



COMMUNICATION ECONOMICS ORGANIZATION

23-24 September 2023 - Uzbekistan

7th

ABSTRACT BOOK

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EDITORS

Assoc Prof. Dr. Sevda Aghamirza Aliyeva (Ahadova)

Dr. Bahrullah Safi

Dr. Maurey Bond

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International CEO

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

Social Sciences Congress

ABSTRACT E-BOOK

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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, Tashkent, Uzbekistan)** that was held online on **September 23-24, 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. With the participation and contributions of academics from **27 countries: USA, Argentina, Azerbaijan, Bangladesh, Belarus, Bosnia and Herzegovina, Bulgaria, Cameroun, Ethiopia, Hungary, India, Indonesia, Kosovo, Malaysia, New Zeland, Nigeria, Pakistan, Philippines, Poland, Portugal, Romania, South Africa, South Korea, Spain, Thailand, Türkiye, 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 **106 different institutions or universities**. The 2 days long conference gathered close to **215 national and international attendees** to enliven a constellation of contributions. **96** papers of the **150** papers approved to present at the congress are outside of Türkiye. **64% of the papers presented at the congress are from outside Türkiye**. 2 awards were issued to distinguished papers, and a total of **150 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

23-24 Eylül 2023 tarihlerinde "7. Uluslararası CEO İletişim, Ekonomi ve Organizasyon Sosyal Bilimler Kongresi" Samarkand Branch of Tashkent University of Economics ev sahipliğinde Özbekistan'nın Taşkent şehrinde, Acacia University, 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 *ABD, Arjantin, Azerbaycan, Bangladeş, Belarus, Bosna Hersek, Bulgaristan, Kamerun, Etiyopya, Macaristan, Hindistan, Endonezya, Kosova, Malezya, Yeni Zelanda, Nijerya, Pakistan, Filipinler, Polonya, Portekiz, Romanya, Güney Afrika, Güney Kore, İspanya, Tayland, Türkiye, Özbekistan* gibi 27 ülkeden ve 106 kurum/üniversiteden 215 akademisyen tarafından hazırlanan 150 bildiri sunulmuştur.

Kongremize 193 bildiri özeti gönderilmiş, editör ve hakem süreçlerinden sonra bunlardan 155 tanesi sözlü sunuma kabul edilmiş, ancak 30 oturumda 150 bildirinin sunumu gerçekleşmiştir. Sunulan bildiriler, 978-625-99157-7-7 ISBN'li bu e kitapta yayımlanmaktadır. Belirtilen tarihe kadar kongre sitesine yüklenen tam metin bildirimler ise, yazarın tercihinə, 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 150 bildirinin 96'sı yurt dışındandır. Yayımlanan bildirilerin %64'ü Türkiye dışındandır. **Önceki Uluslararası CEO Kongre'lerde olduğu gibi 7. Uluslararası CEO Kongre'de de bildiri özet kitabında yabancı oranı %50'den fazladır.**

Onaylı ve yayımlanan 150 bildiriden biri Türkiye'den ve biri yurt dışından olmak üzere ikisine 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, bildirimleriyle katkıda bulunan akademisyenler ile düzenleme kurulu, danışma kurulu, bilim ve hakem kurulundaki meslektaşlarımıza ziyadesizlikle teşekkür ederiz.

A Special Thanks To...

Below is a list of individuals who have supported **CEO Congress 2023 Uzbekistan** 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.

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1. Leonardo Da Vinci As a Case of Multiple Intelligences Theory - **Prof. Dr. Emet Gürel, Arş. Gör. Dr. Azra K. Nazlı**

Outside Türkiye

2. Linking Flexible Working Arrangement and Employee Performance in Post-pandemic Era: Mediating Role of Motivation - **Claudya HUTABARAT, Dr. Ir. Amelia Naim INDRAJAYA**

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Otonom Uçuşa Duyulan Güvenin, Farklı Uçuş Safhalarında ve Meteorolojik Olaylarda Analizi

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ÖZET

Uçak kazaları incelendiğinde en büyük etkenin insan olduğu görülmektedir. Bir sistemin içeriğinde insan yer alıyorsa o sistemde “Sıfır Risk” kavramı mümkün olmayacaktır. Bu sebeple bazı büyük firmalar hava yolu taşımacılığında insansız sürüş teknolojilerine büyük yatırımlar yaparak araştırmalar yapmaya başlamışlardır. Havayolu Taşıyıcıları insansız sürüş teknolojisine sahip araçlar geliştirmeye çalışsa da bu araçları kullanacak kişiler yolculardır. Yolcuların otonom uçuşa dahil olmaması durumunda muhtemel gerekçeleri araştırmak hayli önemlidir. Çalışmanın birinci bölümünde havacılık sektörünün gelişimini anlatabilmek adına “Sivil Havacılık Tarihi, Sektör Gelişimi” başlığıyla tarihsel süreç incelenecektir. Ardından sivil havacılık tarihinden çıkılarak “Otonom Uçuş Teknolojisinin Dünü, Bugünü, Yarını ve Teknolojiye Genel Bakış” başlığıyla otonom teknolojinin seneler içerisinde izlediği yol, gelişimi incelenecektir. Çalışmanın ikinci bölümünde otonom teknolojinin kısıtlanmasına yol açan veya genişlemesine imkan sağlayan yasal düzenlemeler “Otonom Uçuş Teknolojisi ile İlgili Mevzuatlar, Yasal Düzenlemeler ve Hava Trafik Yönetimi” başlığıyla incelenecektir. Ayrıca bu bölümde askeri olarak kullanılan İHA/SİHA’lar ile yolcu taşımacılığında kullanılan otonom uçakları kapsayan hava trafik yönetimi konusu hakkında bilgi verilecektir. Ayrıca yolcuların karar vermesine etki edebilecek emniyet kavramı “Uçuş Emniyeti Kavramı, Uçuş Emniyetini Etkileyen Faktörler ve Uçuş Sosyolojisi” başlığıyla incelenecektir. Bu bölümde uçuş emniyetinin tarihsel süreci 1900-1945, 1945-1970 ve 1990-2010 şeklinde üç zaman dilimine ayrılarak aktarılacaktır. Uçuşun en başından en sonuna kadar olan, yolcuların korku ya da güven duygusunu yaşayabileceği tüm süreç “Uçuş Safhaları” başlığıyla anlatılacaktır. Çalışmanın üçüncü bölümünde ise yolcuların otonom uçuşu tercihleriyle ilgili yapılan çalışmalar “Otonom Uçuşa Duyulan Güvenin Analizi” başlığıyla değerlendirilecektir. Karar verme süreci için yolcu psikolojisi, cinsiyet, yaş, kamuoyu ve basın, kültürel farklılık, milliyet ve hatta geçmiş deneyimlerin önemli olduğu aktarılacaktır.

Anahtar Kelimeler: Otonom, Havacılık, Otonom Uçuş, İnsansız Hava Aracı, İHA

Analysis of the Confidence in Autonomous Flight at Different Flight Stages and Meteorological Events

ABSTRACT

It seems that the biggest factor in plane crashes is human. The concept of “Zero Risk” will not be possible in a system in which human is a component of the system. For this reason, some large companies have started to create by making large investments in control operations in airlines. Although Airline Carriers experience vehicles with flight technology, the people who use these vehicles are passengers. It is very important to investigate the possible behavior of passengers if they are included in an autonomous flight. The first part of the study will examine the historical process with the title of "Civil Aviation History, Sector Development" in order to explain the field of student training. Leaving the next civilian consumer, with the title of “Past, Present, Future of Autonomous Flight Technology and Technology Overview”, the path and development to be followed in the years of autonomous technology will be examined. In the second part of the study, legal spaces that lead to the limitations of autonomous technology or allow flight will be examined under the title of "Legislation Related to Autonomous Flight Technology, Legal Regulations and Air Traffic Management". In addition, the passenger section will provide information about the air traffic conversation, which includes military UAVs / SİHAs and autonomous aircraft management used in their functions. In addition, the safety concept that affects the passengers' decision-making will be examined under the title of “Flight Safety Concept, Factors Affecting Flight Safety and Flight Sociology”.



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At this point, the historical process of flight safety will be divided into three time periods: 1900-1945, 1945-1970 and 1990-2010. The whole process of the flight, from the very end to the very end, where the passengers can live in fear or in confidence, will be explained under the title of “Flight Phases”. In the third part of the study, the operation regarding the autonomous flight preferences of the passengers will be evaluated under the title of “Analysis of Confidence in Autonomous Flight”. It will be conveyed that passenger psychology, gender, age, opinion and press, cultural determinant, nationality and even past experiences are important for the decision-making process.

Keywords: Autonomous, Aviation, Autonomous Flight, Unmanned Aerial Vehicle, UAV



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Community Rehabilitation-Based and Inclusive Approaches in Climate Smart Agricultural Technology Promotion for Internally Displaced People in East Hararghe Zone, Ethiopia

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ABSTRACT

Internally Displaced People could be exposed for different hardships in time of leaving their residents because inaccessible facilities in the areas they settle and wait and rely on humanitarians' aids. This make, they fail into food insecure, malnutrition, and instability in their livelihood strategies. Based on these notions, this research activity was conducted by the objectives of engaging internally displaced people into agricultural technology production's demonstration and diversifies the source of income for IDPs through alternative enterprises. Accordingly, Ifadin and Erer Ibada kebeles in Babile district were selected and 75 households were purposively enrolled and provided lands in temporary from districts' agriculture office. Then, researchers gave training on climate smart agricultural practices practically on field. The IDPs household participated in different cropping models, as a result; double cropping model benefited them in earning extra income and enough home consumption as compare to intercropping and single cropping. Because in double, Haricot-bean that was produced early and Melkam variety of sorghum yielded more and has high demand on market, as a result, they had got opportunity to use in both off and active seasons in their home. All these performances and implementations got media coverage in lesson and experience sharing. Therefore, it is recommended that the government and other humanitarians' agencies should scale up these lessons to other areas and mainstream IDPs in research and development programs.

Key Words: IDPs, Climate Smart Agriculture, Inclusive, Eastern Hararghe

Olağanüstü Hal (OHAL) Durumunda E-Ticaret ve Dijital Pazarlama Yaklaşımlarına Yönelik Bir Araştırma

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ÖZET

2935 sayılı kanunda olağanüstü hal (OHAL); tabii afet, tehlikeli salgın hastalıklar, ağır ekonomik bunalım, anayasa ile kurulan hür demokrasi düzenini veya temel hak ve hürriyetleri ortadan kaldırmaya yönelik yaygın şiddet hareketlerine ait ciddi belirtilerin ortaya çıkması veya şiddet olayları sebebiyle kamu düzeninin ciddi şekilde bozulması durumlarında başvurulmuş uygulamalar olarak tanımlanmıştır. ABD başta olmak üzere Dünya'nın birçok ülkesinde COVID-19 pandemisi sürecinde OHAL ilânları gerçekleştirilmiştir. Türkiye'de bu süreç sınırlamalar ile düzenlenmiştir. 6 Şubat 2023'te gerçekleşen Kahramanmaraş merkezli deprem sonrasında depremden etkilenen 10 ili kapsayan OHAL ilan edilmiştir. OHAL ve sonrasında yaşanan normalleşme süreçlerinde e-ticaret ve dijital pazarlama; fiziksel mağazaların erişilemezliği, lojistik avantajları ve iletişim kolaylığı yönleri ile işletmelerin krizlerle başa çıkmasında önemli rol oynamaktadır. Türkiye'de kamu sektörü, özel sektör ve sivil toplum kuruluşlarının (STK), OHAL durumlarında e-ticaret ve dijital pazarlama alanında gerçekleştirdiği, işletmeleri destekleyici uygulamalar bulunmaktadır. Yapılan araştırmanın amacı OHAL durumunda e-ticaret ve dijital pazarlama alanında gerçekleştirilen faaliyetleri değerlendirmek ve geleceğe yönelik önerilerde bulunmaktır. Araştırmada odak grup görüşmesi yöntemi ile birincil veri toplanmıştır. Yarı yapılandırılmış görüşme soruları odak grupta yer almayan iki farklı akademisyenin uzman görüşü alınarak hazırlanmıştır. Örneklemin belirlenmesi sürecinde amaçlı örnekleme metodu kullanılmıştır. Örneklem e-ticaret ve dijital pazarlama alanında çalışan üç uzman ve üç akademisyenden oluşmaktadır. Odak grup görüşmesi bir moderatör ve moderatör asistanı eşliğinde Türkiye'nin başkentinde yer alan bir üniversitenin toplantı odasında gerçekleştirilmiştir. Görüşmenin tamamı video kaydına alınmıştır ve bu kayıt aracılığıyla yazıya dökülerek QDA Miner programı ile analiz edilmiştir. Analiz sonucunda kargo ücretleri, reklam kredileri ve komisyon oranları yapılan görüşmenin temel konularını oluşturmuştur. Pratiğe yönelik uygulamalı eğitimin önemi ortaya koyulmuştur. Ürün ve hizmetin türüne göre desteklerin özelleştirilmesi gerekliliğine ulaşılmıştır. Araştırma kapsamında, Türkiye'deki e-ticaret ve dijital pazarlama uygulamaları değerlendirilmiş, yapılan uygulamaların iyileştirilmesine ve yenilikçi uygulamalara yönelik gelecek projeksiyonu oluşturulmuştur.

Anahtar Kelimeler: E-ticaret, Dijital Pazarlama, Olağanüstü Hal (OHAL)

A Study on E-Commerce and Digital Marketing Approaches During the State of Emergency (SOE) Turkey

ABSTRACT

In Law No. 2935, a state of emergency (SOE) is defined as a set of measures applied in cases where there are serious indications of a natural disaster, dangerous epidemic diseases, severe economic crisis, widespread violent movements aiming to abolish the democratic order established by the constitution or fundamental rights and freedoms, or where there is a significant disruption of public order due to acts of violence. There were many countries who declared a state of emergency worldwide, primarily including the United States, during the COVID-19 pandemic. In Turkey, this process was regulated through restrictions. Following the earthquake centered in Kahramanmaraş on February 6, 2023, a state of emergency encompassing ten affected provinces was declared. Throughout the state of emergency



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and the subsequent normalization phases, e-commerce and digital marketing have played a significant role for businesses in coping with crises, owing to factors such as the inaccessibility of physical stores, logistical advantages, and communicational convenience. In Turkey, the public sector, private sector, and non-governmental organizations (NGOs) have implemented supportive measures in the realm of e-commerce and digital marketing during states of emergency (SOE) to bolster businesses. The aim of the research is to evaluate the activities undertaken in e-commerce and digital marketing during the state of emergency and to provide recommendations for the future. The research employed the focus group discussion method to gather primary data. Semi-structured interview questions were formulated by seeking the expert opinions of two academicians not participating in the focus group. The purposive sampling method was employed while determining the sample. The sample consists of three experts and three academicians engaged in the field of e-commerce and digital marketing. The focus group discussion was conducted with the presence of a moderator and a moderator assistant in a meeting room at a university in the capital city of Turkey. The entire conversation was video-recorded, transcribed verbatim from the recording, and subsequently analyzed using the QDA Miner software. The analysis revealed that shipping costs, advertising credits, and commission rates constituted the primary topics discussed during the interviews. The significance of practical, hands-on training was emphasized. The necessity to tailor support according to the nature of products and services was established. Within the scope of the study, e-commerce and digital marketing practices in Turkey were evaluated, and a projection towards future improvements and innovative implementations was formulated.

Keywords: E-commerce, Digital Marketing, State of Emergency (SOE)



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The Vital Role of Business Intelligence and Data Analysis in Promoting Smart Cities

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ABSTRACT

Urban areas all over the world are attempting to transform into "smart cities" in the modern day by incorporating digital technology into their infrastructure to improve the quality of life for their residents and streamline urban functions. The powerful partnership between business intelligence (BI) and data analysis methodologies is at the heart of this revolution. This study explores the critical significance of these techniques in the development of smart cities, focusing on their implications for decision-making in policy, urban planning, and service provision. We start by explaining the fundamental characteristics of smart cities, portraying them as ecosystems in which data plays a crucial role rather than just as technologically enhanced metropolitan areas. The research demonstrates how advanced analytics extrapolate insights from broad and diverse data sources, supporting data-driven decision-making processes, drawing on a thorough assessment of empirical studies and real-world case studies. Additionally, it is stressed that BI approaches must be integrated into predictive modeling for cities to be able to foresee trends and patterns. Urban planners are given the tools necessary by this proactive strategy to address problems before they arise, such as energy usage and traffic congestion, providing resilience and sustainability in urban growth. Furthermore, the combination of data analysis and BI gives municipal managers the ability to improve citizen participation, promote transparency, and adapt public services to the changing demands of their population. In conclusion, this study makes the case that the combination of business intelligence and data analysis is not only advantageous but also necessary for the transformation of modern cities into intelligent urban environments. The deliberate application of these methods becomes essential for achieving the overarching vision of an intelligent, sustainable, and inclusive urban future as cities continue to grow in both size and complexity.

Key Words: Smart City, Business Intelligence, Data Analysis, Urban Management, Sustainability

Innovation and Competitiveness in the New Normalization Process: The Role of Management Strategies

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ABSTRACT

Today, the world has entered a new normalization process under rapidly changing conditions. This process has caused major changes in the business world and society, especially with the impact of extraordinary situations such as global pandemics. Under the new normalization conditions, businesses need to develop innovation strategies to determine how they can respond to changing demands by increasing their flexibility. In addition, with the rapid development of digital technologies, digital transformation efforts also provide a competitive advantage for businesses. Maintaining competitiveness in the new normalization period requires businesses to increase operational efficiency, focus on customer-oriented strategies, and adapt to rapidly changing market conditions. Management strategies support the success of businesses by combining innovation and competitiveness. Factors such as leadership, organizational culture, business processes, and human resource management help businesses encourage innovation and increase their competitiveness. At the same time, businesses need to determine their strategic vision and direct resources in line with this vision for sustainable success. As a result, innovation and competitiveness are the keys to sustainable growth and success for businesses in the new normalization process. Management strategies will help businesses to adapt to change in this challenging period, enabling them to be better prepared for future uncertainties. This study addresses the critical importance of innovation and competitiveness for sustainable success, focusing on the challenges faced by businesses in the new normalization period.

Keywords: New Normalization, Innovation, Competitiveness, Management Strategies, Sustainable Competitive Advantage

Yeni Normalleşme Sürecinde İnovasyon ve Rekabetçilik: Yönetim Stratejilerinin Rolü

ÖZET

Günümüzde dünya, hızla değişen koşullar altında yeni bir normalleşme sürecine girmiştir. Bu süreç, özellikle küresel pandemi gibi olağanüstü durumların etkisiyle iş dünyasında ve toplumda büyük değişikliklere neden olmuştur. Yeni normalleşme koşullarında, işletmelerin esnekliklerini artırarak değişen taleplere nasıl cevap verebileceklerini belirlemek için inovasyon stratejileri geliştirmeleri gerekmektedir. Ayrıca, dijital teknolojilerin hızla gelişmesiyle birlikte, dijital dönüşüm çabaları da işletmeler için rekabet avantajı sağlamaktadır. Yeni normalleşme döneminde rekabetçiliği sürdürmek, işletmelerin operasyonel verimliliği artırmasını, müşteri odaklı stratejilere ağırlık vermesini ve hızla değişen pazar koşullarına uyum sağlamasını gerektirir. Yönetim stratejileri, inovasyon ve rekabetçiliği bir araya getirerek işletmelerin başarısını desteklemektedir. Liderlik, organizasyonel kültür, iş süreçleri ve insan kaynakları yönetimi gibi faktörler, işletmelerin inovasyonu teşvik etmesine ve rekabetçiliklerini artırmasına yardımcı olur. Aynı zamanda, işletmelerin stratejik vizyonlarını belirlemeleri ve bu vizyona uygun olarak kaynakları yönlendirmeleri, sürdürülebilir başarı için hayati öneme sahiptir. Sonuç olarak, yeni normalleşme sürecinde işletmeler için inovasyon ve rekabetçilik, sürdürülebilir büyüme ve başarının anahtarıdır. Yönetim stratejileri, işletmelerin bu zorlu dönemde değişime uyum sağlamalarına yardımcı olarak, gelecekteki belirsizliklere daha iyi hazırlanmalarını sağlayacaktır. Bu çalışma, yeni normalleşme döneminde işletmelerin karşılaştığı zorluklara odaklanarak, inovasyonun ve rekabetçiliğin sürdürülebilir başarı için kritik önemini ele almaktadır.

Anahtar Kelimeler: Yeni Normalleşme, İnovasyon, Rekabetçilik, Yönetim Stratejileri, Sürdürülebilir Rekabet Avantajı



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Challenges of Education in San Luis 2032. Schools, Teachers and New Technologies

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ABSTRACT

This work describes the challenges facing the educational system in the province of San Luis at present and its future possibilities, which can place it at the forefront of the requirements of the 21st century. An open public ministry of education should be promoted with broad participation of the different educational actors, teachers, schools, unions, etc.

The report of the International Commission on the Futures of Education (2022) is a global initiative that advocates rethinking how knowledge and learning can shape the future of humanity and the planet. This report is an invitation to think and imagine and must be addressed in communities, countries, schools and educational programs and systems of all kinds around the world. The new social consensus for education must be based on founding principles that promote the right to quality education throughout life and the development of skills for the 21st century. In addition, it must address current and future challenges, such as environmental sustainability, social justice and cultural diversity, and involve citizens in its creation, maintenance and deepening, listening to the voices of all. This requires active and ongoing collaboration between governments, educational institutions, intellectuals, the media, teachers, students and society as a whole. Societies that expect positive transformations must renew social agreements for education, taking into account the multiple challenges facing today's society. Education in the province of San Luis, which registers international suggestions in the face of complex phenomena, must begin a process of progressive transformation seeking to provide answers to current growing challenges and emerging future ones. Initiatives that will be marked from December 2023 by the situation of child poverty that the children of San Luis have, which reaches 61.9 percent, and the growing level of unemployment and inflation that is not controlled.

Key Words: Education, San Luis, Challenges, Schools, Internationalization



İlişkisel Sosyal Sermayenin Örgütsel Yansıması

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ÖZET

İlişkisel sosyal sermaye, sosyal sermayenin güven, yükümlülükler, saygı ve hatta arkadaşlık gibi kişisel ilişkilerin özellikleri ve nitelikleriyle ilgili bir boyuttur ve işletmenin rekabet avantajıyla pozitif yönde ilişkilidir. İlişkisel sosyal sermayenin örgüt bütününde kabul edilmesi ve bu bağlamda, tüm departmanları kapsayacak şekilde örgütsel sosyal sorumluluğun geliştirilmesi tüm paydaşlar özelinde pozitif kazançların elde edilmesini teşvik edecektir. Gerek örgüt gerek insan kaynakları departmanınca sosyal sorumlu davranışların benimsenmesi lider ve üyeler tarafından da takip edilmesini ve geliştirilmesi sonucunu getirmektedir. Böylece ilişkisel sosyal sermaye örgüt ve tüm etkilenen çevreyi kapsayan sosyal sorumluluk kültürünün gelişmesine olanak sağlayacaktır.

Anahtar Kelimeler: Sosyal Sermaye, İlişkisel Sosyal Sermaye

Organizational Reflection of Relational Social Capital

ABSTRACT

Relational social capital is a dimension of social capital related to the characteristics and qualities of personal relationships such as trust, liabilities, respect and even friendship and is positively related to the competitive advantage of the firm. The acceptance of relational social capital throughout the organization and, in this context, the development of organizational social responsibility to cover all departments will encourage positive gains for all stakeholders. The adoption of socially responsible behaviors by both the organizational and human resources department results in being followed and developed by the leader and members. Thus, relational social capital will allow the development of a culture of social responsibility that includes the organization and the entire affected environment.

Keywords: Social Capital, Relational Social Capital



Kurumsal İletişimde Hard ve Soft Beceriler: İş İlanları Üzerine Bir Araştırma

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ÖZET

Her geçen gün rekabetin yoğunlaştığı iş dünyasında mezunlardan beklentiler de artmaktadır. Bu nedenle sektörün mezunlardan beklentilerini bilmek adayın kendisini geliştirmesi gereken alanları öngörebilmesi açısından önemlidir. Beceri kavramı bir işi başarma yeteneği mahareti olarak tanımlanmaktadır. İş dünyası içerisinde beceri kavramı hard ve soft beceriler olarak sınıflandırılmaktadır. Buna göre hard beceriler daha çok teknik becerileri, uzmanlığı, bilgiyi, mesleki yetenekleri ve bunların belgelendirilmesini içeren beceriler olarak tanımlanabilir. Soft beceriler ise insani beceriler olarak değerlendirilmekte ve bireyin diğer insanlarla etkileşimleri doğrultusunda ortaya çıkan beceriler olarak tanımlanmaktadır. Bu çalışmanın amacı halkla ilişkilerin önemli alanlarından biri olan kurumsal iletişim ilanlarında mezunlardan hangi hard ve soft becerilere sahip olmaları istendiğini ortaya çıkarmaktır. Bu nedenle çalışma kapsamında Türkiye'deki 2 kariyer ilan sitesinde yer alan kurumsal iletişim başlığı altındaki ilanlar incelenmiştir. Araştırmada içerik analizi yöntemi kullanılmıştır. İncelenen ilanlar hard beceriler ve soft beceriler kapsamında değerlendirilmiş ve kategorilere ayrılmıştır. Çalışmadan elde edilen veriler incelendiğinde özellikle soft beceriler içerisinde yer alan iletişim becerilerinin adaylarda aranan niteliklerde ön planda olduğu belirlenmiştir.

Anahtar Kelimeler: Kurumsal İletişim, İş İlanları, İçerik Analizi, Hard Beceriler, Soft Beceriler.

Hard and Soft Skills in Corporate Communication: A Research On Job Ads

ABSTRACT

In the business world where competition is intensifying day by day, expectations from graduates are also increasing. For this reason, it is important to know the expectations of the sector from graduates in order to foresee the areas where the candidate should improve himself/herself. The concept of skill is defined as the ability to accomplish a job. In the business world, the concept of skill is classified as hard and soft skills. Accordingly, hard skills can be defined as skills that include more technical skills, expertise, knowledge, professional skills and their documentation. Soft skills, on the other hand, are considered as human skills and are defined as the skills that emerge in line with the individual's interactions with other people. The aim of this study is to reveal which hard and soft skills graduates are asked to have in corporate communication advertisements, which is one of the important fields of public relations. For this reason, within the scope of the study, the advertisements under the title of corporate communication in 2 career advertisement sites in Turkey were analysed. Content analysis method was used in the study. The advertisements analysed were evaluated and categorised within the scope of hard skills and soft skills. When the data obtained from the study were analysed, it was determined that communication skills, especially in soft skills, are at the forefront of the qualifications sought in candidates.

Keywords: Corporate Communication, Job Ads, Content Analysis, Soft Skills, Hard Skills.



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Parents' Attitude to Inclusive Education in Murshidabad District, West Bengal

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ABSTRACT

The present study explores the parental attitude to inclusive education in Schools of Murshidabad district, West Bengal. The participants were 63 parents, whose children had different degrees of Intellectual Disability and every one of them was attending mainstream schools at the time of the study and 37 parents of normal children. The parents completed a questionnaire examining their perspectives regarding (1) the foremost effective educational placement in mainstream schools (special class, mainstream class, or co- teaching), (2) their satisfaction with the inclusive mainstream education, (3) their cooperation with the teachers, (4) the perceived benefits of their children's educational placement and (5) their suggestions regarding the development of the inclusive educational model. Findings of the study indicated that many of the parents have expressed positive responds to inclusive education and would like their child to attend mainstream class with a co-teaching arrangement. Massive contemplations in regards to participation with the educators, absence of individualized data and direction, managerial and hierarchical issues were communicated.

Keywords: Parental Perspectives, Children with Intellectual Disabilities, Inclusive Education



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The Role of Artificial Intelligence Technologies in The Development of The Digital Economy

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ABSTRACT

Artificial intelligence (AI) technologies have emerged as crucial tools in the development of the digital economy. These technologies enable businesses and organizations to leverage vast amounts of data, automate processes, and improve overall efficiency. Through data analysis, AI algorithms provide valuable insights that drive business decisions and enhance customer experiences. Automation powered by AI streamlines repetitive tasks, leading to increased productivity and cost savings. Predictive analytics helps organizations optimize various operational aspects, such as inventory management and demand forecasting. AI also enables personalized experiences through tailored recommendations and content. Moreover, these technologies play a vital role in fraud detection and cybersecurity, protecting businesses from potential threats. Furthermore, the development of autonomous systems, empowered by AI, revolutionizes industries such as transportation and logistics. Natural language processing enables seamless communication between humans and machines, enhancing user experiences. In conclusion, AI technologies drive innovation, foster competitiveness, and fuel growth in the digital economy. Artificial Intelligence (AI) has emerged as a key technology in the digital economy. It is transforming the way we work, live, and interact with the world around us. From self-driving cars to personalized recommendations on online shopping platforms, AI is becoming an essential part of our daily lives. In the digital economy, AI is being used to automate processes, make predictions, and provide insights that were previously impossible. Overall, the use of AI in the digital economy is transforming industries and driving innovation. It enables businesses to harness the power of data, automate processes, and deliver personalized experiences, leading to improved efficiency, competitiveness, and growth.

Keywords: Organizational Artificial intelligence, Digital economy model, Market trends, Industry applications of AI, Business process transformation, Digital marketing.



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Record and Documentation Management of Construction Projects in Ethiopia

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ABSTRACT

The construction industry plays a good role in the economic development of Ethiopia. This industry requires tight control to complete the project as per the specified quality, time, and cost. Those constraints of a construction project are controlled by records and documentation. Proper records and documentation are necessary to be accountable and transparent for the work executed. Records are a reflection of a construction project's quality, but a lack of proper records and documentation can cause poor documentation, which results in claims and disputes. This research presents a descriptive study on the record and documentation management practices of Ethiopian construction projects. After reviewing adequate literature, a questionnaire and interview were used to collect primary data from the respondent. Based on the findings of the research, Record and document management practices in the Ethiopian construction industry are poor, and in most construction projects, documents are recorded and handled in a disorganized manner. Bulk bunches of documents are deposited in one place, resulting in the difficult management of records and documentation. Also, records are not taken for situational problems, hence the contractor's high level of lack of document support when claims arise. In Ethiopia's construction Industry, poor record-keeping and documentation are highly prevalent, and the attention and habits of contractors in record-keeping and documentation are weak.

Keywords; Communication, Construction management, Information project management



Cause and Types of Claim in Public Building Projects in Ethiopia

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ABSTRACT

In construction projects, many parties are involved, incorporates many tasks, complex and uncertain industry. The construction project requires many skilled workforces, adequate time, well estimated budget, skillful and integrated management team, clear contract document, clear drawing and design as well as detailed investigation. Falling to perform one or all tasks leads to claim. Thus claims are inevitable in this project. Those claims rise due to extension of time or additional cost requirement by one or both parties. Claims are unnecessary since it requires additional cost or time beyond it creates adversarial relationship between owner and contractor, thus it is advisable to prevent them. Identifying the main causes and types of claims is the key tool to minimize or avoiding of claims. This research presents descriptive study on the types and causes of building construction projects in Ethiopia. After reviewing of adequate literature, questionnaire and interview were used to collect primary data from the respondent. The study result indicates that claims in the construction of public buildings are highly raised due to fault of the contractor, owner, and consultant in administering contract documents and fail to perform responsibility.

Keywords; Building Projects, Claim, Causes of claim, Construction, Nature of claim



Cultivating Inclusive Learning Environments: The Power of Cultural Diversity

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ABSTRACT

This research paper explores the transformative impact of cultural diversity on the classroom environment and its profound implications for enhancing learning experiences. With a focus on the intersection of cultural diversity and education, the study investigates the benefits, challenges, and strategies associated with creating inclusive learning spaces that celebrate various cultural perspectives within an indigenous tertiary institution in New Zealand.

The paper begins by delineating the concept of cultural diversity, both in general society and within the classroom context. It delves into the multifaceted dimensions of diversity, encompassing differences in ethnicity, language, religion, socioeconomic status, and more. Highlighting the significance of cultural diversity in education, the study underscores the pivotal role it plays in shaping students' cognitive, social, and emotional development.

The benefits of cultural diversity in education are explored comprehensively. Drawing from a wealth of literature, the paper reveals that diverse classrooms foster critical thinking by exposing students to varied viewpoints and encouraging them to question assumptions. The cognitive advantages, including improved problem-solving abilities and heightened creativity, equip students to excel in an increasingly interconnected global landscape. The research also highlights how cultural diversity nurtures social and emotional growth, promoting skills such as empathy, respect, and effective communication. These skills are vital not only for academic success but also for preparing students to engage as compassionate and open-minded global citizens.

However, the paper acknowledges that harnessing the potential of cultural diversity comes with challenges. Cultural clashes, miscommunication, and the need for equitable representation necessitate careful navigation. The strategies section delves into practical approaches, such as culturally responsive teaching and preparation for global citizenship, which empower educators to mitigate challenges and leverage the advantages of diversity. These strategies encompass creating inclusive curricula, cultivating intercultural competence, and fostering a sense of belonging for all students.

The study's findings underscore that cultural diversity is not a passive trait of the classroom but an active force that can revolutionize education. The abstract concludes by emphasizing the transformative power of creating inclusive learning environments that empower students to thrive in a complex and interconnected world. By embracing and celebrating diversity, educators can shape a future where knowledge is enriched, perspectives are broadened, and students emerge as global citizens equipped with the skills to navigate a diverse and interconnected world.

Keywords: Cultural Diversity in Higher Education Classroom, Inclusive Education, Multiculturalism, Cultural Perspectives, Collaborative Learning, Culturally Responsive Learning, Cultural Sensitivity, Cross Cultural Communication.

Türkiye Cumhuriyeti Anayasası'nın Ceza Muhakemesi Hukukuna İlişkin Hükümlerinin Değerlendirilmesi

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ÖZET

Bilindiği gibi anayasalar bir ülkenin hukuk düzenini gösteren temel kaynaklardır. Bu itibarla anayasalarda değişik hukuk dallarını ilgilendiren hükümlerin yer alması olağandır. Türkiye’de yürürlükte olan 1982 Anayasası’nda ceza muhakemesi hukukuna ilişkin çok sayıda genel ve özel nitelikte hüküm yer almaktadır. Örneğin temel hak ve özgürlüklerin sınırlandırılmasını düzenleyen Anayasa m.13 hükmü, ceza muhakemesi hukukuna ilişkin genel nitelikte bir hükümdür. Ceza muhakemesi hukukunda öngörülmüş olan tutuklama, arama gibi koruma tedbirleri, bir veya birden çok temel hak ve özgürlüğün sınırlandırılması niteliğindedir. Bu nedenle ceza muhakemesi hukukunda koruma tedbirleri düzenlenirken genel nitelikte bir hüküm olan Anayasa m.13’ün gözetilmesi gerekir. Buna karşılık özel hayatın gizliliğinin korunmasına dair Anayasa m.20 hükmü ise, ceza muhakemesi hukukunda doğrudan uygulanabilir özel bir hükümdür. Anayasa m.20’ye göre arama, hâkim kararı veya kanunen yetkili kılınmış mercii yazılı emrine dayalı olarak yapılabilir. Nitekim Anayasa’nın anılan hükmünün gereği olarak Ceza Muhakemesi Kanunu m.119’da aramanın; kural olarak hâkim kararına, istisnai bazı hallerde ise Cumhuriyet savcısının veya Cumhuriyet savcısına ulaşılmadığında kolluk amirinin yazılı emrine dayalı olarak yapılabileceği öngörülmüştür. Aynı şekilde Anayasa m.36’da düzenlenen savunma hakkı ile adil yargılanma hakkı, ceza muhakemesi hukukuna ilişkin doğrudan uygulanabilir özel hüküm niteliğindedir. Bildiride Türkiye Cumhuriyeti Anayasası’nın ceza muhakemesi hukukunu ilgilendiren genel ve özel nitelikteki hükümleri incelenmiştir.

Anahtar Kelimeler: Anayasa, Temel Hak ve Özgürlüklerin Sınırlandırılması, Koruma Tedbirleri, Savunma Hakkı, Adil Yargılanma Hakkı, Şüpheli Ve Sanık Hakları.

An Evaluation of Criminal Procedure Related Provisions of the Constitution of the Republic of Turkey

ABSTRACT

As is known, constitutions are fundamental sources indicating the legal order of a country. In this respect, constitutions ordinarily include provisions concerning various branches of law. The Constitution of the Republic of Turkey, which was adopted in 1982 and is still in effect, includes many general and special provisions. For instance, Article 13 of the Constitution, which regulates the limitation of fundamental rights and freedoms, is a general provision related to criminal procedure law. Protective measures such as arrest and search, which are foreseen in criminal procedure law, qualify as a limitation of one or more than one fundamental rights and freedoms. For this reason, the regulation of protective measures in criminal procedure law must observe Article 13 of the Constitution, which is a general provision. Nonetheless, provision of Article 20 of the Constitution concerning the protection of private life is a special provision which is directly applicable in criminal procedure. According to Article 20, search can be conducted upon the decision duly passed by a judge or the written order of an agency authorised by law. Thus, as a requirement of the said special provision of the Constitution, Article 119 of Criminal Procedure Code states that searches shall be conducted upon the order of a judge, or under some exceptional circumstances, upon a written order of the public prosecutor, if the public prosecutor is not reachable, upon a written order of the superior of the security force. Likewise, the right to defence and the right to a fair trial regulated in Article 36 of the Constitution are special provisions concerning criminal procedure law. This paper examines general and special provisions of the Constitution of the Republic of Turkey concerning criminal procedure law.

Keywords: Constitution, Limitation of Fundamental Rights and Freedoms, Protective Measures, The Right to Defence, The Right to a Fair Trial, Rights of Suspects and Defendants.

2019 Türkçe Dersi Öğretim Programının İlköğretim 1.-4. Sınıf Düzeyinde Ana Dilde İletişim Yetkinliği Bakımından İncelenmesi

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ÖZET

Ana dilde iletişim yalnızca Türkçe dersine yönelik değil farklı disiplinlerde sağlıklı bir diyalog kurabilmek için mutlaka edinilmesi gereken bir yetkinliktir. Dil gelişiminin anne karnında iken başladığı ve daha sonraki yıllarda gelişme kaydettiği bilim çevrelerince kanıtlanan bir olgudur. Birey, resmi eğitim hayatına başlamasıyla birlikte dinleme ve konuşma becerilerinin yanı sıra okuma ve yazma becerilerinin gelişmesinde öğretmenlerinden destek alır. Öğretmenler ise Milli Eğitim Bakanlığı tarafından belirlenen öğretim programına bağlı olarak ders sürecini yürütür. Bu çalışmanın amacı 2019 Türkçe öğretim programında 1.-4. sınıflarda belirlenen kazanımların ana dilde iletişim yetkinliği bakımından incelenmesini sağlamaktır. Araştırmada nitel araştırma yöntemine bağlı olarak doküman incelemesi tekniğine yer verilmiştir. Program incelendiğinde dört temel becerilere yönelik 1. sınıfa ait 47 kazanım; 2. sınıfa ait 46 kazanım; 3. sınıf ait 64 kazanım; 4. sınıfa ait 78 kazanım, toplamda 235 kazanım yer almaktadır. Program, ana dilde iletişim yetkinliği bakımından incelendiğinde ise 1. sınıf kazanımlarının 26'sı; 2. sınıf kazanımlarının 22'si; 3. sınıf kazanımlarının 26'sı; 4. sınıf kazanımlarının 35'i, toplamda 235 kazanımın 109'u ana dilde iletişim yetkinliğini karşıladığı saptanmıştır.

Anahtar Kelimeler: Ana Dil, Türkçe Öğretim Programı, Kazanım, İletişim

2019 Turkish Course Teaching Program For Primary Education 1.-4. Investigation Of Communication Competency In The Native Language At The Class Level

ABSTRACT

Communication in the native language is a competency that must be acquired in order to establish a healthy dialogue not only in the Turkish course but also in different disciplines. It is a phenomenon proven by scientific circles that language development begins in the womb and develops in later years. Individuals receive support from their teachers in the development of listening and speaking skills, as well as reading and writing skills, when they start their formal education life. Teachers, on the other hand, conduct the course process depending on the curriculum determined by the Ministry of National Education. The aim of this study is for the 1st-4th grades in the 2019 Turkish Curriculum. To ensure that the achievements determined in the classes are examined in terms of communication competence in the native language. In the research, document analysis technique was used depending on the qualitative research method. When the program is examined, 47 acquisitions belonging to the 1st grade for the four basic skills; 46 achievements of the 2nd class; 64 acquisitions of the 3rd class; There are 78 achievements of the 4th grade and 235 achievements in total. When the program is examined in terms of communication competence in the native language, 26 of the 1st grade acquisitions are; 22 of the 2nd Class achievements; 26 of the 3rd grade achievements; It has been determined that 35 of the 4th grade learning outcomes and 109 of the 235 outcomes in total meet the communication competence in the native language.

