Dr. Ir. Amelia Naim INDRAJAYA</b></li><li>2. The Influence of Consumers Impulsive Buying Behavior on Maintaining The Sustainable Development Goals Program - <b>Ms. Magiana Ignasia SINAGA, Dr. Amelia Naim INDRAJAYA</b></li><li>3. The Implementation of Occupational Therapy with Bros Handicrafts Approach to Enhance the Quality of Life of Elderly at X Nursing Home, Jakarta - <b>Reza FAHLEVI, ZAMRALITA</b></li><li>4. Entrepreneurial Fund Gaps and Sector Wise Manpower Requirement in Indian Entrepreneurship:A Study - <b>Assoc. Prof. Dr. Analjyoti BASU, Asst. Prof. Dr. Annette Christinal</b></li><li>5. Factors affecting Women Entrepreneurs in Bangladesh: A Sociological Study - <b>Research Scholar Mohammed Aminur RAHAMAN, Asst. Prof. Dr. Hilal Ahmad DAR</b></li></ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>		<a href="https://124.im/tIDC">https://124.im/tIDC</a>	
<b>18 June 2023</b> <b>Session 20</b>	<b>12:30-</b> <b>13:30</b>	<b>Moderator</b>	<b>Dr. Ir. Amelia Naim INDRAJAYA</b> <b>Prof. Dr. Wiwiek M Daryanto</b>
<ol style="list-style-type: none"> <li>1. The Influence of Price, Product Quality, Accessibility and Health Consciousness as a Moderating Variable on Buying Intention: Evident of Small Packaging Mixed Flour XYZ at PT. X - <b>Lena Nur AULANA, Aman WIRAKARTAKUSUMAH, Amelia Naim INDRAJAYA</b></li> <li>2. Higher Instruction Human Resources Management (HRM) Hones and Information Administration Specialist Presence - <b>Adi MUHAJIRIN, SUMARYONO, Dr Dewi Puspaningtyas Faeni MBA MHT</b></li> <li>3. The Effect of Word of Mouth and Online Reviews on Consumer Trust (Case Study in Erigo) - <b>Shinta Amelia Putri, Muhammad Choirudin, Naufal Yudha Irwanto</b></li> <li>4. Achieving Sustainability in Wood Pallet Supply Chain Management through Life Cycle Assessment - <b>Ms. Mutiara MIZAN, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>5. A Volunteer Experience as An English Instructor: A Contribution to the Development of Madani Mental Health Care's English Affairs Division - <b>Zahra Maulida, Yulita Fairina SUSANTI</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://124.im/tIDC">https://124.im/tIDC</a>	
<b>18 June 2023</b> <b>Session 21</b>	<b>13:30-</b> <b>15:00</b>	<b>Moderator</b>	<b>Dr. Melinda Malau, SE.,MM.,CBV.</b> <b>Dr. Srinivas Babu RATNAM</b>
<ol style="list-style-type: none"> <li>1. A Study of Addressing Fairness and Bias in AI and ML in World Health - <b>Srinivas Babu RATNAM</b></li> <li>2. Counseling Teacher on Narrative Story Photography - <b>Mrs. Erlina Novianti, Ms. Syamila Tartila Sofian, Mrs. Silviana Amanda Aurelia Tahalea, Mrs. Asih Resto Dewanti</b></li> <li>3. Behaviour Targeted Training: Improving Employee Engagement in a Medium and Small Canadian Business - <b>Dr. Lee ROBERTS</b></li> <li>4. Can Financial Distress and Good Corporate Governance Influence Tax Aggressiveness? - <b>Sherlyn A.F. Saputri, Wirawan E.D. Radianto</b></li> <li>5. The Effect of Independent Commissioners, EVA, and ROA on Firm Value - <b>Jessica WIJAYA, Wirawan E. D. RADIANTO</b></li> <li>6. Design of Research Reporting and Data Collection Information System at Public University Using the Design Thinking Method - <b>Ms. Kendry Ayu LAKSANA, Ms. Ika Raharja SALIM, Dr. Wirawan E. D. RADIANTO</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 22</b>	<b>15:00- 16:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Analjyoti BASU Muhammad Zia Ur REHMAN</b>