Keywords: Native Language, Turkish Curriculum, Achievement, Communication

Türkçe Dersi Öğretim Programında İlköğretim 4. Sınıf Ait Kazanımların Revize Edilmiş Bloom Taksonomisine Yönelik İncelenmesi

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ÖZET

Bu araştırmada ilköğretim 4. sınıfa ait Türkçe dersine yönelik belirlenen kazanımların revize edilmiş Bloom taksonomisine göre incelenmesi amaçlanmıştır. İlk olarak Bloom tarafından ortaya atılan taksonomi bilgi, kavrama, uygulama, analiz, sentez ve değerlendirme basamaklarından oluşmakta ve hiyerarşik yapıya sahiptir. 2001 yılında Anderson ve arkadaşları tarafından yenilenen taksonomi ise hatırlama, anlama, uygulama, çözümlenme, değerlendirme ve yaratma basamaklarından oluşmakta ve Bloom'un ortaya koyduğu taksonomiden daha esnek bir yapıya kavuşmuştur. Ayrıca değerlendirme basamağı en üst düzey öğrenme basamağı olarak belirlenmemiş, onun yerine yaratma basamağı en üst düzey öğrenme basamağı olarak son halini almıştır. Araştırmada nitel araştırma yöntemine bağlı olarak doküman incelemesi tekniğine yer verilmiştir. İlköğretim 4. sınıf düzeyindeki kazanımlar revize edilmiş Bloom taksonomisine göre incelenerek dinleme düzeyinde bulunan 13 kazanımın 8'i anlama, 1'i uygulama, 2'si çözümlenme ve 2'si değerlendirme; konuşma düzeyinde bulunan 6 kazanımın 1'i anlama, 1'i hatırlama, 3'ü uygulama ve 1'i çözümlenme; okuma düzeyinde bulunan 37 kazanımın 18'i anlama, 4'ü hatırlama, 5'i uygulama, 6'sı çözümlenme, 2'si değerlendirme ve 1'i yaratma basamağı; yazma düzeyinde bulunan 22 kazanımın 2'si anlama, 12'si uygulama ve 6'sı yaratma basamağında olduğu tespit edilmiştir. Araştırmada okuma düzeyinden 1 kazanımın, yazma düzeyinden ise 2 kazanımın herhangi bir basamakta yer almadığı yapılan araştırma sonucu belirlenmiştir.

Anahtar Kelimeler: Türkçe Dersi Öğretim Programı, İlköğretim, Kazanımlar, Bloom Taksonomisi

Examination of The Outcomes of The 4th Grade in Primary Education in The Turkish Teaching Program Against The Revised Bloom Taxonomy

ABSTRACT

In this study, it was aimed to examine the achievements determined for the Turkish lesson of the 4th grade of primary education according to the revised Bloom taxonomy. First put forward by Bloom, taxonomy consisted of knowledge, comprehension, application, analysis, synthesis and evaluation steps and had a hierarchical structure. The taxonomy, which was renewed by Anderson et al. in 2001, consists of the steps of remembering, understanding, applying, analyzing, evaluating and creating, and has gained a more flexible structure than the taxonomy put forward by Bloom. In addition, the evaluation step was not determined as the highest level learning step, instead the creation step took its final form as the highest level learning step. In the research, document analysis technique was used depending on the qualitative research method. By examining the achievements at the 4th grade level of primary education according to the revised Bloom taxonomy, 8 of the 13 acquisitions at the listening level were comprehension, 1 application, 2 analysis and 2 evaluation; 1 of the 6 acquisitions at the speaking level is to understand, 1 to remember, 3 to apply and 1 to analyze; Of the 37 acquisitions at the reading level, 18 are understanding, 4 are remembering, 5 are application, 6 are analysis, 2 are evaluation and 1 are creating; It has been determined that 2 of the 22 acquisitions at the writing level are at the level of understanding, 12 at the application level and 6 at the creation level. In the research, it was determined as a result of the research that 1 acquisition from the reading level and 2 acquisitions from the writing level were not included in any step.

Keywords: Examination, Primary Education, Turkish Teaching Program, The Revised Bloom Taxonomy



The Double Role of Nutrients in Immunity

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ABSTRACT

Background Nutrients are the substances found in food which drive biological activity, and are essential for the human body. Several studies have emphasized that some nutrients may increase an individual risk for cancer, while others may be protective. Dietary nutrients may be converted into metabolites by intestinal microbes that serve as biologically active molecules affecting regulatory functions in the host.

Objectives To demonstrate role of nutrients as functional foods in the management of immunity.

Materials and methods This includes the role of macronutrients, micronutrients, and the gut microbiome in mediating immunological effects. Nutritional modulation of the immune system has applications within the clinical setting, but can also have a role in healthy populations, acting to reduce or delay the onset of immune-mediated chronic diseases. Ongoing research in this field will ultimately lead to a better understanding of the role of diet and nutrients in immune function

Results Probiotics may restore the composition of the gut microbiome and introduce beneficial functions to gut microbial communities, resulting in amelioration or prevention of gut inflammation and other intestinal or systemic disease phenotypes. A well-functioning immune system is critical for survival. The immune system must be constantly alert, monitoring for signs of invasion or danger. Cells of the immune system must be able to distinguish self from non-self and furthermore discriminate between non-self molecules which are harmful (e.g., those from pathogens) and innocuous non-self molecules (e.g., from food).

Conclusion This presentation describes how diet and intestinal luminal conversion by gut microbes play a role in immune-mediated chronic diseases.

Keywords: Nutrients, Gut Microbiota, Immunomodulation



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Designing National Virtual University in the Metaverse Environment in Uzbekistan

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ABSTRACT

The article discusses the fields of application and content of virtual reality systems, the results of a comparative analysis of virtual educational environment platforms, and their role in presenting educational content in a virtual electronic format. The subject of research is geometric modeling, visualization methods and software tools of 3D models of objects in virtual environments. The purpose of the research is to develop algorithms for the representation and visualization of 3D models of exterior and interior objects in the organization of a virtual university, as well as a software tool for creating 3D models in the organization of a virtual university. The practical results of the research are aimed at increasing the activity of learners in modern virtual 3D environments in educational institutions based on the software tool, and thereby supporting the teaching process in the virtual three-dimensional environment designed on the basis of modern national landscape design in the Uzbek language “vacademia.uz” software was developed.

Keywords: Virtual Reality, Three Dimensions, Virtual 3D University, Virtual Environment, Virtual Educational Environment, Educational Virtual World, Vacademia, Second Life

Yeşil Yönetim Yaklaşımı Çerçevesinde Atık Suların Azaltılması ve Arıtılmasına Yönelik İşletme Uygulamaları: Boyama Sanayii Örneği

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ÖZET

Bu çalışma Boyama Sanayii alanında faaliyet gösteren işletmelerin yeşil yönetim yaklaşımı kapsamında atık suların azaltılması ve yeniden değerlendirilmesine yönelik mevcut uygulamaları hakkında bir durum analizi yapmak ve işletmelerin bu konudaki çözüm önerilerini ortaya çıkarmak amacı ile gerçekleştirilmiştir. Çalışma amacı doğrultusunda Organize Sanayi Bölgesinde boyama alanında faaliyet gösteren işletmelerle yüz yüze derinlemesine görüşmeler gerçekleştirilmiştir. Yapılan görüşmeler sonucunda, araştırmaya katılan işletmelerin büyük çoğunluğunun 15 tona kadar atık su ürettiği, bu atık suların azaltılmasına yönelik etkili bir stratejik bir yaklaşıma sahip olmadıkları görülmüştür. Sadece üç işletmenin susuz boyama süreçlerini kullandığı, diğer işletmelerin arıtma tesisi bakımı, su kullanımını azaltma, partiler halinde boyama gibi önlemlerle atık su miktarlarını azaltma yoluna gittikleri tespit edilmiştir. Beş işletmenin atık suların işletmeye yeniden kazandırılması ile ilgili herhangi bir uygulamasının olmadığı, iki işletmenin biriktirme, çökertme ve ayrıştırma yöntemi ile bu suları yeniden işletmeye kazandırdıkları ve iki işletmenin ise Belediye ve OSB'ye ait atık su geri dönüşüm tesislerine atık sularını gönderdikleri belirlenmiştir. Atık suların yeniden değerlendirilmesine yönelik işletmelerin önerileri incelendiğinde beş işletmenin bu konuda herhangi bir fikrinin olmadığı görülmektedir. Bir işletme Inditex kurallarına göre arıtma tesislerinin kurulmasını önerirken, bir işletme ozmos sistemi kullanımını, bir işletme dinlendirme havuzunu ve bir işletme de işletmeye özel arıtma kanallarının kullanılmasını önermiştir. Çalışma sonucunda işletmelerin yeşil yönetim yaklaşımlarını yeterli derecede önemsemedikleri değerlendirilmektedir. Bu konudaki farkındalığın üniversite-sanayi işbirlikleri çerçevesinde verilecek eğitimlerle artırılması önerisinde bulunulmuştur. Bu araştırmanın uygulayıcıların mevcut durumunu ortaya koyması ve bu yönü ile işletmelerin farkındalıklarını artırması yönüyle sektöre önemli katkılar sunacağı düşünülmektedir.

Anahtar Kelimeler: Yeşil Yönetim, Atık Su Yönetimi, Boyama Sanayi

Business Practices For The Reduction And Treatment Of Wastewater Within The Framework Of Green Management Approach: A Case Study Of The Painting Industry

ABSTRACT

It was aimed at conducting a situation analysis of current practices for reducing and recycling wastewater within the framework of green management approaches in the Painting Industry sector and uncovering the solutions proposed by these businesses. The study's objectives were met by conducting in-depth interviews with organizations located in the Industrial Zone that operate in the painting sector. It was observed from these interviews that the majority of participating businesses produced wastewater of up to 15 tons, and they don't have an effective strategy to reduce this waste. Three organizations use waterless painting processes, while others maintain wastewater treatment plants, reduce water usage, and batch paint to reduce wastewater production. There were five organizations that have no recycling practices, two organizations reclaim wastewater using storage, sedimentation, and separation methods, and two organization send wastewater to municipal and industrial zones. Five organization have no recommendations for the recycling of wastewater when examining the recommendations. One organization recommends establishing treatment facilities according to Inditex regulations, one organization recommends osmosis systems, one organization recommends settling ponds, and one organization recommends custom treatment channels. In this study, it is determined that organizations do not place enough emphasis on green management. A university-industry collaboration is recommended in order to raise awareness in this regard. By revealing the current situation of practitioners and increasing business awareness, this study will make a significant contribution to the sector.

Keywords: Green Management, Wastewater Management, Painting Industry



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The African Continental Free Trade Area (ZLECAF), an Opportunity for Cameroonian Infant Industries Following the COVID-19 Crisis

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ABSTRACT

During the health crisis caused by covid-19, very few studies were specifically interested in the appearance of profitable business niches and the recycling of the Cameroonian industrial economy due to this pandemic, particularly in the SME environment. The objective of this article is to analyze how the African Continental Free Trade Area (ZLECAF) can be a plausible business opportunity for small and medium-sized Cameroonian industrial enterprises in a highly competitive environment, hostile and limited in resources. Based on a multi-site case study with 10 Cameroonian SMEs operating in different sectors of activity, we show that under the prism of the covid-19 crisis, many industrial sectors have emerged and can become a melting pot of profitability for Cameroonian SMEs in the ZLECAF.

Keywords: Covid-19- Opportunity-SME-Business Niches- Profitability.



Convergence in Renewable Energy Sources Diffusion: The Global Experience

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ABSTRACT

To ensure that everyone has access to reasonably priced, dependable, sustainable, and modern energy (SDG 7), the diffusion of renewable energy sources (RES) is a fundamental goal of global policy actions for sustainable development at the UN level. Additionally, the EU level has prioritized RES with the new Green Deal and the new Next Generation EU goals following the COVID-19 epidemic, as well as the level of national governments globally. Given that the problem of climate change is a global externality, there hasn't been an investigation of the RES convergence process across nations as of yet. In the existing literature, studies have concentrated on certain geographic areas, such as the EU, OECD, parts of Asia, or a more diversified case like BRICS, among others. This paper tries to fill this evidence gap by presenting fresh data on the RES convergence process for the 150 nations that make up more than 95% of the world's population between 1990 and 2022. The effects of individual countries have been taken into consideration using a common panel data set. To assess conditional convergence, a number of socio-economic and political variables have been incorporated in the paper, including trade openness, financial market developments, income distribution, and literacy rate. The results of this new contribution reveal that there is evidence of sigma- absolute and conditional beta-convergence process for several groups of countries. Moreover, the conditional convergence analysis shows that spatial spillover effects exert rich and complex impact on convergence speed. Finally, the paper provides policy recommendations, highlighting that the decarbonization target in 2050 needs additional mobilization of public and private resources to pursue a common, convergence path worldwide.

Key Words: Conditional Beta-Convergence, Panel Data, Sigma-Convergence, Carbon Footprint

Net Göç, Yenilenebilir Enerji ve Finansal Gelişmenin Çevresel Sürdürülebilirlik Hedefindeki Rolü: Türkiye Örneğinde ARDL Sınır Testi Yaklaşımından Kanıtlar

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ÖZET

Üretim için gerekli olan fosil bazlı enerji tüketiminin yoğun olarak kullanılması ve küresel ısınmanın getirdiği zorluklar, küresel düzeyde çevre kalitesini tahmin etmeye ve sürdürmeye yönelik girişimleri gündeme getirmiştir. Ayrıca, ekonomik fırsatların varlığı nedeniyle göçmenlerin gittikleri ülkelerde çevre kalitesini nasıl etkiledikleri de çevresel sürdürülebilir hedefine ulaşılmasında yeni bir tartışma konusu olarak ortaya çıkmaktadır. Bu bağlamda göçün ilgili ülke ekonomilerinde düşük karbon, enerji verimliliği ve daha temiz atmosferik çevreye ulaşma hedefindeki rolünün tespit edilmesi önemlidir. Bu çalışmanın amacı 1990-2020 dönemi için Türkiye örneğinde net göç, yenilenebilir enerji tüketimi ve finansal gelişmenin çevresel sürdürülebilirlik üzerindeki etkisini analiz etmektir. ARDL Sınır Testi yaklaşımından elde edilen kanıtlar net göç ve yenilenebilir enerji tüketiminin çevre kalitesini artırdığını, finansal gelişmenin ise çevre kalitesini bozduğunu ortaya koymaktadır. Bu bağlamda net göç ve yenilenebilir enerji tüketimi ile CO₂ emisyonu arasındaki bağlantıya ait esneklik katsayısı sırasıyla -0.002 ve -0.533'dür. Finansal gelişme ve CO₂ emisyonu arasındaki ilişkiye ait esneklik katsayısı ise 0.173'dür. Çalışmadan elde edilen bu sonuçlar Türkiye ekonomisi açısından önemli politika önerilerine sahiptir. Bu öneriler ilgili ülkede sürdürülebilir çevre kalitesi ve enerji verimliliği hedeflerine yöneliktir.

Anahtar Kelimeler: Net Göç, Yenilenebilir Enerji Tüketimi, Finansal Gelişme, Çevre, ARDL Sınır Testi Yaklaşımı

The Role of Net Migration, Renewable Energy and Financial Development in Environmental Sustainability: Evidence from the ARDL Bounds Test Approach in the Case of Turkey

ABSTRACT

The intensive use of fossil-based energy consumption required for production and the difficulties brought by global warming have brought initiatives to predict and maintain environmental quality at the global level. In addition, how immigrants affect the environmental quality of the countries they go to due to the existence of economic opportunities also emerges as a new topic of discussion in achieving the environmental sustainable goal. In this context, it is important to determine the role of migration in achieving low carbon, energy efficiency and cleaner atmospheric environment in the economies of the relevant countries. The aim of this study is to analyze the impact of net migration, renewable energy consumption and financial development on environmental sustainability in the case of Turkey for the period 1990-2020. Evidence from the ARDL Boundary Test approach reveals that net migration and renewable energy consumption increase environmental quality, while financial development degrades environmental quality. In this context, the elasticity coefficient of the link between net migration and renewable energy consumption and CO₂ emissions is 0.002 and -0.533, respectively. The elasticity coefficient of the relationship between financial development and CO₂ emissions is 0.173. These results obtained from the study have important policy recommendations for the Turkish economy. These recommendations are aimed at sustainable environmental quality and energy efficiency targets in the relevant country.

Keywords: Net Migration, Renewable Energy Consumption, Financial Development, Environment, ARDL Boundary Test Approach



Regional Features of Sustainable Development in The Context of Global Climate Change

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ABSTRACT

Nowadays humanity faces several global problems that require immediate solutions. Climate change is one of the most pressing issues confronting civilization. This article explores the importance of addressing the problem of global climate change through the regulation of emissions and the concentration of greenhouse gases in the environment.

According to expert reports, the average temperature on Earth has increased by at least 0.8°C over the past 100 years. Climate change is causing damage to agriculture, the environment, biodiversity, and global food security.

The process of climate change also has a negative impact on sustainable and inclusive development, as the implementation of key principles of these concepts is directly dependent on this factor. To assess the situation in this area, the presented concepts propose a system of indicators that allows to evaluate the state or changes in economic, social, or environmental variables. The main goal of introducing a system of indicators and indices is to assess the situation or event, forecast the development of the existing situation, and develop solutions for it.

The process of climate change is also influenced by several factors, the most important of which is the amount of greenhouse gases emitted into the atmosphere. Reducing greenhouse gas emissions into the atmosphere is considered a crucial factor in preventing or slowing down the process of climate change. Therefore, monitoring the process of managing emissions of gases that cause global climate change is considered a key indicator of sustainable development.

The transition to green energy is crucial to prevent global climate change and minimize its impact on the environment. Green energy involves replacing traditional energy sources with renewable energy sources, utilizing the most advanced technologies. Unlike other energy resources, renewable energy sources are inexhaustible.

Renewable energy sources do not pollute the environment as they do not produce greenhouse gases. And that's why conditions for preventing climate change are created. Currently, countries around the world are significantly increasing the share of green energy in electricity production.

The efficient use of energy is another factor contributing to climate change prevention. The traditional method of energy generation relies on burning fossil fuels, which releases a significant amount of greenhouse gases into the atmosphere, accelerating the process of climate change. Therefore, it is necessary to move from the traditional approach to the new method of green energy production. It is important to ensure efficient energy use in all energy production methods, whether they are traditional or environmentally friendly methods.

Climate change can have a negative impact on regional security. It can create tensions among neighboring countries regarding the shared use of vital resources. This underscores the fact that climate change can negatively affect not only global ecological and food security but also regional and overall political security. Therefore, it is necessary to mobilize and consolidate the international community to minimize the consequences of climate change and fulfill agreements in this regard. To address this challenge, countries should primarily adhere to the principles of modern governance and utilize innovative technologies.

Keywords: Regional Features, Sustainable Development, Global Climate Change

Azerbaycan Kamu Yönetiminde Etik Anlayışı ve Uygulamaları

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ÖZET

Azerbaycan, 1991 yılında SSCB'nin dağılması ile bağımsızlığını elde etmiş yeni bir cumhuriyettir. İnsanoğlu, yaratıldığı günden bu yana etik konusu tartışılmaya başlanmıştır. Dünya bilim literatüründe etik kavramının birçok tanımı yapılmıştır. Genel olarak etik; töre bilimi, ahlak bilimi olarak tanımlanmaktadır. Gelişmiş demokrasilerdeki devlet memurları etik kurumu, devlet memurlarının siyasi, hukuki, idari, ekonomik ve fiilen etik gibi davranış biçimlerini düzenlemenin çeşitli yollarını birleştirir. Günümüzde kamu hizmetinde etik büyük önem taşımaktadır. İnsanların ve devletlerin yaşamlarında etik değerlerin varlığı tartışılmaz bir gerçektir. Kamu yönetiminde genel olarak etik; kamu yönetimi sisteminin bir unsurudur. Azerbaycan Cumhuriyetinde devlet kurumlarında görev yapan memurlar "Memurların Etik Davranış Kuralları" hakkında kanununun hükümleri uygulanır. Azerbaycan'da kamu yönetimi sisteminde reformların uygulanması ve personel potansiyelinin geliştirilmesi konusunda öne çıkan kuruluşlardan biri de "Azerbaycan Cumhuriyeti Cumhurbaşkanına bağlı Vatandaşlara Hizmet ve Sosyal Yenilikler Devlet Ajansı" ve "ASAN hizmeti"dir. Bu çalışmada, literatür taraması yöntemiyle, güncel veriler ve kaynaklar taranarak hazırlanacaktır. Bu çalışmanın amacı; Azerbaycan kamu yönetiminde etik anlayışı, uygulamaları ve etik alanındaki inovasyonları incelemektir.

Anahtar Kelimeler: Azerbaycan, Kamu Yönetimi, Etik, Kamu Yönetiminde Etik, Ahlak.

Ethical Understanding and Applications in Public Administration of Azerbaijan

ABSTRACT

Azerbaijan is a new republic that gained its independence with the dissolution of the USSR in 1991. Ethical issues have been discussed since the creation of mankind. Many definitions of the concept of ethics have been made in the world scientific literature. Ethics in general; The science of ethics is defined as the science of morality. The civil servant ethics body in advanced democracies combines various ways of regulating the behavior of civil servants such as political, legal, administrative, economic, and actually ethical. Today, ethics is of great importance in public service. The existence of ethical values in the lives of people and states is an indisputable fact. Ethics in public administration in general; It is an element of the public administration system. The provisions of the law on the "Ethical Code of Conduct of Officials" for civil servants working in state institutions in the Republic of Azerbaijan are applied. One of the prominent institutions in the implementation of reforms in the public administration system in Azerbaijan and the development of personnel potential is the "State Agency for Citizens Service and Social Innovations under the President of the Republic of Azerbaijan" "ASAN service". In this study, it will be prepared by scanning the current data and sources with the literature review method. The aim of this study; To examine the ethical understanding, practices and innovations in the field of ethics in Azerbaijan public administration.

Keywords: Azerbaijan, Public Administration, Ethics, Ethics in Public Administration, Morality.



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Call for Independence: Assessing External Auditors in Ethiopia from the Perspective of Firms and Clients

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ABSTRACT

In all matters, auditors should maintain independence as specified in the general objective of the Generally Accepted Auditing Standards (GAAS). However, no relevant basis of empirical literature has been made on the issue in Ethiopia. Hence, this study aimed to examine the factors influencing the auditor's independence from firm and client perspectives in audit firms operating in Ethiopia. This study used a quantitative research design to attain its purpose and used the survey method to collect data. Accordingly, 136 valid responses were collected from external auditors working in audit firms in Ethiopia and analyzed using a principal component and multivariate regression analysis. The study result shows that audit firm size and non-audit service positively impact the auditor's independence from the client (IAC). Those results implied that auditors are more likely to maintain their independence from the client as they are working in audit firms that have improved research and financial capabilities. Providing non-audit service for clients was also found non-impairing factor for auditors' independence from the client. However, audit tenure has a negative effect; hence, auditors' independence would be reduced due to a long audit tenure. Also, professional commitment can help auditors maintain their independence from their audit firm (IAF). Group engagement has a negative impact; hence, audit firms must ensure auditors are self-independent, and it is a new variable to the literature having a vital contribution to the future area of research interest.

Keywords: Audit Firms, Auditor's Independence, External Auditors, Independence From the Client, Independence From the Firm

Kozmetik Sektöründe Sürdürülebilir İnovasyonlar, Stratejik Yönetim, Tedarik Yönetimi ve Ar-Ge Faaliyetleri: Akalife İlaç Sanayi Örneği

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ÖZET

Değişime açık, dinamik ve yenilikçi bir sektör olan kozmetik sektörü her geçen gün birçok yeni girişimci ve yatırımcının ilgisini çekmektedir. Bu çalışmada, kozmetik sektöründe ilk niteliğinde kozmetik ve dermokozmetik ürünler geliştiren, üreten ve aynı zamanda bir takviye edici gıda üreticisi de olan AKALIFE İLAÇ SANAYİ'nin uygulama ve stratejilerinden ve anketten elde edilen verilerden yararlanarak, "Kozmetik sektöründe şirketler sürdürülebilir inovasyonlar niteliğinde ürünlerinin müşteriler tarafından tercih edilmesini nasıl sağlamaktadır?" araştırma sorusuna cevap aranmaktadır. Çalışmada, başarılı kozmetik şirketlerinin doymuş bir kozmetik endüstrisinde sürdürülebilirliği sağlaması için neler yaptığı ve yapması gerektiği tartışılmaktadır. Bu bağlamda AKALIFE İLAÇ SANAYİ'nin başarılı uygulama örneklerinin yanı sıra, kozmetik sektöründe sürdürülebilir inovasyonların başarıya ulaşmasında etkili olduğu düşünülen üç bağımsız değişken; Stratejik Yönetimin Etkinliği, Tedarik Yönetiminin Etkinliği ve Ar-Ge Faaliyetlerinin Etkinliği hakkında anket yöntemiyle 107 kişiden veri toplanmış ve bu verilerin istatistiksel analizleri yapılarak bulgular yorumlanmıştır. Araştırma sonucunda kozmetik sektöründe geliştirilen sürdürülebilir inovasyonların müşteriler tarafından tercih edilmesinde en etkili birincil faktörün Ar-Ge faaliyetleri olduğu gözlenmiştir. Kozmetik şirketlerinin daha önce hiç uygulanmamış niş formüller geliştirmeleri ve daha önce hiçbir kozmetik ürününde kullanılmayan ham maddeleri tedarik ederek benzersiz kozmetik ürünler üretmeleri, pazardaki konumlarını güçlendirmelerine ve rakiplerine görece üstün rekabet avantajı sağlamalarına neden olmaktadır. Stratejik yönetimin etkinliğinin, tedarik yönetiminin etkinliği kadar olmasa da hemen hemen tedarik yönetimin etkinliği kadar sürdürülebilir inovasyonlar niteliğinde kozmetik ürünlerin müşteri tarafından tercih edilmesinde etkili olduğu gözlenmiştir. Çalışmada, sürdürülebilir kozmetik şirketlerinin, müşterilerin bağlı kalacağı başarılı bir şirket kimliği ve imajı oluşturmalarında sürdürülebilirlik, sağlıklı içerik, eşsizlik ve yenilikçilik değerlerinin avantajlarından yararlanmalarının önemli olduğu gözlenmiştir.

Anahtar Kelimeler: Kozmetik Sektöründe Girişimcilik, Kozmetik Sektöründe Sürdürülebilir İnovasyon, Kozmetik Sektöründe Stratejik Yönetim, Kozmetik Sektöründe Tedarik Yönetimi, Kozmetik Sektöründe Ar-Ge Faaliyetleri, AKALIFE İLAÇ SANAYİ

Sustainable Innovations, Strategic Management, Supply Management and R&D Activities in The Cosmetics Industry: The Case of Akalife Pharmaceuticals

ABSTRACT

The cosmetics sector, which is a dynamic and innovative sector that is open to change, attracts the attention of many entrepreneurs and investors every day. In this study, in the light of best practices and strategies of AKALIFE PHARMACEUTICALS, which develops first-class cosmetics and dermocosmetic products in the cosmetics industry and is also a food supplement manufacturer, and the data obtained from the survey, the research question "How cosmetics companies can sell their sustainable innovations to the customers?" has been answered. The paper discusses what it takes for a cosmetics companies to achieve sustainable accomplishments in a cosmetics industry. In this context, besides the accomplished practices of AKALIFE PHARMACEUTICALS, data were collected from 107 people by survey method on three independent variables that are effective in the preferability of



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sustainable innovations in the cosmetics sector. The statistical analyzes of these data were completed and the findings were discussed. As a result of the analysis, it has been observed that the most effective primary factor on the preferability of sustainable innovations invented on the cosmetics industry by customers is R&D activities. The fact that cosmetic companies develop niche formulas that have never been applied before and produce unique cosmetic products by supplying raw materials that have not been used in any cosmetic product before, brings about them to strengthen their position in the cosmetic market and provide a strong comparative advantage over their rivals. It has been observed that the effectiveness of strategic management is almost as effective as the efficiency of supply management, although not as much as the efficiency of supply management, in the customer's preference of cosmetic products as sustainable innovations. Besides, the study concludes that it is crucial for sustainable cosmetics companies to take advantage of the values of sustainability, healthy content, uniqueness and innovation in generating a prosperous corporate identity and potent brand image that customers will adhere to.

Keywords: Entrepreneurship in the Cosmetics Sector, Sustainable Innovation in the Cosmetics Sector, Strategic Management in the Cosmetics Sector, Supply Management in the Cosmetics Sector, R&D Activities in the Cosmetics Sector, AKALIFE PHARMACEUTICALS.

Sağlık İşletmelerinde İnsan Kaynakları Yönetimi ve Türkiye’de Uygulaması

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ÖZET

Bütün dünyayı etkisi altına alan küreselleşme ekonomik ve siyasi sınırları birbirinden ayırmış, tüm insanlığı aynı dinamiklere duyarlı olma noktasında birleştirmiştir. 1980’li yıllarla birlikte iyice belirginleşen bu süreç dünyayı küçülterek ülkeler arasında hızlı bir etkileşime yol açmıştır. Teknolojik, ekonomik, siyasi ve sosyal gelişmeler, insanların yaşamlarını ve beklentilerini önemli ölçüde değiştirmiştir. Çoğu kurum kendini yenilemek ve/veya yeniden yaratmak istemiştir. Hızla gelişen ve küçülen dünya genelinde, bütün ülkeler ve firmalar artan rekabet ortamında doğru kararlar ile müşterilerinin ihtiyaçlarını ve yeterliliklerini karşılayabilmek için çalışmaktadır. Dünyayı adeta tek bir Pazar haline dönüştüren küreselleşme, giderek yoğunluk kazanan uluslararası rekabet ve yaşanan hızlı teknolojik gelişmeler, insan becerileri ve bilgisiyle sürdürülebilir. Küreselleşme rekabet avantajı haline getirmekte, çalışma hayatını derinden etkilemekte, geleneksel endüstri ilişkilerini değiştirmeye ve yeniden yapılanmaya zorlamaktadır. Uluslararası rekabetin güçlenmesi, arz ve taleplerde görülen değişimler, bu denli değişen ve farklılaşan taleplere cevap verme ihtiyacı, üretimi ve onu oluşturan dinamikleri de etkilemiştir. Bu gelişmeler rekabet gücünü ülkeler ve firmalar için stratejik bir faktör haline getirmiştir. Piyasaların küreselleşmesi, teknolojik ilerlemeler ve demografik gelişmelerin tümü ekonomik, sosyal ve siyasi sistemlerin işleyişine yeni boyutlar kazandırmıştır. Uluslararası rekabetin artması, bir yandan giderek daha nitelikli insan gücünün yetiştirilmesini önemli kılarken, öte yandan ise insan kaynakları yönetimi sisteminin daha etkili hale getirilmesini gerekli kılmaktadır. Ülkeler arası ve işletmeler arası artan işbirliği ve bu işbirliğinin gereklerini yerine getirecek yeni bir insan tipini de zorunlu kılmaktadır. Bu zorunluluk, hükümetlerin insan kaynaklarını değerlendirme ve yetiştirme politikalarına daha fazla önem ve öncelik vermelerine sebep olmuştur. Hükümetler küreselleşme ve uluslararası rekabetle şekillenen yeni insan tipini yetiştirmek üzere kısa, orta ve uzun vadeli programlar hazırlamakta ve uygulamaya koymaktadır. 21. yüzyılda bilgiyi maddeye uygulayan insan tipi yeterli görülmemektedir. Artık sadece teknolojiyi alıp kullanabilen insan değil teknolojiyi üreten, bilgiyi bilgiye tatbik ederek dünyayı yeniliklere taşıyan insan tipine ihtiyaç vardır. İnsan gücü niteliklerinde gözlenen bu değişim iki yönü bir etkileşime yol açmıştır. Bir yandan kaydedilen gelişmeler ve teknolojik ilerlemeler yeni bir insan tipini gerekli kılarken öte yandan bu insan tipi yeni bir çağın ve teknolojik gelişmelerin yaratıcısı üreticisi durumundadır. Ekonominin yeni güç odakları, artık sınırsız maddi ve kaynaklara sahip olan kuruluşlar değil düşünce ve teknoloji üretimi ve kullanımında söz sahibi olan insanlardan oluşan çalışma gruplarına sahip kuruluşlar olmaktadır. İnsan kaynakları yönetimi son yılların üzerinde en çok durulan konuları arasındadır. Dünyada meydana gelen değişimler, teknolojik alandaki gelişmeler ve devletin yeni rolünün ne olması gerektiğinin sorgulandığı günümüzde, gözler örgütlerin insan kaynaklarına çevrilmiştir. Günümüzde değişim bir ihtiyaç değil bir zorunluluk; bir tercih değil bir kaçınılmazlıktır. İKY, kamu ve özel kuruluşların ilgi odağını oluşturan bir konudur. **Anahtar Kelimeler:** Sağlık İşletmeleri, İnsan Kaynakları, İnsan Kaynakları Yönetiminin Türkiye de uygulanması.

Human Resources Management in Healthcare Enterprises and Its Application in Turkey

ABSTRACT

Globalization, which has influenced the whole world, has separated economic and political borders from each other and united all humanity at the point of being sensitive to the same dynamics. This process, which became more evident with the 1980s, caused a rapid interaction between countries by shrinking the world. Technological, economic, political and social developments have significantly changed people's lives and expectations. Most institutions wanted to renew and/or reinvent themselves. In the rapidly developing and shrinking world, all countries and companies are working to meet the needs and competencies of their customers with the right



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decisions in an increasingly competitive environment. Globalization, which has transformed the world into a single market, can be sustained with the increasing intensification of international competition and rapid technological developments, human skills and knowledge. Globalization makes it a competitive advantage, deeply affects working life, and forces traditional industrial relations to change and restructure. The strengthening of international competition, the changes in supply and demand, the need to respond to such changing and differentiating demands have also affected production and the dynamics that make it up. These developments have made competitiveness a strategic factor for countries and companies. The globalization of markets, technological advances and demographic developments have all brought new dimensions to the functioning of economic, social and political systems. Increasing international competition, on the one hand, makes it important to train more and more qualified manpower, on the other hand, it makes it necessary to make the human resources management system more effective. Increasing cooperation between countries and businesses also necessitates a new type of person who will fulfill the requirements of this cooperation. This necessity has caused governments to give more importance and priority to human resources evaluation and training policies. Governments prepare and implement short, medium and long-term programs in order to raise the new type of people shaped by globalization and international competition. In the 21st century, the type of person who applies knowledge to matter is not considered sufficient. Now, there is a need not only for people who can buy and use technology, but also for people who produce technology and carry the world to innovations by applying knowledge to knowledge. This change observed in manpower qualities has led to an interaction in two aspects. On the one hand, developments and technological advances necessitate a new human type, on the other hand, this human type is the creator and producer of a new era and technological developments. The new power centers of the economy are no longer organizations with unlimited material and resources, but organizations with working groups consisting of people who have a say in the production and use of thought and technology.

Human resource management is among the most emphasized topics in recent years. In today's world, when the changes in the world, developments in the technological field and the new role of the state are questioned, the eyes are turned to the human resources of the organizations. Today, change is not a necessity but a necessity; It's not a choice, it's an inevitability. HRM is a subject that forms the focus of attention of public and private institutions.

Keywords: Healthcare Businesses, Human Resources, Implementation of Human Resources Management in Turkey.



A Quantitative Study on Passengers' Intention to Use Radio Frequency Identification (RFID) Baggage Cards in Aviation

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ABSTRACT

For airlines, mishandled baggage is a serious financial burden. It reduces passenger satisfaction and negatively affects customer loyalty. It also damages the brand image of airlines. To minimize mishandled baggage, airlines resort to advanced baggage tracking systems, with Radio-Frequency Identification (RFID) technology-based baggage tracking systems standing out. RFID technology enables real-time location and tracking of baggage through radio frequency signals embedded in baggage tags. Additionally, RFID baggage cards that travelers can place on their luggage provide information about the current status of passenger luggage and allow passengers to track their luggage via their mobile phones. This study extends the Theory of Planned Behavior (TPB) by adding the perceived trust variable and aims to determine the factors that affect intention to use RFID baggage cards in the airline industry. In this study, an extended conceptual model based on the TPB is empirically tested to better understand passengers' intention to use RFID baggage cards. For this purpose, an online questionnaire was designed, and 104 valid survey responses were obtained. Correlation analysis, reliability analysis, and multiple regression analysis were performed on the survey data. The results of the study show that subjective norms, attitudes, and perceived trust positively and significantly affect intention to use RFID baggage cards. However, perceived behavioral control does not have a significant effect on intention to use. These findings are essential in shedding light on factors that can assist airlines in enhancing baggage services.

Keywords: RFID baggage tracking, Airline baggage handling, Passenger satisfaction, Theory of Planned Behavior



What is Type of Blockchain? And How to Relevant in Private Sector?

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ABSTRACT

A blockchain is a revolutionary system that connects computer networks in a decentralized and distributed manner. Blockchain allows the process of current transactions to be peer-to-peer (P2P) without relying on a single server. Once entered, information can never be erased. The blockchain contains a certain and verifiable record of every single transaction ever made. This study evaluated the development of research publications in the implementation process and future trend of Blockchain Technology. Private blockchains are often referred to as 'permissioned' blockchains. Unlike public blockchains, where anyone can download the software, form a node, view the ledger and interact with the blockchain, private blockchains are often run and operated by an entity (the "trusted intermediary"). As the trusted intermediary is in charge of the running of the blockchain it will control who can access the private blockchain and may also control the type of access rights each participant has. For example, some participants may be restricted to viewing (some or all of) the data on the ledger, whereas others may also have permission to submit new transactions for recording on the blockchain. The aim of this study is to analyze the characteristics of private blockchain.

Keywords: Blockchain, Database, Technology, Private



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Learners' Engagement through Code-Switching in ELT Classes at Secondary Level in Baltistan

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ABSTRACT

It is a common practice of a society to use multiple languages in a community for discourse purposes. A successful discourse is done when both the speaker and the listener understand each other easily. For a better and successful discourse in a learning situation, understandable linguistic items, like words, phrases or sentences borrowing from other languages is common practice. The application of linguistic items like words and phrases from other languages in discourse is called code-switching (CS). Balti speakers (dwellers of Baltistan region of Northern Area of Pakistan) use some English words spontaneously or willingly while communicating in their local language (Balti language) for better and successful interaction. Code switching of local language i.e. Balti, makes teaching and learning of English effective at secondary level in Baltistan. The research method applied in this study is Qualitative research based on case study. This Descriptive study with Purposive Sampling aims at investigating the attitude of learners while teaching English books by the teachers.

Keywords: Learners' engagement, Balti Language, Borrowing, CS (Code switching), ELT (English Language Teaching)

“M. K. Atatürk ve Azerbaycan'ın siyasi liderleri: M.E. Rasulzadeh ve N. Narimanov”

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ÖZET

Türk dünyası tarihe büyük dahiler kazandırmış, dünya medeniyetine büyük katkılar sağlamış, devlet geleneklerini oluşturup yaşatmayı başarmış, nesilden nesile aktarmış, birçok halka örnek olmuş ve en zor zamanlarda imtihandan başarıyla çıkmıştır.

Tarihimizin iki büyük şahsiyeti - Müslüman Doğu'nun ilk laik, demokratik cumhuriyetini kuran Muhammed Emin Resulzade ile adı altın harflerle yazılacak ve Doğu'nun özgürlük sembolü haline gelecek olan Mustafa Kemal Atatürk arasındaki ilişki, çok ilginç.

Türkiye Cumhuriyeti'nin 100 yılında Mustafa Kemal Atatürk'ün Azerbaycan'ın siyasi liderleriyle ilişkileri konusunun gündeme geleceğine ve bazı soruları yanıtlayacağına inanıyoruz. Her iki dahinin de zamanlarına ve dönemlerine uymadığı, ancak uluslarının ulusal bağımsızlığı mücadelesinde yeri doldurulamaz liderler haline geldiğine dair kesin görüşü belirtmekte fayda var. Siyasi şahsiyet olarak faaliyetleri farklı dönemlere ait olsa da sosyal ve siyasi faaliyet ve eylemlerinde benzerlikler ayındır. Her ikisi de sonsuz hayatın tarihsel misyonunu omuzlarına almış ve onu onurla taşıyarak ebedileşmişlerdir. Yüzyılın başında, devletimizin restorasyonunun beşiğinin başında bulunan sosyo-politik figür, büyük düşünür ve yazar Muhammed Emin Resulzade, Azerbaycan'ın millî hareketini sistematik bir karakter kazandırarak genişletmeyi başardı, programını tanımlayarak ulusal-sosyal bir ideoloji yaratıyor. Abartmadan, aşağıdaki sözler her iki Türk liderine atfedilebilir: Çökmüş bir imparatorluğun yıkıntıları üzerinde medeni, demokratik geleneklere dayalı bir devlet inşa etmek gibi son derece zor bir tarihsel görevi üstlenmek, o dönemde yaşayan liderlerimize düşen tarihsel görevdi. Yaşadıkları ve yarattıkları farklı, çelişkili dönemlere - gerek mutlakiyet dönemine gerekse Cumhuriyet dönemine - bakarsak, haklı ulusal bağımsızlık mücadelesinde ancak kararlılık ve fedakarlık görebiliriz. Çağdaşlarından birçok farklı nitelikleriyle ayrılan her iki siyasi lider, kader meselelerindeki farklı konumları, mükemmel düşünceleri ve olaylara yaklaşımları gibi benzer özelliklere sahiptir.