<ol style="list-style-type: none"> <li>1. The Effect of Employee Performance Assessment on Job Satisfaction at Private University with Work Motivation as a Mediator - <b>Ms. Ika Raharja SALIM, Ms. Fitri Aulia RAHMA, Ms. Kendry Ayu LAKSANA, Ms. Gresi Agriany SILALAH, Ms. Anindita Millenika SASMITA, Mr. Muhammad Imadudin IHSAN, Dr. Wirawan E. D. RADIANTO</b></li> <li>2. Macroeconomic Impact From 2012 to 2022 on Indonesia Composite Index Return – <b>Avinash, Roy SEMBEL</b></li> <li>3. The Influence of Digital Innovation and Population on Socioeconomic Mediated by The Environment Due to The Covid-19 Pandemic (Case Study: Dki Jakarta Province) - <b>Endang SUSILOWATI, Erwin Susanto SADIRSAN, Chotib</b></li> <li>4. The Right To Legislative Initiative Of Members Of The Parliaments Of Belarus And Poland: A Comparative Legal Analysis - <b>Aksana CHMYHA</b></li> <li>5. Development and Implementation of Vocational Awareness Program for Parents of Children with Special Needs - <b>Muhammad Zia Ur REHMAN, Dr. Muhammad Nadeem IQBAL, Muhammad Shokat ZAMAN</b></li> <li>6. Combining Skepticism with TPB to Determine Indonesians Willingness to Buy Green Cosmetics - <b>Nicholas Wilson, Yolanda Masnita, Angginta Zahra, Jati Kusuma Ali</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 23</b>	<b>16:30- 18:00</b>	<b>Moderator</b>	<b>Mr. Souvik DASGUPTA Shadieva Gulnora MARDIEVNA</b>
<ol style="list-style-type: none"> <li>1. Hindustani Music: A Historical Challenge Against Orthodoxy - <b>MA Student Ms. Srijayee DAS</b></li> <li>2. Revisiting Bengal Subah Under Murshild Quli Khan and His Family - <b>Mr. Swapnava Mallick</b></li> <li>3. Commercialization of Education - <b>Mrs. Soma ROY, Mr. Souvik DASGUPTA</b></li> <li>4. Role of Social Media in Elections : A Review - <b>Mr. Dhruvajyoti THAKURIA, Dr. Payel Chaudhuri, Dr. Gobinda DEKA</b></li> <li>5. Educational Perspectives in Social System: Foucault Effect - <b>Ms. Mrittika DAS</b></li> <li>6. Service Industry and Regional Development - <b>Shadieva Gulnora MARDIEVNA, Kuvandikov Shukhrat OBLOKULOVICH, Pardayeva OZODA</b></li> <li>7. The End Game - <b>Ms. Arna BHATTACHARYA</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 1</b>	<a href="https://124.im/tIDC">https://124.im/tIDC</a>		
<b>18 June 2023 Session 24</b>	<b>18.00- 19.00</b>	<b>Moderator</b>	<b>Prof. G. P. Dinesh Assoc. Prof. Dr. Esengül SALİHOĞLU</b>
<ol style="list-style-type: none"><li>1. Brain Drain and Its Repercussions on the Needs of the Palestinian Labor Market: A Study of Causes and Consequences of Migration Among Educated Youth - <b>Ms. Manal HAMARSHA</b></li><li>2. Kids As Target Market based on their buying habits: A Case Study of Generation Alpha in India - <b>Prof. G. P. Dinesh, Assoc. Prof. Dr. Divyabharathi</b></li><li>3. Harmonization Process of Turkey's Waste Management with European Union: An Econometric Analysis - <b>Dr. Nadira SEYIDOVA, Asst. Prof. Dr. İmren ALAKUŞ, Assoc. Prof. Dr. Esengül SALİHOĞLU</b></li><li>4. Fashion Psychology and Colors and their Impact on Purchase of Apparels in India - <b>Prof. G. P. Dinesh, Assoc. Prof. Dr. Divyabharathi</b></li><li>5. The Role of the University in the Government Program for the Integral Transformation of Neighborhoods: the Cuban Case - <b>Dr. C Niurka Tellez Rodríguez. P.T</b></li></ol>			