Makalede M.K.Atatürk ile M.A.Rasulzade ilişkilerinin görünen ve görünmeyen yönleri incelenmiştir. Türkiye Cumhuriyeti ile Azerbaycan Sovyet Cumhuriyeti arasındaki ilişkilerden, bu ilişkilerde yerini N. Nerimanov'un rolüne bırakmıştır. N. Nerimanov, Lenin'e mektubunda şöyle yazmıştı: "Ermeni meselesi Türkler için bir ölüm kalım meselesidir." Bu konuda Türklerin yanında yer almazsanız tüm Doğu milletlerini kaybederiz ve Azerbaycan'ı elimizde tutmak imkansız olur!

Nerimanov, Azerbaycan devletinin başında olduğu iki yıl boyunca Moskova'ya bağlı olmasına rağmen bağımsız bir devlet başkanı olarak Türk hükümetiyle ilişkileri daha yüksek boyut ve ölçüklere taşıdı ve en önemlisi, Anadolu'da çok zor durumda olan kardeşlerine devletin tüm imkanlarını seferber etti, elinden gelen her türlü yardımı hiç çekinmeden yaptı. N. Narimanov'un M.K. Atatürk'e verdiği "Kardeş kardeşe borç vermez, el tutur" cevabı Türk kardeşliğine güzel bir örnektir.

Türk-Sovyet ilişkilerinin ayrılmaz bir parçası olan bu aşama, Bolşeviklerle temasın kurulmasında köprü görevi gören Azerbaycan-Türkiye ilişkilerinin bir parçasıdır.

Anahtar Kelimeler: M.K. Atatürk - Azerbaycan'ın siyasi liderleri, Türk-Sovyet ilişkileri, M.E. Rasulzadeh, N. Narimanov

"M. K. Atatürk and the political leaders of Azerbaijan: M. E. Rasulzade and N. Narimanov"

ABSTRACT

The Turkish world has brought great geniuses to history, has made great contributions to world civilization, succeeded in creating and keeping state traditions alive, passed it down from generation to generation, set an example for many peoples, and successfully passed the test in the most difficult times.

The relationship between the two great figures of our history - Muhammed Emin Resulzade, who founded the first secular, democratic republic of the Muslim East, and Mustafa Kemal Atatürk, whose name will be written in golden letters and who will become the symbol of freedom of the East, is very interesting. We believe that in the 100th anniversary of the Republic of Turkey, the issue of Mustafa Kemal Atatürk's relations with the political leaders of Azerbaijan will come to the fore and answer some questions. It is worth noting the unequivocal opinion that both geniuses did not fit their time and era, but became irreplaceable leaders in the struggle for the national independence of their nation. Although her activities as a political figure belong to different periods, the similarities in their social and political activities and actions are the same.

Both took on their shoulders the historical mission of eternal life and, carrying it with honor, became eternal.

At the beginning of the century, the socio-political figure, great thinker and writer Mohammed Emin Resulzade, who was at the beginning of the cradle of the restoration of our state, managed to expand the national movement of Azerbaijan by giving it a systematic character. creates a national-social ideology by defining its program. Without exaggeration, the following remarks can be attributed to both Turkish leaders: It was the historical duty of our leaders who lived at that time to undertake the extremely difficult historical task of building a civilized, democratic-tradition-based state on the ruins of a collapsed empire.

If we look at the different and contradictory periods they lived and created - both the absolutism period and the republican period - we can only see determination and self-sacrifice in the rightful national independence struggle. Distinguished from their contemporaries by many different qualities, both political leaders have similar characteristics such as their different positions in matters of destiny, their excellent thinking and approach to events.

In the article, the visible and invisible aspects of the relations between M.K.Atatürk and M.A.Rasulzade are examined. The relations between the Republic of Turkey and the Azerbaijan Soviet Republic have been replaced by the role of N. Narimanov in these relations. N. Narimanov wrote in his letter to Lenin: "The Armenian issue is a matter of life and death for the Turks. If you don't side with the Turks in this issue, we can lose all Eastern nations and it will be impossible to keep Azerbaijan! Despite the fact that Narimanov was tied to Moscow during the two years he was at the head of the Azerbaijani state, as an independent head of state, he took the relations with the Turkish government to higher dimensions and scales, and most importantly, he mobilized all the possibilities of his state to his brothers in Anatolia, who were in a very difficult situation, and spared no one. helped in every possible way. N. Narimanov's answer to MK Atatürk, "brother does not lend to brother, holds hands" is a great example for Turkish brotherhood.

This phase, which is an integral part of Turkish-Soviet relations, is a part of Azerbaijan-Turkey relations, which played the role of a bridge in establishing contact with the Bolsheviks.

Keywords: M.K Atatürk - political leaders of Azerbaijan Turkish-Soviet relations M.E Rasulzadeh, N. Narimanov



Climate Change, Migration, Violence: Sahel

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ABSTRACT

The conflicts between agrarian and pastoralist communities in Sahel are not new. However, with the drastic changes in climate and the dispossession it leads alongside the other factors such as population pressure, increasing distrust among the society, weak governance and involvement of armed groups have increased the volume and the frequency of the conflicts, the lives lost in these conflicts and the number of displaced persons as a result of them. In 2018, more than 2.500 people were killed only in the farmer-herder conflicts in Nigeria. Mali and Burkina Faso are the other Sahel countries with the highest number of farmer-herder conflicts and deaths they cause. The increasing farmer-herder conflicts in Sahel are intricate phenomena that are impacted by multiple developments while also having impact on multiple key issues including increasing recruitment by violent extremist groups, growing fractions in society in terms of ethnicity and religion, and the food security in the region. This paper provides an overview of these conflicts and their intersections with different issue areas and suggest the steps needed to be taken to mitigate the conflicts between farmers and pastoralists, and reestablish security and stability in Sahel.

Keywords: Climate Change, Sahel, Farmer-Herder Conflicts



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Analysis of Using Second Account Instagram as Self-Disclosure in The Mental Health Perspective (Young Adult Users)

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ABSTRACT

This study aims to discover how users express themselves using Second Account from a mental health perspective when facing the pressure of visual standardization in First Account. This research is using Qualitative Method. This study found that Second Account users interpret Second Account as a place for all evaluative self-disclosure in a broad and intimate scope of topics using video or photo media that support self-disclosure. Users get a therapist experience where there is comfort, freedom, and private space that is always ready to accommodate user outpourings, anxieties or complaints, and there is also an audience that can give attention, be heard, and provide feedback for perpetrators of self-disclosure. Users can also talk to themselves in order to get to know more about their characteristics of themselves so as to increase self-confidence and reduce the attitude of comparing themselves to others. One can get to know a Second Account user, good or bad, and the information conveyed in the Second Account contains accurate and authentic information. This makes Johari Window Second Account dominated in the Open area, where users express themselves little by little gradually.

Keywords: Second Account, Self Disclosure, Johari Window



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Impact of Mobile Technologies on M-Leadership: A Systematic Literature Review

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ABSTRACT

The emergence of new forms of distributed organization that facilitate collaboration and cooperation in an increasingly interconnected and interdependent world leads to the need for m-leadership, in contexts of global virtual teams, using mobile technologies in order to increase more effective global operations. The literature review is carried out with the objectives of synthesizing the existing research on the evolution of mobile technologies in the formation of mobile leadership (m-leadership) in order to understand the impact of mobile technologies on mleadership and to provide a theoretical basis for future research and practical applications in the area. The methodology includes bibliometric research in four databases: two free (Educ@ and ERIC) and two with paid access or subscriptions (SCOPUS and Academic Search Premier) in the period between 2000 and 2023, the exploration of Boolean operators, the selection of inclusion and exclusion criteria, culminating in the synthesis and discussion of the results obtained. In the final considerations the potentialities and limitations of the metamorphosis of mleadership in the temporal, spatial, ethical, digital, functional and sustainable spheres are highlighted so that researchers continue to deepen the understanding of the evolution of technology and the impact of AI and blockchain integration into mobile leadership practices. It will serve as a contribution to the creation of relevant models of lifelong professional training, in the form of e-learning, accessible and effective on a global scale.

Keywords: M-Leadership, Mobile Technologies, Emerging Technologies, E-Learning Training

Leonardo Da Vinci: Çoklu Zekâ Kuramına Yönelik Bir Vaka Analizi

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ÖZET

Zekâ, günümüzde tek boyutu aşan çok boyutlu bir olgu olarak değerlendirilmektedir. Çoklu Zekâ Kuramı altında kavramsallaştırılan bu anlayış, önemli bir araştırma alanı olarak kabul görmektedir. Howard Gardner (1983, 1993) tarafından geliştirilen Çoklu Zekâ Kuramı; zekâyı tek yönlü bir yetenek olarak değil, farklı boyutlardan oluşan ve geliştirilebilir bir alan olarak ele almaktadır. Zekâ kavramının çağcıl kabulüne ilişkin bir kuram olan Çoklu Zekâ Kuramı; psikoloji, eğitim bilimleri ve iletişim çalışmaları gibi birçok alan açısından incelenmeye değer bir nitelik arz etmektedir.

Bu çalışma, bir Rönesans insanı ve çağını aşan bir dahi olan Leonardo da Vinci'nin çoklu zekâ kavramı bağlamında analiz edilmesini amaçlamaktadır. Nitel yöntemle tasarlanan çalışma kapsamında Leonardo da Vinci'nin yaşamı ve eserleri, Çoklu Zekâ Kuramı temel alınarak içerik analizi yöntemiyle incelenmiştir. Çalışmanın verileri, doküman analizi yöntemi ve yaşam öyküsü yöntemi ile toplanmıştır. Elde edilen verilerin analizinde, içerik analizi yöntemi kullanılmıştır. İçerik analizinin kod ve tema yapısı, Gülşen (2015) ve Babacan & Dilci (2012) tarafından geliştirilen Çoklu Zekâ Ölçeği kullanılarak oluşturulmuştur. Araştırma verilerinin yorumlanmasında, MAXQDA nitel veri analizi programı kullanılmıştır.

Çalışmanın, zekâ araştırmaları ile Çoklu Zekâ Kuramı açısından önemli olduğu düşünülmektedir. Ayrıca çalışma, nitel araştırma yöntemlerinden biri olan ve son dönemlerde oldukça popüler olan yaşam öyküsü yöntemini kullanması nedeniyle alanyazına katkı niteliği taşımaktadır. Çalışmada elde edilen bulgular uyarınca Leonardo da Vinci'nin düşünme tarzının çoklu zekâ alanlarına koşut bir yayılım gösterdiği, yaratıcı düşünme ve teknik uzmanlığı başarıyla bütünleştirdiği görülmüştür. Bu bağlamda Da Vinci'nin özellikle görsel-uzamsal, mantıksal-matematiksel ve varoluşsal başta olmak üzere tüm zekâ alanlarını yoğun olarak kullandığı; bilim, sanat ve felsefeyi bir bütün olarak gördüğü saptanmıştır.

Keywords: Leonardo Da Vinci, Zekâ, Çoklu Zekâ Kuramı, Howard Gardner, Deha, İçerik Analizi.

Leonardo Da Vinci as a Case of Multiple Intelligences Theory

ABSTRACT

Today, intelligence is considered as a multidimensional phenomenon that transcends one dimension. This understanding, conceptualized under the Theory of Multiple Intelligences, is accepted as an important research area. The Multiple Intelligence Theory, developed by Howard Gardner (1983, 1993), considers intelligence not as a one-way ability, but as a field that can be developed with different dimensions. Multiple Intelligence Theory, which is a theory regarding the modern acceptance of the concept of intelligence, is worth examining in many fields such as psychology, educational sciences and communication studies.

This study aims to analyze Leonardo da Vinci, a Renaissance man and a genius beyond his age, in the context of multiple intelligences. Within the scope of the study designed with a qualitative method, the life and works of Leonardo da Vinci were examined with the content analysis method based on the Multiple Intelligence Theory. The data of the study were collected by document analysis method and life history method. Content analysis method was used in the analysis of the obtained data. The code and theme structure of the content analysis was



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created using Gülşen's (2015) and Babacan & Dilci (2012)'s Multiple Intelligences Scales. MAXQDA qualitative data analysis program was used to interpret the research data.

The study is thought to be important in terms of intelligence research and Multiple Intelligence Theory. In addition, the study contributes to the literature because it uses the life history method, which is one of the qualitative research methods and has become very popular recently. According to the findings obtained in the study, it was seen that Leonardo da Vinci's thinking style spread parallel to multiple intelligence areas and successfully integrated creative thinking and technical expertise. In this context, it has been determined that Da Vinci used all intelligence areas, especially visual-spatial, logical-mathematical and existential, and viewed science, art and philosophy as a whole.

Keywords: Leonardo Da Vinci, Intelligence, Multiple Intelligences Theory, Howard Gardner, Genius, Content Analysis.

Tarihin Derin Köklerine Bağlı Azerbaycan-Özbekistan İlişkileri

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ÖZET

Azerbaycan ve Özbek halkları arasında dostluk ve kardeşlik ilişkileri tarihsel olarak var olmuştur. Aynı tarihi, dini ve kültürü paylaşan iki millet arasındaki ilişkiler çok eskilere dayanmaktadır. Örneğin Bakü'nün Eski Şehri'nde bulunan 15. yüzyıldan kalma Buhara kervansarayı, Orta Asyalı tüccarlar tarafından inşa edilmiştir. 16. ve 17. yüzyıllarda yaşamış, aslen Karabağlı olan Azerbaycanlı filozof, şair ve büyük din adamı Yusif ibn Muhammedjan Karabağî'nin mezarı şu anda Özbekistan'ın Semerkant şehrinde bulunmaktadır. Bu gerçekler ilişkilerimizin geçmişe dayandığını gösteriyor.

İki kardeş devletin bağımsızlığından sonra ilişkiler güçlenmeye başladı. Büyük Önder Heydar Aliyev'in ve Özbekistan eski Cumhurbaşkanı İslam Kerimov'un bu ilişkilerin gelişmesinde ve oluşmasında olağanüstü hizmetleri olmuştur. Böylece, Cumhurbaşkanı İslam Kerimov'un 26-27 Mayıs 1996 tarihlerinde Azerbaycan'a yaptığı ilk resmi ziyaret sırasında, iki ülke arasında "Azerbaycan Cumhuriyeti Arasında Dostluk ve İşbirliği Anlaşması" da dahil olmak üzere 18 anlaşmadan oluşan özel bir belge paketi imzalandı. ve Özbekistan Cumhuriyeti". 21-22 Ekim 1996 tarihlerinde Azerbaycan Cumhurbaşkanı Heydar Aliyev, Türk Dili Konuşan Ülkeler Devlet Başkanları IV. Forumu'na ve seçkin devlet adamı Emir Teymur'un 660. kuruluş yıldönümü törenine katılmak üzere Taşkent'i ziyaret etti. Bu tür ziyaretler sürekli oldu ve bu başarılı politika Cumhurbaşkanı İlham Aliyev tarafından da sürdürüldü.

Bu makalede Özbek ve Azerbaycan halkları arasındaki ilişkilerin gelişim tarihi ve bu yönde ne gibi çalışmalar yapıldığı anlatılacaktır.

Anahtar Kelimeler: Kardeşlik ilişkileri, politika, Heydar Aliyev, İslam Kerimov, İlham Aliyev

Azerbaijan-Uzbekistan Relations Based on Deep Relations in History

ABSTRACT

Friendship and brotherhood relations have existed historically between the Azerbaijani and Uzbek peoples. Relations between two nations sharing the same history, religion and culture date back to ancient times. For example, the 15th-century Bukhara caravanserai in Baku's Old City was built by Central Asian merchants. The tomb of the Azerbaijani philosopher, poet and great cleric Yusif ibn Muhammadjan Karabakh, originally from Karabakh, who lived in the 16th and 17th centuries, is currently located in Samarkand, Uzbekistan. These facts show that our relations date back to the past.

After the independence of the two sister states, relations began to strengthen. Great Leader Heydar Aliyev and former President of Uzbekistan Islam Karimov made extraordinary services in the development and formation of these relations. Thus, during the first official visit of President Islam Karimov to Azerbaijan on May 26-27, 1996, a special package of documents consisting of 18 agreements was signed between the two countries, including the "Agreement on Friendship and Cooperation between the Republic of Azerbaijan" and the Republic of Uzbekistan". On 21-22 October 1996, President of Azerbaijan Heydar Aliyev visited Tashkent to participate in the IV Forum of Heads of State of Turkic-Speaking Countries and the 660th anniversary ceremony of the outstanding statesman Emir Teymur. Such The visits were continuous and this successful policy was continued by President İlham Aliyev.

In this article, the history of the development of relations between the Uzbek and Azerbaijani peoples and what work has been done in this direction will be explained.

Keywords: Brotherhood relations, politics, Heydar Aliyev, Islam Karimov, İlham Aliyev

‘Arabzâde Dîvânçesi

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ÖZET

‘Arabzâde Dîvânçesi, Diyanet İşleri Başkanlığı Yazma Eserleri Kütüphanesi Dewey 810.24 23 numarada kayıtlı yazmanın 1b- 19a varakları arasında yer almaktadır. Dîvânçe müellifi olan ‘Arabzâde’nin hayatına dair kaynaklarda herhangi bir bilgiye rastlanmamıştır. Dîvânçe’nin yazılış tarihine dair eserde herhangi bir bilgi bulunmamaktadır. Ancak gerek konunun işlenişi ve dil özellikleri gerekse de çok sayıda vezin acemilikleri ve kusurlarını barındırmasından yola çıkarak Dîvânçe’nin miladi XIV. - XV. yüzyıllarda yazıldığını söylemek mümkündür. Dîvânçe’nin 19a varağında ferağ kaydı olup eserin 1115/1703-04 senesinde Hafız Ahmed talebesi olan Seyyid Muhammed tarafından istinsah edildiğine dair bir bilgi mevcuttur. Dîvânçe, Arap alfabesinin her harfiyle rediflenmiş 29 musammat kasideden oluşmuş olup nasihatnâme/ pendnâme türünde yazılmıştır. ‘Arabzâde; Dîvânçe’de toplumsal hayatı düzenleyen kuralların yanı sıra Allah aşkı, güzel ahlak, ibadetler, tövbe, dünya sevgisi, ölüm, kabir azabı, dünya hayatının geçiciliği, şeytanın hile ve tuzakları, cennet ve cehennem tasvirleri gibi dini ve toplumsal konularda okura çeşitli nasihatlerde bulunmaktadır. Bu minvalde çok çeşitli ve renkli bir içeriğe sahip olan ‘Arabzâde Dîvânçesi’nin önemli bir nasihatnâme/ pendnâme olduğunu söylemek mümkündür.

Anahtar Kelimeler: ‘Arabzâde, Dîvânçe, nasihatnâme.

The Divançe of Arabzade

ABSTRACT

The Divançe of Arabzade is among the pages 1b-19a of the manuscript registered at the Presidency of Religious Affairs Manuscripts Library Dewey 810. 24 23. No information has been found in the sources about the life of ‘Arabzâde, the author of Divançe. Here is no information in the work about the date of writing of The Divançe. However, based on both the treatment of the subject and the linguistic features, as well as the inexperience and flaws in many metres, The Divançe dates back to the 14th - 15th centuries. It is possible to say that it was written in the centuries. There is a record of waiver on page 19a of The Divançe and there is information that the work was copied by Seyyid Muhammed, a student of Hafız Ahmed, in 1115/1703-04. Divançe consists of 29 musammat kasides, redifed with each letter of the Arabic alphabet, and is written in the advices/pendname type. ‘Arabzâde; In addition to the rules regulating social life, The Divançe gives various advice to the reader on religious and social issues such as the love of God, good morals, worship, repentance, love of the world, death, torment in the grave, the transience of worldly life, the tricks and traps of the devil, and descriptions of heaven and hell. It is possible to say that The Divançe of Arabzade, which has a diverse and colorful content, is an important advice/pendname.

Keywords: Arabzade, Divançe, Advices.



Entrepreneurship Among Displaced Persons in Cameroon

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ABSTRACT

Over the past decade, Africa has been going through a series of socio-political and security crises, driving up the flow of migratory activity. Cameroon is no exception, with attacks by the Boko Haram sect in the Far North Region, the flow of refugees from the crisis in the Central African Republic and the socio-political crisis in the North-West and South-West Regions, provoking massive displacements to other towns in the country. The integration of these displaced people requires them to take initiatives in the host territory in order to survive, hence the emergence of migrant or displaced entrepreneurship. An exploratory survey of 105 internal displaced persons settled in the cities of Douala, Dschang and Mbanga on their entrepreneurial activities revealed the existence of displaced persons' entrepreneurship, the fields in which these women and men excel, and the problems they encounter in their host cities. As a result, despite the difficulties, displaced entrepreneurship is a reality in Cameroon. We recommend a genuine implementation of enterprise nursery and craft village provisions in the cities (Tchouassi and Jiokeng, 2022) with an emphasis on mechanization of agriculture to truly occupy this large flow of displaced people in search of a new life. The local authorities, with the support of philanthropic organizations, set up offices to coat, sensitize and support displaced people in the process of socio-professional integration into entrepreneurial activities.

Keywords: Entrepreneurship, Displaced Persons, Cameroon



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Gaddi Tribe of Himachal Pradesh: A Sociological Context of Pastoralist

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ABSTRACT

India is home to the world's tribal communities, which are distributed throughout 28 states and 8 union territories. Article 342 of the Indian Constitution addresses the subject of tribal groups. Himachal Pradesh has a significant proportion of tribes within the state. Various types of tribes like kinners or kinnaure, Lahuels, Spitians, Pangwalas, and Gujjars etc. can be found in the state. Gaddi is one of them residing within the Mandi, Kangra and Chamba districts of Himachal Pradesh. Traditional livelihood systems of many tribal communities in India directly depend on their symbiotic relationships with the surrounding natural resources and the local socio-economic and cultural dynamics. However, in the light of globalization and westernization activities resulting in drastic socio-economic changes, these communities are often found to mobilize themselves for economic aspects. This paper presents the ongoing evolution in the traditional livelihoods of the Gaddis and their land use pattern that cause a significant transition in their economy and livelihood. These studies is conducted through the interview, observation and live recording secession in the area of Bharmour village, Brahmaur tehsil, Chamba district, Himachal Pradesh, as the results shown that the centre-state government and tribal development in India emphasizes on the development of their socio-economic status.

Keywords: Economic, Evolution, Migration, Tribe.



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Empowering Rural Development through Folk Media: A Communication Tool for Sustainable Progress

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ABSTRACT

Rural areas often face challenges in accessing and disseminating information crucial for their development. In this context, folk media emerges as a potent communication tool that can bridge the gap between rural communities and development initiatives. This research paper explores the role of folk media in fostering rural development and empowering these communities to achieve sustainable progress.

Folk media encompasses a wide range of traditional communication methods such as folk songs, folk tales, street theater, and local art forms. These culturally rooted forms of expression hold a unique place in rural societies, as they resonate with the people's traditions and values. This paper delves into the various ways in which folk media can effectively convey information related to health, education, agriculture, and social issues, thus facilitating rural development.

Furthermore, the research examines the process of engaging rural communities in the creation and dissemination of folk media content. By involving local individuals and groups in these initiatives, a sense of ownership and empowerment is instilled, leading to more sustainable development outcomes. The paper also discusses the potential challenges and limitations of utilizing folk media in rural development efforts.

Case studies and examples from various regions around the world are analyzed to provide practical insights into the successful integration of folk media in development projects. These case studies highlight the impact of folk media in improving agricultural practices, promoting health awareness, and enhancing community cohesion.

In conclusion, this research paper advocates for the recognition and utilization of folk media as a powerful communication tool for rural development. It emphasizes the importance of preserving and revitalizing traditional communication channels to empower rural communities, foster sustainable growth, and bridge the rural-urban information divide. By harnessing the potential of folk media, rural areas can unlock new pathways to development, ultimately contributing to the overall progress and well-being of these communities.

Keywords: Rural Development, Folk Media, Communication, Community Engagement, Sustainable Growth

Rejeneratif (Yenileyici) Turizme Yönelik Paydaş Bakış Açılıarı

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ÖZET

Rejeneratif (yenileyici) turizm, kaynakların korunması ve gelecek nesillere aktarılmasının ötesinde iyileştirilmesine yönelik fırsatlar sunan bir turizm anlayışıdır. Rejeneratif turizm, turizmin olumsuz toplumsal, kültürel, çevresel ve ekonomik etkilerini en aza indirmeyi önemsemesi nedeniyle sürdürülebilir turizm yaklaşımıyla benzeşmekle birlikte, bazı yönleriyle de farklılaşan bir olgudur. Rejeneratif turizmde yerel işletmeler ve topluluklar önemsenmekte, ekonomik faydaların eşit ve adil dağılımı teşvik edilmekte buna karşın ekonominin sınırsız büyümesi desteklenmemektedir. Turistlerin sorumluluk bilinci ile tüketim yapmasının ve seyahat etmesinin savunulması, turizmde sistemsel yenilenmeyi sağlamak üzere paydaşların etkin iş birliğiyle kapasite gelişiminin hedeflenmesi gibi özgün nitelikleri rejeneratif turizmi, sürdürülebilir turizmden farklılaştırmaktadır. Bu çalışmanın amacı, alan yazında henüz yeni bir kavram olan rejeneratif turizm konusunda paydaşların farkındalıklarının ve görüşlerinin belirlenmesidir. Nitel araştırma yöntemi benimsenen bu çalışmada, veriler yarı yapılandırılmış görüşme yoluyla elde edilmiştir. Devam etmekte olan araştırmanın öncül bulguları, paydaşların rejeneratif turizm konusunda tam bir farkındalığa sahip olmadığına yöneliktir. Bununla birlikte paydaşların sürdürülebilir turizm konusunda sahip olduğu bilgi ve deneyimlerin, rejeneratif turizm ilkelerine uyumlu bir şekilde dönüştürülmeye elverişli olduğu değerlendirilmiştir. Konuyla ilgili yapılacak kavramsal ve görgül çalışmaların, rejeneratif turizmle ilgilenen araştırmacı ve uygulayıcıların farkındalığının artırılmasına ve paydaşlara yol gösterici bir rehber oluşumuna katkı sağlayacağı öngörülmektedir.

Anahtar Kelimeler: Rejeneratif Turizm, Yenileyici Turizm, Sürdürülebilir Turizm

Stakeholder Perspectives on Regenerative Tourism

ABSTRACT

Regenerative tourism is an understanding of tourism that offers opportunities for the improvement of resources beyond their protection and transfer to future generations. Although regenerative tourism is similar to the sustainable tourism approach because it cares about minimizing the negative social, cultural, environmental and economic effects of tourism, it is a phenomenon that differs in some other aspects. Within regenerative tourism, local businesses and communities are cared for, the equal and fair distribution of economic benefits is encouraged, but the unlimited growth of the economy is not supported. Regenerative tourism differs from sustainable tourism with its unique characteristics such as advocating for responsible consumption and travel by tourists, and targeting capacity development with the effective cooperation of stakeholders in order to ensure systemic renewal in tourism. The aim of this study is to determine the stakeholders the awareness and opinions on regenerative tourism which is a new concept in the literature. Qualitative research method was adopted in this study and data were obtained through semi-structured interviews. The preliminary findings of the ongoing research are that the stakeholders do not have a full awareness of regenerative tourism. However, it has been evaluated that the knowledge and experience of the stakeholders on sustainable tourism are suitable for transformation in accordance with the principles of regenerative tourism. It is envisaged that the conceptual and empirical studies to be conducted on the subject will contribute to raising the awareness of researchers and practitioners interested in regenerative tourism and to the formation of an instructive guide.

Keywords: Regenerative Tourism, Sustainable Tourism



7th International CEO Communication, Economics, Organization & Social Sciences Congress

Analysing the Strategies Used by Luxury Brands to Influence Consumer Behaviour in the Society

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ABSTRACT

Consumer behaviour is the study of individuals, group, or organisation and all the activities associated with the purchase, use and disposal of goods and services. Consumer behaviour consists of how the consumer's emotion, attitudes and preferences affect buying behaviour. According to Mc Kinsey digital now influences at least 45% of all luxury sales. Luxury brand marketing strategies center on quality and exclusivity. Luxury brands bring two compelling value propositions to customers. A luxury brand marketing strategy aims to create the highest brand value and pricing power by leveraging multiple brand elements, such as heritage country of origin craftsmanship, scarcity and prestigious clients.

The four P's are "marketing mix" comprised of four key elements – product, price, place and promotion used when marketing a product or services. Successful marketers and business consider the four Ps when creating marketing plans and strategies to effective market to their target audience. Therefore, the key elements of a successful luxury brand strategy are building a strong brand identity, Creating a unique customer experience, Managing the perception of exclusivity, Building strong relationships with customers, Staying relevant in a changing market.

Keywords: Luxury Brand, Consumer Behaviour, Value proposition, Customer experience.



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A Study on the Opportunities and Challenges of Digitalization in India

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ABSTRACT

Today we cannot dream of a life without technology. One of the most important technologies of the 21st century is the impact of digitization. Communicate with anyone, anywhere, anytime. Digital India is a program launched to transform India into a digital society. Launched on July 2, 2015, to make government services available electronically by improving online infrastructure and expanding internet connectivity or digitally empowering our country in the field of technology. It's for Current research focuses on different aspects of digitization such as Economic, social and environmental impact, 9 pillars of Digital India. In this paper has been discussed the benefits of digitization and the various challenges that make this program difficult to implement. The data of the study has collected from the secondary sources of the data.

Keywords: Digital India, Infrastructure, Indian Economy.



Tüketicilerin Demografik Özelliklerin Yeşil Ürüne Yönelmelerine Etkisi

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ÖZET

Özellikle son 20 yılda artan sanayileşme, nüfus artışı, gecekondulaşma ve buna bağlı olarak gelişen çarpık kentleşme, özellikle fabrika atıklarının doğaya bilinçsizce atılması gibi başlıca nedenler çevre kirliliğinin artmasına neden olmuş ve tüm canlıların, bugününü ve geleceğini olumsuz etkilemeye başlamıştır. Oluşan bu negatif durumlar başta insanların doğaya karşı daha duyarlı olmasına ve doğaya daha az zarar veren ürünler tercih etmelerine neden olmuştur. Tüketici kararlarındaki bu farklılaşma her sektörde görev yapan işletmelerin pazarlama yöntemlerinin de değişmesine neden olmuştur ve çevreye zararı olmayan mamullerin pazarlanması anlamına gelen yeşil pazarlama kavramı ortaya çıkmıştır. İnsanların çevreye karşı daha duyarlı hale gelmeleri, çağa ayak uydurma ve ortaya çıkan yeni fırsatları değerlendirmek amacıyla yeşil pazarlama kavramı her geçen gün daha da insan hayatına uyum sağlamaya başlamış ve işletmeler yeşil ürünler oluşturarak tüketicilerin satın almadaki kararlarını etkilemeye başlamışlardır. Yapılan çalışmada tüketicilerin satın alma kararları ve davranışları araştırılmış ve yeşil ürünlerin tüketici satın alma kararlarındaki etkisi incelenmiştir. Yapılan çalışmada verilerin toplanabilmesi için bir anket çalışması yapılmıştır ve elde edilen istatistiksel veriler IBM SPSS programı kullanılarak yorumlanmıştır.

Anahtar Kelimeler: Çevre, Tüketici Kararları, SPSS, Yeşil Pazarlama, Yeşil Ürün

The Effect of Consumers' Demographic Characteristics on the Green Product Order

ABSTRACT

Especially in the last 20 years, the main reasons such as increasing industrialization, population growth, slums and the resulting unplanned urbanization, especially the unconscious dumping of factory wastes into nature, have caused environmental pollution to increase and have begun to negatively affect the present and future of all living things. These negative situations have caused people to be more sensitive to nature and to prefer products that are less harmful to nature. This differentiation in consumer decisions has led to a change in the marketing methods of businesses working in every sector, and the concept of green marketing, which means marketing of products that do not harm the environment, has emerged. In order to make people more sensitive to the environment, to keep up with the times and to evaluate new opportunities, the concept of green marketing has begun to adapt to human life day by day, and businesses have begun to influence consumers' purchasing decisions by creating green products. In the study, the purchasing decisions and behaviors of consumers were investigated and the effect of green products on consumer purchasing decisions was examined. In the study, a questionnaire study was conducted to collect the data and the statistical data obtained were interpreted using the IBM SPSS program.

Keywords: Environment, Consumer Decisions, SPSS, Green Marketing, Green Product



Private Equity Financing: A Catalyst for India's Economic Growth

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ABSTRACT

India's NPA crisis is deepening and banks are unable to lend to Indian businesses - large or small – as liberally as they used to in the past for new technologies, building start-ups, strategic expansion or R&D. This credit crunch has led to an economic slowdown and increase in unemployment among persons with college degrees. There is, therefore, an urgent need for the GOI to come up with laws, regulations and policies to promote the market for private capital in India, such that Indian businesses may access alternate sources of capital for growth and innovation, i.e., through sources other than banks which have been the traditional source of financial capital in the India. Over the past few decades, Private Equity industry in India has evolved from its nascent to its sophistication level. It has been performing better as an alternative source of investment. There are many hurdles for India's Private equity industry, since there is the absence of well-established or well-structured capital market. Regulatory obstacles are another major issue for Private Equity players in India. Hence, it is reasonable to mention that Private Equity industry in India has been rapidly maturing but there is still a bunch of regulatory, management and taxation constraints. My paper deals with importance of Private Equity in India. What are the laws applicable for setting Private Equity funds in India? What are the laws for regulating foreign investment coming into India for both strategic and financial purposes? Most importantly, what the government should do to promote Private Equity investment in India?

Keywords: Private Equity, Venture Capital, FEMA, FDI, FVCI, Takeover Code, Capital Gain

Umudun İş-Yaşam Dengesi Üzerindeki Etkisinde Cinsiyet Farkının Araştırılması

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ÖZET

İş-yaşam dengesi, çalışılan saatlerin, iş dışındaki zamanın sınırları dâhilinde ne kadar kontrol edilebildiğini ifade etmektedir. İş ve yaşam aktiviteleri arasındaki denge, iş ve kişisel yaşamdan memnun olunan zamanlara bağlı olarak bireyden bireye değişiklik göstermektedir. Kaynakların Korunması Teorisi'ne göre umut, öz-yeterlik, dayanıklılık ve iyimserlik olmak üzere dört boyuta sahip olan psikolojik sermaye, iş ve yaşam arasında denge sağlayabilen özel bir karakteristik kaynaktır. Psikolojik sermayenin bileşenlerinden birisi olan umut, başarılı bir etkinlik duygusundan (amaç odaklı enerji) ve yollarından (hedeflere ulaşmak için planlama) türetilen etkileşimli bir başarı beklentisi olarak tanımlanmaktadır. Umut kavramı, ayrıca, belirlenmiş hedeflere ulaşma konusunda kararlılık sağlama ve diğer seçenekleri belirleme olarak da ifade edilmektedir. Literatürde yer alan araştırmalar, umudun, çalışanların işten ayrılma eğilimiyle negatif, iş tatmini, örgütsel bağlılık ve performansla pozitif bir şekilde ilişkili olduğunu göstermektedir. Yüksek umut algısına sahip olan bireyler, karşılaşılabilecekleri sorunları öngörerek çözüm yolları aramaya yönelmektedir.

Çalışanların hem iş hem de kişisel yaşamlarını uyumlu bir şekilde sürdürmelerini sağlayan kritik bir faktör olan iş-yaşam dengesi, çalışanların cinsiyetleri temelinde farklılık gösterebilmektedir. Cinsiyet farklılıkları, iş-yaşam dengesinin algılanması, deneyimlenmesi ve yönetilmesi açısından önemli bir role sahip olabilmektedir. Bu araştırma, umudun iş-yaşam dengesi üzerindeki etkilerini ayrıntılı bir şekilde inceleyerek, bu etkiler üzerinde olası cinsiyet farklılıklarını ortaya çıkarmayı amaçlamaktadır. Bu nedenle, bu çalışma cinsiyetin, umut ile iş-yaşam dengesi arasındaki ilişkide nasıl bir etkisi olduğunu anlamak için tasarlanmıştır. Bu kapsamda üretim sektöründe çalışan 112 mühendis çalışandan anket yöntemi ile veri toplanmıştır. Nicel ve kolayda yöntem ile toplanmış olan bu veriler Smart PLS 4 programında analiz edilmiştir. Söz konusu programda geçerlilik, güvenilirlik ve bootstrapping analizleri gerçekleştirilmiştir.

Yapılan analizler, umudun hem erkek hem de kadın çalışanlar için iş-yaşam dengesi üzerinde olumlu bir etkiye sahip olduğunu göstermektedir ($\beta = 0.445$; $p < 0.05$). Ancak, bu etkinin cinsiyete göre farklılık gösterdiği ortaya çıkmıştır. Çalışmada elde edilen bulgulara göre erkek çalışanlar arasında umut ile iş-yaşam dengesi arasındaki ilişki daha belirginken ($\beta = 0.612$; $p < 0.05$) kadın çalışanlar arasında bu ilişki daha düşük seviyede görülmüştür ($\beta = 0.201$; $p < 0.05$). Bu sonuçlar, işverenlere cinsiyet farklılıklarını göz önünde bulundurarak iş-yaşam dengesini destekleme konusunda daha hassas bir yaklaşım benimsemeleri gerektiğini işaret etmektedir. Bu araştırma, aynı zamanda, umut ve iş-yaşam dengesi arasındaki ilişkinin karmaşıklığını vurgulayarak, bu konuda daha fazla araştırma yapılmasının önemini vurgulamaktadır. Umudun iş-yaşam dengesi üzerinde olumlu bir etkisi olduğu bulunduğundan, yöneticiler umut odaklı eğitimler ve gelişim programları düzenleyebilirler. Bu programlar, çalışanların umutlarını artırmaya ve iş-yaşam dengesini iyileştirmeye yönelik beceriler kazanmalarına yardımcı olabilir. Ayrıca, iş-yaşam dengesinin önemini vurgulayarak, iş yerlerinde daha sağlıklı ve memnun çalışanlar için temel bir adım olarak görülebilir. Bu nedenle, bu araştırmanın sonuçları, iş dünyası ve insan kaynakları yönetimi alanında uygulamalı öneme sahip olabilir. İş-yaşam dengesinin iyileştirilmesi, çalışanların yaşam kalitesini artırabilir ve işyerlerinin rekabetçiliğini artırabilir. Bu nedenle bu çalışma hem bireylerin hem de iş yerlerinin refahını ve başarısını artırmaya potansiyel olarak katkıda bulunabilir.

Keywords: Umut, Psikolojik Sermaye, İş Yaşam Dengesi, Cinsiyet

Exploring Gender Disparities in the Impact of Hope on Work-Life Balance

ABSTRACT

Work-life balance refers to how much control one has over the hours worked within the boundaries of non-work time. The balance between work and personal life activities varies from individual to individual, depending on the times when satisfaction is felt in both job and personal life. According to the Conservation of Resources Theory,

psychological capital, consisting of four dimensions: hope, self-efficacy, resilience, and optimism, is a specific characteristic resource that can provide balance between work and life. One of the components of psychological capital, hope, is defined as an interactive expectation of success derived from a sense of successful agency (goal-directed energy) and pathways (planning to meet goals). Additionally, hope is expressed as providing determination in reaching determined goals and determining other options. Studies in the literature have shown that hope is negatively associated with the tendency to leave a job, and positively correlated with job satisfaction, organizational commitment, and performance. Individuals with a high perception of hope tend to seek solutions by anticipating the problems they may encounter.

Maintaining a harmonious work-life balance, which is a critical factor for employees to sustain both their professional and personal lives, may vary based on gender. Gender differences can play an important role in perceiving, experiencing, and managing work-life balance. This research aims to examine the effects of hope on work-life balance in detail and to uncover possible gender differences in these effects. To this end, data were collected from 112 engineers working in the manufacturing sector through a questionnaire. The collected data were analyzed using Smart PLS 4 software, where validity, reliability, and bootstrapping analyses were conducted. The analyses indicate that hope has a positive impact on work-life balance for both male and female employees ($\beta = 0.445$; $p < 0.05$). However, this effect was found to vary by gender. The relationship between hope and work-life balance was more pronounced among male employees ($\beta = 0.612$; $p < 0.05$), while it was observed at a lower level among female employees ($\beta = 0.201$; $p < 0.05$). These results suggest that employers should adopt a more sensitive approach to supporting work-life balance, taking gender differences into account. Additionally, this research emphasizes the complexity of the relationship between hope and work-life balance, highlighting the importance of further research in this area.

Since hope has been found to have a positive effect on work-life balance, managers can organize hope-focused training and development programs. These programs can help employees enhance their hopes and acquire skills to improve work-life balance. Furthermore, recognizing the significance of work-life balance can be seen as a fundamental step towards a healthier and more satisfied workforce in workplaces. Therefore, the findings of this research may have practical implications in the business and human resources management fields. Improving work-life balance can enhance the quality of life for employees and increase the competitiveness of workplaces. Thus, this study has the potential to contribute to the well-being and success of both individuals and workplaces.

Keywords: Hope, Psychological Capital, Work Life Balance, Gender

Psikolojik Şiddet Algısının İşgören Performansı Üzerine Etkisi: Turizm Çalışanları Örneği

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ÖZET

Bu çalışmada, turizm sektöründe çalışanların psikolojik şiddet algı düzeyinin işgören performansı üzerine etkisinin ölçülmesi hedeflenmiş olup, nicel araştırma yöntemlerinden ilişkisel tarama modeli kullanılmıştır. Araştırma verileri için hazırlanan anketler, Ankara ilinde turizm sektöründe faaliyette bulunan 4 ve 5 yıldızlı otellerde görev yapan 525 çalışana kolayda örnekleme yöntemi ile e- posta, instagram ve whatsapp yoluyla gönderilmiştir. Gönderilen anketlerden, 476 anketin geri dönüşü gerçekleşmiş olup, doldurulan anketlerden 469'u değerlendirmeye alınmıştır. Dolayısıyla araştırmanın örneklemini ankete cevap veren 469 turizm çalışanı oluşturmaktadır. Araştırmada Leymann (1996) tarafından geliştirilen Psikolojik Şiddetin nedenlerini, etkilerini ve tepkilerini belirlemeye yönelik olarak hazırladığı Psikolojik Şiddet ölçeği (Erol ve Öztoprak, 2015:97) ve Kirkman ve Rosen (1999)'dan aldığı ve Çöl (2008) tarafından Türkçeye çevrilen 4 sorudan oluşan işgören performansı ölçeği kullanılmıştır. Verilerin analizi için istatistik bilgisayar yazılım programı kullanılmış ve analiz sırasında, Pearson Korelasyonu, Regresyon analizi, anova ve t-testi yapılmıştır. Araştırmanın sonucunda, psikolojik şiddet algısı ile işgören performansı arasında dikkate değer ters yönlü bir ilişki bulunmuş olup ilişkinin şiddetinin -0,313 olduğu görülmüştür. Psikolojik şiddet algısının işgören performansı üzerine etkisinin ise %28'lik bir seviyede olduğu araştırma sonucunda görülmüştür.

Anahtar Kelimeler: Psikolojik Şiddet, İşgören Performansı, Turizm Sektörü.

The Effect of Perception of Psychological Violence on Employee Performance: Example of Tourism Employees

ABSTRACT

In this study, it was aimed to measure the psychological violence perception levels of the employees in the tourism sector, and the relational survey model, which is one of the quantitative research methods, was used. The questionnaires prepared for the research data were sent to 525 employees working in 4 and 5 star hotels operating in the tourism sector in Ankara, via e-mail, instagram and whatsapp with the convenience sampling method. Of the questionnaires sent, 476 questionnaires were returned and 469 of the filled questionnaires were evaluated. Therefore, the sample of the research consists of 469 tourism employees who responded to the survey. In the research, following two scales were used: Psychological Violence scale (Erol and Öztoprak, 2015:97), which was developed by Leymann (1996) in order to identify the reasons, causes and effects of Psychological Violence and the employee performance scale consisting of 4 questions, which was developed by Kirkman and Rosen (1999) and translated to Turkish by Çöl (2008). A statistical computer software program was used for the analysis of the data, and Pearson Correlation, Regression analysis, anova and t-test were performed during the analysis. As a result of the research, a remarkable inverse relationship correlation was found between the perception of psychological violence and employee performance, and the severity of the correlation was observed to be -0,313. And it was observed that the effect of the perception of psychological violence on employee performance was at a level of 28%.

Keywords: Sychological Violence, Employee Performance, Tourism Sector



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The Right to Legislative Initiative of Members of The Parliament of Poland: Legislative Consolidation and Implementation Practice

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ABSTRACT

Goal – to analyze the key points of the right to legislative initiative of members of the Parliament of Poland.

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 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 Parliament, which should be based in Poland on the study and implementation of the accumulated positive foreign legislative experience and the experience of this state in the area of the research.

Keywords: The Right to Legislative Initiative of Members Of Parliament, Poland, EU, Legislative Consolidation, Implementation Practice

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ÖZET

Dünya Çevre ve Kalkınma Komisyonu'nun 1987 yılında yayınladığı Ortak Geleceğimiz Raporu, sürdürülebilir kalkınma sürecini; bu günkü kuşakların ihtiyaçları karşılanırken, gelecek nesillerin ihtiyaçlarını karşılayabilme durumuna zarar verilmemesi olarak ifade etmiştir. Bu çerçevede politika yapıcılar toplumların refahını artırma çabalarında, ekonomik, çevresel ve sosyal amaçlar arasında dengeye dikkat etmelidir. Son dönemde küresel ısınma, iklim değişikliği, kuraklık, gıda arzı sıkıntısı gibi küresel tehditler konunun sadece ülke düzeyinde değil bölgesel anlamda da önemli olduğunu ortaya çıkarmıştır. Konu ile ilgili önemli bir yol haritası olan "2030 Sürdürülebilir Kalkınma Hedefleri" ile yeni küresel kalkınma sürecinin çerçevesi çizilmiş ve sürdürülebilir şehirler, iklim değişikliği, kuraklıkla mücadele, biyolojik çeşitliliğin korunması gibi çevre konuları daha önemli hale gelmiştir. Sürdürülebilir şehirlerin öne çıktığı bu süreçte, bölgesel aktörler sadece ekonomik hedeflere odaklanmamalı sosyal ve çevresel konuları da dikkate almalıdır. Bu kapsamda çalışmanın amacı TR82 bölgesi (Kastamonu, Çankırı, Sinop) çerçevesinde öne çıkan çevresel sorunların tespit edilmesidir. Bu sayede bölgesel anlamda çevresel sorunlara dikkat çekilmesi ve konu ile ilgili toplumsal farkındalığın oluşturulması amaçlanmaktadır. Çünkü bölgesel anlamda çevresel sorunların tespiti sorun ile mücadelede konuya farklı bir boyut kazandıracaktır. Çalışmada bölge illerine ait veriler T.C. Çevre, Şehircilik ve İklim Değişikliği Bakanlığı'nın, Türkiye Çevre Sorunları ve Öncelikleri Değerlendirme Raporlarından alınmıştır. İlgili raporlarda çevre sorunları, hava, su ve toprak kirliliği, atıklar, gürültü kirliliği, erozyon, doğal çevrenin tahribatı gibi başlıklar altında toplanmaktadır. Raporlardan elde edilen veriler kapsamında önce bölge illerinin öne çıkan (ilk üç sorun) çevre sorunları ve bu bağlamda da bölgenin öncelikli çevre sorunları ortaya konulmaya çalışılmıştır. 2022 yılı verileri itibarıyla bölgede öne çıkan en önemli çevre sorununun atıklar olduğu görülmüştür.

Anahtar Kelimeler: TR82 bölgesi, Sürdürülebilir Kalkınma, Çevre Sorunları

Priority Environmental Problems of TR82 Region Provinces (Kastamonu, Çankırı, Sinop) in the Context of Sustainable Development

ABSTRACT

Our Common Future Report, published by the World Commission on Environment and Development in 1987, describes the sustainable development process; He stated that while meeting the needs of today's generations, the ability to meet the needs of future generations is not harmed. In this framework, policy makers should pay attention to the balance between economic, environmental and social objectives in their efforts to increase the welfare of societies. Recently, global threats such as global warming, climate change, drought and food supply shortages have revealed that the issue is important not only at the country level but also regionally. With the "2030 Sustainable Development Goals", which is an important road map, the framework of the new global development process has been drawn and environmental issues such as sustainable cities, climate change, combating drought, protection of biodiversity have become more important. In this process where sustainable cities come to the fore, regional actors should not only focus on economic targets but also take into account social and environmental issues. In this context, the aim of the study is to identify the prominent environmental problems within the framework of TR82 region (Kastamonu, Çankırı, Sinop). In this way, it is aimed to draw attention to environmental



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problems in the regional sense and to create social awareness on the subject. Because the identification of environmental problems in the regional sense will bring a different dimension to the issue in combating the problem. In the study, the data pertaining to the provinces of the region are taken from the Turkey Environmental Problems and Priorities Assessment Reports of the Republic of Turkey Ministry of Environment, Urbanisation and Climate Change. In the relevant reports, environmental problems are categorised under headings such as air, water and soil pollution, wastes, noise pollution, erosion and destruction of the natural environment. Within the scope of the data obtained from the reports, firstly, the prominent (top three problems) environmental problems of the provinces of the region and in this context, the priority environmental problems of the region were tried to be revealed. As of 2022 data, it is seen that the most important environmental problem in the region is waste.

Keywords: TR82 region, Sustainable Development, Environmental Problems



İnsana Değer: Türkiye’de Yetenek Kazanımına Yönelik Uygulamalar

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ÖZET

Globalleşmenin en önemli etkilerinden biri olan rekabetin artması ve bilgi ekonomisinin önem kazanması ile birlikte işletmeler arasında başarılı olabilmenin kriterleri güçleşmiştir. Bu ortamda sürdürülebilir rekabet avantajı elde etmek isteyen işletmeler için yetenekli iş gücü en önemli kaynak olarak ortaya çıkmış, yeteneği elde etmek ve tutmak için yetenek savaşları başlamıştır. Bu savaşta kazanan olmak isteyen işletmeler, yetkin insan kaynağının belirlenmesi, geliştirilmesi ve sürekliliğini sağlamak üzere yetenek yönetimi uygulamasını gerçekleştirmektedir. Yetenek yönetimi uygulamaları bir işletmenin performansında belirleyici olduğu gibi uzun dönemli çok önemli katkılar elde etmesini sağlamaktadır. İşletmeler, genel olarak yeteneklerin planlanması, kuruma çekilmesi, edinilmesi ve yerleştirilmesi, geliştirilmesi ve elde tutulması için birbirinden farklı yetenek model ve süreçleri ile yetenek yönetimi uygulamalarını bünyelerine entegre etmektedirler. Bu çalışmada PERYÖN tarafından verilen “insana değer” ödüllerinin yetenek yönetimi kategorisinde ödül alan işletmelerin yetenek yönetimi uygulamaları içerik ve döküman analizi yöntemi ile incelenmiştir. Sonuçta Türkiye’de yetenek yönetimi alanındaki gelişmeler en iyi uygulamalar odağında betimlenerek yetenek kazanılmasında yapılması gerekenler tanımlanmıştır.

Anahtar Kelimeler: Yetenek, Yetenek Yönetimi, Yetenek Kazanımı Ödülleri

Valuing Humans: Practices on Talent Acquisition in Türkiye

ABSTRACT

The success criteria among businesses have grown difficult with the increasing competition and growing importance of the knowledge economy, one of the most significant impacts of globalization. In this setting, the skillful workforce has emerged as the most important resource for businesses that are looking for sustainable competitive advantage, and the talent wars have begun to acquire and retain the talented workforce. The businesses that are looking for ways to win this war implement talent management practices to determine, develop, and maintain competent human resources. Talent management practices are determinative factors for the performance of a business, and they also ensure very important long-term contributions. Businesses usually integrate various talent models and processes and talent management practices to plan, attract, acquire, emplace, develop, and retain the skillful workforce. In this study, the talent management practices of businesses awarded valuing humans rewards in the talent management category by PERYÖN were analyzed through content and document analysis method. Consequently, the developments in the talent management field in Türkiye and the actions to be taken were described based on the best practices.

Keywords: Talent, Talent Management, Talent Acquisition Awards.



Lojistik Köyler ve Türkiye'deki Uygulamaları; Diyarbakır Analizi

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ÖZET

Dünya ekonomisi üzerinde küreselleşmenin giderek artması ve özellikle ulusal ve uluslararası e-ticarette yaşanan hızlı artış lojistik sektörünü tüm üretici firmaların bir paydaşı haline getirmiştir. Lojistik sektörü ülkemizde halen gelişmekte olan bir sektör konumunda olup yapılacak doğru yatırım ve tesisler ile ülkenin stratejik lokasyonunu değerlendirerek dünya lideri konumuna yükselebilir. Lojistik köyler/merkezler sektörün en önemli unsurlarındandır. Tüm faaliyetleri bünyesinde barındıran ve farklı ulaşım modellerinin kullanılabilirdiği bir merkez sektörün tüm paydaşlarına katkı sağlamanın yanı sıra bölge ve ülke ekonomisine de fayda sağlayacaktır. Lojistik köylerin mevcut durumunun SWOT analizi ile güçlü-zayıf yanları ve fırsat-tehditleri değerlendirilerek ihtiyaçlarının tespit edilmesi ve gerekli işlemlerin yapılması sağlanabilecektir. Bu çalışmada Diyarbakır ilinde yapımı tamamlanma noktasına gelmiş olan Lojistik Köyün SWOT analizi incelenmiş; Diyarbakır Lojistik Köyü oluşumuna katkıları ve kriterler arasındaki geçişler ile Diyarbakır Lojistik Köyünün bölgesel ve ulusal faydaları incelenmiştir.

Anahtar Kelimeler: Lojistik, Merkez, Diyarbakır, SWOT,

Logistic Villages and Turkey Tech Applications; Diyarbakır Analysis

ABSTRACT

The increasing globalization on the world economy and the rapid increase in national and international e-commerce in particular have made the logistics sector a stakeholder of all producer companies. The logistics sector is still a developing sector in our country and can be promoted to the world leader by evaluating the country's strategic location with the right investments and facilities to be made. Logistics villages/ centers are one of the most important elements of the industry. A center that includes all activities and where different transportation models can be used will benefit the region and country economy as well as contributing to all stakeholders of the sector. With the SWOT analysis of the current state of logistics villages, it will be possible to determine the needs and take necessary actions by evaluating the strengths and opportunity-threats. In this study, SWOT analysis of the Logistics Village, whose construction has reached the completion point in Diyarbakır province, was examined; The regional and national benefits of Diyarbakır Logistics Village were examined with the contributions between the criteria and the transitions between the criteria.

Keywords: Logistics, Country, Diyarbakır; SWOT



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The Influence of Government Incentives, Product Quality, and Product Availability to Consumer Attitude Toward Purchase Decision of Battery Electric Vehicle : A Conceptual Paper

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ABSTRACT

Transport and mobility have significant contributions to emissions in urban cities in Indonesia. The Indonesian government has supported the adoption of electric vehicles (EV) as part of the commitment to zero emissions by 2060. According to Gaikindo report, in 2022 the electric vehicle only contributes 1.49% of the total domestic passenger car sales in Indonesia. This EV population was too small compared to what the government targeted for the adoption of EV. The previous research related to purchase intention and purchase decision to buy an EV lot focus considering variables of price, availability of EV charging station, and government incentive. However limited research which considering product quality, product availability and the attitude of the customer to purchase the EV. This study aims to analyze the influence of government incentives, product quality, and product availability on consumer attitude toward purchase decision of battery electric vehicle (BEV). This conceptual paper is based on the literature review and previous research. The proposition of this paper is that government incentives, product quality, and product availability positively influence consumer attitude toward purchase decision of battery electric vehicle. The limitation of this study is no empirical data and future research should be based on empirical data.

Keywords: Government Incentives, Product Quality, Product Availability, Consumer Attitude, Purchase Decision, Battery Electric Vehicle.

İnsan Kaynakları Analitiği Uygulamalarının Fayda ve Zorlukları

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ÖZET

İnsan kaynakları analitiği, çalışanların verilerini değerlendirmek ve bu verilerden elde edilen sonuçları eyleme dönüştürülebilir raporlara aktarmak için istatistiksel tekniklerin, algoritmaların ve araştırma tasarımlarının kombinasyonunu içermektedir. İnsan kaynakları analitiği, veri işleme ve analiz yeteneklerinin sunduğu imkanlar ile işletmelere çalışan planlaması ve yönetiminde, iş ve performans değerlemesi ile ücret yönetimi gibi insan kaynakları işlevlerinde önemli faydalar sunmaktadır. Bunun yanı sıra analitik sistemler geliştirmenin ve uygulamanın zorluğu, verilerin gizliliği ve güvenliği gibi birtakım zorluk ve sakıncaları da barındırmaktadır. Alan yazında insan kaynakları analitiği uygulamaları ile ilgili fayda ve zorlukları ayrı ayrı ele alan çalışmalar bulunmakta birlikte bunları bütüncül olarak değerlendiren ve sunan çalışmalar konusunda bir eksiklik görülmektedir. Bu çalışmada insan kaynakları analitiği ile ilgili yürütülen araştırmalar doğrultusunda alan yazında bildirilen uygulamaların fayda ve zorluklarının sistematik olarak ele alınması ve sunulması amaçlanmıştır. Bu maksatla uluslararası ve ulusal alan yazını ile konuyla ilgili web siteleri taranarak insan kaynakları analitiği ile ilgili bildirilen fayda ve zorluklar derlenerek bütüncül bir bakış açısıyla sunulmuştur. Bilgi kalitesinin artışı, karar verme süreçlerinin hızlanması, rekabet avantajı insan kaynakları analitiği uygulamaları ile ilgili en sık bildirilen faydalar iken, veri gizliliği ve güvenliği ile ilgili endişeler ise en sık bildirilen sorunlar arasındadır.

Anahtar Kelimeler: İnsan Kaynakları Analitiği, İK Analitiği, İK Yönetim Sistemleri

Benefits and Challenges of Human Resources Analytics Applications

ABSTRACT

Human resources analytics involves a combination of statistical techniques, algorithms, and research designs to evaluate employee data and translate the information and knowledge derived from that data into actionable reports. Human resources analytics offers significant benefits to businesses in human resources functions such as employee planning and management, job and performance evaluation and wage management, with the opportunities offered by data processing and analysis capabilities. In addition, it also has some difficulties and drawbacks, such as the difficulty of developing and implementing analytical systems and the privacy and security of data. Although there are studies in the literature that separately address the benefits and challenges of human resources analytics applications, there is a lack of studies that evaluate and present them holistically. In this study, it is aimed to systematically discuss and present the benefits and difficulties of the applications reported in the literature in line with the research conducted on human resources analytics. For this purpose, international and national literature and relevant websites were scanned and the reported benefits and difficulties related to human resources analytics were compiled and presented from a holistic perspective. While the increase in information quality, acceleration of decision-making processes, and competitive advantage are the most frequently reported benefits of human resources analytics applications, concerns about data privacy and security are among the most frequently reported problems.

Keywords: Human Resources Analytics, HR Analytics, HR Management Systems

İnsan Kaynakları Analitiğinin Dünü, Bugünü ve Yarını

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ÖZET

Bilgi ve iletişim teknolojilerinde yaşanan gelişmeler doğrultusunda insan kaynakları analitiği alan yazında oldukça popüler bir hale gelmiştir. Güncel bir konu olması nedeniyle kavramla ilgili genel durumun anlaşılmasına ihtiyaç vardır. Bu çalışmada insan kaynakları analitiği ile ilgili alan yazındaki mevcut durumun geldiği nokta, sınırları ve sınırlılıkları hakkında bilgi edinilmesi amaçlanmıştır. Bu maksatla uluslararası alan yazındaki durumu anlayabilmek amacıyla WoS veri tabanında tüm zamanları kapsayacak şekilde yönetim ve işletme alanında yayınlanmış makaleler taranarak incelenmiş ve bibliyometrik olarak analiz edilmiştir. Yürütülen araştırma sonucunda insan kaynakları analitiği kavramının kullanımının 1990'lı yıllara kadar uzandığı, fakat asıl ilginin 2016 sonrası artmaya başladığı anlaşılmaktadır. Konuyla ilgili çalışmalar incelendiğinde, insan kaynakları işlevlerini modelleyen uygulamalar, işletmelerin yetenek ve beşerî sermayesini yönetmek ve analiz etmek için geliştirilen finansal analiz araçları veya web üzerindeki insan etkileşimlerinden toplanan veriler ile geliştirilen analitik uygulamalarla ilgili mikro düzeyde çalışmalar bulunmaktadır. Ayrıca, görsel iletişim araçları yardımıyla karar verme araç ve uygulamaları şeklindeki çalışmaların yanı sıra ekonomik kalkınmada bölgesel yetenek analizleri, kariyer simülasyonları ve insan merkezli kapasite planlama çalışmaları gibi daha makro ölçekli çalışmalar da görülmektedir.

Anahtar Kelimeler: İnsan Kaynakları Analitiği, İK Analitiği, İK Yönetim Sistemleri

Past, Present and Future of Human Resources Analytics

ABSTRACT

In line with the developments in information and communication technologies, human resources analytics has become very popular in the literature. Since it is a current issue, there is a need to understand the general situation regarding the concept. In this study, it is aimed to obtain information about the current situation in the literature on human resources analytics, its limits and limitations. For this purpose, in order to understand the situation in the international literature, articles published in the field of management and business in the WoS database, covering all times, were scanned and analyzed bibliometrically. As a result of the research conducted, it is understood that the use of the concept of human resources analytics dates back to the 1990s, but the real interest started to increase after 2016. When studies on the subject are examined, there are micro-level studies on applications that model human resources functions, financial analysis tools developed to manage and analyze the talent and human capital of businesses, or analytical applications developed with data collected from human interactions on the web. Additionally, in addition to studies in the form of decision-making tools and applications with the help of visual communication tools, more macro-scale studies such as regional talent analysis, career simulations and human-centered capacity planning studies in economic development are also seen.

Keywords: Human Resources Analytics, HR Analytics, HR Management Systems



Hedonic Motivation And Information Quality Towards The Intention to Use Online Food Delivery Service

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ABSTRACT

Online food delivery services (OFDS) is an online service to deliver food from food and beverage tenants to the customer. By offering various cuisines, accompanied by user-friendly interfaces and swift deliveries, the OFDS have revolutionized our dining experiences and habitual aspects of modern living. The OFDS market in Indonesia is set to surge further in the following years, showcasing an annual growth rate (CAGR 2023-2027) of 13.84%, with 11.6% user penetration which considerably lower compared to Malaysia with 38.3% and Singapore with 15.4%. However there is still limited research specifically design on this OFDS matters. This study examines factors like hedonic motivation, information quality, and electronic word of mouth, all contributing to the intention of using online food delivery services. Additionally, it investigates how electronic word of mouth moderates the link between hedonic motivation and usage intent. This quantitative research uses the PLS-SEM software to process and analyze the data collected using purposive sampling in July 2023 with 140 respondents across the Jabodetabek area. This study has found a significant effect of hedonic motivation and information quality on the intention to use. However electronic word of mouth has proven to be insignificant in both moderating and affecting intention to use. The findings of this study contribute to the theoretical contributions and can be used by OFDS business practitioners as a basis to further improve their services. The limitation lies in the lack of qualitative approach to further delve on the insignificant findings. Future research should be conducted using mixed method.

Keywords: Electronic Word Of Mouth; Online Food Delivery; Hedonic Motivation; Information Quality; Intention To Use.



Literature Unplugged: Exploring Classic Texts through Digital Humanities

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ABSTRACT

The integration of Digital Humanities (DH) into the realm of literary studies has initiated a profound transformation with dual consequences. While DH asserts its influence, potentially overshadowing traditional humanistic methods and threatening disciplinary dominance, it also grapples with imperfect comprehension, necessitating supplementation through conventional scholarly avenues. This duality underscores the complex perception of digital labour within the humanities—some view it as a secure path to tenure and funding, while others perceive it as a precarious endeavour.

This article undertakes an exploration of critical perspectives surrounding the ascendancy of Digital Humanities within the context of neoliberalism. It scrutinises how DH practices and ideologies intersect with the broader socio-political landscape. The argument posits that DH can be interpreted as a manifestation of neoliberalism in academia, characterised by a shift towards market-driven knowledge production and the prioritisation of technocratic knowledge over traditional humanistic methodologies. Nevertheless, this article challenges the notion that DH inherently aligns with neoliberal principles, especially in terms of the immediate commercial applicability of its findings.

Moreover, the article delves into critiques asserting that digital approaches in literary studies might displace politically progressive scholarship and activism in favour of tool development and archives. This provokes inquiries into the political aspects of digital literary studies and their capacity to promote critical viewpoints, thereby questioning the idea that traditional literary criticism's influence may be exaggerated.

Additionally, the article spotlights recent scholarship at the intersection of Digital Humanities and ethics. It recognises the imperative need to confront issues of racial prejudice, gender inequality, and embedded social biases within algorithms and digital practices. The rise of 'postcolonial digital humanities' is highlighted as an emerging discipline that delves into the complex connections between race, gender, class, and identity in the realm of digital knowledge creation.

Finally, the article challenges the assertion that DH is incapable of yielding new insights and meaningful contributions to literary studies. It argues that digital methods can unveil fresh perspectives and challenge prevailing critical consensus, illustrating those computational approaches, while demanding rigorous validation, possess the capacity to reveal novel facets of literary texts.

This article provides a critical examination of the evolution of Digital Humanities in literary studies, shedding light on its implications, criticisms, and potential to reshape the future of the discipline. While acknowledging inherent challenges and controversies, it ultimately underscores the valuable contributions that digital literary studies bring to the field.

Keywords: Digital Humanities, Literary Studies, Neoliberalism, Critical Perspectives, Ethics, Computational Approaches, Knowledge Production, Traditional Humanistic Methodologies.



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Workplace Culture and Organizational Change: Understanding the Role of Organizational Culture in Organizational Change Processes, Including Mergers, Acquisitions, and Digital Transformation, and Its Impact on Employee Attitudes and Behavior. A review article.

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ABSTRACT

This research article explores the significance of organizational culture in the context of organizational change, focusing on various processes such as mergers, acquisitions, and digital transformation. The article aims to understand how organizational culture influences employee attitudes and behavior during change initiatives. Through an extensive review of relevant literature and empirical studies, this article highlights the crucial role that organizational culture plays in successful organizational change and its impact on employees' reactions.

Keywords: Workplace culture, organizational change, Employees.



The Relationship Between Tourists' Motivations for Consuming Street Food, Satisfaction and Behavioral Intention

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ABSTRACT

Tourists now seek diverse tourism products, including gastronomy tourism that emphasizes local food culture. Street food (flavor) is a vital attraction, offering unique local flavors around the world. Motivation is what drives all behaviors and decision making. It's a mix of physiological needs and psychological desires that guide human actions. Satisfaction is formed by comparing expectations with actual experience. Needs determine expectations before using a product. Meeting expectations leads to satisfaction while falling short leads to dissatisfaction. Behavioral intentions are conscious plans for future actions that directly influence actual behavior and indicate important behaviors. Researches show motivation in tourism is linked to satisfaction and behavioral intention. This research aimed to explore how tourists' motivations for street flavor consumptions relate to their satisfaction and intentions to continue consuming it, specifically in the context of using, developing, and maintaining street food as a feature of gastronomy tourism. The study looked at different aspects of motivation, including cultural experience, excitement, health concerns, interpersonal relationships, and sensory appeal. The research population consisted of foreign tourists visiting Turkey, and data was collected from 729 participants through a survey. Structural Equation Modeling (SEM) was used to analyze the data. The results showed significant connections between tourists' street food motivation, satisfaction, and behavioral intentions. All sub-dimensions of motivation were found to impact satisfaction, while excitement, sensory appeal, and health concerns affected behavioral intention.

Key words: Street Food, Food Consumption, Motivation, Satisfaction, Behavioral Intention



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Asrın Felaketinde Eczacıların İlaç ve Tıbbi Malzeme Lojistiği Süreçlerinde Yaşadıkları Sorunlar ve Çözüm Önerileri: Kahramanmaraş İli Örneği

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ÖZET

Eczacılar, afetler sırasında afetten etkilenen bireylere yardımcı olmak, sağlık hizmeti sürekliliği ve ilaç yönetimi sağlamak için toplumda benzersiz bir konuma sahiptirler. Afetler sırasında sağlık bakım ekiplerinin temel üyeleri olarak ön saflarda yer alan profesyonel bir grup olarak karşımıza çıkmaktadırlar. Afet planlaması ve müdahalesinde hastalara ve halka yardım etmede, durumlarını değerlendirmede, ilaç vermede ve ilaç kullanımını optimize etmede önemli bir rol oynamaktadırlar.

Eczacıların afetlerde üstlendikleri roller, uygulama kapsamaları dahilindedir ve tipik olarak günlük görevlerinin bir uzantısı (yani ilaç yönetiminin sürekliliği) şeklindedir. Örneğin, hastalar ilaçlarını, reçetelerini, paralarını veya kimliklerini almadan evlerini boşaltma eğilimindedir. Bu durumda, eczacılar, hastaların kronik hastalık ilaçlarının sınırlı bir acil durum tedarikini sağlamaya çalışırlar.

Bu çalışma, 6 Şubat 2023 tarihinde Kahramanmaraş merkezli yaşanan ve birçok ili etkileyen büyük deprem felaketi sonrasında eczacıların, eczane uygulamalarını karşılaşılan deprem felaketi sırasında nasıl yönettiklerini, ilaç ve tıbbi malzeme lojistiği süreçlerinde karşılaştıkları sorunları ele almaktadır. Çalışmada nitel araştırma yöntemi kullanılmış olup, uygulamaya katılmayı kabul eden 8 eczacı ile görüşme gerçekleştirilmiştir. Analiz sonucunda katılımcılar afet durumları için acil durum planları olmadığını belirtmişlerdir. Özellikle antibiyotikler, ağrı kesiciler, epilepsi ilaçları gibi ilaçların temini noktasında sorun yaşadıklarını ifade etmişlerdir. Raporlu hastaların dışında diğer hastalara ilaç veremediklerini üzüntüyle dile getirmişlerdir. Bu noktada depremin 2. gününden itibaren Türkiye Eczacılar Birliği-TEB ve diğer illerdeki eczacı odalarının iyi ve etkili bir koordinasyonla ellerinden geleni yaptıklarını da vurgulamışlardır.

Anahtar Kelimeler: Afet, Lojistik, Sağlık Sektörü, Kahramanmaraş.

Problems And Solution Suggestions Experienced By Pharmacists During The Disaster of The Century in Drug and Medical Supplies Logistics Processes: The Case of Kahramanmaraş Province

ABSTRACT

Pharmacists are uniquely positioned in society to assist affected individuals during disasters, providing healthcare continuity and medication management. They are a front-line professional group and essential members of health care teams during disasters. They play an important role in assisting patients and the public in disaster planning and response, assessing their condition, administering medications, and optimizing medication use.



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The roles pharmacists play in disasters are within their scope of practice and are typically an extension of their daily duties (i.e., continuity of medication management). For example, patients tend to evacuate their homes without taking their medications, prescriptions, money, or identification. In this situation, pharmacists attempt to provide patients with a limited emergency supply of chronic disease medications.

This study discusses how pharmacists managed their pharmacy practices during the earthquake disaster that occurred on February 6, 2023, centered in Kahramanmaraş and affecting many provinces, and the problems they encountered in the logistics processes of medicines and medical supplies. A qualitative research method was used in the study, and interviews were held with eight pharmacists who agreed to participate in the application. As a result of the analysis, participants stated that they did not have emergency plans for disaster situations. They stated that they had problems, especially with the supply of drugs such as antibiotics, painkillers, and epilepsy drugs. They expressed regret that they could not give medicine to other patients other than those with medical reports. At this point, they also emphasized that the Turkish Pharmacists Association and the chambers of pharmacists in other provinces have done their best with good and effective coordination since the second day of the earthquake.

Key Words: Disaster, Logistics, Health Sector, Kahramanmaraş.



Attitude, Subjective Norms, and Perceived Behavior Control Toward Intention of Whole Wheat Bread Consumption

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ABSTRACT

The number of populations classified as overweight and obese has increased. It has increased the demand for diet programs designed to encounter the problem of being overweight and obese. Consuming whole-wheat bread is one of the ways to manage human weight, however, consumer preference for refined bread is frequently cited as a reason for the relatively low consumption of whole-wheat bread. Nevertheless, there is still limited research looking at this specific subject. The aim of the study is to examine the effects of attitude, subjective norms and perceived behavior control on the intention of whole-wheat bread consumption as well as the ability of nutrition knowledge to moderate the relationship. Using the purposive sampling method, 147 respondents were obtained from the Greater Area of Jakarta with an age range of 30-60 years old. Through the Theory Planned Behaviour approach and using Smart PLS Statistical Analysis, it is obtained that attitude gives a positive and significant effect to intention of whole-wheat bread consumption with the category strong effect, subjective norms give a positive and significant effect to intention of whole-wheat bread consumption to the category weak effect, and perceived behavior control gives a positive and significant effect to intention of whole-wheat bread consumption on the category medium effect. While nutrition knowledge does not significantly moderate the effect of attitude, subjective norms and perceived behavior control on intention of whole-wheat bread consumption. The result of the study can contribute to the bread industries, boutique bakeries and bakery ingredient manufacturers to discuss and design strategies to improve the intention of whole-wheat bread consumption. The limitation lies in the limited age-range of the respondents for further research, and future qualitative indepth interview will add the insight and the rigor of this future research.

Keywords: Intention of Whole Wheat Bread, Attitude, Subjective Norms, Perceived Behaviour Control, Nutrition Knowledge, Theory Planned Behaviour



Türk Demiryolu Taşımacılığı Sektöründe Değişim Rüzgarları ve Reorganizasyon: Tehdit mi Yoksa Bir Fırsat mı?

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ÖZET

Yeni Kamu Yönetimi (YKY) literatüründe, değişim yönetimine ilişkin çalışmalar genelde kamu sektörü gibi makro düzeye ya da politika ağları gibi mezo düzeye odaklanmaktadır. Mikro düzeyde, değişim sürecinin değişime maruz kalan bireyleri nasıl etkilediğine dair irdelemeler sınırlıdır. Bu çalışma, örgütsel değişime odaklanarak, Türkiye demiryolu taşımacılığı sektörünün serbestleştirilmesini YKY perspektifinden ele almakta ve bu radikal değişimin örgütsel etkilerini ortaya çıkarmaktadır. Yürütülen vaka çalışmasına, Türk demiryolu taşımacılığı sektöründe çalışan ve değişim sürecine tanık olan amirler ile kadrolu ve sözleşmeli personeller dahil edilmiştir. Elde edilen bulgular, katılımcılarının hiçbirinin örgütsel değişime ilişkin olumlu bir algıya sahip olmadıklarını göstermiştir. Örgütsel değişim, kurumda örgütsel adalet algısının bozulmasına, örgütsel adaletle ilgili endişeler örgütsel çatışmaya, örgütsel çatışma ise örgütsel sinizme yol açmıştır.

Anahtar Kelimeler: Yeni Kamu Yönetimi, Serbestleşme, Örgütsel Değişim, Örgütsel Adalet, Örgütsel Çatışma, Örgütsel Sinizm

Winds of Change and Reorganization in the Turkish Rail Transportation Industry: Threat or Opportunity?

ABSTRACT

In the New Public Management (NPM) literature, studies on change management generally focus on the macro level, such as the public sector, or the meso level, such as policy networks. Examinations of how the change process affects the individuals exposed to change are limited at the micro level. By focusing on organizational change, this study addresses the liberalization of the Turkish rail transportation industry from the perspective of NPM and reveals the organizational effects of this radical change. Supervisors and permanent and contracted personnel working in the Turkish rail transportation industry and witnessing the change process were included in the case study. The findings showed that none of the participants positively perceived organizational change. Organizational change has led to a deterioration in the perception of organizational justice in the organization, concerns about organizational justice have led to organizational conflict, and organizational conflict has led to organizational cynicism.

Keywords: New Public Management, Liberalization, Organizational Change, Organizational Justice, Organizational Conflict, Organizational Cynicism

Sporcu Markasının Oluşumunda Marka Kişiliği Kullanımının Rolü ve Örnek Uygulamalar

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ÖZET

Endüstri 5.0 döneminin yaşandığı, internetin ve sosyal medya kullanımının arttığı ve teknolojik gelişmelerin son derece hızlı ilerlediği günümüz rekabet ortamında yeni oluşturulan markalar ulusal ve uluslararası boyutta hızla kendilerini tanıtabilmekte, marka farkındalığı oluşturabilmektedirler. Tüketicilerin zihninde başarılı bir şekilde yer ediniyor konumlanan markalar, oluşan başarılı marka kişilikleri ile güçlü bir imaj oluşturabilmektedirler.

Spor sektörü, sinema sektörü, müzik sektörü, sanat sektörü, giyim sektörü vb. gibi karşımıza çıkan her sektörde marka isimleri yer almakta ve hatta sektördeki ünlü kişiler kendi kişisel markalarını oluşturmakta, marka haline gelmektedir. Sporcular, müzisyenler, sanatçılar gibi tanınmış ve ünlü kişiler marka değeri taşımaktadır. Sosyal medyada istatistiksel olarak en çok takip edilen kitle sporcu kitesidir. Sporcular, marka yüzü olmanın ve kendi isimlerinin markalaşmasının yanı sıra kendi markalarını da ortaya çıkarabilmektedirler.

Bu amaçtan yola çıkarak hazırlanan çalışmada, başarılı ve popüler örnek uygulamalar arasından seçilen üç örnek sporcu ve markaları üzerinde inceleme yapılmış, sporcu markaları ile marka kişilikleri arasındaki bağ incelenerek anlatılmıştır. Örnek sporcular olarak eski profesyonel futbolcu 'Rio Ferdinand ve kendisinin kurduğu Five markası', eski profesyonel ve rekor sahibi boksör "Mike Tyson ve Miketyson.com markası" ve futbol kariyeri hala devam etmekte olan 'Zlatan İbrahimoviç ve kendi markası zlatanibrahimovicparfums.com' kullanılmıştır. Marka kişiliği tanımlanırken ve sporcu markaları üzerinde incelenirken Aaker'ın marka kişiliği modeli temel olarak kullanılmıştır. Marka kişiliği modelinin "samimiyet, coşku, yeterlik, çok yönlülük, sertlik" boyutları ve bunların alt boyutları ele alınarak incelenmiştir. Çalışmadaki örnek uygulamaların inceleme ve değerlendirilmesi ile 'Sporcu Markalarının Oluşumunda Marka Kişiliği Kullanımı' ve rolü açıklanmaya çalışılmıştır.

Anahtar Kelimeler: Marka, Marka İmajı, Sporcu Markası, Marka Kişiliği.

The Role of Use of Brand Personality in the Creation of Athlete Brand and Sample Applications

ABSTRACT

In today's competitive environment, where the Industry 5.0 era is experienced, the use of the internet and social media is increasing, and technological developments are advancing extremely rapidly, newly created brands can quickly introduce themselves nationally and internationally and create brand awareness. Brands that have successfully gained a place in the minds of consumers can create a strong image with their successful brand personalities.

Sports industry, cinema industry, music industry, art industry, clothing industry, etc. In addition to being brand ambassadors and branding their own names, athletes can also create their own brands.

In the study prepared based on this purpose, three sample athletes and their brands selected from successful and popular sample applications were examined, and the connection between athlete brands and brand personalities was examined and explained. Former professional football player 'Rio Ferdinand and his brand Five', former professional and record-holding boxer 'Mike Tyson and his Miketyson.com brand', and 'Zlatan Ibrahimovic and his own brand zlatanibrahimovicparfums.com', whose football career is still continuing, were used as example athletes. Aaker's brand personality model was used as a basis when defining brand personality and examining athlete brands. The "sincerity, enthusiasm, competence, versatility, toughness" dimensions of the brand personality model and their sub-dimensions were examined. By examining and evaluating the sample applications in the study, "Use of Brand Personality in the Formation of Athlete Brands" and its role were tried to be explained.

Key Words: Brand, Brand Image, Athlete Brand, Brand Personality.



The Overall Performance Analysis of Traditional Banks Before and After the Entry of Internet-only Banks In South Korea

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ABSTRACT

In South Korea, Internet-only banks, providing banking services and products to customers through online platforms and mobile apps without traditional physical branches, launched their business in 2017 and have gained popularity in recent years due to their convenience, accessibility, and often better financial offerings. However, there is still limited research looking at the impact on the overall performance of commercial banks in South Korea before and after the entry of Internet-only banks. To demonstrate it, this study investigates the multifaceted impact of Internet-only banks on Traditional Commercial banks listed in KRX(1st to 5th Banks in order of total assets), examining key performance indicators such as profitability (NIM,ROA,ROE), market share(deposit/loan/asset growth rate), customer satisfaction levels(KCSI), and stock performance.

The study employs a paired t-test as the statistical method. This method allows for a comparison of performance indicators before and after the entry of Internet-only banks(2017), providing insights into the significance of the observed changes. The findings of this research will contribute to understanding the consequences of Internet-only banks' entry into the Korean banking industry and provide valuable insights for policymakers, traditional commercial banks, and other stakeholders in navigating the evolving banking landscape and formulating effective strategies to adapt to the changing market dynamics.

Keywords: Banking industry; Internet-only bank; Performance analysis; Traditional bank

Reference:

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The Moderating Role of Perceived Security Toward The Relationship Between the Intention to Use And The Actual Usage of Quick Response Indonesia Standard (QRIS) Among Sellers at Traditional Market: Implementation at Pasar Minggu, Pasar Tebet Barat And Pasar Tebet Timur

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ABSTRACT

Indonesia's digital economy has contributed the most to national GDP growth, 10.35%. The number of automated teller machines (ATMs) has continued to decrease in Indonesia. The Indonesian government will launch the QRIS Payment system in August 2019. Quick Response Indonesia Standard (QRIS) is a standard QR code that facilitates digital payment transactions. There have been numerous studies on the Technology Acceptance Model (TAM)-based intention to use Quick Response Indonesia Standard (QRIS), however there is still limited research on this specific matter the perceived security of mobile payments as a moderating factor between intention to use technology and actual technology usage.

This research specifically investigates QRIS by merchants among sellers at traditional markets, by analyzing Perceived ease of use (PEU), Perceived of usefulness (PU), Intention to Use (IU), Actual Usage (AU) and Perceived Security (PS) as the moderating variable using Technology Acceptance Model and PLS-SEM with SmartPLS4 software.

The results are PEU and PU are significantly affect the IU QRIS, while IU also has a significantly affect to the AU. However, the PS has no moderating effect toward the relationship between IU and AU of QRIS among the seller at traditional market (Pasar Minggu, Pasar Tebet Barat and Pasar Tebet Timur Jakarta. Through this study the authors also found that PEU and IU had a low relationship especially to the female respondents. In this regard, the author offers one of the recommendations for increasing socialization related to QRIS, which is exclusive to traditional market sellers. The limitation lies in the lack of qualitative approach through in-depth to analyze deeper the non-significant result.