**CEO Congress Zoom Meeting Channel 2**  
**16 June 2023, Friday**

Meeting Channel 2	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>16 June 2023</b> <b>Session 1</b>	<b>12:00-</b> <b>13:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Murteza HASANOĞLU</b> <b>Assoc. Prof. Dr. Pınar Ünal-AYDIN</b>
<ol style="list-style-type: none"><li>1. When Does Abusive Supervision Result in Intention to Leave? The Role of Positive and Negative Social Network Ties - <b>Asst. Prof. Dr. Meral KIZRAK</b></li><li>2. The Humor of Inexplicable Things: A Qualitative Comparison Between Meme Marketing and Viral Marketing - <b>Master's Student Oğulhan BİLECEN, Assist. Prof. Dr. Nur ÖZER CANARSLAN</b></li><li>3. Associations of Metacognition and Internet Gaming Disorder Among University Students in Bosnia and Herzegovina - <b>Assoc. Prof. Dr. Pınar Ünal-AYDIN, MSc. Lejla M. BAŞER, Ms. Zehra BOZKURT, Ms. Neda AKKUL, Ms. Ayşe KANÇELTIK, Mr. Çelebi H. HOCA, Mr. Mirza ABDIC, Assoc. Prof. Dr. Orkun AYDIN</b></li><li>4. Digitalization Communication in Business Entrepreneurship and Leadership - <b>Instructor Sadriye Pelin OZKUZEY</b></li><li>5. The Impact of Corporate Social Responsibility (CSR) on Firm Value: The Role of Employees Awareness - <b>PhD.c. Dafina ABDULLAHU</b></li><li>6. The Role of Digitalization in Public Administration of The Republic of Azerbaijan - <b>Assoc. Prof. Dr. Murteza HASANOĞLU, Sara MAHMUDOVA</b></li></ol>			