Keywords: Perceived Ease of Use, Perceived of Usefulness, Intention to Use, Actual Usage and Perceived Security, SmartPLS, QRIS, TAM

Tek Dünya ve İpek Yolu

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ÖZET

Günümüz dünyasında iletişim teknolojisinin hızla gelişmesi, dünyanın neresinde olursa olunsun, insanların dünya ile ilgili tüm olaylardan anında haberdar olma gibi imkana sahip olmaları, tek dünya kavramının yaygınlaşmasının başlıca nedenlerinden biridir. Yalnız bu hızlı iletişim ağına rağmen eski dünya medeniyetinin temel taşlarını oluşturan “yol” ağının dünyanın geleceği içinde önem arz ettiği gerçeğinden hareketle, özellikle 2000 yılı sonrası “İpek Yolu” ağı yeniden canlandırma faaliyetleri hız kesmeden sürdürülmektedir. Avrasya > Anadolu > Akdeniz > Ege Denizi. Çin’den başlayarak Anadolu’da, Akdeniz ve Karadeniz’den başlayıp Avrupa’da, Roma’dan başlayıp Çin’de son bulan, İstanbul’dan başlayıp Çin’e uzanan dünyanın en ünlü ticaret yolu. Tarihi süreçte, Asya ve Avrupa arasındaki ilişkilerde önemli rolü olan bu yolun, ilk ticari alışverişi ipek. Ticari sistem, kentten kente, deyiş tokuş. Yani mal alıp, karşılığında mal verme. Öte yandan doğu kültürü ile batı kültürünün karşılaşma noktası. Bugün tarihi zenginlik olarak karşımıza çıkan İpek Yolu’na, tek bir yolun varlığı olarak değil, batı- doğu, kuzey-güney arasındaki ülkeleri, kentleri birbirine bağlayan yollar ağı olarak bakmak gerekir. Çünkü İpek Yolu’nu birbirine bağlayan kentler, ayrıca pek çok yol ağını da İpek Yolu’na bağlamaktadırlar. İlk etkin ticari alışverişi ipek olan İpek Yolu ağı, bugünün dünyası anlayışıyla, askeri, adli, dini, ekonomik, idari, kültürel, siyasi ve sosyal açıdan, nitel bir yöntem ve fenomenolojik bir yaklaşım izlenerek incelenmiştir.

Anahtar Kelimeler: Avrasya, Çin, İpek Yolu, İstanbul, Tek Dünya.

One World and Silk Road

ABSTRACT

In today’s world, the rapid development of communications technology and the fact that people have the opportunity to be instantly informed about all world-related events, no matter where they are in the world, is one of the common reason why the one-world phenomenon has become widespread. However, despite this rapid communication network, based on the fact that the “road” network, which forms the cornerstones of the old world civilization, is important for the future of the world, activities to revitalize the “Silk Road” network continue unabated, especially after 2000. Eurasia > Anatolia > Mediterranean > Aegean Sea, The world’s the most famous trade route. Starting from China and ending in Istanbul. Starting the Mediterranean and to the Black Sea and then in Europe. Starting from Rome and ending in China, and starting from Istanbul to China. The first commercial exchange of this road which played an important role in the relations between Asia and Europe throughout history was silk. Commercial System, city to city so to speak exchanges. That is giving and receiving goods and giving goods in return. On the other hand, it is point of eastern culture and western culture. The Silk Road, which has emerged as a historical richness today, should not be seen as the existence of a single road, but as a network of roads connecting cities in countries between west-east and north-south. Because the cities that cover the Silk Road also connect many roads to the Silk Road. On the other hand, it is meeting point of eastern culture and western culture, The Silk Road, which has emerged as a historical richness today,, should not be seen as the existence of a single road, but as a network of roads connecting cities in countries between west- east and north- south. Because the cities that cover the Silk Road also connect many roads to the Silk Road. The Silk Road network, the first effective commercial exchange of which was silk, was examined by following a qualitative method and a phenomenological approach, from military, judicial, religious, economic, administrative, cultural, political and social perspectives, with the understanding of today’s world.

Key Words: China, Eurasia, Istanbul, One World, Silk Road.



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Central Java's Readiness to Build a Green Economy Through the Agricultural Sector

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ABSTRACT

The agricultural sector is one of the strongest sectors supporting the economy in Indonesia. Central Java is one of the provinces with the third-largest agricultural output in Indonesia. The presence of Central Java is a hope for the fulfillment of needs for economic growth that applies blueprints to preserve nature for the future of the nation. The method used in this paper is the descriptive method. In this paper, the author describes descriptively the readiness of Central Java province to implement a green economy, especially in the agricultural sector. The data collected is secondary data and is analyzed in the form of recommendations from the author. The results of the study explain the readiness of Central Java to implement the green economy and circular economy through the agricultural sector in the form of organic crop cultivation, urban farming, farmers markets, and education of environmentally friendly farm products that must be supported by stakeholders, namely the government in the form of rules or laws and the community in implementing them, so that the implementation of the green economy can run optimally.

Keywords: Green Economy, Agriculture, Central Java



İlkokulda Çocuk, Oyun ve Oyuncak Müzelerinin Eğitimsel Kullanımı

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ÖZET

Günümüzde giderek yaygınlaşan çocuk, oyun ve oyuncak müzelerinin birçok işlevi vardır. Bu işlevlerden biri de çocuklara ve hatta yetişkinlere yönelik eğitsel bir ortam oluşturmalarıdır. Geniş bir koleksiyona, içeriğe ve etkinlik çeşitliliğine sahip müzeler bir informal eğitim ortamına dönüşmektedir. Dahası, planlanmış müzede eğitim etkinlikleri, öğrencilerin deneyimler yoluyla öğrenmesini, merakını gidermesini, yepyeni bilgiler edinmesini, düşünmesini ve sorgulamasını sağlamaktadır. Bu bakımdan bu müzelerin bir eğitim aracı olarak kullanılması önemli görülmektedir. Bu çalışmada çocuk, oyun ve oyuncak müzelerinin eğitimsel katkıları tartışılmıştır. Ayrıca alandaki müzelerde ne tür etkinlikler yapılabildiği konusunda bilgiler ve örnekler sunulmuştur. Bunun yanı sıra, bu alanda yürütülen çalışmaların olumlu etkileri ortaya konulmuştur. Eğitimsel açıdan katkı sağlamak adına, birtakım öneriler sunulmuştur.

Anahtar Sözcükler: İlkokul, Çocuk Müzesi, Oyun Müzesi, Oyuncak Müzesi, Müze Eğitimi

Educational Use of Children, Games and Toy Museums in Primary Schools

ABSTRACT

Children's, game and toy museums, which are becoming increasingly common today, have many functions. One of these functions is to create an educational environment for children and even adults. Museums, which have a wide collection, content and diversity of activities, are turning into informal education environments. Moreover, planned educational activities in the museum enable students to learn through experiences, satisfy their curiosity, acquire brand new information, think and question. In this regard, it is considered important to use these museums as an educational tool. In this study, the educational contributions of children's, game and toy museums are discussed. Additionally, information and examples are presented about what kind of activities can be done in the museums in the area. In addition, the positive effects of the studies carried out in this field have been demonstrated. In order to contribute educationally, some suggestions have been presented.

Keywords: Primary School, Children's Museum, Play Museum, Toy Museum, Museum Education



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Analysis of Recovery Telecommunication Operator, XL Axiata After Covid Pandemic

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ABSTRACT

The purpose of study is to find out the after situation of COVID-19 pandemic as a national emergency on returns in the telecommunications sector stocks listed on the Indonesia Stock Exchange as seen from the difference in average abnormal returns of stocks before and after the Government determined the implementation of Emergency Community Activity Restrictions (PPKM) in 2021. The telecommunications industry sector companies on the Indonesia Stock Exchange. Indonesian telco operators are expected long-term benefits from the coronavirus health crisis due to increasing demand formobile data and internet connectivity. The demand for internet services has surged as people shifted their interactions anddaily activities online amid COVID-19 physical restrictions The success of company performance can be translated Into the financial performance. By detecting the company's financial performance, we can understand share performance and potential business oppurtunity.

Keywords: Financial Performance, Customer Behavior and Potential New Business

Yeşil Adaptif Yeteneğinin Geliştirilmesine Yönelik Bir Model Önerisi: Yeşil Bilinçli Farkındalık ve Yeşil Entelektüel Sermaye

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ÖZET

Hükümetlerin ve halkın çevre sorunlarına yönelik artan ilgisinden dolayı (Tseng, Tan & Siriban-Manalang, 2013), iş dünyası giderek artan sayıda ulusal ve uluslararası çevre düzenlemeleri ile karşı karşıyadır (Bernal-Conesa, de Nieves Nieto, & Briones-Peñalver, 2017). İş dünyası liderleri de çevresel sürdürülebilirliğe doğru ilerlemenin pazarda güçlü bir rekabet avantajı sağlayacağı fikrini benimsemeye başlamıştır (Chang & Chen, 2013). Bu farkındalık bilincindeki liderler, ürünlerini ve hizmetlerini çevresel sürdürülebilirlik paradigması doğrultusunda yeniden geliştirmeye ve yeniden tasarlamaya giderek daha fazla önem vermektedirler (Pujari, Peattie & Wright, 2004). Gelecekteki değişikliklere yanıt verebilmek ve çevreye dost ürünler geliştirebilmek için işletmelerin yeşil adaptif yeteneklerini geliştirmeleri bu noktada önem kazanmaktadır (Chang, 2016; Song, Ren, & Yu, 2019). Bir işletme, yeşil adaptif yeteneği ile çevresel zorluklarla başa çıkabilir, yeşil ürün geliştirme performansını geliştirebilir ve böylece rekabet avantajı sağlayabilir (Lu, Zhou, Bruton & Li, 2010). Dolayısıyla, yeşil adaptif yeteneğinin öncüllerinin araştırması önemli bir konudur. Alan yazın incelendiğinde kurumsal çevresel bağlılığın, yeşil insan sermayesinin (Chang, 2016), kurumsal sosyal sorumluluğun ve yeşil örgütsel kimliğin (Song, Ren, & Yu, 2019), yeşil adaptif yeteneğinin öncülü olduğu görülmektedir. Ancak yeşil adaptif yeteneğinin gelişimini etkileyen başka faktörlerin olup olmadığı konusu araştırmaya değer görülmektedir. Doğal kaynak temelli teoriye göre (Hart, 1995), çevresel sürdürülebilirlik paradigması ile ilgili olarak işletmelerin sektörel çevrede rekabet avantajı kazanmasını ve değişen çevresel faktörlere uyum sağlamasını kolaylaştıran bir yetenek olarak tanımlanan yeşil entelektüel sermaye (yeşil insan sermayesi, yeşil yapısal sermaye ve yeşil ilişkisel sermaye) (Ahlawat, Sharma, & Kumar, 2023), yeşil adaptif yeteneğinin gelişimini destekleyebilir. Öte yandan üst yönetimin yeşil bilinçli farkındalığı üst kademeler teorisine göre işletmenin stratejik yönünü etkilemektedir (Huang vd., 2019). Dolayısıyla, üst yönetimin yeşil bilinçli farkındalığı, işletmenin hem yeşil entelektüel sermayesini hem de yeşil adaptif yeteneğini geliştirebilir. Bu doğrultuda bu çalışmada, üst kademeler teorisini ve doğal kaynak temelli teoriyi birleştirerek, üst yönetimin yeşil bilinçli farkındalığı ile işletmenin yeşil adaptif yeteneğinin gelişeceği ve bu ilişkiye yeşil entelektüel sermayenin aracılık edeceği savunularak, bir araştırma modeli geliştirilmiştir.

Anahtar Kelimeler: Yeşil Adaptif Yetenek, Yeşil Bilinçli Farkındalık, Yeşil Entelektüel Sermaye

A Model Proposal for Developing Green Adaptive Ability: Green Mindfulness and Green Intellectual Capital

ABSTRACT

Due to the increasing attention of governments and the public towards environmental issues (Tseng, Tan, & Siriban-Manalang, 2013), the business world is faced with an increasing number of national and international environmental regulations (Bernal-Conesa, de Nieves Nieto, and Briones-Peñalver, 2017). Business leaders have also begun to embrace the idea that moving towards environmental sustainability will provide a strong competitive advantage in the market (Chang & Chen, 2013). Leaders with this awareness are increasingly placing emphasis on redeveloping and redesigning their products and services in line with the environmental sustainability paradigm (Pujari, Peattie, & Wright, 2004). At this point, it becomes important for businesses to develop their green adaptive ability in order to respond to future changes and develop environmentally friendly products (Chang, 2016). With its green adaptive ability, a business can cope with environmental challenges, improve green product development performance, and thus gain a competitive advantage (Lu, Zhou, Bruton & Li, 2010). Therefore, investigating the antecedents of green adaptive ability is an important issue. When the literature is examined, it is seen that corporate

environmental commitment, green human capital (Chang, 2016), corporate social responsibility, and green organizational identity (Song, Ren, & Yu, 2019) are the antecedents of green adaptive ability. However, it is considered worth investigating whether there are other factors that affect the green adaptive ability. According to the natural resource-based theory (Hart, 1995), green intellectual capital (green human capital, green structural capital and green relational capital), is defined as an ability that facilitates businesses to gain competitive advantage in their sectoral environment and adapt to changing environmental factors related to the environmental sustainability paradigm (Ahlawat, Sharma, & Kumar, 2023), can support the development of green adaptive ability. On the other hand, the green mindfulness of top management affects the strategic direction of the business according to the upper echelons theory (Huang et al., 2019). Therefore, top management green mindfulness can improve both the green intellectual capital and green adaptive ability of the enterprise. In this direction, this study has developed a research model by combining upper echelons theory and natural resource-based theory, arguing that the green adaptive ability of the enterprise will improve with the green mindfulness of the top management and that this relationship will be mediated by green intellectual capital.

Keywords: Green Adaptive Ability, Green Mindfulness, Green Intellectual Capital

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Afetlerin Çalışma Yaşamı Üzerindeki Etkileri

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ÖZET

Afet insan kökenli, doğal veya teknolojik kaynaklı bir olayın normal hayat akışını kesintiye uğratması ya da durdurması şeklinde ifade edilmektedir (Ergünay, 1996: 263). Afetler, neden olduğu kayıplar açısından bireylerin ve toplumun kendi imkân ve çabaları ile üstesinden gelemeyeceği olaylardır (UNDHA, 1992: 21). Genellikle hızlı gelişir, büyük can ve mal kayıplarına neden olur, sebep olduğu yıkımların onarılması ancak uzun dönemde mümkün olabilir (Koç vd., 2005: 20). Afetlerin büyüklüğü yol açtığı can, mal ve ekonomik kayıplara göre belirlenmektedir, bu bağlamda afetler yaşanan olayın kendisinden çok sebep olduğu sonuçları ifade etmektedir (Atlı, 2006:1) Afetler, doğal veya insan kaynaklı olsun, dünya genelinde büyük sorunlara neden olabilir ve bu sorunlar sadece fiziksel zararlarla sınırlı kalmaz. Afetler aynı zamanda toplumların çalışma yaşamını da büyük ölçüde etkileyebilirler. Çalışmada afetlerin iş yerleri, çalışanlar ve ekonomiler üzerindeki etkileri ele alınarak, afet yönetimi ve hazırlık konularına vurgu yapılmaktadır. Afet yönetimi ve hazırlık, iş kayıpları ve üretim durmaları, iş güvencesi sorunları, çalışan sağlığı ve güvenliği riskleri, afet sonrası iş iklimi gibi konular afetlerin çalışma yaşamını üzerindeki etkilerindedir. İş yerlerinin ve toplumların afetlere karşı hazırlıklı olmaları ve etkili bir afet yönetimi stratejisi geliştirmeleri önemlidir. Bu, hem çalışanların güvenliğini sağlamak hem de ekonomik istikrarı korumak için kritik bir adımdır. Bu çalışma çerçevesinde afetler ve afetlerin çalışma yaşamı üzerindeki etkileri kavramlarına ilişkin alan yazında kısıtlı da olsa var olan araştırmalar incelenmiş ve teorik bir çalışma oluşturularak bu konuda alan yazına katkıda bulunmak amaçlanmıştır.

Anahtar Kelimeler: Afet, Afet Yönetimi, Çalışma Yaşamı

Effects of Disasters on Working Life

ABSTRACT

Disaster is defined as an event of human origin, natural or technological origin that interrupts or stops the normal flow of life (Ergünay, 1996: 263). Disasters are events that individuals and society cannot overcome with their own means and efforts in terms of the losses they cause (UNDHA, 1992: 21). It usually develops rapidly, causes great loss of life and property, and the repair of the destruction it causes can only be possible in the long term (Koç et al., 2005: 20). The magnitude of disasters is determined by the loss of life, property and economic losses they cause; in this context, disasters express the consequences of the event rather than the event itself (Atlı, 2006:1). Disasters, whether natural or human-caused, can cause major problems worldwide, and these problems are not only It is not limited to physical damage. Disasters can also greatly affect the working life of societies. The study focuses on the effects of disasters on workplaces, employees and economies, and emphasizes disaster management and preparedness. Issues such as disaster management and preparedness, job losses and production stoppages, job security problems, employee health and safety risks, post-disaster business climate are among the effects of disasters on working life. It is important for businesses and communities to be prepared for disasters and develop an effective disaster management strategy. This is a critical step to both ensure the safety of workers and maintain economic stability. Within the framework of this study, the existing, albeit limited, studies in the literature on the concepts of disasters and the effects of disasters on working life were examined and it was aimed to contribute to the literature on this subject by creating a theoretical study.

Keywords: Disaster, Disaster Management, Working Life

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Sensory Analysis of Red Wines

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ABSTRACT

Wine culture refers to a social phenomenon that includes traditions, rituals, knowledge and experiences related to the production, consumption and tasting of wines. Observing and experiencing every aspect of this culture offers a distinctive type of tourism and serves as a crucial incentive for tourism mobility. One important consideration for wine tourists is the opportunity to taste wines made from locally grown grapes. One of main factor that is important to wine tourists is the authentic taste of the wine. There are various elements that contribute to the flavor and aroma profile of a wine, resulting in a distinct and unique taste. These factors comprise the grape variety, climate and soil, harvest time, fermentation process, use of additives, maturation, bottling and storage practices, as well as the producer's expertise. With this knowledge, sensory evaluations of five single varietal and one blended wine produced from grapes of both local and foreign origin grown in Antalya were conducted in this study. In the study wine tourists comprised the sample, and researcher evaluated eight criteria including aroma, color, ease of drinking, clarity, ripeness, bitterness, sweetness, and overall impression. Sensory analysis, involving an experimental study process, served as the methodology utilized in this study. Based on the study results, despite not being native varietals, Merlot (2022) and Cabernet Sauvignon (2016) wines from vineyards situated and produced in Antalya 2022 obtained the highest average overall impression. On the contrary, Kalecik Karası, which is a native variety of grape with a production rate of 2022, received the lowest average score for overall impression.

Key Words: Sensory Analysis, Wine, Tourism, Antalya

Yapay Zekâ İle Finansal Hata Tespiti: ChatGPT'nin Denetim Yetenekleri

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ÖZET

Bu çalışma, Yapay Zekânın ve özellikle ChatGPT'nin finansal hata ve sektörel hile tespitindeki önemli rolünü odak noktasına almaktadır. Araştırmanın temel hedefi, bu teknolojinin hata tespitinde ve genel performans ölçümünde ortaya koyduğu etkinliği belirlemektir. Gerçek dünya veri setlerinin yardımıyla yapılan denemeler, bu hedefe ulaşmak için kritik bir araç olmuştur.

Sonuçlar, ChatGPT'nin hata tespitinde ciddi bir katkısı olduğunu göstermiştir. Hem bireysel hataların belirlenmesinde hem de geniş kapsamlı sektörel hilelerin fark edilmesinde bu modelin etkin olduğu görülmüştür. Nadir hataların tespitinde yanıltıcı pozitif oranının yüksekliği, bu tür hataların yönetiminde ve önlenmesinde daha fazla bilgi ve farkındalık gerektiğini ortaya koymaktadır.

ChatGPT'nin genel performansında da belirgin bir etkisi vardır; özellikle hile işlemlerinin başarılı bir şekilde tespit edilmesinde %95'lik bir etkinlik belirlenmiştir. Araştırmanın bu sonuçları, denetim profesyonellerine ve akademisyenlere Yapay Zekâ teknolojilerinin finansal denetim süreçlerindeki potansiyelini daha iyi anlamaları ve keşfetmeleri için değerli bir bakış açısı sunmaktadır. Dolayısıyla, bu incelemenin bulguları, finansal hata tespiti ve genel performans ölçümünde Yapay Zekâ teknolojilerinin ve özellikle ChatGPT'nin önemini vurgulamaktadır. Bu sonuçlar, denetim süreçlerinde bu teknolojilerin etkin bir şekilde kullanılabilmesi için gereken bilgi ve farkındalığın artırılmasına önemli katkılar sağlamaktadır.

Anahtar Kelimeler: Yapay Zekâ, Denetim, ChatGPT, Finansal Hata Tespiti, Geleceğin Denetim Süreçleri

Detection of Financial Errors with Artificial Intelligence: Auditing Capabilities of ChatGPT

ABSTRACT

This scholarly review places a primary emphasis on the significant role that Artificial Intelligence, specifically ChatGPT, performs in the detection of financial errors and sectoral fraud. The fundamental objective of the research is to establish the effectiveness of this technology in error detection and the measurement of overall performance. Trials executed on real-world datasets serve as crucial instruments in achieving this goal.

The findings reveal that ChatGPT has made substantial contributions in error detection. The model has demonstrated its effectiveness not only in identifying individual mistakes but also in discerning widespread sectoral fraud. However, the high false-positive rate in the detection of rare errors underscores the necessity for enhanced knowledge and awareness in managing and preventing such errors.

Additionally, ChatGPT has a discernible impact on overall performance, with a remarkable efficacy rate of 95% particularly noted in successful fraud detection. These results provide audit professionals and academicians with a valuable perspective for better understanding and exploring the potential of AI technologies in financial audit processes. Therefore, the findings of this study underscore the importance of AI technologies, and particularly ChatGPT, in financial error detection and general performance measurement. These results contribute significantly to the augmentation of the knowledge and awareness required for the effective utilization of these technologies in audit processes.

Keywords: Artificial Intelligence, Audit, ChatGPT, Financial Error Detection, Future Auditing Processes.

Muhîfî'nin Fahriye Beyitleri

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ÖZET

Divan edebiyatında fahriyeler şairlerin kendilerinden bahsettikleri, kendilerini övdükleri, diğer şairlerden farklarını ortaya koydukları metinlerdir. Bu metinler müstakil olarak karşımıza çıkabildiği gibi, kasidelerin bir bölümü ve şiirlerin sonlarında özellikle mahlasın geçtiği kısımda bir ya da birkaç beyit olarak var olabilmektedir. Fahriyeler özelde şairlerin kimlik ve kişiliklerinin, poetikalarının; genelde ise bir edebiyat döneminin ve şiir geleneğinin sanat eğilimlerini ortaya koymasından önem taşır. Fahriyeler kalıplaşmış ifadelerden, övgü ve abartılardan oluşmuş olsa da belagat sanatının inceliklerini ve şairin bu sanatın neresinde olduğunu gösterir. Ancak bazı edebiyat çevrelerinde “söz” edebiyat sanatının bir malzemesi olmaktan öte kutsallık taşıdığından bu çevrelerin edebiyatında var olan fahriyeler, teşbih ve mübalağadan ziyade inanç ve düşünüş gerçekliğine bürünmektedir. XIV. yüzyılda İran’da ortaya çıkmış Hurufilik için harfler ve söz kutsaldır. Dolayısıyla Hurufî şairler için söz ve şairliklerini ortaya koydukları beyitler, hüner göstermenin ötesinde inançlarını ve bu inançtaki mertebelerini anlatmak için imkân verir. İşte bu şairlerden biri XVI. yüzyılda yaşamış Muhîfî’dir. Muhîfî Hurufî kimlikli bir şair olarak söz ve harflere divanında oldukça yer vermiştir. Bu bildiride Muhîfî’nin divanında bulunan fahriye beyitlerinden yola çıkarak onun kişiliği, şairliği, poetikası ve fahriyelerindeki sanatlı söyleyişin onun Hurufî kimliğinden kaynaklı olarak bir inanç gerçekliğine dönüşmesi üzerinde durulacaktır.

Anahtar kelimeler: Muhîfî, Fahriye, Beyit, Hurufî.

Fahriye Beyits of Muhîfî

ABSTRACT

In Divan literature, fahriyes are texts in which poets talk about themselves, praise themselves, and reveal their differences from other poets. While these texts can appear independently, they can exist as a section of kasides and one or a few beyits at the end of poems, especially in the part where the pseudonym is mentioned. Fahriyes, in particular, reflect the identities and personalities of poets and their poetics; in general, it is important in terms of revealing the artistic tendencies of a literary period and poetry tradition. Even though fahriyes consist of formulaic expressions, praise and exaggerations, they show the subtleties of the art of rhetoric and where the poet is in this art. However, in some literary circles, since words are sacred rather than being a material of literary art, the fahriyes in the literature of these circles take on the reality of belief and thought rather than teşbih and mübalağa. Letters and words are sacred for Hurufism, which emerged in Iran in the fourteenth century. Therefore, for Hurufî poets, their words and the beyits in which they reveal their poetry provide the opportunity to explain their beliefs and their levels in this belief, beyond showing their skill. İşte bu şairlerden biri XVI. yüzyılda yaşamış Muhîfî’dir. As a Muhîfî Hurufî poet, he gave a lot of space to words and letters in his divan. In this paper, based on the fahriye beyits in Muhîfî’s Divan, it will be focused on his personality, poetry, poetics and the artistic expression in his fahriyes turning into a reality of belief originating from his Hurufî identity.

Key words: Muhîfî, Fahriye, Beyit, Hurufî.

Kamu Kurumlarındaki Dijitalleşmenin Örgütsel İletişime Etkisi: Türk Patent ve Marka Kurumu Örneği

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ÖZET

Bilgi ve iletişim teknolojilerinin hızla değişmesi ile tüm dünyadaki örgütlerin bu gelişmelere uyum sağlayabilmek için yeni uygulamalar geliştirmelerine neden olmaktadır. Kamu kurumlarında dijital dönüşüm gerek süreç gerekse işlemler açısından farklılık gösterebilmektedir. Kamu kurumlarının, yararlanıcılarına hızlı ve güvenilir bir şekilde hizmet sunabilmelerinin büyük önem taşıdığı bilgi toplumunda, sınai mülkiyet haklarının tescilinden sorumlu kurum olan TÜRK PATENT, faaliyetlerine ilişkin süreçlerde bilgi teknolojilerinden azami şekilde yararlanmaktadır.

Bu araştırma, ülkemizde kamu kurumlarındaki dijital dönüşüm sonucunda oluşan politika ve stratejilerinin örgütsel iletişime katkısı, Türk Patent ve Marka Kurumu (TÜRK PATENT)'nin ekonomi politikaları ile ilişkili sınai mülkiyet haklarının dijitalleşme ve yenilik temelli dönüşümündeki rolü, paydaşlarının bilişim teknolojilerden özellikle Web ortamındaki (çevrimiçi) temsil, danışmanlık ve sınai hakların korunması ile ilgili gerekli girişimlerde bulunma ve işlemleri yürütme yetkileri dikkate alınarak araştırma alanı kapsamı sonucunda örgütlerde iletişimin önemini olup olmadığı incelenmiştir.

Anahtar kelimeler: Örgütsel İletişim, Dijitalleşme, Türk Patent Ve Marka Kurumu

The Effect Of Digitalization in Public Institutions on Organizational Communication: Turkish Patent and Trademark Office Example

ABSTRACT

The rapid advancement of information and communication technologies causes all features to develop new applications to adapt to these developments. Digital transformation in public institutions may differ in terms of both process and transactions. In the information society, where it is of great importance for public institutions to provide services to their beneficiaries quickly and reliably, TÜRK PATENT, which is the institution responsible for the registration of industrial property rights, makes maximum use of information technologies in the processes related to its activities.

This research examines the contribution of the policies and strategies formed as a result of the digital transformation in public institutions in our country to organizational communication, the role of the Turkish Patent and Trademark Office (TÜRK PATENT) in the digitalization and innovation-based transformation of industrial property rights related to economic policies, its stakeholders' use of information technologies, especially in the Web environment (online). As a result of the scope of the research area, taking into account the authority to carry out transactions, it was examined whether communication is important in organizations.

Key words: Organizational Communication, Digitalization, Turkish Patent And Trademark Office.

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Current Trends and Future Prospects of Artificial Intelligence's Effect on The Financial Sector

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ABSTRACT

The swift progression of artificial intelligence (AI) and machine learning technology has re-sulted in substantial changes within the financial sector, impacting financial markets, institu-tions, and regulatory frameworks. This article presents a comprehensive examination of the significant influence of artificial intelligence (AI) on the financial industry, delving into its ex-isting and prospective contributions across several domains within finance. Through a compre-hensive analysis of the advantages and disadvantages associated with the integration of artificial intelligence (AI), policymakers, financial institutions, and academics can acquire the nec-essary knowledge to make well-informed choices pertaining to the adoption and regulation of this technology. The promotion of financial transparency and equity is contingent upon the recognition of ethical considerations and the proper deployment of artificial intelligence (AI). This article examines the various applications of artificial intelligence (AI) in the domains of risk analysis, trading, fraud detection, customised customer service, and other related areas. The rise of artificial intelligence (AI) as a transformative technology is causing significant dis-ruptions to traditional practices within the financial industry, while also creating novel oppor-tunities. Nevertheless, there exists a dearth of theoretically informed scholarly investigations concerning the ramifications of artificial intelligence (AI) on a nation's financial sector. Conse-quently, the utilization of secondary sources becomes imperative in order to assess and evalu-ate its influence. The present analysis focuses on the topic of China's integration of artificial intelligence (AI) within its financial sector. This examination aims to comprehend the dual impact of AI on conventional banking methods, including both the disruptive consequences and the advantages associated with improved efficiency and consumer accessibility. Further-more, the essay provides suggestions and tactics for the proper utilization of artificial intelli-gence in the domain of financial risk management. This work makes a valuable contribution to the current body of literature by offering valuable insights into the intricate interplay between artificial intelligence (AI) and the financial industry. As a result, it lays the foundation for fu-ture research endeavours in this domain. This study reveals that artificial intelligence has a substantial impact in the financial sector of a nation.

Key Words: Artificial intelligence, financial sector, Risk Assessment and Management, Trading and In-vestment Decisions, Customer Service and Personalization



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The Impact of Shifting Consumer Behavior Pattern Gen XYZ of Biscuit Products in Indonesia Post COVID 19 Pandemic

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ABSTRACT

The Covid-19 pandemic has had a profound and far-reaching impact on consumer behavior worldwide across various industries, including the Fast-Moving Consumer Goods (FMCG) include Biscuit Products Category. Biscuit is the largest segment, sit in 2nd FMCG category in Indonesia and grows 2% by value vs previous period despite current economic situation. This paper reviews the potential impact shifting of consumer behavior of gen X, Y, Z in biscuit products category post Covid-19 pandemic. The key aspect of consumer behavior that will be reviews are consumer needs and wants, decision making process, psychological factors, social and cultural influence, economic, personal factors, environmental and situational factors, marketing advertising, post purchase behavior and technology and online behavior. We will use a quantitative research approach with a nonprobability purposive sampling technique with the criteria of samplings are urban and sub urban of Gen X, Y, Z in the greater area Jakarta. The findings can use by Biscuit FMCG company to understand consumer behavior of gen X, Y, Z post Covid 19 Pandemic through gaining insight into what drives consumers to buy or not to buy so companies can develop more effective marketing campaigns, improve product or services, and build stronger consumer relationships. It helps them adapt to changing consumer preferences and market dynamics.

Key Words: Consumer Behavior, Biscuit



The Effects of Market Disruptive Actions on Stock Returns

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ABSTRACT

In the scope of this study, the effects of market disruptive actions regulated in Article 104 of the Capital Markets Law No. 6362 on stock returns have been investigated. This study aimed to investigate whether market-disruptive actions identified by the Capital Markets Board between January 1, 2014, and August 31, 2023, led to abnormal returns when announced in the CMB Bulletin. Market-disruptive actions are prohibited not only in organized markets but also in all financial markets. Administrative fines have also been imposed on those engaging in such actions.

Statistical data related to market disruptive actions were obtained from the Capital Markets Board (CMB) Weekly Bulletins. The collected data was analyzed using the Event Study Method. During the application of the Event Study Method, the market model approach was also utilized. According to the results obtained, it was found that market-disruptive actions led to abnormal returns in the days following the announcement of these actions to the public.

Anahtar Kelimeler: Piyasa Bozucu Eylemler, Olay Çalışması, Sermaye Piyasası Kurulu

Piyasa Bozucu Eylemlerin Hisse Senedi Getirileri Üzerindeki Etkileri

ÖZET

Bu çalışma kapsamında, 6362 Sayılı Sermaye Piyasası Kanunu'nun 104. Maddesinde düzenlenen piyasa bozucu eylemlerin, hisse senedi getirileri üzerindeki etkileri araştırılmıştır. 1.Ocak.2014 ile 31.Ağustos.2023 arasında gerçekleşen ve Sermaye Piyasası Kurulu tarafından saptanan piyasa bozucu eylemlerin, SPK Bülteni'nde duyurulduğu tarihlerde, anormal bir getiriye neden olup olmadıkları araştırılmıştır. Yalnızca organize piyasalarda değil tüm finansal piyasalarda, piyasa bozucu eylemler yasaklanmıştır. Bu tür eylemlerde bulunanlara yönelik olarak da idari para cezaları getirilmiştir.

Piyasa bozucu eylemler ile ilgili istatistiki veriler, Sermaye Piyasası Kurulu (SPK)'nun Haftalık Bültenleri'nden elde edilmiştir. Elde edilen veriler, Olay Çalışması (Event Study) Yöntemi kullanılarak analiz edilmiştir. Olay Çalışması Yönteminin uygulanması sürecinde de pazar modeli yaklaşımından yararlanılmıştır. Elde edilen sonuçlara göre, piyasa bozucu eylemlerin kamuya açıklandığı günü takip eden günlerde, anormal getiriye neden olduğu bulunmuştur.

Keywords: Piyasa bozucu eylemler, olay çalışması, Sermaye Piyasası Kurul



The Effects of Brand Ambassador's Persona on Understanding Brand Image and Purchase Decisions in Instagram Ads

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ABSTRACT

Instagram has become a potent medium for brand promotion in the era of digital marketing. In the context of Instagram commercials, this paper investigates the complex interaction between brand ambassador personas and their influence on consumers' perceptions of brand image and subsequent purchase decisions. The study uses a conceptual approach, integrating from previous research and in-depth literature review. The study develops several propositions into the idea of brand ambassadorship and how it has changed in the digital age, highlighting Instagram's significance as a major platform for brand communication. It looks into the ways in which certain parts of a brand ambassador's persona, like credibility, relatability, and authenticity, affect how consumers view the endorsed product. The thesis also looks at the role that brand image plays in mediating the link between the persona of the brand ambassador and the intents of consumers to make a purchase. This study seeks to offer useful insights for marketers and brand managers looking to optimise their influencer marketing strategy on Instagram through meticulous data collecting and analysis. In the end, it advances knowledge of the dynamic interactions between brand ambassador identities, brand perception, and consumer behaviour in the always changing field of digital advertising. The limitation of this paper lies in the lack of empirical data. Future quantitative and qualitative research should be conducted.

Key Words: Brand Ambassador, Persona, Brand Image, Purchase Decisions, Instagram Ads, Influencer Marketing

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Endüstrüel 4.0 ve Djital Küresel Komünizm

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ÖZET

Küreselleşme emperyalist güçler tarafından ortaya çıkan bir süreç olsa da, olgu olarak kabullendirilen uzun vadeli bir projedir. Küreselleşme genellikle, Yer gezegenimizde tüm hammal ve özellikle hayatta kalma garantisi olan suyun eşit şekilde paylanmasını sağlayabilecek bir formasyon oluşumudur. Küreselleşme, ulusal devlet ve insan toplumlarının sosyo-ekonomik-politik-kültürel hukuklarının bütünleşerek birim haline getirilmesidir. Küreselleşmenin yöntem ve ilkeleriyle eşitlik ve birlik içinde yaşama politikası, dijitalleşerek hayata geçiriliyor ve Endüstri 4.0 bileşenleri ile yenileniyor. Bu emperyalizmin üst kademesi djital-teknoloji emperyalizm, komunizmin alt kademesi djital-teknoloji sosyalizm, ya da, halen gerçekleşmemiş komünizmin djital biçimi olabilir. Bu çalışmada amaç Dijimodernizm döneminde demokrasi yaşam biçiminin deyişmesi sonucu Endüstri 4.0. teknolojisinin oluşturduğu gelişim ile sosyo-ekonomik formasyonun komünizm prenepleri üzerinden değerlendirilmesidir.

Anahtar Kelimeler: Küreselleşme, Endüstri 4.0., Dijimodernizm, Emperyalizm, Kommunizm, Sosyalizm

Industrial 4.0 and Digital Global Communism

ABSTRACT

Although globalization is a process brought about by imperialist powers, it is a long-term project that is accepted as a phenomenon. Globalization is generally a formation that can ensure equal sharing of all raw materials and especially water, which is the guarantee of survival, on our planet. Globalization is the integration of the socio-economic-political-cultural laws of national states and human societies into a unit. The policy of living in equality and unity with the methods and principles of globalization is being implemented by digitalization and renewed with Industry 4.0 components. The upper level of this imperialism may be digital-technology imperialism, the lower stage of communism may be digital-technology socialism, or the still unrealized digital form of communism. The aim of this study is Industry 4.0 as a result of the change in the democratic lifestyle in the Digital Modernism period. It is the evaluation of the development of technology and socio-economic formation on the principles of communism.

Keywords: Globalization, İndustry 4.0., Digital Modernism, Imperialism, Communism, Socialism



Spirit at Work and Anti-Corruption

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ABSTRACT

In Indonesia corruption in the workplace is still a significant problem. Inefficiency due to the unethical conducts in the workplace is still a major concern. Companies also realize that employees need to put spiritual meaning to their work to fulfill their being. Spirit at Work programs and trainings have been conducted in an endeavor to fulfill the being need and at the same time to alleviate the inefficiency problem due to inefficiency and corruptive work. More research is needed to explore the impact of spirit at work programs and trainings toward the commitment to clean act and higher morale which leads toward anti-corruption movement. This qualitative single case exploratory research in Indonesian service industry is focusing on the perceived impact of spirit at work programs and trainings toward supporting the higher morale toward anti-corruption movement. Random participants and their managers who have joined the Spirit at Work trainings were interviewed on their perspectives after joining the spirit at work programs and trainings. From the 15 respondents, the finding shows that respondents were reminded of their life's vision. They now look at work as part of worship and dedicate their work to God. They believe that God is watching, and therefore they should always perform the best to their company. The number of corruptions tends to decrease, and employees feel a positive commitment to the organization. They also insist that the training's essentials should be continuously reminded to keep recharging the commitment of the employees. Hence it should be supported by programs and rituals and continuous model and support from the leaders.

Keywords: Spirit At Work, Anti-Corruption, Competitive Advantage



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Havacılık Sektöründeki Ekolojik Yaklaşımların Finansal ve Operasyonel Sürdürülebilirliğe Etkisi

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ÖZET

Çevresel kaygılara ve küresel rekabete giderek daha fazla odaklanan modern dünyada havacılık sektörü, finansal ve operasyonel performansını çevre dostu stratejilerle artırabilen bir yapı olarak kendini göstermektedir. Çevreci tedbirleri benimseyen havacılık sektörü aynı zamanda operasyonel verimlilik ve maliyetlerde düşüş ile çok yönlü avantajlar elde etmektedir. Bu çalışma son 10 yılda yenilenen teknolojik imkanlarla artış gösteren ekolojik yaklaşımlara ait yapılan çalışmalar doğrultusunda literatüre katkı sağlamayı amaçlamaktadır. Çalışma, doğası gereği sera gazı emisyonlarına önemli ölçüde katkıda bulunan havacılık sektörünün iklim değişikliği üzerindeki etkisine dikkat çekmekte, karbon ayak izini azaltmaya yönelik ortaya çıkan sürdürülebilirlik anlayışının operasyonel hedeflerle uyumlu şekilde çözüme kavuşturulmasını hedefleyen çözüm arayışlarına katkıda bulunmaktadır. Web of Science verileri aracılığıyla belirlenen anahtar kelimeler ile VOSviewer programından veriler elde edilmiş, bu veriler doğrultusunda bu literatür çalışması oluşturulmuştur. Çalışma, ekolojik yaklaşımların sadece çevresel bir gereklilik değil aynı zamanda finansal ve operasyonel olarak stratejik bir çözüm olduğunu vurgulamaktadır. Geliştirilmeye açık bu çözüm ve önerilerin uzun vadeli uygulanabilirlik ve iklim hedefleriyle uyum için temel dayanak noktası olduğu öne sürülmüştür. Sonuç olarak yeşil havacılık girişimleri, alternatif yakıt kullanımı, karbon azaltım önlemleri, çevresel sorumluluk, proaktif ve çevreci teknolojiler, ekoverimlilik kavramlarının sürdürülebilir ve finansal performans arasında pozitif korelasyona işaret ettiği açığa çıkarılmıştır.

Anahtar Kelimeler: Havacılık, Sürdürülebilirlik, Operasyonel Verimlilik, Ekolojik Yaklaşımlar, Finansal Performans

The Impact of Ecological Approaches on Financial and Operational Sustainability in the Aviation Industry

ABSTRACT

In today's globalised and environmentally conscious world, adopting green strategies is crucial for the aviation industry to enhance its financial and operational performance. The aviation sector, which implements eco-friendly practices, also enjoys numerous benefits through enhanced operational efficiency and reduced costs. This investigation seeks to make a literary contribution in accordance with the growing body of research on sustainable approaches, which has proliferated in the past decade, owing to new technological possibilities. The study highlights the impact of the aviation industry, which is a significant source of greenhouse gas emissions responsible for climate change, and aims to find solutions to enhance the understanding of sustainability and reduce carbon



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footprint in line with operational objectives. Data was retrieved from the VOSviewer programme using the keywords determined through Web of Science data. This literature review highlights that ecological approaches are a must not only to preserve the environment, but also as a financially and operationally strategic solution. It is suggested that these proposals and solutions, which are open to refinement, are a fundamental pillar for long-term viability and alignment with climate objectives. Green aviation initiatives, alternative fuel utilisation, carbon reduction measures, environmental responsibility, proactive and green technologies, and eco-efficiency concepts have been found to positively correlate with sustainable and financial performance within the aviation industry.

Keywords: Aviation, Sustainability, Operational Efficiency, Ecological Approaches, Financial Performance

Tıbbi Sekreterlerin İşyerinde Dışlanma Algıları Üzerine Nitel Bir Araştırma

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ÖZET

Baskı ve stresin hâkim olduğu iş ortamında çalışanlar çeşitli nedenlerle işyerinde dışlanma yaşayabilmektedir. İşyerinde dışlanma olgusu, çalışanın düşüncesini ve davranışını etkilemektedir. Ancak işyerinde dışlanma istenilen bir durum olmamakla birlikte birçok olumsuz sonuca da neden olmaktadır. İşyerinde dışlanma sonucu çalışanlar yaptığı işten tatmin olmamakta, işi benimsememekte, işe geç gelip erken gitmekte ve hatta işten ayrılmayı düşünmektedir. Bu çalışmanın amacı işyerinde dışlanma olgusunu tıbbi sekreterlerin görüşleri ışığında analiz etmektir. Nitel araştırma yöntemlerine dayalı yapılan bu çalışma kapsamında Kars ilinde görev yapan 14 tıbbi sekreterden yarı yapılandırılmış görüşme tekniği ile veriler elde edilmiştir. Ulaşılan verileri derinlemesine analiz etmek amacıyla içerik analizi yapılmış ve araştırma sorularına dair değerlendirmeler ortaya koyulmuştur. Elde edilen bulgulara göre tıbbi sekreterler, özellikle işe yeni başlayanlar, işyerinde dışlandıklarını düşünmektedir. İşyerinde dışlandığını düşünen tıbbi sekreterler dışlanmanın gruba alınmama, görmezden gelinme, iletişim kurulmama, iletişim kurulsa bile küçük görülme ve başarılı olunca tebrik edilmeme davranışlarıyla gerçekleştiğini ifade etmişlerdir.

Anahtar Kelimeler: Dışlanma, İşyerinde Dışlanma, Tıbbi Sekreter.

A Qualitative Study on Medical Secretaries' Perceptions of Ostracism in the Workplace

ABSTRACT

In a work environment where pressure and stress prevail, employees may experience workplace exclusion for various reasons. The phenomenon of exclusion in the workplace affects the employee's thoughts and behavior. However, although ostracism in the workplace is not a desired situation, it also causes many negative consequences. As a result of being ostracized at work, employees become dissatisfied with their work, do not embrace the job, come to work late and leave early, and even consider leaving the job. The aim of this study is to analyze the phenomenon of workplace exclusion in the light of the opinions of medical secretaries. Within the scope of this study based on qualitative research methods, data were obtained from 14 medical secretaries working in Kars province using semi-structured interview technique. In order to analyze the obtained data in depth, content analysis was performed and evaluations regarding the research questions were presented. According to the findings, medical secretaries, especially those who are new to work, think that they are excluded at work. Medical secretaries who thought they were excluded at work stated that exclusion occurred through behaviors such as not being included in the group, being ignored, not communicating, being looked down upon even if communication was established, and not being congratulated when successful.

Keywords: Ostracism, Workplace Ostracism, Medical Secretary.

Çanakkale'nin Akıllı Kent Olma Yolundaki Girişimleri ve Karşılaştığı Zorluklar

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ÖZET

Akıllı kentler, modern kentlerin karşılaşmış olduğu sorunların üstesinden gelmek amacıyla gelişen teknolojiyi kullanarak oluşturulmuş yaşam alanlarıdır. Akıllı kentlerin odak noktası, sürdürülebilirliğin sağlanması, kaynakların verimli şekilde kullanılması, ulaşım sorunlarının üstesinden gelinmesi, ekonomik kalkınmanın ve yaşam kalitesinin artırılması gibi konulardır. Bir kentin “akıllı” olarak kabul edilebilmesi, teknolojik altyapının yanında yeterli düzeyde enerji kaynağı, çevresel sürdürülebilirlik, çeşitli hizmet alanlarında başarılı sistemlerin varlığı gibi hususlar etrafında şekillenmektedir. Bu bağlamda akıllı kent bileşenleri olarak ifade edilen hususlar bir kentin ne düzeyde akıllı olduğunun göstergesi olarak kabul edilmektedir. Türkiye’de akıllı kent uygulamalarıyla öne çıkan İstanbul ve Konya gibi şehirlerin yanında akıllı kent olma yönünde istekli olan Çanakkale gibi nispeten daha küçük ölçekte kentlerde bulunmaktadır. Bu çalışmanın amacı, Çanakkale ilinde akıllı kentlerin bileşenlerinin hangi düzeyde karşılık bulduğunu ortaya koymaktır. Çalışmada çeşitli makale, kitap, rapor ve web sitelerinden elde edilen veriler doküman incelemesi yöntemiyle anlamlı bütün haline getirilmiştir. Araştırmada Çanakkale ilinde var olan akıllı kent uygulamalarının belirli alanlara yoğunlaştığı tespit edilmiştir. Araştırma sonucunda akıllı kent yatırımlarının maliyetli olması ve küçük ölçekli kentlerde mali olanakların yeterli düzeyde olmaması gibi nedenlerin akıllı kent yatırımlarının çeşitlenmesini yavaşlattığı sonucuna varılmıştır.

Anahtar Kelimeler: Akıllı kent, Çanakkale, sürdürülebilirlik, hizmet maliyeti

Çanakkale's Attempts to Become a Smart City and the Challenges It Encounters

ABSTRACT

Smart cities are living spaces created using developing technology to overcome the problems faced by modern cities. The focus of smart cities is on issues such as ensuring sustainability, using resources efficiently, overcoming transportation problems, and increasing economic development and quality of life. For a city to be considered "smart", it must be shaped around issues such as sufficient energy resources, environmental sustainability, and the existence of successful systems in various service areas, as well as technological infrastructure. In this context, the components of smart cities, often referred to as smart city components, are considered indicators of how smart a city is. In Turkey, there are cities such as Istanbul and Konya, which stand out with smart city applications, as well as relatively more minor cities such as Çanakkale, which are eager to become smart cities. The purpose of this study is to determine to what extent the components of smart cities are found in Çanakkale Province. In this study, data obtained from various articles, books, reports, and websites were compiled into a meaningful whole through document analysis. In the research, it was determined that the smart city applications in Çanakkale province concentrated on certain areas. As a result of the research, it was concluded that factors such as the high cost of smart city investments and the insufficient financial resources in smaller-scale cities have slowed down the diversification of smart city investments.

Keywords: Smart City, Çanakkale, Sustainability, Service Cost

Yeni Ekonomik İlişkiler Koşullarında Risk Yönetimine Bilimsel Yaklaşımlar

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ÖZET

Makalenin temel amacı, Azerbaycan bilim adamları arasında yeni ekonomik ilişkiler koşullarında risk yönetimini tartışmaktır, dr. profesör T. A. Guliyev, dr. profesör Ş. T. Guluyeva, dr. profesör K. A. Şahbazov, dr. profesör H. S. Hasanov, dr. profesör X. H. Kazımlı, dr. profesör İ. M. Abbasov, Ph.D., doçent R. F. Sadigov, Ph.D., doçent M. H. Mammadov, Ph.D., doçent E. R. Samadova, Ph.D. İ. N. Mammadov, V. R. Musayev, İ. Z. Seyfullayev, İ. K. Guliyev'in bu alandaki bilimsel ve teorik yaklaşımlarını incelemektir. Azerbaycan bilim adamlarından, dr. profesör T. A. Guliyev, dr. profesör Ş. T. Guluyeva, dr. profesör K. A. Şahbazov, dr. profesör H. S. Hasanov, dr. profesör X. H. Kazımlı, dr. profesör İ. M. Abbasov, Ph.D., doçent R. F. Sadigov, Ph.D., doçent M. H. Mammadov, Ph.D., doçent E. R. Samadova, Ph.D. İ. N. Mammadov, V. R. Musayev, İ. Z. Seyfullayev, İ. K. Guliyev'in risk yönetimine katkıları ortaya çıkarılıyor ve araştırılıyor. Makalenin ana araştırma metodolojisi, Azerbaycanlı bilim adamları, dr. profesör T. A. Guliyev, dr. profesör Ş. T. Guluyeva, dr. profesör K. A. Şahbazov, dr. profesör H. S. Hasanov, dr. profesör X. H. Kazımlı, dr. profesör İ. M. Abbasov, Ph.D., doçent R. F. Sadigov, Ph.D., doçent M. H. Mammadov, Ph.D., doçent E. R. Samadova, Ph.D. İ. N. Mammadov, V. R. Musayev, İ. Z. Seyfullayev, İ. K. Guliyev tarafından yeni ekonomik ilişkiler koşullarında risk yönetimine bilimsel yaklaşımlarının sistematik ve karmaşık bir çalışmasıdır. Çünkü bu yaklaşımların yeni ekonomik ilişkiler koşullarında risk yönetiminin organizasyonu, yönetimi ve geliştirilmesi üzerinde büyük etkisi vardır. Dolayısıyla bilimsel araştırma çalışmalarının asıl uygulama önemi, elde edilen sonuçların dünyadaki yeni ekonomik ilişkiler koşullarında risk yönetimine uygulanmasıdır. Bütün bunlar, yeni ekonomik ilişkiler, bu alanın sistematik gelişimi, sürdürülebilir ve sürdürülebilir faaliyet koşullarında risk yönetimine yenilikçi bir yaklaşıma yol açacaktır. Makalenin ana sonuçları, yeni ekonomik ilişkiler koşullarında risk yönetiminin gelişimini, bu alandaki kavramsal teorik yenilikleri yansıtmaktadır. Makalenin sonuçları, yeni ekonomik ilişkiler koşullarında risk yönetiminin uygulanmasına, bu alanın iyileştirilmesine ve geliştirilmesine hizmet etmektedir. Bilimsel araştırmanın özgünlüğü ve bilimsel yeniliği, yeni ekonomik ilişkiler koşullarında risk yönetiminin, Azerbaycan bilim adamlarından dr. profesör T. A. Guliyev, dr. profesör Ş. T. Guluyeva, dr. profesör K. A. Şahbazov, dr. profesör H. S. Hasanov, dr. profesör X. H. Kazımlı, dr. profesör İ. M. Abbasov, Ph.D., doçent R. F. Sadigov, Ph.D., doçent M. H. Mammadov, Ph.D., doçent E. R. Samadova, Ph.D. İ. N. Mammadov, V. R. Musayev, İ. Z. Seyfullayev, İ. K. Guliyev'in belirtilen bilimsel yaklaşımlarının temel bilimsel-teorik yönleri incelenmiş, teorik-pratik yaklaşımlar, bu alanın bilimsel-pratik yön olarak oluşumuna ilişkin teoriler incelenerek genellemeler yapılmış ve gerekli bilimsel-teorik yönleri araştırılmıştır. Bu bakımdan makalenin yeni ekonomik ilişkiler koşullarında risk yönetiminin organizasyonu ve yönetimine ilişkin bilimsel yaklaşımların incelenmesi övgüye değer sayılabilir.

Anahtar Kelimeler: Risk Yönetimi, Modern Yönetim Sisteminde Risk Yönetimi, Risk Yönetimine Bilimsel Yaklaşımlar, Risk Yönetiminin Teorik Temelleri, Risk Yönetimine Sistematik Yaklaşım.

Scientific Approaches to Risk Management in The Conditions of New Economic Relations

ABSTRACT

The main goal of the article is to discuss risk management in the conditions of new economic relations, among the scientists of Azerbaijan, dr., professor T. A. Guliyev, dr., professor Sh. T. Guluyeva, dr., professor K. A. Shahbazov, dr., professor H. S. Hasanov, dr., professor X. H. Kazimli, dr., professor I. M. Abbasov, PhD in economics, associate professor R. F. Sadigov, PhD in economics, associate professor M. H. Mammadov, PhD in economics, associate professor E. R. Samadova, PhD in economics I. N. Mammadov, V. R. Musayev, I. Z.



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Seyfullayev, I. G. Guliyev's contributions to risk management are revealed and explored. The main research methodology of the article is risk management in the conditions of new economic relations by Azerbaijani scientists, dr., professor T. A. Guliyev, dr., professor Sh. T. Guluyeva, dr., professor K. A. Shahbazov, dr., professor H. S. Hasanov, dr., professor X. H. Kazimli, dr., professor I. M. Abbasov, PhD in economics, associate professor R. F. Sadigov, PhD in economics, associate professor M. H. Mammadov, PhD in economics, associate professor E. R. Samadova, PhD in economics I. N. Mammadov, V. R. Musayev, I. Z. Seyfullayev, I. G. Guliyev's is to systematically and comprehensively investigate scientific approaches. Because these approaches have a great influence on the organization, management and development of risk management in the conditions of new economic relations. Thus, the main application importance of scientific research work is to apply the obtained results to risk management in the conditions of new economic relations in the world. All this will lead to an innovative approach to risk management in the conditions of new economic relations, systematic development of this field, and sustainable and sustainable activity. The main results of the article reflect the improvement of risk management in the conditions of new economic relations, conceptual theoretical innovations in this field. The results of the article serve the application of risk management in the conditions of new economic relations, the improvement and development of that field. The originality and scientific novelty of the scientific research is that risk management in the conditions of new economic relations, Azerbaijan dr., professor T. A. Guliyev, dr., professor Sh. T. Guluyeva, dr., professor K. A. Shahbazov, dr., professor H. S. Hasanov, dr., professor X. H. Kazimli, dr., professor I. M. Abbasov, PhD in economics, associate professor R. F. Sadigov, PhD in economics, associate professor M. H. Mammadov, PhD in economics, associate professor E. R. Samadova, PhD in economics I. N. Mammadov, V. R. Musayev, I. Z. Seyfullayev, I. G. Guliyev's main scientific-theoretical directions of the indicated scientific approaches were studied, theoretical-practical approaches, theories about the formation of this field as a scientific-practical direction were investigated and generalizations were made and its necessary scientific-theoretical aspects were investigated. In this regard, the study of scientific approaches in the organization and management of risk management in the conditions of new economic relations of the article can be considered commendable.

Keywords: Risk Management, Risk Management in the Modern Management System, Scientific Approaches to Risk Management, Theoretical Bases of Risk Management, Systematic Approach to Risk Management.

Yeşil Girişimcilik ve Sürdürülebilirlik Perspektifiyle Stratejik Yönetim: İşletmelerin Gelecek Yaklaşımları

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ÖZET

Dünya çapındaki ekonomik değişimler ve doğal kaynakların sınırlılığı, işletmeleri sürdürülebilirlik ve çevre duyarlılığına daha fazla odaklanmaya teşvik etmektedir. Bu bağlamda yeşil girişimcilik stratejik yönetimin vazgeçilmez bir unsuru haline gelmiştir. İşletmeler artık çevre dostu uygulamaları benimseyerek, sürdürülebilir iş modelleri oluşturarak ve sosyal sorumluluklarına dikkat çekerek gelecek odaklı bir bakış açısıyla yönetilmelidir. Yeşil girişimcilik ve sürdürülebilirlik ilkelerinin stratejik yönetim süreçlerine nasıl entegre edilebileceği üzerinde düşünülmesi gereken önemli konulardan biridir. Yeşil girişimcilik, işletmelerin çevresel etkilerini en aza indirirken yenilikçiliği teşvik etme potansiyeli de sunmaktadır. Sürdürülebilirlik ise işletmelerin sosyal ve çevresel sorumluluklarını yerine getirmelerini sağlamaktadır. Bu iki kavramın stratejik yönetim süreçlerine başarılı bir şekilde entegre edilmesi, işletmelerin uzun vadeli başarılarını güvence altına almalarına yardımcı olabilir. Bu makalede, öncelikle yeşil girişimcilik ve sürdürülebilirlik kavramlarını detaylı bir şekilde ele alacak, ardından bu kavramları stratejik yönetimin temel ilkeleriyle nasıl bütünleştirebileceğimizi tartışacağız. Ayrıca bu iki önemli unsuru işletmelerin, gelecek stratejilerini belirleme ve uygulama sürecinde nasıl kullanabileceğimizi değerlendirecektir.

Anahtar Kelimeler: Stratejik Yönetim, Yeşil Girişimcilik, Sürdürülebilirlik, Sürdürülebilir İşletme, Girişimcilik

Strategic Management with Green Entrepreneurship and Sustainability Perspective: Future Approaches of Businesses

ABSTRACT

Worldwide economic changes and the limitation of natural resources encourage businesses to focus more on sustainability and environmental sensitivity. In this context, green entrepreneurship has become an indispensable element of strategic management. Businesses should now be managed with a future-oriented perspective by adopting environmentally friendly practices, creating sustainable business models and drawing attention to their social responsibilities.

How green entrepreneurship and sustainability principles can be integrated in strategic management processes is one of the issues that need to be considered. Green entrepreneurship offers the potential to encourage innovation while minimising the environmental impact of businesses. Sustainability, on the other hand, enables businesses to fulfil their social and environmental responsibilities. Successful integration of these two concepts into strategic management processes can help businesses to secure their long-term success.

In this article, we will first discuss the concepts of green entrepreneurship and sustainability in detail and then discuss how we can integrate these concepts with the basic principles of strategic management. It will also evaluate how we can use these two important elements in the process of determining and implementing the future strategies of enterprises.

Keywords: Strategic Management, Green Entrepreneurship, Sustainability, Sustainable Business, Entrepreneurship

Sağlık Örgütlerinde İşin Anlamlılığının Bağlamsal Performansa Etkisinde Meslek Aşkı Yaşamının Aracı Rolü

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ÖZET

Hem sağlık örgütlerinin kalite ve verimliliği hem de hasta memnuniyeti için sağlık çalışanlarının görev performansları önemli olduğu kadar, bunların yanında, işlerinde başkalarına daha fazla yardımcı olabilmeleri, iş birliği içerisinde çalışabilmeleri ve ön saflarda gönüllü olarak mücadele edebilmeleri için bağlamsal performansları da önem arz etmektedir. Bununla birlikte, yapılan araştırmalar göstermektedir ki, işi kendisi için bir anlam ifade etmeyen çalışanlar; işlerine motive olamamakta, mesleklerini ne kadar sevseler dahi bir süre sonra işlerinden soğuyabilmekte, hayal kırıklığı, tükenmişlik ve performans düşüşü yaşayabilmektedir. Buna karşın işlerinin anlam kaynaklarını bulabilen, işlerinde anlam deneyimini yaşayan çalışanların işlerini severek yaptıkları, meslek aşklarını bir çağrının ötesinde yaşayarak hissedebildikleri bunun sonucu olarak da işlerinden daha fazla tatmin duydukları ve daha yüksek performans sergiledikleri bilinmektedir. Dolayısıyla, sağlık çalışanlarının görev tanımlarının ötesinde diğer insanlara ve örgütlerine daha fazla şevk ve sebatla katkıda bulunmak istemelerini, diğerleriyle iş birliği ve dayanışma içerisinde çalışabilmelerini başka bir ifade ile bağlamsal performanslarını arttırmanın yollarından birin işlerini anlamlı bulmaları ve işlerinde meslek aşkı yaşamaları olduğu düşünülmektedir. Buradan hareketle mevcut çalışmada; sağlık örgütlerinde doktorların ve hemşirelerin işin anlamlılığına, meslek aşkı yaşamaya ve bağlamsal performanslarına yönelik algılarını tespit etmek ve bu değişkenler arasındaki ilişkileri orta koymaktır. Bununla birlikte işin anlamlılığının bağlamsal performans üzerindeki etkisinde meslek aşkı yaşama düzeyinin aracı rolünü incelemektir ve bu amaç doğrultusunda çalışmanın hipotezleri ve araştırma modeli kurulmuştur. Örneklemi Türkiye'nin farklı illerinde yer alan hastanelerde çalışan doktorlar ve hemşirelerin oluşturduğu çalışma nicel araştırma yöntemiyle yürütülmüştür. Çalışmaya katılım gönüllük esasına dayandırılmış ve verilerin elde edilmesinde online anket tekniği kullanılmıştır. Nihai durumda 482 katılımcıdan elde edilen veriler üzerinden, jamovi (v. 2.4.1.0) istatistik programı kullanılarak analizler gerçekleştirilmiştir. Çalışma grubuna ait betimleyici özellikler incelendiğinde, katılımcılardan 207'si (%42,9) doktor ve 275'i (%57,1) hemşiredir. Yaşları 20 – 55 yaş aralığında değişmektedir (Ort.32,1; S.S. 8,9) ve 305'i kadın (%36,7) ve 177'si (%63,3) erkektir. Araştırma modelini test etmek için araştırmanın amacına yönelik gerçekleştirilen analizler sonucunda elde edilen bulgulara göre, işin anlamlılığının bağlamsal performansla ilişkisi pozitif yönlü anlamlı ilişkiler tespit edilmiştir. Öte yandan meslek aşkı yaşamının da bağlamsal performansı arttırdığı ($r=0,614$, $p<0,001$) bulunmuştur. Araştırmanın en temel bulgusu ise işin anlamlılığının bağlamsal performansa etkisinde meslek aşkı yaşamının aracı rolünün olduğudur. İşin anlamlılığının meslek aşkı yaşamayı anlamlı ve pozitif şekilde etkilediği (Est.= 0,45; $p<0,001$), meslek aşkı yaşamının da bağlamsal performans üzerinde anlamlı ve pozitif bir etkisinin olduğu (Est.= 0,46; $p<0,001$) tespit edilmiştir. Ayrıca, işin anlamlılığının bağlamsal performansa doğrudan (Est.=0,36; $p<0,001$) ve dolaylı etkisi anlamlıdır (Est.=0,21; $p<0,001$) ve toplam etkinin (Est.=0,565; $p<0,001$) %63,5'lik kısmını doğrudan etkiyi ve %36,5'lik kısmı dolaylı etkiyi kapsamaktadır. Nitekim bu çalışmadan elde edilen bulgular, doktorlar ve hemşirelerin daha fazla bağlamsal performans ortaya koyabilmeleri için işlerinde bir anlam bulmalarının ve meslek aşkına sahip olmanın ötesinde meslek aşklarını yaşayabilmelerinin önemini gösterir niteliktedir. Buna ek olarak, mevcut çalışmanın önemli katkılarından biri de meslek aşkı yaşama kavramının ilk kez ulusal alan yazında bir çalışmada ele alınmasıdır. Kavramın yerli alan yazında tanıtılması ve daha fazla araştırmaya konu edilebilmesi adına bu çalışma önemli görülmektedir.

Anahtar Kelimeler: Sağlık Örgütleri, İşin Anlamlılığının, Meslek Aşkı Yaşama, Bağlamsal Performans

The Mediating Role of Living a Calling in the Effect of Work Meaning on Contextual Performance in Healthcare Organizations

ABSTRACT

The task performance of healthcare employees is essential for both the quality and efficiency of healthcare organizations and patient satisfaction; their contextual performance is also crucial so that they can help others more, work collaboratively, and volunteer proactively on the front lines. However, research suggests that

employees who do not derive meaning from their work often suffer from a lack of motivation, even if they initially experience a sense of calling towards their work; in time, they may become disenchanted, leading to disappointment, burnout, and a decrease in performance. On the other hand, it is considered that employees who can find sources of meaning in their jobs and when they are aware of the meaning of their jobs, perform their duties with pleasure, experiencing their calling beyond their work, being more satisfied with their jobs and resulting in higher performance. Therefore, it is assumed that one of the ways for healthcare employees to be more helpful to contribute more enthusiastically to other people and their organizations, in other words, one of the ways to increase their contextual performance is to find profound meaning in their jobs and to live out calling. Starting from this point of view, the current study aims to determine the perceptions of doctors and nurses in healthcare organizations about their work meaning, living out their calling, and their contextual performance and to reveal the relationships between these variables. Additionally, the study delves into the mediating role of living a calling in the relationship between the work meaning and contextual performance. Employing a quantitative research methodology, the study's sample comprises of doctors and nurses from hospitals across various provinces in Türkiye. Participation was voluntary, with data being collected via an online survey. Subsequent data analyses from 482 participants were conducted using the Jamovi (v. 2.4.1.0) statistical software. A descriptive examination of the study group revealed that 207 participants (42.9%) were doctors and 275 (57.1%) were nurses. Their ages ranged from 20 to 55 ($M=32.1$; $SD=8.9$), with 305 being female (36.7%) and 177 male (63.3%). Analyses tailored to the research objectives identified significant positive correlations between work meaning and living a calling ($r=0.475$, $p<0.001$) and between work meaning and contextual performance ($r=0.574$, $p<0.001$). Furthermore, a strong link suggesting that living a calling enhances contextual performance ($r=0.614$, $p<0.001$) was observed. A salient finding of the research underscores the mediating role of living a calling in the effect of work meaning on contextual performance. It was found out that work meaning affects living a calling positively and significantly (Est.= 0.45; $p<0.001$), and living a calling, in turn, has a significant and positive effect on contextual performance (Est.= 0.46; $p<0.001$). Moreover, both the direct (Est.=0.36; $p<0.001$) and indirect effects of work meaning on contextual performance were found to be significant (Est.=0.21; $p<0.001$), with the total effect (Est.=0.565; $p<0.001$) comprising 63.5% direct influence and 36.5% indirect influence. Hence, the findings obtained from this study reveal the importance of doctors and nurses of finding meaning in their work and genuinely living their calling to contextual performance. In addition, it is considered that one of the critical contributions of the current study is that the concept of living a calling is discussed for the first time in a study in the national literature, and it is evaluated that the concept can shed light to future studies.

Keywords: Healthcare Organizations, Work Meaning, Living a calling, Conceptual Performance

Örgütsel Destek ve Psikolojik Güçlendirmenin Tükenmişlik ve Örgütsel Bağlılık Üzerine Etkisi: İş Yükünün Aracılık Rolü

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ÖZET

Bu tez çalışmasının temel amacı örgütsel destek ve psikolojik güçlendirmenin tükenmişlik ve örgütsel bağlılık üzerine etkisinde iş yükünün aracılık rolü belirlemektir. Bu bağlamda çalışmada toplam 394 çalışan üzerine bir araştırma gerçekleştirilmiştir. Tezde beş temel kavram üzerinde durulmuştur. Birinci kavram örgütsel destek, ikincisi psikolojik güçlendirme, üçüncüsü tükenmişlik, dördüncüsü örgütsel bağlılık ve beşincisi ise iş yükü kavramlarıdır. Örgütsel destek, çalışanların, örgüte olan katkıları karşılığında örgütün onların katkılarına değer verdiğine, onların refahını önemseydiğine ve sosyo-psikolojik ihtiyaçlarını karşıladığına inanma derecesidir. Psikolojik güçlendirme, “kişinin işiyle ilgili özenetim duygusunu, işe aktif katılımını yansıtan ve göreve yönelik motivasyonudur. Tükenmişlik, aşırı ve uzun süreli stresin neden olduğu duygusal, fiziksel ve zihinsel bir bitkinlik halidir. Örgütsel bağlılık, bir çalışanın çalıştığı örgütle özdeşleşmesi, örgüte olan aidiyet duygusudur. Çalışanların örgüte karşı hissettikleri katılım ve bağlılık düzeyini ifade eder ve başka bir yerde iş aramak yerine aynı örgütte kalma düşüncüleridir. İş yükü, bir örgütte bir işin tamamlanması için tanımların görevlerin yerine getirilmesidir. Diğer bir ifadeyle tanımlı bir işin belirtilen bir zaman aralığında tamamlanmasıdır. Çalışmada örgütsel desteğin tükenmişlik ve örgütsel bağlılığa etkisinde iş yükünün aracılık etkisinin olmadığı tespit edilmiştir. Bununla birlikte, psikolojik güçlendirmenin tükenmişliğe ve örgütsel bağlılığa etkisinde iş yükünün aracılık etkisinin olduğu olduğu tespit edilmiştir. Çalışmanın sonuçlarına ilişkin diğer sonuçlar ise ayrıntılı tezde ayrıntılı olarak verilmiştir.

Anahtar Kelimeler: Örgütsel Destek, Örgütsel Bağlılık, Psikolojik Güçlendirme, İş Yükü, Tükenmişlik

The Effects Of Organizational Support and Psychological Empowerment on Burnout and Organizational Commitment: The Intermediary Role of Workload

ABSTRACT

The main purpose of this thesis study is to determine the mediating role of workload on the effects of organizational support and psychological empowerment on burnout and organizational commitment. In this context, the research was conducted on a total of 394 employees. Five main concepts were emphasized in the thesis. The first is organizational support, the second is psychological empowerment, the third is burnout, the fourth is organizational commitment, and the fifth is workload. Organizational support is the degree to which employees believe that the organization values their contributions in return for their contributions, cares about their well-being, and meets their socio-psychological needs. Psychological empowerment is the sense of self-determination, active participation in work, and motivation towards the task that reflects a person's job. Burnout is a state of emotional, physical, and mental exhaustion caused by excessive and prolonged stress. Organizational commitment is the sense of identification with the organization in which an employee works, expressing the level of involvement and loyalty towards the organization and the intention to stay in the same organization rather than seeking another job.



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Workload defines the completion of tasks and responsibilities defined in an organization for a job. In other words, it is completing a specified task within a specified time period. It was determined that there is a negative relationship between organizational support and psychological empowerment and a positive relationship between organizational support and psychological empowerment with organizational commitment. Other findings related to the study's results are provided in detail in the thesis.

Keywords: Organizational Support, Organizational Commitment, Psychological Empowerment, Workload, Burnout

Bu çalışma, **Adel Abduljalil Abdulhadi GHNEDI**'nin "*ÖRGÜTSEL DESTEK VE PSİKOLOJİK GÜÇLENDİRMENİN TÜKENİMLİK VE ÖRGÜTSEL BAĞLILIK ÜZERİNE ETKİSİ: İŞ YÜKÜNÜN ARACILIK ROLÜ*" BAŞLIKLII Doktora tezinden üretilmiştir.



The Oldest Trade or the Oldest Exploitation: A Case Study of The Origination of Prostitution in India, Special Case Study Area Bengal

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ABSTRACT

Prostitution is the oldest profession in the world, every civilization has it and it is more like a necessary evil in society. Many people have this opinion if prostitution won't there then there will be more rapes in society and our society will also break down as there will be sexual relations between families. This research is area specific though, and it intends to find out some possible reasons why prostitution started in Calcutta and became so popular and eventually these actresses came into the first theatre or stage performances in Calcutta. The possible origination of prostitution, though there is still a mystery as that why some women chose to sell their bodies and earn a living, was only poverty responsible for it? Maybe it is a by-product of patriarchal society and how both a kulastri and ganika are on the same plane since none of them could choose their male master. How the girls came into this profession, can be analyzed by the possible facts from our ancient texts and epics. One of the exciting things that we come to know from this text is that in the yagnas along with cows, there were also pretty maidens that were given to the priest as a 'Dakshina', so we can assume that some of these girls were married to the priest itself, others after being enjoyed by him found their way to the brothels only, because there were no other options open to them. We also come across in temples that there were institutions of temple prostitution or devadasis, the devadasis were given in marriage to the God but entertained the priest and kings and landlords. Different amounts charged by the 'ganikas' and other low-class prostitutes and how there was no security involved in their trade can be known from the sources.

Keywords: Prostitution, Bengal, First Actresses, Devadasis



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Impact of Online Negativity and Cyber Bullying on Teenagers in Nigeria

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ABSTRACT

One of the most recent emerging issues in recent times is online negativity and cyber bullying, these issues have affected teenagers in Nigeria. The present paper aims to discover the forms of harassment, and how it can severely affect the individual mental health and overall wellbeing of the teenagers. The review paper will use current literatures to discuss these trends with a view of finding solutions to the issues. Issues relating to recognizing when cyber bullying negativity occurs, engaging with those teenagers involved, effective strategy in building online and offline support network, reporting abusive behaviour through delegated channels, enhancing self-care to prioritize teenager's mental health, educating teenagers on online safety measures in dealing with this negativity will be discussed in this paper. In conclusions it is crucial to understand how to deal with online negativity and cyberbullying effectively to enhance teenager's mental wellbeing in Nigeria.

Keywords: Online Negativity, Cyber bullying, Teenagers, Nigeria



Analyzing How Factors Differently Affect Stock Return in Commercial Prime Banks in South Korea Before And During Covid-19?

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ABSTRACT

The purpose of this study is to analyze how different factors affect stock returns in prime commercial banks in South Korea. This study used a quantitative method by collecting secondary data from quarterly financial reports on prime banks during the period 2011–2022. If the proportion is exceeded, it is one of the signs that the bank is having difficulties and may affect company stability. The variables in this study were Capital Adequacy Ratio, Non-Performing Loan, Loan to Deposit Ratio, Return on Assets, Net Interest Rate, Interest Rate, Inflation Rate, GDP growth, Exchange Rate, Market Return and Stock Return. This study was analyzed using statistical methods, namely t-tests and panel data regression with dummy variables.

Keywords: Stock Return, COVID-19, Commercial Banks

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Public Perception and Climate Finance for Adaptation

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ABSTRACT

Climate change poses a significant peril to the sustained development and prosperity of nations, exerting a direct influence on the economic welfare of all countries. The global population faces the potential consequences of climate change, including elevated temperatures and abrupt occurrences of flooding. Climate financing is often regarded as a very effective instrument for addressing global climate concerns. Climate finance encompasses the mobilization and allocation of funds from many origins with the aim of enhancing the ecological state and mitigating climate change-induced natural and anthropogenic calamities. The study aims to assess the perception of climate financing among the general community, while also examining the current climate change situation in Pakistan. The report further examines the current state of climate financing inside the nation. Between the months of January and February 2023, a total of 300 participants residing in Multan City were selected to participate in a comprehensive survey. The data collection process involved the utilization of a convenience sampling approach. Based on the responses of 36% of the survey respondents, it was found that investments in climate funding were effectively utilized to promote sustainable development. Approximately 37.8% of the participants indicated that an inadequate understanding of climate change is impeding the progress of the nation. This study examines the prevailing climate funding landscape in Pakistan in the aftermath of the COVID-19 epidemic. The report further suggests that it is imperative for the government to implement a comprehensive framework in order to effectively tackle the existing climate challenges. This framework should encompass measures that promote regional coordination and collaboration, particularly in the areas of climate financing and policy. The study's findings will provide valuable insights for regulators and social investment corporations in their efforts to develop effective strategic policies.

Keywords: Climate Change, Economic Wellbeing, Climate Finance, Public Perception, Holistic Framework

Banka Çalışanlarının Örgütsel Destek Algılarının İç Girişimcilikleri Üzerindeki Etkisine Yönelik Bir Araştırma: Batman İli Örneği

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ÖZET

Teknolojinin hızla değiştiği, rekabet gücünün arttığı günümüzde dünyada meydana gelen küreselleşmeyle birlikte insan faktörü tüm örgütler için vazgeçilmez önceliğe sahiptir. Her gün gelişen teknoloji karşısında örgütlerin rekabetten geri kalmamak için bu değişimlere ayak uydurması gerektiği herkesçe kabul edilen bir olgudur. Firmaların dönüşümlerinin başarılı olabilmesi için personellerin istekli olmaları gerekmektedir. Rekabet edebilmek için sürdürülebilir çalışma sistemi kurmak zorunda olan firmalar yenilikçi ve inisiyatif alabilen çalışanlara ihtiyaç duymaya başlamışlardır. Bu çalışanların girişimcilik faaliyetlerini yürütebilmesi için örgütleri tarafından desteklendiklerinin farkında olmaları gerekmektedir. Bu araştırmadan Batman il merkezinde faaliyet gösteren kamu ve özel banka çalışanlarının örgütsel destek algılarının iç girişimcilik düzeylerine etkisinin araştırılması amaçlanmıştır. Veri toplama aracı olarak, algılanan örgütsel destek ve iç girişimcilik ölçekleri ile demografik bilgileri içeren anket formu kullanılmıştır. Değişkenler arasındaki etki, Batman il merkezindeki kamu ve özel bankalarda çalışmakta olan örneklem çerçevesinde, 114 personelden elde edilen verilerle test edilmiştir. Yapılan analizler sonucunda, algılanan örgütsel destek algısının iç girişimcilik düzeyini pozitif yönde etkilediği tespit edilmiştir. İç girişimcilik değişkeninin “yenilik, risk alma, proaktiflik ve özerklik” alt boyutları da örgütsel destek algısını pozitif yönde etkilemektedir.

Anahtar Kelimeler: İç Girişimcilik, Algılanan Örgütsel Destek, Banka Çalışanları

A Research on the Effect of Organizational Support Perceptions of Bank Employees on Their Intrapreneurship: The Case of Batman Province

ABSTRACT

In today's world where technology changes rapidly and competitiveness increases, the human factor has an indispensable priority for all organizations with globalization. It is a fact accepted by everyone that organizations must keep up with these changes in order not to fall behind in the competition in the face of evolving technology. In order to companies to succeed in their transformations, it is essential for their employees to be motivated. Companies that have to establish a sustainable working system in order to compete have started to need employees who are innovative and can take initiative. These employees must be aware that they are supported by their organizations in carrying out entrepreneurial activities. The aim of this research is to investigate the impact of organizational support perceptions on the intrapreneurial levels of public and private bank employees operating in the city center of Batman. The relationship between variables was tested using data obtained from a sample of 114 employees working in public and private banks in the city center of Batman. As a result of the analyses, it was determined that the perception of organizational support positively affected the level of intrapreneurship. The sub-dimensions of internal entrepreneurship, including "innovation, risk-taking, proactivity, and autonomy," also positively affect the perception of perceived organizational support.

Keywords: Intrapreneurship, Perceived Organizational Support, Bank Employees



The Influence of Consumers Impulsive Buying Behavior on The Sustainable Purchase Decision

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ABSTRACT

The growing expansion of social media and e-commerce has encouraged the consumers' purchasing lifestyle to buy products anywhere and at any time. The price comparison between stores, limited-time discount offerings, promotion from influencers, and the increased convenience resulting from advancements in technology has simplified and accelerated consumers' decision-making process, thereby leading to impulse buying behavior. Unfortunately, these unnecessary spending has become one of the main drivers for influencing climate change. Excessive consumption resulted in fast fashion and fast beauty phenomena that are costing the earth. This study attempts to examine a possible association between Consumers Impulsive Buying Behavior on The Sustainable Purchase Decision through a psychological mechanism and business promotion perspective. This conceptual paper proposes that Environmental and Sustainable Knowledge will moderate the negative relationship between impulsive buying behavior toward Sustainable Purchase Decision. Further empirical studies are needed to confirm the proposition. The results provide sustainable consumption insights for business stakeholders, promoters, and consumers, to activate the system and transform into environmentally friendly promotion strategies and sustainable lifestyle.

Keywords: Impulsive Buying, Consumer Behavior, Sustainable Purchase Decision.

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Cybersecurity in The Western Balkans and European Regulation

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ABSTRACT

The technological leap is challenging interoperable government ideas and policies for cybersecurity. Online platforms, telecommunications networks require policies that track their changes to prevent negative computer phenomena. Given that some countries see the opportunity for cooperation and partnership to increase cybersecurity, while some countries also need to prepare strategic frameworks alone to face cyber warfare. Good European practices are a model for the Western Balkan states, as well as a proper orientation towards legal regulation and internal legal alignment with the European one or more precisely with the law of the European Union. The Western Balkans region faces intensification of cases that show weak cybersecurity strategies and intractable barriers to prevent cyber warfare. Cyber security is not only a challenge for the Western Balkans but a global challenge, but having an impact on the capacity and well-thought-out government policies for the western Balkan countries which are also transitional countries is another challenge in itself.

Keywords: Cybersecurity, Western Balkans, European Union, Cyberwarfare.