Meeting Channel 2	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>16 June 2023</b> <b>Session 2</b>	<b>13:30-</b> <b>15:00</b>	<b>Moderator</b>	<b>Prof. Dr. Olcay Bige AŞKUN</b> <b>Assoc. Prof. Dr. Nazlı ERSOY</b>
<ol style="list-style-type: none"><li>1. Ekonomik Krizlerin Akdeniz Ülkelerindeki Sürdürülebilirliğe Etkisi: Havacılığa İlişkin Bir Vaka Çalışması - <b>Ayşe SUSUZ, İlinay GÜLLÜ, Sevim YILMAZ</b></li><li>2. Bir Tekno-Kültür Aracı Olan Drone Kameraların Haberde Kullanımı: NTV Örneği - <b>Prof. Dr. Deniz YENGIN, Arş. Gör. İrem YENİCELER KORTAK</b></li><li>3. Mevduat Bankalarının Kurumsal Sürdürülebilirlik Performanslarının LOPCOW-RSMVC Modeli ile Ölçülmesi - <b>Assoc. Prof. Dr. Nazlı ERSOY</b></li><li>4. Girişimcilik Başarısızlığının Belirleyicileri ve Sonuçları Üzerine Bir Araştırma - <b>Arş. Gör. Sinan CEYHAN, Prof. Dr. Olcay Bige AŞKUN</b></li><li>5. Osmanlı Devleti Toprak Rejiminin 19. Yüzyıldaki Dönüşümü - <b>Dr. Elif YEŞİLTEPE TURŞUCU</b></li></ol>			

Meeting Channel 2	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>16 June 2023</b> <b>Session 3</b>	<b>15:00-</b> <b>16:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Nebiye KONUK KANDEMİR</b> <b>Assoc. Prof. Dr. Halit HAMZAOĞLU</b>
<ol style="list-style-type: none"><li>1. Kavramsal Açından "Kozmopolitan Yurttaşlık" Tartışmaları - <b>Assoc. Prof. Dr. Nebiye KONUK KANDEMİR, Kerem VARDAR, Onur NAKKAŞ, Özge ÖZDEMİR</b></li><li>2. KOBİ Çalışanlarında Toksik Duygu Deneyimlerinin Duygusal Bağlılığa Etkisi - <b>Asst. Prof. Dr. Mehmet Ali TAŞ</b></li><li>3. Türkiye'de Toplumsal Cinsiyet Algısının İncelenmesi - <b>Assoc. Prof. Dr. Ayhan BABAROĞLU, Asst. Prof. Dr. Derya Yüksel KOÇAK</b></li><li>4. Zengezur Koridoru'nun Bölgesel İş Birliği ve İstikrar Açısından Önemi - <b>Assoc. Prof. Dr. Halit HAMZAOĞLU</b></li><li>5. Cumhuriyetin 100. Yılında Kuruluş Felsefesi Bağlamında Türkiye'de Demokrasi - <b>Dr. Öğretim Üyesi Ahmet Bora TARHAN</b></li></ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
16 June 2023 Session 4	16:30- 18:00	Moderator	Assoc. Prof. Dr. Erdal ŞEN Assoc. Prof. Dr. Murat SAĞBAŞ
<ol style="list-style-type: none"><li>1. Girişimciliğin Dijitalleştirilmesi - <b>Assoc. Prof. Dr. Murat SAĞBAŞ, Res. Asst. Fahri Alp ERDOĞAN</b></li><li>2. Bankalarda Denetim ve Risk Komiteleri Etkinliğinin Kurumsal Yönetim Raporlarına Etkisi: BİST'te Bir Uygulama - <b>Assoc. Prof. Dr. Kadir GÖKOĞLAN, Dr. Nazan GÜNGÖR KARYAĞDI</b></li><li>3. Bulut Muhasebesi: Finansal Yönetimde Dijital Dönüşümün Anahtarı - <b>Dr. Öğr. Üyesi Ömer Burak PAKSOY</b></li><li>4. Çalışan Yoksulluğu Durumu ile Örgütsel Vatandaşlık Davranışı Arasındaki İlişkide İş Güvencesizliğinin Aracılık Rolü - <b>Res. Asst. Alihan PASİN, Assoc. Prof. Dr. Erdal ŞEN</b></li><li>5. Değişim Yönetimi Uygulamalarında Değişim Ajanlarının Rolü - <b>PhD C. Orkun ARK, Assoc. Prof. Dr. Erdal ŞEN</b></li><li>6. Sürdürülebilir Kalkınmanın Faktörleri Olarak Demografik Göstergeler ve Kaynak Yönetiminin Verimliliği - <b>PhD student Shovkat MUSTAFAZADA</b></li><li>7. Effect of Activity-Based Teaching Methodology on Academic Performance of Slow Learners at Primary Level - <b>Muhammad Shokat ZAMAN, Dr. Muhammad Nadeem IQBAL, Muhammad Ajmal YAQOOB</b></li></ol>			

Meeting Channel 2	Onsite		
16 June 2023 Session 5	18:00- 20:30	Moderator	Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT Dr. Fatih İbrahim KURŞUNMADEN
<ol style="list-style-type: none"><li>1. Konya'da Faaliyet Gösteren Banka Çalışanlarının Algılamış Oldukları Örgütsel Adalet Düzeyi - <b>Dr. Fatih İbrahim KURŞUNMADEN</b></li><li>2. How did Language Originate? Needs Analysis for Language and the Birth of Language Globally - <b>Prof. Dr. Umut BALCI, Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT</b></li><li>3. Investigating the Role of Communicative and Cultural Topics on the Conversational Skills of EFL (English as a Foreign Language) Learners: A Case of Prep School Students - <b>Assoc. Prof. Dr. Mehmet Veysi BABAYİĞİT, Prof. Dr. Umut BALCI</b></li><li>4. Sürdürülebilirlik Raporlaması ve Gelişmiş Ülke Uygulamaları: Bir Karşılaştırma Çalışması - <b>Assoc. Prof. Dr. Abdurrahman GÜMRAH</b></li><li>5. Fiscal Policy and Impact of Taxes on The Economy - The Case of Kosovo and The Countries of The Western Balkans - <b>Prof. ass. dr. Agim Berisha</b></li></ol>			





**CEO Congress Zoom Meeting Channel 2**  
**17 June 2023, Saturday**

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>17 June 2023</b> <b>Session 6</b>	<b>08:30-</b> <b>10:30</b>	<b>Moderator</b>	<b>Asst. Prof. Dr. Leyla İÇERLİ</b> <b>Dr. Güzhan GÜLAY</b>
<ol style="list-style-type: none"><li>1. Yengeç Sepeti Sendromu: Başarıya Karşı Kıskançlık ve Aşağı Çekme Eğilimleri - <b>Asst. Prof. Dr. Leyla İÇERLİ, Dr. Gül BİLEN</b></li><li>2. Entropi Temelli Topsis Yaklaşımı ile Avrupada Bulunan Havaalanlarının Hizmet Kalitesinin Değerlendirmesi: Covid Öncesi ve Sonrası- <b>Beste Başak HORASAN, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b></li><li>3. Havayolu İşletmelerine Ait Covid-19 Güvenlik Performanslarının Çok Kriterli Karar Verme Yöntemleri ile Analizi - <b>Burak KARADAĞ, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b></li><li>4. Tick Size and Liquid Stocks: Evidence from an Unusual Natural Experiment - <b>Dr. Güzhan GÜLAY, Yaşar ERSAN</b></li></ol>			

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>17 June 2023</b> <b>Session 7</b>	<b>10:30-</b> <b>12:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU</b> <b>Assoc. Prof. Dr. Arzu AKDENİZ</b>
<ol style="list-style-type: none"><li>1. Dijitalleşme ve Dijital Vatandaşlık - <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU, Mehmet Ali YÜCEL</b></li><li>2. Dijital Dönüşüm Sürecinde E-Devlet Bilgi Güvenliği Risk Analizi - <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU, Aysu YAŞAR</b></li><li>3. Ölçek Geliştirme ve Doğrulama - <b>Assoc. Prof. Dr. M. Kenan TERZİOĞLU, Asst. Prof. Dr. Süreyya TEMELLİ, Mehmet Ali YÜCEL</b></li><li>4. Presenteeism ve İş Tatminine İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi – <b>Kadriye KUBAT, Çağla Aslı GÜLDURAN, Assoc. Prof. Dr. Arzu AKDENİZ</b></li><li>5. Örgütsel Bağlılık ve İş Performansına İlişkin (Web of Science ve Scopus) Yapılan Çalışmaların Bibliyometrik Analizi - <b>Gamze TARIM, Assoc. Prof. Dr. Arzu AKDENİZ</b></li></ol>			