Setting the Standard: PT Menthobi Karyatama Raya Tbk.'s Pioneering Approach to Zero Waste in Coconut Palm Oil Plantation

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ABSTRACT

In an era of escalating environmental concerns, the palm oil industry faces increasing pressure to embrace sustainability and eco-conscious practices. This paper explores the groundbreaking journey of PT Menthobi Karyatama Raya Tbk, a palm oil plantation company that has emerged as a trailblazer in the adoption of zero waste principles within its operations. Demonstrating unwavering commitment to environmental stewardship and responsible resource management, PT Menthobi Karyatama Raya Tbk has not only minimized its ecological footprint but has also emerged as a beacon of innovation and leadership within the palm oil sector. This paper delves into the comprehensive zero waste initiatives undertaken by PT Menthobi Karyatama Raya Tbk, showcasing tangible results, such as waste reduction, cost savings, and environmental benefits. Moreover, it sheds light on the company's pivotal role as a model and mentor to other palm oil plantation companies seeking to embrace sustainability. PT Menthobi Karyatama Raya Tbk's dedication to sharing knowledge and best practices has catalyzed a broader movement towards sustainable palm oil production, thus establishing the company as a guiding force and setting a new standard for the industry. As the palm oil sector grapples with environmental challenges, this paper underscores the transformative potential of pioneering enterprises like PT Menthobi Karyatama Raya Tbk. It highlights not only the remarkable strides made by the company but also the path it has illuminated for others, emphasizing the imperative for the industry to collectively embrace zero waste principles and ensure a more sustainable and eco-friendly future.

Keywords: Sustainable Palm Oil Production · Waste Reduction · Responsible Resource Management · Environmental Stewardship · Eco-friendly Practices

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The Mediating Role of Customer Trust in The Relationship Between Customer Behavior and Customer Willingness to Deposit Money at Rural Banks in Jakarta

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ABSTRACT

The banking sector has been a significant contribution to the provision of financial services, particularly in urban areas like Jakarta city. The Commercial Bank and the Rural Bank are the two principal banks in Indonesia that are subject to regulation by the Government's Financial Services Authority. The majority of Jakarta residents utilize the large commercial banks' services, which are essential to their daily lives. However, it appears that only a few Jakarta residents are aware of the existence of rural banks or are aware of the advantages that rural banks offer to customers. As an investor, customer can get higher deposit rates in rural bank compared to commercial bank, and the fund collected by both of these 2 major banks are equally guaranteed by the Government. However, only very few residents in Jakarta deposit their money in rural banks. This study examines the association between customer behavior and customer willingness to deposit money at rural banks in Jakarta city, with customer trust as the mediating variable. Through this analysis, the intention is to reveal the factors affecting customer willingness to do money deposits in rural banks in Jakarta. The sample of this study involved 80 respondents from all 5 city districts of Jakarta city with the age of 25 years old and above. This study used multiple regression analysis to test the hypotheses. The multiple regression analysis was conducted using SmartPLS 4 program. The study resulted that there is significant and positive association in the relationships between the variables.

Keywords: Rural Bank, Jakarta, Customer Behavior, Customer Trust, Customer Willingness, Funding, Banking



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Green Gold: Unleashing the Potential of Bangladesh's Bamboo for a Sustainable Future

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ABSTRACT

The transformative potential of bamboo in Bangladesh is meticulously explored in this article. As an indigenous resource, bamboo has long held cultural and economic significance in the region. Yet, its broader promise lies in its sustainable characteristics and versatility. This article elucidates how bamboo, often referred to as 'green gold,' can be a cornerstone in Bangladesh's sustainable development efforts. By emphasizing its rapid growth, renewable nature, and carbon-neutral properties, the study showcases how bamboo can be a pivotal player in combating deforestation and climate change. Additionally, the article explores into the economic prospects of bamboo-based industries, emphasizing its potential to generate employment, stimulate green entrepreneurship, and augment exports. Drawing from case studies and global best practices, the narrative posits that with proper policy interventions and innovative practices, Bangladesh can harness bamboo's full potential, ensuring environmental preservation and economic growth coalesce.

Keywords: Green Gold, Unleashing the Potential, Bangladesh's Bamboo, Sustainable Future



Investigation of The Awareness of Accounting Professionals about Inflation Accounting

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ABSTRACT

Looking around the world, inflation accounting is applied in many countries experiencing high or hyperinflation. Since inflation rates were below the criteria determined by law in Turkey, there was no general inflation accounting practice for a long time. However, recently, inflation has risen to high levels again, and inflation accounting practices have started to be brought to the agenda again. In this context, inflation accounting will be applied to the 2023 financial statements 2024. Inflation accounting, which has become important again and even a great necessity in Turkey, has begun to be followed closely by both public institutions/organizations and professional accountants. The study aims to determine the awareness of professional accountants who are practitioners of inflation accounting about the practice.

The survey technique was used in the study, the prepared survey form was applied to 131 professionals, and the obtained data was analyzed in the SPSS 25.0 program. As a result of the study, it was determined that professional accountants were not ready to apply inflation accounting, did not know enough to apply it, and did not follow current practices on the subject. In addition, it was determined in the study that both the Ministry of Treasury and Finance and professional organizations have not yet provided information on the subject, that members of the profession are planning to receive training, and that they think that the application can be effective in reflecting the truth in the financial statements of businesses.

The study shows that professional accountants are not ready for the inflation accounting practice that will be implemented in a short time and that the Ministry of Treasury and Finance, TÜRMOB (Union of Chambers of Independent Accountants and Certified Public Accountants of Turkey) and universities are organizing training, seminars, symposiums, etc. to support professionals on this subject. It revealed the importance of the need for further studies. It is thought that the study will contribute to the literature by revealing the perspectives of new-generation professionals about the inflation accounting application, which has not been implemented for a long time but is planned to be implemented for a short time, and that no current study has been conducted in this context yet.

Key Words: Accounting, Inflation Accounting, Professional Accountants



The Analysis of Financial Health on Sharia Life Insurance Company (Empirical Research on Sharia Life Insurance Company in Indonesia Period 2016-2023)

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ABSTRACT

Based on data from the Financial Services Authority (OJK) until the first quarter of 2023, Sharia insurance assets experiencing fluctuations. Seeing the phenomenon that occurred above, it would be very unfortunate if the potential for Sharia Life Insurance in Indonesia did not experience improvements in financial management, especially aspects of financial health (Financial Health). Considering the many factors that affect the level of health of the company, This research aims to determine and analyze Total Assets that affect the Financial Health of Sharia Life Insurance Company in Indonesia, period 2016 to 2023. For measuring the level of financial health in this research use Altman Z-Score as dependent variables, and total assets as independent variables. The samples used in this study were as many as 21 Sharia Life Insurance Companies. Analyze data using simple regression analysis. The results showed that As a country with the largest Muslim population in the world, Indonesia is a country with great potential in terms of penetration of Sharia finance. Since its launch, Sharia Insurance has continued to experience significant growth. In terms of Sharia Life Insurance Assets, in 2022 it will have a portion of 5.6% compared to total Life Insurance assets in general. Meanwhile, Sharia General Insurance has a market share of 3.7%. In terms of contribution income, the role of Sharia Life Insurance in Indonesia is getting bigger, as shown by the contribution portion of Sharia Life Insurance sales reaching 11.8 % in 2022 will increase, where the contribution of Sharia Life Insurance only reached 5.8% 5 years ago. With the increasing role of the Sharia Insurance industry and the increasing public need for the existence of Sharia Insurance, a comprehensive strategy is needed includes Sharia Insurance penetration strategies, product development, operations and other components that support the sustainable development of Sharia Insurance.

Keywords: Financial Health (Z), Almant Z-Score, Total Aset, Sharia Life Insurance



Reviewing the Academic Landscape: The Implementation of eLearning Initiatives in Higher Education

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ABSTRACT

This paper explores the challenges tied to infrastructure, pedagogical considerations, and the effective integration of technology to enrich the learning experience. Technology integration is viewed as a means to augment learning, not as a replacement for educators. Both educators and students grapple with the ramifications of eLearning. Universities face increasing demands for quality and flexibility to cater to diverse student needs, necessitating tailored course designs to align with varied educational requirements. Educators must adapt their teaching styles to accommodate changing student learning preferences, which can result in heavier workloads necessitating proactive management. Furthermore, eLearning poses a potential challenge to the traditional university structure. As institutions confront pressure to depart from traditional facilities and lecture-centric teaching methods, they must carefully navigate this transition. While the benefits of eLearning are eagerly anticipated, thoughtful assessment of the implications of eLearning program implementation is imperative. In the UK, many universities are embracing technology for eLearning solutions, yet some costly implementations fall short in terms of engaging learners and promoting active participation. These implementations often function as content repositories, lacking robust pedagogical practices. When institutions adopt eLearning without a strong pedagogical foundation, activities may prioritize technology over student progress and engagement.

Keywords: eLearning, Higher Education, Quality Assurance, Teaching and Learning Styles.



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Influence of Information Technology on the E-Learning Landscape in Pakistan

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ABSTRACT

Information technology (IT) plays a pivotal role in advancing the e-learning landscape in Pakistan, providing essential resources for the development of e-educational systems. In the contemporary era, the widespread adoption of the internet across the nation has transformed individuals into e-learners as they navigate online spaces. This research endeavor aims to delve into the repercussions of evolving information technology trends on the e-learning ecosystem in Pakistan. It elucidates the advantageous IT trends that cater to the needs of various stakeholders, including educators, trainers, students, and knowledge seekers. These IT trends offer flexibility, enabling learners to access information, lectures, training materials, digital notes, and e-books conveniently from the comfort of their homes, workplaces, or businesses at their preferred times.

Keywords: E-Learning, ICT, Information Technology.



National Baznas Zakat Distribution Strategy for Poverty Alleviation in 2022

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ABSTRACT

According to data from the Central Statistics Agency in 2022, the number of poor people in Indonesia as of September 2022 was 26.36 million people. Zakat, as one of the pillars of Islam, makes the poor as one of the asnaf who receives a share of the distribution/distribution of zakat. In line with that, Zakat for poverty alleviation has become a mandate of Law No. 23 of 2011 in Article 3. In Article 3B of the Law, it is stated that zakat management is aimed at realising community welfare and alleviating poverty.

The Zakat Distribution Strategy is very important because the Al-Qur'an already explains who is entitled to receive it. It becomes even more important because of the disparity between the number of zakat mustahik and the amount of Zakat collection. So it is essential to see how National BAZNAS as a beacon for zakat management institutions designs distribution strategies for the zakat it collects to overcome poverty.

This research aims to explain the National BAZNAS Zakat Distribution Strategy for Poverty Alleviation in 2022. This research is library research with a qualitative approach. The data sources used in this research come from various literature journal articles that are relevant to the research topic. The data analysis method used is content analysis of the literature sources used in the research.

The programs run by BAZNAS are made in line with the Government's TNP2K Program, where poverty alleviation activities are divided into three clusters. These three clusters are then described in the form of zakat distribution programs.

The description of the 3 clusters is as follows, the first cluster, Family/Extreme Poverty Based Integrated Social Assistance in the form of programs: 1. Social Humanity, 2. Social Education, 3. Social Health. The second cluster of Poverty Alleviation Based on Community Empowerment, among the programs: 1. Retail Empowerment Program (ZMart) 2. Food Retail Empowerment Program (ZChicken) 3. Santri Entrepreneurship (Santripreneur) 4. Z-Coffee 5. Workshop Retail Empowerment Program (Z-Auto). The third cluster, Poverty Alleviation Based on Micro and Small Economic Business Empowerment, includes programs: 1. Micro Zakat Financing 2. Micro Zakat Financing 3. Business Capital Assistance 4. Business Development Assistance 5. Marketing Development Assistance.

Keywords: Baznas, Zakat Distribution, Poverty Alleviation



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Online Consumptive Behavior in Indonesia From a Religious Perspective

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ABSTRACT

The Industrial Revolution 4.0 has had a major influence on social dynamics which is often related to how change occurs regularly. Rapid technological developments have an impact on the behavior of consuming goods and services online. In Islam, human behavior is regulated based on the rules of the Koran and Hadith.

This research aims to explain the analysis of online consumer behavior in Indonesia from a religious perspective. This research is library research with a qualitative approach. The data sources used in this research come from various journal articles that are relevant to the research topic. The data analysis method used is content analysis of the literature sources used in the research.

The research results show that there is an impact of online consumer behavior in Indonesia from a religiosity perspective. Technological developments also have an impact on consumer behavior in Indonesia through online transactions. And the level of religiosity has a big influence on online consumer lifestyles. This religiosity is influenced by religious history and religious organizations. The religious history in question is the religious history he has lived since childhood, especially those related to the influence of religious education and the example he received from his surrounding environment.

Keywords: Consumption, Consumption Behavior, Online, Religiosity



The Importance of Digital Marketing in a Franchise Business to Accelerate Expansion: Case Study in Indonesia

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ABSTRACT

In the increasingly advanced digital era, digital marketing has become an important component for franchise businesses. With the right strategy, franchise businesses can increase visibility, develop their brand, and attract more customers. This research aims to explain the importance of using digital marketing to accelerate the expansion of franchise businesses. The research method uses qualitative research with a library research approach. The data analysis method used is content analysis from literature sources used in the research. This research concludes that currently in Indonesia there are new challenges in managing franchise businesses, namely the use of digital platforms to expand networks or franchisees. Digital marketing offers various benefits for franchise businesses, including reaching a wider audience, accurate measurement, cost savings, and direct interaction with customers via social media, email, and platforms. Various local brands have also proven themselves capable of opening branches abroad, such as CFC, Kebab Baba Rafi, Es Teler 77, and others. Some evidence of this success can encourage a paradigm shift in the use of digital marketing in franchise businesses in Indonesia. Based on the publication of E-Commerce Statistics released by the Central Statistics Agency (BPS). This publication captures the potential and development of digital businesses, both in terms of the number of businesses, transactions, workforce, payment media, and delivery methods. In this report, a survey was conducted on 1,774,589 digital businesses, or around 75.15 percent of the total online businesses in Indonesia (2,361,423 businesses) in 34 provinces covering 303 districts/cities. Another finding is that there were 25.92 percent of businesses carrying out electronic trading activities as of June 30, 2021. This figure shows that businesses in Indonesia continue to be dominated by conventional types of business, and the majority of them are distributed on the island of Java.

Keywords: Franchise Business, Digital Marketing, Expansion



Endüstri 4.0'dan Endüstri 5'a Geçiş Sürecinin Muhasebe Faaliyetlerine Etkileri

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ÖZET

Endüstri 5.0 dönemi, Endüstri 4.0 ile gündeme gelen ancak hayatın her alanında yeterince kendine yer bulamayan teknolojilerin verimli bir şekilde kullanıldığı bir dönemi temsil etmektedir. Bu dönemde yapay zekânın ve otonom robotların, blokzincir teknolojisinin ve diğer teknolojilerin her alanda yaygın bir şekilde kullanılacağı öngörülmektedir. İşletmeler için son derece önemli olan muhasebe faaliyetleri de Endüstri 5.0 döneminde köklü değişimlere uğrayacaktır. Bu dönemde muhasebe faaliyetlerinin büyük ölçüde yapay zekâ destekli otonom robotlar tarafından yürütüleceği, blokzincir sisteminin muhasebe kayıtlarında etkin bir şekilde kullanılacağı, büyük veri analizleri, her şeyin interneti gibi teknolojiler ile muhasebe ve denetim süreçlerinde verimliliğin artacağı öngörülmektedir. Bu çalışmada muhasebenin bölümleri olan finansal muhasebe, maliyet ve yönetim muhasebesi, mali tablo ve performans analizleri ile muhasebe denetimi faaliyetlerinin Endüstri 5.0 döneminde nasıl bir gelişim göstereceğine ilişkin değerlendirmeler yapılmıştır.

Anahtar Kelimeler: Endüstri, 4.0 Endüstri 5.0, Muhasebe

Effects of the Transition Process from Industry 4.0 to Industry 5 on Accounting Activities

ABSTRACT

The Industry 5.0 era represents a period in which the technologies that came to the fore with Industry 4.0 but did not find a sufficient place in all areas of life are used efficiently. In this period, it is anticipated that artificial intelligence, autonomous robots, blockchain technology and other technologies will be widely used in every field. Accounting activities, which are extremely important for businesses, will also undergo radical changes in the Industry 5.0 era. In this period, it is predicted that accounting activities will be largely carried out by artificial intelligence-supported autonomous robots, the blockchain system will be used effectively in accounting records, and efficiency in accounting and auditing processes will increase with technologies such as big data analysis and the internet of everything. In this study, evaluations were made regarding how financial accounting, cost and management accounting, financial statements and performance analysis, and accounting auditing activities, which are the parts of accounting, will develop in the Industry 5.0 period.

Key Words: Industry 4.0, Industry 5.0, Accounting



Indicators Forming the Islamic Human Development Index in Indonesia

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ABSTRACT

In the increasingly advanced digital era, digital marketing has become an important component for franchise businesses. With the right strategy, franchise businesses can increase visibility, develop their brand, and attract more customers. This research aims to explain the importance of using digital marketing to accelerate the expansion of franchise businesses. The research method uses qualitative research with a library research approach. The data analysis method used is content analysis from literature sources used in the research. This research concludes that currently in Indonesia there are new challenges in managing franchise businesses, namely the use of digital platforms to expand networks or franchisees. Digital marketing offers various benefits for franchise businesses, including reaching a wider audience, accurate measurement, cost savings, and direct interaction with customers via social media, email, and platforms. Various local brands have also proven themselves capable of opening branches abroad, such as CFC, Kebab Baba Rafi, Es Teler 77, and others. Some evidence of this success can encourage a paradigm shift in the use of digital marketing in franchise businesses in Indonesia. Based on the publication of E-Commerce Statistics released by the Central Statistics Agency (BPS). This publication captures the potential and development of digital businesses, both in terms of the number of businesses, transactions, workforce, payment media, and delivery methods. In this report, a survey was conducted on 1,774,589 digital businesses, or around 75.15 percent of the total online businesses in Indonesia (2,361,423 businesses) in 34 provinces covering 303 districts/cities. Another finding is that there were 25.92 percent of businesses carrying out electronic trading activities as of June 30, 2021. This figure shows that businesses in Indonesia continue to be dominated by conventional types of business, and the majority of them are distributed on the island of Java.

Keywords: Franchise Business, Digital Marketing, Expansion



The Role of Sharia Bank Mini Practicum for The Competencies of Sharia Banking Students: A Literature Study

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ABSTRACT

This research aims to explain the importance of the mini sharia banking practicum for the competency of students majoring in sharia banking. This research is library research with a qualitative approach. The data sources used come from various journal article sources that are relevant to the research topic. The data analysis method used is content analysis from literature sources used in the research. The research results show that the mini sharia banking practicum has an important role in the competence of sharia banking students, one of which is competence in financial management. The laboratory is a place for observation, experimentation, training, testing of knowledge and technology concepts and to support the teaching and learning process in order to achieve learning objectives, so that efforts to increase student competence increase. However, in reality there are still many universities that do not utilize laboratories as an effective learning tool to improve student competency, especially those majoring in sharia banking. Therefore, the sharia banking department needs to optimize its sharia banking mini laboratory for student practicum activities. Practicum lecturers emphasize that students can find information that is appropriate to the practicum material so that they can easily strengthen their practice. The practicum method is part of the real experience received by students, which is easy for students to remember so that it can give rise to discussion activities and give rise to new ideas and concepts in a theory that they have studied so that learning objectives will be achieved by increasing competence. There needs to be strengthening, innovation and creativity and a mini sharia banking laboratory practicum curriculum carried out by sharia banking department managers and faculties. Apart from that, there needs to be cooperation with other parties as a form of symbiotic mutualism to create superior sharia banking human resources in the future. Therefore, mini sharia banking laboratories in universities apart from being a means of education and implementing the Tri Dharma Higher Education program can also contribute to the development of sharia banking in Indonesia.

Keywords: Practicum, Mini Sharia Bank, Student Competencies



Endorsement Uses Influencers as Marketing Media via Instagram Sharia Economic Law Perspective

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ABSTRACT

In the development of technology and information, many people use it as a means of helping with daily work and also as a means of entertainment or lifestyle. One use of technology and information that is widely used by society is social media. Based on a survey from Meltwater and We are Social, in 2023 Indonesia will have the 4th largest number of Instagram users in the world, namely 89.15 million users. Endorsement is the practice of providing support to someone who has influence with the aim of promoting something. Someone who carries out this endorsement practice is called an Influencer, a person or figure on social media who has a large number of followers or. In its development, endorsements with influencers have become a profession that has influence in marketing and the decision-making process. The problem is that the practice of endorsement with influencers does not yet have a clear legal position among scholars, so research needs to be carried out to obtain legal clarity regarding using endorsement services with influencers on Instagram social media.

This research aims to describe and analyze; 1) Endorsement mechanism with influencers as a marketing medium via Instagram. 2) Sharia Economic Law review of the implementation of endorsements with influencers as a marketing medium via Instagram, which the author summarizes in the problem formulation in this research. This research is based on the idea that endorsement with influencers as a profession that sells services refers to an ijarah agreement. In general, the main function of the ijarah contract is to ensure that the transactions carried out between the two parties can reach an agreement in accordance with the existing understanding.

In this case, researchers will examine the implementation of endorsement practices with influencers via Instagram social media. As a result of this research, the author can conclude that 1) Endorsements in practice as a marketing medium via Instagram social media are only done online (digital) when agreeing to a work contract. Influencers will provide information regarding all provisions (rules). 2) Influencers themselves are divided into 3 types, the first being Mega Influencers, Macro Influencers and Micro Influencers. 3) According to a review of Sharia Economic Law, endorsements are included in mu'awadhat contracts, namely transactions aimed at obtaining profits or material benefits.

Keywords: Endorsement, Marketing, Instagram, Ijarah



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The Role of Islamic Work Ethic in Improving Organizational Performance in The Batik Industry in Indonesia

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ABSTRACT

This research aims to explain the role of the Islamic work ethic in improving organizational performance in the batik industry in Indonesia. This research is library research with a qualitative approach. The data sources used in this research are from various journal articles that are relevant to the research topic. The data analysis method used is content analysis from literature sources used in the research. The research results show that the Islamic work ethic has an important role in improving organizational performance in the batik industry in Indonesia. The Islamic work ethic is based on the fact that religion as a source of ethics has a strong role in improving organizational performance. This is because the Islamic work ethic is based on a very deep belief that work is worship and achievement is beautiful. This belief can increase employees' self-confidence so that their productivity increases. A healthy mental condition is very relevant in shaping creative, innovative and productive behavior. Creative, innovative and productive Muslim individuals always want to try new and original methods or ideas, so that performance results can be implemented efficiently and effectively. Apart from that, the batik produced is not monotonous and can always follow trends developing in society and is even able to create trends that become its own characteristics. Thus, the role of the Islamic work ethic is very important for employees so that the company's organizational performance increases.

Keywords: Islamic Work Ethic, Organizational Performance, Batik Industry.



The Role of Islamic Leadership in Improving Employee Performance at Ma'arif Nu Vocational Secondary Schools in Indonesia

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ABSTRACT

This research aims to explain the role of Islamic Leadership in improving employee performance at Ma'arif NU vocational high schools in Indonesia

This research is library research with a qualitative approach. The data sources used in this research come from various journal articles that are relevant to the research topic. The data analysis method used is content analysis from literary sources used in the research.

The results of the research show that the role of Islamic Leadership in improving employee performance at Islamic vocational high schools in Indonesia is very influential because the leadership style of the school principal greatly influences the existing organizational culture. Leaders in organizations have an important role because a leader is the soul of the organization. The success or failure of an organization depends on the character and nature of the individuals within it, of which the most important individual is the leader.

There are several leadership styles that we can apply in an organization, including:

1. A visionary leadership style can move all employees towards the same goal and direction. It's not just about how to achieve these goals, but fostering a mutual understanding about where the company will go.
2. Coaching Leadership Style: Leaders with this style do not dictate their employees to take rigid steps in order to develop. Instead of doing that, leaders with a coaching style will guide their employees to become better individuals and workers. The goal, of course, is that employees can improve their quality and make more contributions to the team and company.
3. Democratic leadership style As the name suggests, leaders with this style will act democratically by considering all the voices of their employees. This style is very suitable to be used when we as leaders are absolutely sure about the decision you are going to take.

If we combine several of the leadership models or styles above according to the needs of the organization by adding Islamic leadership to it, it will foster good harmonious relationships between employees and leaders. So the role of Islamic Leadership in improving employee performance at Islamic vocational high schools in Indonesia is in accordance with the leadership style applied in the organization.

Keywords: Islamic Leadership, Leadership Style, and Islamic Vocational Schools in Indonesia.



Economic Empowerment in Indonesia

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ABSTRACT

This research intends to explain economic empowerment in Indonesia. The research method uses a type of qualitative approach. The data sources used in this research come from various literature journal articles relevant to the research topic. The data analysis method used is content analysis of the literature sources used in the study. The result of this research is that currently Indonesia has a problem, namely poverty. The number of poor people in Indonesia in March 2023 reached 25.90 million. The impacts of poverty is economic decline. The majority of people in Indonesia are Muslims. Islam teaches its people to share with each other in the form of zakat. Indonesia also has philanthropic institutions, that contribute to the achievement of social justice and sustainable development in Indonesia. Philanthropic institutions that aim to improve the welfare of society through zakat funds. Zakat funds are then managed through the philanthropic institution's work program for community empowerment. An example of a work program for community empowerment is business capital assistance both in cash and non-cash form. non-cash assistance in the form of tools used for business, namely carts. The results of the study show that poverty can be alleviated by means of community economic empowerment through assistance from Indonesian philanthropic institutions.

Keywords: Economic Empowerment, Poverty, and Philanthropic Institutions.



Sales Manager's Type of Leadership and Its Effect on Innovativeness and Firm Performance: As Seen in The Evidence of Large Food & Beverages Fast Moving Consumer Goods (FMCG) Companies in Indonesia

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ABSTRACT

In the dynamic landscape of the Food and Beverage Fast-Moving Consumer Goods (F&B FMCG) sector in Indonesia, the role of sales managers as leaders in fostering organizational innovativeness and enhancing firm performance is of paramount importance. This research is using a quantitative approach non-probability purposive sampling with respondent criteria of supervisor to middle manager sales department on field level position employees. Drawing from primary data collected through structured questionnaires, this research evaluates the influence of two leadership styles, namely Transformational Leadership (TL) and Transactional Leadership (TRL), on organizational innovativeness and firm performance.

The findings reveal significant insights. Transformational Leadership demonstrates a moderate positive relationship with organizational innovativeness, affirming its role in inspiring innovation within large-sized F&B FMCG enterprises. Similarly, Transactional Leadership exhibits a substantial positive impact on organizational innovativeness, supporting the notion that effective transactional leadership strategies can enhance innovation in response to competitive challenges. However, a noteworthy paradox arises when examining the influence of leadership styles on firm performance. While Transactional Leadership significantly affects firm performance, it does so negatively. Investment in leadership development programs that equip leaders with the skills to inspire and empower teams is recommended for long-term success in the F&B FMCG sector in Indonesia.

Keywords: Leadership Style, Organizational Innovativeness, Firm Performances



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Implementation of Productive Zakat in Society Through Programs in Zakat Institutions: Case Study Literature

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ABSTRACT

This research aims to explain the importance of implementation of productive zakat in society through programs in zakat institutions: case study literature. This research is library research with a qualitative approach. The data sources used in this research come from various literature, journal articles that are relevant to the research topic. The data analysis method used is content analysis of the literature used in the research. The research results show that in accordance with the aim of productive zakat, in the application of productive zakat to empower mustahik, the more productive mustahik there are, the more the community's economy will develop. Assistance for mustahik is also carried out directly for Productive Mustahik. Productive zakat is a model of zakat distribution that can make mustahik produce something continuously, with the assets they have received. In short, productive zakat is assets given to mustahik which are not to be spent or consumed but are developed and used to help their businesses. With this effort, Mustahik can fulfill his needs. The productive application of zakat can empower poor mustahik to accelerate poverty reduction by providing access to business capital on a rolling basis. Providing zakat funds functions to prevent social disparities between the rich and the poor. Because in the assets of the rich there are rights of the poor, the distribution of zakat funds can help meet the economic needs of less fortunate people.

Keywords: Implementation, Productive Zakat, Society, Institutions



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The Development of Halal Cosmetics Industry in Indonesia a Literature Study

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ABSTRACT

The halal cosmetics industry in Indonesia is growing rapidly from year to year. Indonesia is a country with a majority of Muslims. It is appropriate for cosmetic users to pay attention to products in terms of safety and halalness. This study aims to explain the development of the halal cosmetics industry in Indonesia. This research is a literature study with a qualitative approach. The data sources in this study were obtained through the study of various references such as books, journal articles, the internet, and other sources relevant to the research topic. The data analysis in this study uses content analysis techniques from existing referral sources. The results showed that the national cosmetics industry recorded an increase in growth of 20% of national economic growth in 2017. The increase in growth was driven by large demand from the domestic and export markets as people began to pay attention to body care products as a primary need. The domestic cosmetics industry grew by 153 companies in 2017, bringing the total number to more than 760 companies. Halal cosmetics are expected to experience solid growth. Muslim spending on cosmetics is estimated to reach US\$70 billion in 2021 and is expected to reach US\$93 billion by 2025.

Keywords: Halal Cosmetics, Cosmetics Industry, Content Analysis, Literature Study



The Role of The Halal Label in Increasing the Purchasing Power of Muslim Consumers at Restaurants in Indonesia

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ABSTRACT

This research aims to explain the role of halal labels in increasing the purchasing power of Muslim consumers in restaurants in Indonesia.

This research is library research with a qualitative approach. The data sources used in this research come from various literature from journal articles that are relevant to the research topic. The data analysis method used is content analysis from literature sources used in the research

The research results show that the role of the halal label has an important role in increasing consumer purchasing power, because Muslim consumers really pay attention to the halal label on every product they buy. Muslim consumers believe that buying halal products will certainly bring blessings to their lives. For Muslim consumers, mistakes in choosing the products they consume can cause physical and mental harm, physically consuming products that contain dangerous ingredients (not halal) can harm their health. As the largest Muslim country in the world, Indonesia makes the issue of halal and haram something important that must be considered because the command to abandon what is haram is very clear in the Al-Quran and hadith which are the guidelines and guidance of the Islamic religion. The halal label attached to a product or restaurant can provide information and trust to consumers. Muslim consumers are very careful in deciding whether to consume a product or not. The absence of a halal label on a product or restaurant makes consumers reluctant to make a purchase.

Keywords: Halal Label, Purchasing Power, Muslim Consumers.



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Factors That Influence Customer Loyalty and Impact on Competitive Advantage

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ABSTRACT

The rapid progress of technology which provides many conveniences in innovation and gives rise to various creativity and effectiveness makes competition inevitable. Every financial institution needs to have many ways to survive and compete to become better in order to maintain customer loyalty and attract new customers. This research aims to describe the factors that influence customer loyalty and their impact on Bank Jateng Syariah. The method used is a qualitative research method, researchers conducted in-depth interviews with customers in the Batang district area. with research results, namely factors that influence customer loyalty at Bank Jateng Syariah including: profit sharing margin, product quality, service quality, brand image and trust. And the existence or increase in customer loyalty has a good impact on the financial institution itself, including the institution being able to survive and compete in the competitive space so that it can remain strong. and another impact, namely being a sharp promotional tool for potential new customers.

Keywords: Loyalty, Profit Sharing Margin, Product Quality, Service Quality, and Brand Image



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Analysis of the Development of Sharia Life Insurance Companies in Indonesia: A Literacy Study

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ABSTRACT

Sharia insurance is a field of insurance business that has received quite a lot of attention among Indonesian people. As an alternative insurance business, sharia insurance can be said to be relatively new compared to the conventional insurance business sector. The sharia insurance industry in Indonesia has very good growth prospects, interest in using sharia-based insurance products will continue to increase. This is supported by Indonesia's large population and is a country with a majority Muslim population. This research aims to explain the development of sharia life insurance companies in Indonesia. This research is library research with a qualitative approach. The data sources used in this research come from various literature in journal articles that are relevant to the research topic. The data analysis method used is content analysis from literature sources used in the research. The results of this research show that the development of sharia life insurance companies in Indonesia tends to experience better growth if seen from their inception until now. The development of insurance companies can be seen from the increase in the number of industry players, premiums, participants and assets. Apart from that, the contribution from sales of Sharia Life Insurance increased from the previous year. The market potential of sharia life insurance companies is relatively large, so it is important to develop sharia insurance so that it develops further.
Keywords: Development, Insurance, Sharia, Life Insurance.



Implementation of the Halal Value Chain Ecosystem in Indonesia

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ABSTRACT

Indonesia is the country with the largest Muslim majority in the world. This provides great potential space to become the center of the world Islamic economy. The strategy for achieving Indonesia's vision as the center of the Islamic economy in the world is the implementation of the Halal Value Chain in activities contained in the halal value chain ecosystem.

Objective- This research aims to explain the importance of implementing a halal value chain ecosystem in Indonesia

Method- This research is library research with a qualitative approach. The data sources used in this research come from various journal articles that are relevant to the research topic. The data analysis method used is content analysis from literature sources used in the research.

The research results that the implementation of the Halal Value Chain in Indonesia has not been fully maximized. There are several things that need to be evaluated in halal value chain activities. The level of knowledge, awareness and regulations from the government is one of the obstacles faced by Indonesia. In supporting the development of the sharia economy, one of the efforts is through strengthening the halal value chain ecosystem which includes a number of industries related to the need for halal products and services.

Keywords: Halal, Value Chain, Halal Value Chain, Ekosistem Halal Value Chain.



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The Importance of Financial Technology Platform in Islamic Microfinance Institutions: A Literature Study

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ABSTRACT

Currently, financial technology platforms have been widely used by various financial institutions ranging from banks to microfinance institutions. Islamic microfinance institutions have shown massive growth over the past few years. This research aims to explain the importance of financial technology platform in Islamic microfinance institutions. This research is library research with a qualitative approach. The data sources used in this research come from various literature journal articles that are relevant to the research topic. The data analysis method used is content analysis of the literature sources used in the research. The results showed that financial technology platforms have an important role in Islamic microfinance institutions. The financial technology platform in Islamic microfinance institutions allows customers to obtain information and conduct financial transactions through applications and systems connected to the Internet network. The financial technology platform provides convenience and comfort for customers in conducting financial transactions. Thus, convenience and comfort are important factors for users to transact using a financial technology platform with the flexibility of time and place, because it can be done anytime and anywhere. With the onset of convenience and comfort, it is expected that customer satisfaction will be realized. In addition, the implementation of a financial technology platform requires an adequate level of security to maintain customer loyalty to the Islamic microfinance institution.

Keywords: Financial Technology Platform, Islamic Microfinance Institution, Literature Study.

Məktəbəqədər Yaşlı Uşaqların Ekoloji Tərbiyəsi ilə Bağlı Müxtəlif Texnologiyalardan İstifadə Üzrə İşin Sistemi

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“İnsan təbiətdən öyrənir, onun havası ilə pərvəriş tapır, ağıla dolur, zənginləşir, təzələnir, təmizlənir.”

Ulu öndər Heydər Əliyev

ÖZET

Okul öncəsi eğitim kurumu, çocukların aileden sonra yetiştirildiği ve sonraki sosyalleşmelerinin gerçekleştiği toplumdur. Burada da çocuğun uygun bir kişilik olarak oluşması eğitimci-öğretmenin sorumluluğuna ve pedagojik inceliğine bağlıdır. Eğitimci-öğretmen çocuklarla sürekli iletişim halinde olmalı, onların bireysel, psikolojik ve yaş özelliklerini belirlemeli, aralarından yetenekli çocukları ortaya çıkarmalıdır. Burada eğitimci-öğretmenin görevlerinden biri de çocukların ekolojik eğitim sürecinin doğru oluşturulmasıdır. Her şeyden önce çocuklarda doğaya, hayvanlara, bitkilere, çevreye ve genel olarak dünyaya olan sevgiyi oluşturmalıdır. Çünkü çocuk o kadar vazgeçilmez bir varlıktır ki, oyuncuğunu sever ve kimseyle paylaşmaz, korur ve savunur, biz ona çevre sevgisini aşılsak oyuncuğunu koruduğu gibi çevreyi de korur ve savunur. Ayrıca eğitimci-öğretmen doğa anaya sürekli çiçek, ağaç ve diğer bitkileri dikerek çocukların doğa koruma becerilerini oluşturabilir.

Anahtar Kelimeler: Okul Öncesi, Çocuk, Ekoloji, Sistem, Eğitim

On the Use of Various Technologies Related to the Environmental Education of Pre-School Children System of Work

ABSTRACT

Pre-school educational institution is the society where children are brought up after the family and their next socialization. Here too, the formation of the child as a proper personality depends on the responsibility and pedagogical tact of the educator-teacher. The educator-teacher must always be in contact with children, determine their individual, psychological, and age characteristics, and bring out talented children among them. Here, one of the duties of the educator-teacher is the correct establishment of the ecological education process of children. First of all, it should form children's love for nature, animals, plants, the environment and the world in general. Because a child is such an irreplaceable being that he loves his toy and does not share it with anyone, protects and defends it, and if we inculcate love for the environment in him, he will protect and defend the environment just as he protects his toy. Also, the educator-teacher can form the nature protection skills of children by constantly planting flowers, trees and other plants in mother nature.

Key Words: Preschool, Child, Ecology, System, Education



7th International CEO Communication, Economics, Organization & Social Sciences Congress

Collective, Cooperative, Leadership, Communication, Visionary Environment

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ABSTRACT

This paper focuses on the construct of collective, cooperative, leadership, and communication, visionary and how it is affecting business leadership environment.

First it presents another way to explore Leadership communication. Next, it discusses the fact that while leadership digital era communication is beneficial to our own being it also affects our business environment by providing better vision cooperative management, leadership. Constructive communication

Entails treating with shared understanding, recognizing one's shared humanity, and being mindful trustworthy can be very beneficial for our business environment that we are a part of. A questionnaire called Leadership Vision Communication Scale is used to measure the effect of collective communication on our business and leadership management. Finally, this article suggests that Cooperative Communication may offer benefits to our own being and our business environment. Research is presented so as to show that cooperative communication and management provides great leadership and management benefits, motivation, and brings success to an individual, managers, leaders and the business environments.

Keywords: Leadership, Environment, Motivation, Communication, Management, Collective, Cooperative, Visionary, Leadership, Effectiveness.



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Examining the Financial Performance of State-Owned Banks Using the DuPont Financial Analysis Method

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ABSTRACT

The aim of this study is to examine the financial performances of state-owned banks in the Turkish Banking Sector with DuPont financial analysis technique. In the study, the return on assets and equity of state-owned banks Ziraat Bankası A.Ş., Türkiye Halk Bankası A.Ş. and Türkiye Vakıflar Bankası T.A.O. banks for the years 2013-2022 are calculated and interpreted by using the consolidated balance sheet and income statement data of banks. The findings obtained are that the bank with the highest return on assets in the 2014-2021 period was the Republic of Turkey Ziraat Bankası A.Ş. and the bank with the highest return on assets in 2013 was Türkiye Halk Bankası A.Ş. In addition, it is determined that the bank with a high return on equity capital in 2013-2019 is the Republic of Turkey Ziraat Bankası A.Ş. and in 2020-2022 it is determined that Türkiye Vakıflar Bankası T.A.O. is the bank with a high return on equity capital. Finally, the 10-year average DuPont values of state-owned banks are found to be the Republic of Turkey Ziraat Bankası A.Ş. (14.2%), Türkiye Vakıflar Bankası T.A.O. (13.6%) and Türkiye Halk Bankası A.Ş. (13.1%), respectively. In conclusion, these findings provide important advice to bank managers.

Keywords: DuPont method, Bank, Financial Performance, Return on Equity.



Dijital Ekonominin Bazı Sorunları

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ÖZET

Bu makale dijital ekonominin özünü, inovasyonun önemini vurgulamaktadır. Yenilikçi gelişimin dijital dönüşümünde fikri mülkiyet, patent tescili sorunları ve çözümlerine özel önem verildi.

Anahtar Kelimeler: Yenilikçi Gelişme, Dijitalleşme, Dijital Ekonomi, Dijital Teknoloji, Bilgi Teknolojisi, Fikri Mülkiyet, Patent.

Some Issues of The Digital Economy

ABSTRACT

This article highlights the essence of the digital economy, the importance of innovation. Special attention was paid to the problems and solutions of intellectual property, patent registration in the transformation of innovative development into digital.

Keywords: Innovative Development, Digitization, Digital Economy, Digital Technology, Information Technology, Intellectual Property, Patent.



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Inflationary Cycle in Bolivia, Paraguay, and Uruguay during the 21st Century

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ABSTRACT

In this work, we measure the duration, amplitude, and growth of prices in three Latin American economies during the current century. Using the seasonal methodology of moving averages and the geometric growth rate we determine the turning points of each phase. To then compare the amplitude of the rate between each country. Finally, we determine the correlation with US inflation.

Keywords: Inflation rate, Latin America, Business Cycles, United States

JEL Code: B41, E32, N11, N12, N16.

1993-2003 Yılları Arasındaki Özbekistan-Azerbaycan İlişkileri ve Haydar Aliyev

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ÖZET

İki devlet arasında köklü tarihsel, kültürel, dini ve etnik bağlantılar bulunmaktadır. Bağımsızlık sonrasında kurulan ilişkilerde bu değerler önemli bir belirleyici olmuştur. İki devletin de söz konusu dönemde dengeleyici ve pragmatist dış politika anlayışları birbirlerine daha çok yakınlaşmalarını sağlamıştır. Bu bağlamda söz konusu devletler, ilişkilerini daha güçlü dinamikler üzerinde inşa etme iradesi göstermeye başlamıştır. Bunda önemli bir etken Azerbaycan Cumhurbaşkanı Haydar Aliyev'in gösterdiği irade olmuştur. Örnek olarak Özbekistan ile Azerbaycan arasında 2 Ekim 1995 yılında diplomatik ilişkiler kurulmuştur. 1996 yılına gelindiğinde ise Azerbaycan, Taşkent'te büyükelçilik açmıştır. 1998 yılına da Özbekistan, Bakü'de elçilik açarak ilişkileri geliştirme konusunda bir irade sergilemiştir. Bu süreçten sonra ilişkiler çeşitli görüşmeler ve ziyaretlerle sürdürülmüştür.