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>17 June 2023</b> <b>Session 8</b>	<b>12:00-</b> <b>13:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL</b> <b>Assoc. Prof. Vedat YILMAZ</b>
<ol style="list-style-type: none"><li>1. Dünyanın En İşlek 10 Havalimanının Entropi Temelli TOPSIS Yöntemi ile Operasyonel ve Finansal Kıyaslanması - <b>Selcan COŞKUN, Dr. Öğr. Üyesi Eda ÇINAROĞLU</b></li><li>2. Investigation of the Factors Affecting the Performance of Global Cities with CRITIC Method - <b>Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL, Esra YAŞAR, Lec. Dr. Pınar AVCI</b></li><li>3. How do Climate Policy Uncertainty, Financial Market and Financial Institution Development Influence CO2 Emissions in China? - <b>Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL, Lec. Dr. Pınar AVCI, Prof. Dr. Betül ALTAY TOPÇU</b></li><li>4. The Effect of Workplace Envy on Organizational Identification with the Moderator Effect of Self-Efficacy - <b>Asst. Prof. Esra Çınar</b></li><li>5. Tarihi ve Kültürü ile Şam'ın İslam Kenti Kavramına Kattıkları Üzerine - <b>Assoc. Prof. Vedat YILMAZ, Dokt. Ozan GERÇEKER</b></li></ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
17 June 2023 Session 9	13:00- 14:00	Moderator	Asst. Prof. Dr. Burcu ÖZGÜL Yasemin ÇAKAR
<ol style="list-style-type: none"> <li>1. Örgütsel İkiyüzlülük: Betimsel İçerik Analizi - <b>Asst. Prof. Dr. Mesut ÖZTIRAK</b></li> <li>2. Yeşil Öz-Yeterlilik ve Yeşil İnsan Sermayesi Rekabet Avantajı Sağlar Mı? - <b>Asst. Prof. Dr. Burcu ÖZGÜL</b></li> <li>3. Leyla Erbil'in Tuhaf Bir Kadın Adlı Eserinde "Din Ve Kimlik" Algısı - <b>Duygu KARAKAŞ AYDIN</b></li> <li>4. Sosyal Medyanın Kriz Dönemleri Bağlamında İncelenmesi: 6 Şubat 2023 Kahramanmaraş Depremi Paylaşımlarının Analizi - <b>Sefa HARRANOĞLU, Prof. Dr. Deniz YENGİN</b></li> <li>5. Yapay Zeka Ekseninde Robot Gazeteciliğinin İncelenmesi: ChatGPT Örneği - <b>Prof. Dr. Deniz YENGİN, Yasemin ÇAKAR</b></li> </ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
17 June 2023 Session 10	14:00- 15:30	Moderator	Prof. Dr. Mehmet ERYILMAZ Assoc. Prof. Dr. Ebru Ertürk
<ol style="list-style-type: none"> <li>1. "Kendini Kopyalamak": Türk Yükseköğretim Sisteminde Mülteci Akademisyenler Vakası - <b>Prof. Dr. Mehmet ERYILMAZ</b></li> <li>2. Yönetim Kurullarını Yapay Zekayla Çeşitlendirmek: Müspet ve Menfi Yönler - <b>Prof. Dr. Mehmet ERYILMAZ</b></li> <li>3. Dijital Dünyanın Dijital Meslekleri İçinde Sosyal Medya Mesleklerinin Yeri: Sosyal Medya Meslekleri Gelecek Vadediyor mu? - <b>Assoc. Prof. Dr. Ebru Ertürk, Assoc. Prof. Dr. Meral Erdirencelebi</b></li> <li>4. Dijital Dönüşüm Sürecinde Uzaktan Çalışma ve Esnek Çalışma - <b>Dr. Hülya ATEŞOĞLU</b></li> <li>5. Diplomasinin Dönüşümü Dijital Diploması: Türkiye ve Dünyadan Örnekler - <b>Assoc. Prof. Dr. Fadime DİLBER</b></li> <li>6. Coğrafya Eğitiminde Dijitalleşme - <b>Arş. Gör. Dr. Leyla DÖNMEZ, Prof. Dr. Eyüp ARTVİNLİ</b></li> <li>7. Katılım Bankacılığında Dijital Dönüşüm - <b>Öğr. Gör. Murat ER, Dr. Öğr. Üyesi Hülya ER, Prof. Dr. Remzi ALTUNIŞIK</b></li> </ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
17 June 2023 Session 11	15:30- 17:00	Moderator	Prof. Dr. Eyüp ARTVİNLİ Assoc. Prof. Dr. Fadime DİLBER
<ol style="list-style-type: none"> <li>1. Siyasi Kamuoyu Araştırmalarının Seçmen Tercihleri Üzerine Etkisi: Karaman İli Örneği - <b>Assoc. Prof. Dr. Fadime DİLBER</b></li> <li>2. 6. Sınıf Sosyal Bilgiler Dersi Öğretim Programında Yer Alan Kazanımların Project Lily Pad Oyununa Göre Analizi - <b>Arş. Gör. Dr. Leyla DÖNMEZ, Prof. Dr. Eyüp ARTVİNLİ</b></li> <li>3. Sosyal Bilgiler Dersinde Oyunlaştırma: Kazanımların MineCraft Oyununa Göre Nasıl Analizi - <b>Prof. Dr. Eyüp ARTVİNLİ, Arş. Gör. Dr. Leyla DÖNMEZ</b></li> <li>4. Uluslararası Coğrafya Olimpiyatlarının 21. Yüzyıl Becerileri Açısından Analizi - <b>Prof. Dr. Eyüp ARTVİNLİ, Arş. Gör. Dr. Leyla DÖNMEZ</b></li> <li>5. Afetlerde Koordinasyon ve Kriz İletişiminin Rolü:6 Şubat Kahramanmaraş Depremleri Örneği - <b>Dr. Öğr. Üyesi Mevlüde Canan CAN</b></li> <li>6. Hofstede Kültür Boyutları Bağlamında İnsan Kaynakları Yönetimi Açısından ABD-Türkiye Karşılaştırılması - <b>Prof. Dr. Gönen İlkar DÜNDAR, Öğr. Gör. Rahile GÜRAN</b></li> </ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>17 June 2023 Session 12</b>	<b>17:00- 18:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Özgür ÇARK Dr. Öğr. Üyesi Hülya ER</b>
<ol style="list-style-type: none"><li>1. Yönetim Alanında Metaverse - <b>Assoc. Prof. Dr. Özgür ÇARK</b></li><li>2. Örgütsel Sağlık Alan Yazın İncelemesi - <b>Assoc. Prof. Dr. Özgür ÇARK</b></li><li>3. Bilgelik Modelleri Örgütsel Bilgeliği Açıklayabilir mi? Bilgelik Modelleri Üzerine Bir İnceleme - <b>Dr. Muhammet Ali ÇELEBİ</b></li><li>4. Osmanlı Dönemi Trabzon'da Nafaka Uygulaması (1703-1738) - <b>Dr. Öğr. Üyesi Fatih ÇİÇEK</b></li><li>5. Afet Tahvilleri Üzerine Bir İnceleme - <b>Dr. Öğr. Üyesi Hülya ER, Prof. Dr. Remzi ALTUNIŞIK</b></li></ol>			



## CEO Congress Zoom Meeting Channel 2

18 June 2023, Sunday

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 13	08:00- 10:00	Moderator	Mr. Souvik DASGUPTA Assistant Professor Jobanpreet Singh
<ol style="list-style-type: none"><li>1. Advertisements and its Social Effects on Society - Rima BOSE</li><li>2. Colonialism Through Education: A Case Study of How the British Raj Colonized India by Colonizing the Minds of the Indians - Ms. Bidisha HALDER, Mr. Souvik DASGUPTA</li><li>3. Indo-Pacific a Geopolitical construct: A Maneuvering ground for International and Regional Powers - Assistant Professor Jobanpreet Singh</li><li>4. Popularizing Science in Assam: From Arunodoi to Bigyan Jeuti - Sukalyan GAIN</li><li>5. The Role of Talent Management in Addressing Post Covid 19 Business Transformation - Tiarapuspa, Deasy Aseanty, Netania Emilisa, Dita Oki Berlyanti</li><li>6. Architectural Photography of Mughal Architecture Characteristic in India - Mrs. Silviana Amanda Aurelia Tahalea, Mrs. Erlina Novianti, Ms. Ferenanda Aurarietha Wendina, Mrs. Asih Resto Dewanti, Mr. FX. Damarjati</li><li>7. Analysis of Regional Financial Performance Before and During the COVID-19 Province - Agustina SUPARYATI, Tri KUNAWANGSIH, Khristina CURRY, Scylla LEVIATHAN</li><li>8. The effect liquidity, profitability and leverage on the IPO in IDX Period 2020 -2021 - Tri KUNAWANGSIH, Khristina CURRY, Abdul Ghafar ISMAIL, Sarkia Adelia LUKMAN</li><li>9. The impact of profitability, operational Cost and Size on Corporate Income Tax Expenses in Food and Beverage Sector - Tri KUNAWANGSIH, Masfar GHAZALI, Abdul Ghafar ISMAIL, Innocentia Pintauli SIMAREMARE</li><li>10. Maritime Sector for National Economy (Competitiveness) Through Connectivity: A Systematic Literature Review Analysis - Muhammad Zilal HAMZAH, Eleonora Sofilda, Eferedo</li><li>11. Determinants of that Initial Public Offering in the IDX Period 2020-2021 - Tri KUNAWANGSIH, Agustina SUPARYATI, Abdul Ghafar ISMAIL, Evander SLAMET</li></ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 14	10:00- 11:00	Moderator	Prof. Dr. Ali ERBAŞI Dr. Öğr. Üyesi Aslı Çillioğlu KARADEMİR
<ol style="list-style-type: none"><li>1. Yeşil Entelektüel Sermaye Ölçeğinin Türkçe'ye Uyarlanması ve Türk İmalat İşletmelerinin Yeşil Entelektüel Sermaye Olgunluk Düzeylerinin Belirlenmesi - Prof. Dr. Ali ERBAŞI</li><li>2. İşte Mutluluk ve Paternalist Liderlik: Kültür Kayıp Halka mı? - Dr. Öğr. Üyesi Aslı Çillioğlu KARADEMİR</li><li>3. Seçmen Profiline Kısa Bir Bakış - Dr. Mukadder GÜNERİ</li></ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 15	11:00- 12:30	Moderator	Prof. Dr. Ahmet ŞENGÖNÜL Assoc. Prof. Dr. İnci ERDOĞAN TARAÇI
<ol style="list-style-type: none"><li>1. Dinamik Fiyatlandırmada Fiyat Adalet Algısının Tekrar Satın Alma Niyetine Etkisi: Tatil Rezervasyon Sitelerini Kullananlar Üzerinde Bir Araştırma - Kader GÜLSEVER, Assoc. Prof. Dr. İnci ERDOĞAN TARAÇI</li><li>2. Sürdürülebilir Turizm Üzerine Bir Literatür Taraması - Kader GÜLSEVER, Assoc. Prof. Dr. İnci ERDOĞAN TARAÇI</li><li>3. Tüketici ve Üretici Fiyat Endekslerinin Kısa ve Uzun Dönem Analizi: Türkiye Örneği - Nazım Kerim KANAD, Prof. Dr. Ahmet ŞENGÖNÜL</li></ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 16	12:30- 13:30	Moderator	Prof. Dr. Mehmet MARANGOZ Asst. Prof. Dr. Cüneyd İkbal SARIOĞLU
<ol style="list-style-type: none"><li>1. Hedonik Tüketim Davranışının Hediye Alma Davranışına Etkisi - <b>Asst. Prof. Dr. Cüneyd İkbal SARIOĞLU</b></li><li>2. İnsan Kaynakları Yönetiminde Milli-Manevi Yaklaşımların Yeri Ve Rolü - <b>Parviz RUSTAMOV HACI OĞLU</b></li><li>3. Yöneticilerin Sahip Olduğu Mükemmeliyetçi Kişilik Özellikleri ile Psikolojik Sağlık Düzeyleri Arasındaki İlişkiye Yönelik Bir Araştırma - <b>Çağatay SÜKAN, Uzm. Klinik Psk. Merve TOKGÖZ, Prof. Dr. Gönen İlkar DÜNDAR</b></li><li>4. Covid-19 Pandemisinin Küresel Ekonomiye Etkileri - <b>Prof. Dr. Mehmet MARANGOZ, Deniz SARAÇ</b></li></ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 17	13:30- 15:00	Moderator	Prof. Dr. Orhan ELMACI Prof. Dr. M. Atilla ARICIOĞLU
<ol style="list-style-type: none"><li>1. Kurumsal Yönetimin Entegre Raporlamanın Kalitesi Üzerindeki Etkisi - <b>Prof. Dr. Orhan ELMACI, Ahmed JALAWI</b></li><li>2. Entelektüel Sermayenin Firma Performansı Üzerindeki Etkisi - <b>Prof. Dr. Orhan ELMACI, Gürbüz Onur GÜLBAHAR</b></li><li>3. Toplum 5.0 Perspektifinden Sürdürülebilirlik - <b>Öğr. Gör. Dr. Ebru DEMİREL, Prof. Dr. M. Atilla ARICIOĞLU</b></li><li>4. Halkla İlişkiler ve Siyasal Propaganda Bağı - <b>Öğr. Gör. Deniz AKIN</b></li><li>5. The Adoption, Implementation and Disruption Paterns of New Organizational Forms and Practices in Organizations: A Longitudinal Analysis - <b>Phd(c). İlhan ALYAY, Prof. Dr. Bilçin Tak MEYDAN</b></li></ol>			

Meeting Channel 2	<a href="https://124.im/jDMZ2Or">https://124.im/jDMZ2Or</a>		
18 June 2023 Session 18	15:00- 16:30	Moderator	Assoc. Prof. Dr. Mutlu UYGUN Assoc. Prof. Dr. Aynur PAŞAYEVA
<ol style="list-style-type: none"><li>1. Dijital Toplum Sığınağı Olarak Sosyal Medya Kullanıcı Deneyimleri - <b>Assoc. Prof. Dr. Mutlu UYGUN, Res. Asst. Ebru GÜNER</b></li><li>2. Yükseköğretimde Öğrenci Sadakati ve Ağızdan Ağıza İletişim Eğiliminde Üniversite Deneyiminin Rolü: Kent Deneyimlerinin Düzenleyici Etkisi - <b>Assoc. Prof. Dr. Mutlu UYGUN, Res. Asst. Ebru GÜNER</b></li><li>3. Dede Ömer Rüşenî'nin Dini-Felsefi Görüşleri ve "Miskinliknâme"de Ahlakî-Didaktik Motifler - <b>Assoc. Prof. Dr. Aynur PAŞAYEVA</b></li><li>4. Türkiye'de 10. ve 11. Kalkınma Planları Çerçevesinde Yeşil İş ve Yeşil İstihdam Politikalarına İlişkin Çıkarımlar - <b>Dr. Öğr. Üyesi İrfan ERSİN</b></li><li>5. Dünya Tarihi Üzerinden Bir Düşünce Pratiği: Medeniyet Kavramını Sorunsallaştırmak - <b>Öğr. Gör. AHMET ÖZDEMİR</b></li></ol>			



6<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>18 June 2023</b> <b>Session 19</b>	<b>16:30-</b> <b>18:00</b>	<b>Moderator</b>	<b>Prof. Dr. Himmet KARADAL</b> <b>Dr. Öğr. Üye. Erhan HANCIĞAZ</b>
<ol style="list-style-type: none"><li>1. Takıntılı Tutkulu Liderlik ve Öz-Yeterlik İlişkisinde Duygusal Tükenmişliğin Rolü - <b>Dr. Yasemin GÜLBAHAR, Prof. Dr. Himmet KARADAL</b></li><li>2. Bir İletişim Aracı Olarak Meslek Yeminleri (Occupational Oaths as a Communication Instrument) - <b>Dr. Öğr. Üye. Erhan HANCIĞAZ</b></li><li>3. Duygusal Zekâ ve Girişimcilik Niyeti: Yaşam Tatmininin Aracılık Rolü - <b>Dr. Buket SEZER, Dr. Öğr. Üyesi, B. Dilek ÖZBEZEK</b></li><li>4. Turizm Sektöründe Kadın Girişimciliği ve İnovasyon: Somelyer Örneği - <b>Araş. Gör. Gökçe Yasemin ERSÖZ</b></li></ol>			

<b>Meeting Channel 2</b>	<a href="https://l24.im/jDMZ2Or">https://l24.im/jDMZ2Or</a>		
<b>18 June 2023</b> <b>Session 20</b>	<b>18.00-</b> <b>19.00</b>	<b>Moderator</b>	<b>Dr. Muhammet Mustafa ÜNLÜ</b>
<ol style="list-style-type: none"><li>1. Çağdaş Türk Sanatında Orta Asya Türk İmge ve Motiflerinin Kullanımında Hüsamettin Koçan'ın Yeri ve Önemi - <b>Dr. Muhammet Mustafa ÜNLÜ</b></li><li>2. Francis Bacon'un Düşüncesinde Estetik Yansımalar - <b>Dr. Muhammet Mustafa ÜNLÜ</b></li></ol>			

**6th CEO Congress English Channel**  
**18 June 2023, Sunday**

<b>Meeting Channel 1</b>	<a href="https://l24.im/tIDC">https://l24.im/tIDC</a>		
<b>18 June 2023</b> <b>Closing Session</b>	<b>19.00-</b> <b>19.30</b>	<b>Moderator</b>	<b>Prof. Dr. Wiwiek Mardawiyah DARYANTO</b> <b>Prof. Dr. Himmet KARADAL</b> <b>Assoc. Prof. Dr. Azer Dilanchiev</b> <b>Prof. Dr. Şevki ÖZGENER</b> <b>Prof. Dr. Remzi ALTUNIŞIK</b>
<b>Closing Session</b> All congress participants are required to attend this session. The best paper award will be given.			