Taraflar arasında kurulan ilişkinin bir temel sütunu da diasporadır. Örneğin Özbekistan'da yaşayan Azerbaycan halkı, tarihsel süreçte aradaki bağı güçlendirilmesi noktasında önemli bir rol oynamıştır. 20. yüzyılın sonlarına doğru gittikçe daha fazla örgütlenen Özbekistan'daki Azerbaycanlılar, Sovyetler Birliği döneminde izlenen demografik politikalar neticesinde topraklarında koparılıp Orta Asya'ya gönderilmiştir. Farklı dönemlerde değişse de 1979 yılına gelindiğinde Özbekistan'daki Azerbaycanlı sayısı yaklaşık olarak 60.000 olmuştur. Sovyetler Birliği'nin dağıldığı dönemde iki devlet arasında çeşitli göçler yaşanmıştır. Bu durum taraflar arasındaki bağı güçlenmesi şeklinde kabul edilebilir. 2011-2012 verilerine göre, Özbekistan'da yaşayan Azerbaycanlı sayısı 41.000'dir. 1992 yılında Taşkent'te Azerbaycanlılar tarafından kurulan Azerbaycan-Özbekistan Kültürel-İktisadi İlişkiler Toplumu kültür merkezi, Turan kongresi ve Karabağ'a Yardım Komitesi, Sovyet sonrası süreçte ön plana çıkan örgütlenmelerdir. Ermenilerin Karabağ'ı işgal ettiği süreçte Özbekler, Karabağ'a Yardım Komitesi'ni destekleyerek Ermeni işgalini kınamıştır. Bu bağlamda Taşkent ile Erivan arasındaki ilişkiler de olumsuz etkilenmiştir.

Anahtar Kelimeler: Özbekistan, Azerbaycan, Haydar Aliyev

Uzbekistan-Azerbaijan Relations Between 1993-2003 and Heydar Aliyev

ABSTRACT

There are deep-rooted historical, cultural, religious and ethnic connections between the two states. These values have been an important determinant in the relations established after independence. The balancing and pragmatist foreign policy approaches of the two states in the said period enabled them to get closer to each other. In this context, the states in question have begun to show the will to build their relations on stronger dynamics. An important factor in this was the will shown by Azerbaijani President Heydar Aliyev. For example, diplomatic relations were established between Uzbekistan and Azerbaijan on October 2, 1995. In 1996, Azerbaijan opened an embassy in Tashkent. In 1998, Uzbekistan demonstrated its will to improve relations by opening an embassy in Baku. After this process, relations were continued with various meetings and visits.

Another fundamental pillar of the relationship established between the parties is diaspora. For example, the Azerbaijani people living in Uzbekistan have played an important role in strengthening the bond between them in the historical process. Azerbaijanis in Uzbekistan, which became increasingly organized towards the end of the 20th century, were separated from their lands and sent to Central Asia as a result of the demographic policies followed during the Soviet Union. Although it varied in different periods, by 1979 the number of Azerbaijanis in Uzbekistan was approximately 60,000. During the collapse of the Soviet Union, various migrations took place between the two states. This situation can be considered as a strengthening of the bond between the parties. According to 2011-2012 data, the number of Azerbaijanis living in Uzbekistan is 41,000. The cultural center of the Azerbaijan-Uzbekistan Cultural-Economic Relations Society, established by Azerbaijanis in Tashkent in 1992, the Turan congress and the Karabakh Assistance Committee were the organizations that came to the fore in the post-Soviet period. During the Armenian occupation of Karabakh, Uzbeks supported the Karabakh Assistance Committee and condemned the Armenian occupation. In this context, relations between Tashkent and Yerevan were also negatively affected.

Keywords: Uzbekistan, Azerbaijan, Heydar Aliyev



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Climate Change: Causes, Impacts on Nature and Human Rights, and Tasks Ahead

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ABSTRACT

The world faces the colossal problem of a climate emergency nearly to a point of no return, for which reason this paper addressed the urgent concern regarding climate change. Five research questions were raised: What are the causes of climate change? What are the indicators of climate change? What are the impacts of climate change on Nature? What are the impacts of climate change on human rights? What needs to be done? The literature review discussed such key concepts as climate change, human rights, and social justice. This paper uses a qualitative research design. Data collection involved focus group discussion through a webinar and workshop as well as the utilization of academic sources on abstract concepts, scientific documents for facts and figures, as well as intergovernmental materials for climate action. Data collected were subjected to coding, thematic analysis, narrative storyline, and the development of a grounded theory. The findings revealed human-made causes lead to climate change that impacts both nature and human rights, which necessitate crucial climate action.

Keywords: Climate Change, Human Rights, Intergovernmental Panel on Climate Change, Nature and Society, Social Justice



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Linking Flexible Working Arrangement and Employee Performance in Post-pandemic Era: Mediating Role of Motivation

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ABSTRACT

In a world characterized by evolving work paradigms and changing employee expectations, the adoption of flexible working arrangements has gained prominence across various industries including financial services. However there has been limited study exploring the dynamic interplay between flexible working arrangements and employee performance, with a specific focus on the mediating role of motivation. This study aims to unravel how flexible work arrangements influence employee performance, and how motivation serves as a crucial mechanism in this relationship. By examining the connections between these variables, the research seeks to contribute to a more comprehensive understanding of the modern workplace landscape. The research is a quantitative study, analyzed using structural equation modeling (SEM) that was conducted using SmartPLS4 and a purposive sampling technique. The data were collected from 113 employees working in financial services companies in Greater Jakarta Area. The results found that FWA have significant effect on employee performance and so does motivation on employee performance. Although, as in mediating role, the findings in this study show that motivation does not mediate the relationship between FWA and employee performance.

Keywords: Flexible Working Arrangement, Employee Performance, Motivation, Financial services industries, Post-pandemic.



Conditions Which Contribute to Sexual Offending

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ABSTRACT

Sex offenders and sex crimes provoke a great deal of anxiety in our society, and over the past decade, lawmakers have passed a variety of social policies designed to protect the public from sexual victimization. There is no doubt that an effective treatment system for sexual offenders has been one of the greatest challenges for almost every nation for many years.

The purpose of this presentation is to present conditions which contribute to sexual offending, including common behaviors and characteristics of sexual offenders. This presentation will also refer to problems of persons who are victimized by sexual offenders. We have to remember that sexual violence can have psychological, emotional, social and psychical effects on a survivor and it is hard to understand how complicated the effects of abuse actually can be.

In addition, I will list methods of treatment and proposals how to prevent sexual offending in the future. Sexual offender's treatment has an effect on general recidivism rate.

Keywords: Conditions, Contribute, Offending



Agricultural Code – The Concept Behind a Polish Draft

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ABSTRACT

In Poland, agricultural legislation has undergone significant evolution. The greatest development of agricultural legislation and legal doctrine occurred at the beginning of the 19th century. During this period, the evolution of two models of agricultural law regulation became the fundamental and still relevant approach to agricultural legislation. The first model, known as the Roman model, particularly applied in France, Italy, and Spain, emphasizes civil regulation with all its principles. This model refers to regulations of private law. The second model, referred to as the German model in literature, focuses on the regulation of agricultural legal relations through administrative and legal means.

Initially, a significant factor was the process of peasant emancipation in the 19th century. In the Polish territories, the period of emancipation occurred between 1807 and 1864. Although at the turn of the 19th and 20th centuries, there were three different legal systems in force in the Polish territories (Russian, Austrian, and Prussian), in all partitions, there was a set of predominantly administrative provisions related to peasant emancipation, colonization, later agricultural reforms, land consolidation, and various forms of regulating the technical aspects of agricultural production. The period of peasant emancipation was characterized by the utilization of public law instruments to implement the agricultural policies of that time.

Keywords: Agricultural Code, Concept, Behind, Polish Draft



Green Bonds vs. Green Sukuk - A Comparative Study

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ABSTRACT

The focus of this study is to compare green bonds with green sukuk against the backdrop of knowledge about bonds and sukuk (their similarities and differences). The concept of issuing green bonds and green sukuk (sometimes, albeit incorrectly, referred to as Islamic green bonds) is associated with sustainable financial development and green finance in pursuit of meeting the needs arising from the implementation of so-called green projects. However, understanding their principles is impossible without knowledge about debt securities in the form of bonds or trust certificates, their issuers, and investors. The advantages and disadvantages of the mentioned financial instruments form the basis for the development or limitation of these segments of the financial market.

Keywords: Green Bonds, Green Sukuk, A Comparative Study

Zielone Obligacje a Zielony Sukuk – Studium Porównawcze

STRESZCZENIE

Przedmiotem zainteresowania jest przeprowadzenie porównania zielonych obligacji z zielonym sukukiem na tle wiedzy o obligacjach i sukukach (podobieństwach i różnicach). Koncepcja emisji zielonych obligacji i zielonych sukuków (nazywanych czasem – choć niesłusznie – islamskimi zielonymi obligacjami) wiąże się ze zrównoważonym rozwojem finansów i zielonymi finansami w dążeniu do zaspokojenia potrzeb wynikających z realizacji tzw. zielonych projektów. Nie sposób jednak zrozumieć ich założeń bez wiedzy o dłużnych papierach wartościowych w postaci obligacji czy certyfikatach powierniczych, ich emitentach i inwestorach. Zalety i wady wymienionych instrumentów finansowych stanowią podstawę do rozwoju lub ograniczania tych segmentów rynku finansowego.

Słowa Kluczowe: Zielone obligacje, Zielony Sukuk, Badanie porównawcze



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Disciplinary Liability of Judges During the Polish People's Republic

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ABSTRACT

During the period of the Polish People's Republic, the position of judges was complex. The government's actions were intended to restore unilateral judicial independence. After martial law, the authorities wanted to introduce staff availability for the judiciary. Personnel purges were carried out. The entire community was intimidated with the threat of dismissal and the government's supervision of the courts was intensified. Attempts were made to implement a system of new staff recruitment and political indoctrination. Judges had to guarantee the state of their profession. Those reluctant to these recommendations were removed from office. The disciplinary liability process was subordinated to the authorities. The judges were intimidated. As a result, they performed tasks assigned by state authorities.

Keywords: Disciplinary Liability, Judges, Polish People's Republic



Smart Cities of the Future

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ABSTRACT

The article discusses the concept of a smart or intelligent city and whether there are similar cities and technologies in Bulgaria. It also presents how smart cities respond to climate change and changes in the environment we live in, what challenges face smart cities, what their main purpose is and what are the effects of smart cities, what and how they will manage to improve. Sofia is ranked 107th out of a total of 118 ranked smart cities according to the "Smart City Index 2022" of the Management Development Institute at the Singapore University of Technology and Design. In order to turn Sofia into a smart, sustainable and easily adaptable to climate change city, it is necessary to work both structurally and technologically in the areas of health care and security, recycling, mobility, utilization of green areas, as well as in the management sector. It is necessary to build and strengthen innovative ecosystems and new technologies, promote interaction between education, science and innovation.

Keywords: Smart City, Climate Change, Innovative Technologies



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Non-Capital Forms of Internationalization of Food Industry Undertaken by SME

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Weronika Żylińska**

ABSTRACT

The focus of the publication is on the matter of the internationalization of food industry undertaken by SME located in Poland. Article contains the presentation and systematization of the knowledge of internationalization process, referring to non-capital forms of internationalization. Furthermore, chosen results of the survey conducted among sample of 100 food companies are presented.

Keywords: Non-Capital Forms, Internationalization of Food Industry, Undertaken by SME

Persons in Politically Exposed Positions in The Light of Anti-Money Laundering and Terrorism Financing Regulations

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ABSTRACT

The Polish Act on Anti-Money Laundering and Financing of Terrorism (AML/CFT) requires the application of increased financial security measures in relation to politically exposed clients. This is the third case in which the Act associates a higher ML/FT risk. The motives for subjecting persons in politically exposed positions (PEP) to stricter rigors result from the danger of exposing the financial sector to a higher risk of loss of reputation. The motives behind this regulation should be associated with the fight against corruption, which is the greatest temptation for PEP. Nevertheless, dirty money can also come from fraud to the detriment of states or institutions, extortion or, for example, drug smuggling (members of diplomacy of countries leading in terms of drug production and trafficking).

The provision of the Act obliges to determine whether the PEP is both the client and the beneficiary real customer. Determining whether the client is a PEP may be done by accepting a statement from the client in writing or in documentary form that he is or is not a person holding such a position, submitted under pain of criminal liability for making a false statement.

However, the customer may not submit such a statement under pain of criminal liability towards the beneficial owner. It may just be a simple statement.

The documentary form means that the statement may also be submitted by ticking the appropriate box in the remote message.

Enhanced financial security measures for PEP consist of:

- obtaining approval from the Bank's senior management for establishing or continuing
- business relations with a politically exposed person;
- applying appropriate measures to determine the source of the client's wealth and the source of the assets at the client's disposal as part of business relationships or transactions;
- stepping up the application of the fourth financial security measure.

Keywords: Persons, Politically, Exposed Positions in The Light, Anti-Money Laundering, Terrorism Financing Regulations

Sources of Hostility Polish-Russian Disputes over Recent History

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ABSTRACT

Contemporary relations between Poland and Russia are profoundly influenced by historical experiences. Due to geographical proximity, these countries have continuously and to varying extents influenced each other's past. A past primarily marked by a history of conflict, not only territorial but also economic, cultural, and social. These negative experiences in mutual relations have led to the emergence of various historical burdens and national stereotypes that cast a shadow over how these two nations perceive each other. The weight of history, manifested in the perception and misperception of specific events and processes from shared Polish-Russian history (e.g., the Polish intervention in the Kremlin in the early 17th century, Russia's participation in the partitions of Poland, the suppression of Polish national uprisings by the Tsarist regime, the Polish-Bolshevik war of 1920, contradictions related to World War II, and the assessment of Soviet dominance during the years of the People's Republic of Poland), has given rise to many unresolved disputes, differing myths, and grievances that negatively impact overall mutual relations. The tensions that arose in these areas of shared memory have become the source of contemporary conflicts, where both sides, referring to their historical arguments, try to impose their own perspective. Importantly, efforts to resolve such disputes (untangling memory knots) can lead to their further entrenchment and perpetuation. One of the touchpoints from the shared Polish-Russian past, which, like the vast majority of them, is conflictual, is the vastly different interpretation of historical events and processes related to World War II. It can be confidently stated that the history of this conflict is currently the main flashpoint, considering the existing circumstances.

Keywords: Sources of Hostility, Polish-Russian Disputes, Recent History

Źródła Wrogości Polsko-Rosyjskie Spory o Historię Najnowszą

STRESZCZENIE

Współczesne stosunki między Polską a Rosją kształtują się pod ogromnym wpływem doświadczeń historycznych. Ze względu na bliskość geograficzną kraje te nieustannie i w różnym stopniu wywierały wpływ na swoją przeszłość. Przeszłość, którą wyznaczały przede wszystkim dzieje konfliktu odbywającego się nie tylko w wymiarze terytorialnym ale także gospodarczym, kulturowym oraz społecznym. Te złe doświadczenia wzajemnych stosunków przyczyniły się do powstania różnego rodzaju obciążeń historycznych i stereotypów narodowych kładących się cieniem na sposób postrzegania się tych dwóch narodów. Ciężenie historii, przejawiające się w kwestii percepcji i mispercepcji poszczególnych wydarzeń i procesów ze wspólnych polsko-rosyjskich dziejów (m.in. polskiej interwencji na Kremlu na początku XVII w., udziału Rosji w rozbiorach Polski, tłumienia polskich powstań narodowych przez Carat, wojny polsko-bolszewickiej 1920 r., sprzeczności odnoszące się do II wojny światowej czy też oceny sowieckiej dominacji w latach PRL), spowodowało narodzenie się wielu niewyjaśnionych do końca sporów, odmiennych mitów i zaszłości rzutujących ujemnie na całość wzajemnych relacji. Napięcia jakie zaistniały w tych obszarach wspólnej pamięci, stały się źródłem współczesnych konfliktów, w których obie strony odwołując się do swojej argumentacji historycznej próbują narzucić własny punkt widzenia. Co istotne, podejmowane w tym zakresie działania zmierzające do rozwiązania takich zatargów (rozplątania węzłów pamięci), wpłynąć mogą na jeszcze większe ich umocnienie i zapętlenie. Jednym z takich punktów stycznych ze wspólnej polsko-rosyjskiej przeszłości, który tak jak zdecydowana większość z nich ma charakter konfliktowy, jest kwestia krańcowo różnej interpretacji wydarzeń i procesów historycznych dotyczących II wojny światowej. Śmiało można powiedzieć, iż dzieje tego konfliktu są obecnie głównym punktem zapalnym, biorąc pod uwagę istniejące uwarunkowania.

Słowa Kluczowe: Źródła wrogości, Spory polsko-rosyjskie, Historia najnowsza



The Moderating Role of Performance Management System on Transformational Leadership, Employee Engagement, and Organizational Performance, Evidence in XYZ

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ABSTRACT

XYZ is turning 38 soon and has been one of the best Business School in Indonesia alongside its competitors. For the past 5 years, XYZ's student intake has been stagnant. This has also impacting XYZ's development as an institution. Student intake has been XYZ's main source of funding. Therefore this situation has also limiting XYZ's activities related to Tridarma. To see XYZ positioning among competitors, internal research was conducted in comparing XYZ with 3 other Institutions. The result is that XYZ stands below competitor scores, where XYZ used to be on the same level with those competitors. Several disadvantages for XYZ are internal resources which hasn't been used optimally, B accreditation, and relatively high educational fee. The table also shows that alumni is XYZ's main strength but it is not yet managed well so it hasn't bring much impact toward XYZ as an organization. To reach the purpose of organization, member in the organization must have behaviour that supported in giving contribution to the organization, one of the supports is the action that out of the role in the organization environment. Therefore, we may look into Transformational Leadership Style and Employee Engagement, and their impact toward Organization Performance. The research will also see Performance Management System as the moderating factor. The study will use a quantitative survey of 100 staff and faculty members in XYZ, and the data is analysed using SmartPLS4. As a result, the research indicates that employee engagement has a high mean value, and transformational leadership have a positive impact on employee engagement and organization performance. However, performance management system has negative moderating impact on the relation between employee engagement and organization performance, but it has positive moderating impact on the relation between transformational leadership and organization performance.

Keywords: Transformational Leadership, Employee Engagement, Organization Performance, Performance Management System, Business School

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ÖZET

Çevresel risklerin, ekolojik tehditlerin ve doyurulmaz insan ihtiraslarının daha da önemli hale getirdiği sürdürülebilirlik üzerinde yeni şeyler yazmayı hak eden konumu korumaktadır. İnsanlığın geleceğini etkileyen her konu ile bir şekilde bağlantılı olan sürdürülebilirlik kavramı son yıllarda, iklim değişikliği, çevre kirliliği ve doğal kaynakların azalması gibi sorunların yol açtığı endişeler kaynak kullanım performansımızı ölçmek için önemli bir çerçeve sunmaktadır. Son çeyrek asırda birkaç yılda kuruluşlar, sürdürülebilirliği artıran yeşil uygulamalara önem vermekte ve çevre dostu iş uygulamalarını benimseme konusunda paydaşların baskısıyla karşı karşıya kalmaktadır. Yeşil iş uygulamaları bilim adamlarından önemli derecede destek görmesine rağmen yeşil uygulamalarla ilgili çalışmalar sınırlı kalmaktadır. Sürdürülebilirliğe yönelik mevcut yönelim, kurumlar için emisyonlar, atık su deşarjı, atık bertarafı ve enerji verimliliği gibi bir çok alanda sürdürülebilirlik unsurlarını yönetmeye yönelik prosedürler uygulama konusunda baskı oluşturuyor. Bu yeşil unsurlar, bazı ortak kaynaklar ve bilgiler kullanılarak entegre bir şekilde yönetilip izlenebilse ve analiz edilebilse de genellikle farklı yönetim türleri altında parça parça ele alınırlar. standartlar; ve çoğu zaman programların aksine geçici projeler olarak. Bu çalışmada da, sürdürülebilirlikle ilgili yönetimi gözden geçirmektedir.

Anahtar Kelimeler: Sürdürülebilirlik, Sürdürülebilir Yönetim, Yeşil Yönetim, Yeşil Liderlik

Sustainable Green Leadership

ABSTRACT

The current drive for sustainability is putting pressure on organisations worldwide to implement processes to manage the elements of sustainability for an organisation, including emissions, effluents, waste disposal and energy efficiency. Although these environmental elements can be managed, monitored and analysed in an integrated way using some common resources and information, they are often treated piecemeal under different types of management standards, and often as ad hoc projects rather than programmes. This paper reviews existing sustainability management systems and proposes the development of an integrated green management framework called the Sustainable Green Management. A systematic, integrated and effective approach to collecting, monitoring, analysing and managing information and resources through SGMS will not only lead to corporate sustainability, but also has the potential to conserve abundant resources, eliminate significant redundancies, promote cleaner production and increase the profitability and efficiency of an organisation. An application of the proposed SGMS framework is illustrated in a facilities management case study using a common geographic landmark as an indicator of corporate sustainability.

Keywords: Sustainability, Sustainable Management, Green Management, Green Leadership

Sosyal Koruma Bakış Açısıyla İnsan Kaynakları Yönetimi

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ÖZET

Tüm teknolojik gelişmelere rağmen organizasyonların geleceği insan kaynağına bağımlı olmaya devam edecektir. İnsan kaynakları geçmişte olduğu gibi günümüzde ve gelecekte de organizasyonlar için vazgeçilmez olmaya devam edecektir. Stratejik rekabette kritik bir faktör olarak kurumların en önemli kaynağı olan insan aynı zamanda sosyal olarak da özen ve dikkati gerektiren bir doğaya sahiptir. Bu nedenle gerek organizasyon açısından gerekse insanın kendi biricik doğası itibarıyla özeni hak etmektedir. İnsanın gerek sosyal yaşamında ve gerek iş yaşamında etkili bir performans sergilemesi için ona uygun koruma önlemlerinin alınması gerekir. İnsan kaynağının sosyal korunması, organizasyonun bir parçası olarak risk ve tehditlerden uzak ve kendisini değerli kabul edebileceği bir çalışma ortamının sağlanmasını içerir. Bu açıdan, emeğin finansal karşılığı yanında sosyal nitelikteki ek faydalar, hizmetler ve ödemeler, güvenli çalışma koşullarının sağlanması, sağlığının ve çalışma kapasitesinin korunması önemli bir husus olarak karşımıza çıkmaktadır. Bireyin korunması, devlet güvencesi ile sağlanana kurumsal düzeyde sosyal koruma ile ve çalıştığı organizasyonun sosyal politika içerikli sağladığı ek yardımlar ve garantilerle olur. İnsani koruma içerik olarak; biyolojik bir varlık olarak insanın yaşam faaliyeti, kariyere hazırlık, kariyer edinme dönemi ve kariyer sonrası yaşam döngülerinin ve bireyin çalışma sırasındaki yaşam faaliyetinin belirleyen çok sayıda faktörün çerçevelediği bir politika alanıdır.

Anahtar Kelimeler: İnsani koruma, Sosyal koruma, İnsan yönetimi, İnsan kaynakları

Human Resources Management from a Social Protection Perspective

ABSTRACT

The future of organisations will continue to depend on human resources, despite all the technological developments. Human resources will continue to be indispensable to organisations today and in the future. As a critical factor in strategic competition, the human being, the most important resource of organisations, also has a social nature that requires care and attention. For this reason, it deserves attention both in terms of the organisation and the unique nature of the human being. In order for people to perform effectively in both their social and business lives, appropriate protective measures should be taken. The social protection of human resources includes the provision of a working environment in which they can feel valued as part of the organisation and free from risks and threats. In addition to financial compensation for work, additional benefits, services and payments of a social nature, the provision of safe working conditions, protection of health and work capacity are important in this respect. The protection of the individual is ensured by social protection at the institutional level, provided by the state guarantee, and by additional benefits and guarantees provided by the organisation in which he/she works within the framework of social policy. In terms of content, protection of the individual is a policy area framed by a large number of factors that determine the life activity of the individual as a biological being, the life cycles of career preparation, career acquisition and post-career life cycles, and the life activity of the individual during work.

Keywords: Human protection, Social protection, Human management, Human resources



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Performance of Financial Sector Companies and ESG Score with reference to India

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ABSTRACT

ESG scores are taking an important role in determining investment decisions. India being the fastest growing economy will attract investors and Indian companies have to be aware and improve their ESG scores. As of now, there are very few detailed studies on the impact of ESG scores over Indian companies across different industries. This paper examines the impact of ESG (environmental, social, and corporate governance performance) score on the financial performance of Indian Financial firms e.g. banks, asset management companies etc. This study tests if total ESG scores and individual dimensions of ESG score have any impact on those firms and also estimates the probable relationship with operational and financial performance parameters using secondary data analysis techniques like Correlation and Multiple Regression analysis. ROA, ROE, EBITDA are considered as financial parameters to measure profitability and Market capitalisation is considered as the valuation parameter of a sample of different Financial companies.

Results from this study show, corporate governance plays a significant role in the performance of metrics like ROE and Market Capitalisation. Besides, social factors play a significant role in determining EBITDA. Overall ESG score has a positive relationship with the valuation of the firm and ROE.

Keywords: ESG Scores, ROE, ROA, EBITDA, Profitability, Valuation, Market Capitalisation, Investor



Carbon Emission and Financial Performance: A Study of the Major Cement Companies in India

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ABSTRACT

Climate change and the associated CO₂ emissions have become a worldwide major concern. Cement industry is one of the significant contributors of CO₂ emissions. However, reducing CO₂ emissions in cement production is a challenge due to the calcination process. Impact valuations conducted by leading cement companies have identified CO₂ emissions as key externality with potential to significantly affecting the future profitability. This study was to investigate the correlation between net specific CO₂ emissions and the financial performance of Indian cement companies. Eight notable Indian cement companies were selected as samples based on the availability of financial and greenhouse gas emissions data spanning from 2011 to 2021. These eight companies together represents about 60% of total installed cement production capacity in India.

The research employed control variables such as leverage, cash flow, company size, sales growth, and capital intensity, in relation to profitability indicators such as Return on assets (ROA), Return on equity (ROE), Return on Invested Capital (ROIC), Return on Sales (ROS), and Tobin's Q. The study revealed that net specific CO₂ emissions (scope 1 and 2) did not have a significant impact on profitability. However, cash flow and capital intensity exhibited positive effects, while leverage demonstrated a negative influence. On the other hand, company size and sales growth did not exhibit a significant effect on profitability. This study concludes that the market does not currently reward Indian cement companies engaged in green business practices. Therefore, a regulatory framework is deemed essential to drive CO₂ emissions reduction in the Indian cement industry.

Keywords: Cement Industry, CO₂ Emissions, Data Panel Regression Models, Financial Performance, Profitability, Tobins'Q



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Traversing the Contending Research Paradigms: From Empiricism, Lived Experiences, Identity Politics, to Social Liberation

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ABSTRACT

In the world in which we live, social realities are complex, for which reason researchers face the problem of the way in which to navigate the research landscape in search of the proper lenses with which to investigate social phenomena. The overall purpose of this paper was to lay down systematically the four major paradigms from which researchers can select and use in dissecting, understanding, and explaining a given social matter. The research questions raised, and the corresponding research objectives, included the following: 1) what are the key tenets of the contending research paradigms of positivism, interpretivism, critical theory, and radical engagements for social transformation? 2) How do they compare in reference to methodologies and data gathering? 3) What are the merits and demerits of each paradigm in dealing with social issues? Literature reviewed included the core corpus of seminal and cutting-edge publications of each paradigm. The findings revealed that each research paper has at its core an embedded paradigm with a complex set of profound assumptions about the underlying ontology, change, epistemology, logic, objectivity, and ethics. One research paradigm is not better than the others. Each research paradigm searches for different matters to observe and yields different results. Consequently, researchers are enjoined to ponder about the paradigms they use in the conduct of their research, prior to the commencement of their writing enterprise, as paradigms have grave implications for social research, social outputs, and social outcomes.

Keywords: Interpretivism, Critical Theory, Positivism, Research Paradigms, Social Transformation

Psychosocial Factors of Gambling Participation

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ABSTRACT

The subject of the paper is to present the psychosocial determinants influencing participation in gambling. It is essential to note their richness and diversity. Firstly, participation in gambling can have two primary motivational pathways: the pursuit of obtaining missing resources (in situations of perceived material deficiency) and the fulfillment of psychological needs. Lottery games (lotteries, audiotote, sports betting) are the only ones where participation varies based on the player's financial status. In this case, players with lower income levels prevail. However, in other games, the financial status fundamentally does not influence the structure of the player community.

In Western psychological literature, the analysis of individual factors as predictors of gambling dominates. Emphasis is primarily placed on family, genetic, sociological, and personal factors (personality, biochemistry, psychological and cognitive predispositions). Another significant factor influencing the prevalence and evaluation of gambling is the cultural attitude towards this phenomenon. The level of gambling acceptance varies depending on the culture. It is unsurprising that a positive attitude towards gambling is associated with a higher tendency to take risks. Concepts highlighting the convergence of the logic of the modern market system with the principles present in the world of gambling are noteworthy. The characteristics of the contemporary information and digital economy, such as technologization, delocalization, permanence, and individualization, promote the development of gambling. At the same time, new technological possibilities significantly facilitate this development and make it challenging for public authorities to impose frameworks on it.

Keywords: Psychosocial Determinants. Gambling Popularity

Psychospołeczne Uwarunkowania Popularności Hazardu

STRESZCZENIE

Przedmiotem referatu jest przedstawienie psychospołecznych uwarunkowań wpływających na uprawianie gier hazardowych. Należy zwrócić uwagę na ich bogatość i różnorodność. Po pierwsze, udział w grach hazardowych może mieć dwie główne drogi motywacji: dążenie do uzyskania brakujących zasobów (w sytuacji odczuwania niedoboru środków materialnych) oraz jako realizacja potrzeb psychicznych. Gry losowe (loterie, audiotote, totolotek) są jedynymi, udział w których jest różnicowany ze względu na status materialny gracza. W tym przypadku przeważają gracze o niskim poziomie dochodów. Natomiast w pozostałych grach status materialny zasadniczo nie ma wpływu na strukturę społeczności graczy.

W zachodniej literaturze psychologicznej dominuje analiza czynników indywidualnych jako predyktorów uprawiania hazardu. Zwraca się przede wszystkim uwagę na czynniki rodzinne, genetyczne, socjologiczne i personalne (osobowość, biochemia, predyspozycje psychiczne i poznawcze). Również ważnym czynnikiem wpływającym na powszechność i ocenę uprawiania hazardu jest stosunek kultury do tego zjawiska. Poziom akceptacji hazardu różni się w zależności od kultury. Nie jest w tym zakresie zaskakującym, że pozytywne nastawienie do hazardu jest związane z większą tendencją do podejmowania ryzyka. Na uwagę zasługują koncepcje zwracające uwagę na ze zbieżności logiki współczesnego systemu rynkowego z zasadami występującymi w świecie gier hazardowych. Rozwojowi hazardu sprzyjają cechy współczesnej gospodarki informacyjnej i cyfrowej: technologizacja, delokalizacja i permanentność oraz indywidualizacja. Jednocześnie nowe możliwości technologiczne znacznie ułatwiają ten rozwój i utrudniają narzucanie mu ram przez władze publiczne.

Słowa Kluczowe: Psychospołeczne Uwarunkowania, Popularności Hazardu



The Mediating Role of Creative Reuse in the Impact of Personal Innovativeness on Sustainable Waste Behaviour

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ABSTRACT

The success of the government and businesses in developing and implementing sustainable waste management policies depends on the habits of individual users. Innovative personality traits, creative reuse, and sustainable waste behaviour of product and service users play a crucial role in the success of circular economy practices. This study aims to investigate the mediating role of creative reuse in the effect of personal innovativeness on sustainable waste behaviour. Primary data was used in the research, and data were collected via questionnaires from individuals living in Türkiye over 18 years old. The research data was obtained by creating a link containing the survey questions in the electronic environment and sending it to the participants via the Internet through various social media platforms. 373 people participated in the research. The structural equation model was applied as the research method. SPSS and SmartPLS 4 package programs were used for statistical analysis. It has been found that creative reuse partially mediates between personal innovativeness and sustainable waste behaviour..

This study has a unique value that contributes to the field of sustainability by combining personal innovativeness and creativity, which are an essential part of the innovation literature, with reuse, a vital element of the circular economy. The main research results emphasize the importance for organizations to consider boosting users' personal innovation traits by offering creativity-enhancing practices such as open innovation platforms. Furthermore, considering the significance of revising sustainable production strategies by innovating through collaboration platforms with users, it can be suggested. In future studies, the model can be expanded by including different variables in the research model. Moreover, if the survey is applied to a wider audience with more diverse socio-economic characteristics and in different age groups, strategies can be developed for individuals at different levels by analyzing according to age groups. Furthermore, similar studies can be conducted in different countries, allowing for cross-country comparisons to be made.

Keywords: Innovation, Personal Innovativeness, Creativity, Sustainability, Reuse.

Otel İşletmelerinde Maliyet Muhasebe Sistemlerinin Analizi ve Etkinliğine İlişkin Bir Araştırma

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ÖZET

Bu makalenin amacı, Türkiye’de bulunan Otel İşletmelerinde Maliyet Muhasebesi alanındaki uygulamalar hakkında otel işletmecilerinin ve maliyet hesaplaması yapan birimlerin hangi maliyet muhasebe sistemlerini kullandıklarını ve otel işletmeleri için hangi maliyet sistemlerinin uygun ve verimli olacağı hakkında yapılan çalışmaları inceleyip analiz etmektir. Bu amaçla, otelcilik sektöründe kullanılan maliyet muhasebesi sistemlerini konu alan akademik çalışmalar incelendi ve konu ile ilgili literatür taraması yapıldı. İncelenen makale ve tezlere erişim için YÖK tez merkezi, Google Scholar, ScienceDirect gibi arama motorlarından faydalanıldı. Çalışmada nitel araştırma yöntemlerinden olan içerik analizi tekniğinden faydalanılmıştır. Sonuçlar, toplanan veriler otellerin çoğunun geleneksel maliyet muhasebesi sistemlerini kullandığı sonucuna götürmektedir. Bununla birlikte, faaliyete dayalı maliyetlendirme (FTM) sistemi ile ilgili yapılan çalışmalar son dönemde daha fazla olup bu maliyet sisteminin otel işletmelerine uygun olduğu ve uygulandığı takdirde faydalı olduğu sonucuna yapılan bazı çalışmalar ile varılmıştır. Yapılan analize göre, otellerin bir FTM sistemi lehine yönetsel kararını en çok etkileyen faktörler, maliyet yapılarını ve müşterilerin kategorilerine göre maliyet hesaplamasını içermektedir.

Anahtar Kelimeler: Maliyet muhasebesi uygulamaları, Maliyet muhasebesi teknikleri, Otel işletmeleri, Türkiye

A Research on the Analysis and Effectiveness of Cost Accounting Systems in Hotel Businesses

ABSTRACT

The purpose of this article is to examine and analyze the studies conducted about the Cost Accounting practices in Hotel Enterprises located in Türkiye, which cost accounting systems are used by hotel operators and units that calculate costs, and which cost systems will be appropriate and efficient for hotel enterprises. For this purpose, academic studies on cost accounting systems used in the accommodation sector were examined and a literature review was conducted on the subject. Search engines such as YÖK thesis center, Google Scholar and ScienceDirect were used to access the articles and theses examined. Content analysis technique, one of the qualitative research methods, was used in the study. The results show that the data collected leads to the conclusion that most hotels use traditional cost accounting systems. However, there have been more studies on the activity-based costing (ABC) system recently, and some studies have concluded that this cost system is useful if it is suitable for hotel features and recorded. According to the analysis, the factors that most influence hotels' managerial decision in favor of an ABC system are: cost structures and Includes cost calculation according to customer categories.

Keywords: Cost accounting applications, Cost accounting techniques, Hotel businesses, Türkiye

ÇKKV Kullanarak BT Proje Yöneticisi Seçiminin Optimize Edilmesi: IFWA ve F-MAIRCA

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ÖZET

İşletmeler, yoğun rekabet ortamında faaliyet gösterirken farklı paydaşların çeşitlenen beklentilerini karşılamak ve rekabet avantajını sürekli kılmak için etkin bir stratejik yönetim süreci yürütmek zorundadır. Bu süreçte liderler, stratejik yönetimin en kritik unsurlarından biridir. Liderler ve yöneticiler, stratejik yönetim sürecinin farklı aşamalarında önemli roller üstlenirler. Değişim ihtiyacının belirlenmesinden stratejik avantaj elde etme yeteneğinin değerlendirilmesine, fırsat ve tehditlerin analiz edilmesinden işletmenin güçlü ve zayıf yönlerinin değerlendirilmesine kadar bir dizi kritik görevi yerine getirirler. Doğru yöneticiyi seçmek işte bu yüzden çok önemlidir. Bu bağlamda, işletmelerin yapması gereken en önemli seçimlerden biri, tüm proje yönetimi sürecini denetleyecek nitelikli bir proje yöneticisi seçmektir. Bilgi Teknolojileri (BT) proje yöneticileri, planlama aşamasından projenin tamamlanmasına kadar tüm proje süreçlerinin yürütülmesinden ve denetlenmesinden sorumludur. Bu durum onlardan beklentileri artırmaktadır. Yönetici seçimi problemini ele almak için literatürde çok kriterli karar verme (ÇKKV) yaklaşımları kullanılmaktadır. Bu çalışmanın amacı, bir BT proje yöneticisi için kriterleri tanımlamak ve bunları ÇKKV yaklaşımlarını kullanarak uygulamaktır. On kriter, sezgisel bulanık ağırlıklı ortalama (IFWA) yaklaşımı kullanılarak ağırlıklandırılmış ve kriterlerin ve alternatiflerin uygunluğu bulanık çok dağılımlı ideal-gerçek karşılaştırmalı analiz (F-MAIRCA) yöntemi kullanılarak sıralanmıştır. Vaka çalışması Türkiye'de faaliyet gösteren bir bilişim şirketinde gerçekleştirilmiştir. Dört aday ve dört karar verici bulunmaktadır. Bu araştırmanın bulguları, "Deneyim" en önemli faktör olduğunu ve üçüncü adayın en iyi aday olarak kabul edildiğini ortaya koymuştur. Araştırma sonuçlarına dayanarak, BT şirketleri, BT yönetici adayları ve araştırmacılar için önerilerde bulunulmuştur. Çalışma, ÇKKV yöntemlerinden IFWA ve F-MAIRCA yöntemleri kullanarak yönetici seçimi gerçekleştirmekle bu yöntemlerin yönetici seçimi alanında kullanılabilirliğine dair boşluğu doldurmaktadır.

Anahtar Kelimeler: BT Yöneticisi Seçimi, IFWA, F-MAIRCA, İnsan Kaynakları Yönetimi

Optimizing IT Project Manager Selection Using MCDM: IFWA and F-MAIRCA

ABSTRACT

While operating in an intensely competitive environment, businesses have to carry out an effective strategic management process in order to meet the diversifying expectations of different stakeholders and to sustain their competitive advantage. In this process, leaders are one of the most critical elements of strategic management. Leaders and managers play important roles at different stages of the strategic management process. They perform a range of critical tasks, from identifying the need for change to assessing the ability to gain strategic advantage, from analyzing opportunities and threats to assessing the strengths and weaknesses of the business. This is why choosing the right manager is so important. In this context, one of the most important choices businesses need to make is to select a qualified project manager to oversee the entire project management process. Information Technology (IT) project managers are responsible for executing and overseeing all project processes from the planning stage to project completion. This situation increases the expectations from them. Multi-criteria decision making (MCDM) approaches have been used in the literature to address the manager selection problem. The aim of this study is to define criteria for an IT project manager and apply them using MCDM approaches. Ten criteria are weighted using the intuitionistic fuzzy weighted average (IFWA) approach and the suitability of criteria and alternatives are ranked using the fuzzy multidistribution ideal-real comparative analysis (F-MAIRCA) method. The case study was conducted in an IT company operating in Turkey. There are four candidates and four decision makers. The findings of this research revealed that "Experience" was the most important factor and the third candidate was considered the best candidate. Based on the research results, recommendations were made for IT companies, IT manager candidates and researchers. The study fills the gap in the field of manager selection by using IFWA and F-MAIRCA methods, which are two of the MCDM methods.

Keywords: IT Manager Selection, IFWA, F-MAIRCA, Human Resource Management



7th International CEO Communication, Economics, Organization & Social Sciences Congress

The Importance of English Proficiency in the Competitive Era for High Schools

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ABSTRACT

In today's globally integrated society, English ability has emerged as a critical criterion in determining a person's professional success. English has supplanted other languages as the language of the contemporary era due to the global operations of businesses, organizations, and educational institutions. As a result, success in a number of professions now depends on English ability. Employers are increasingly looking for people who are fluent in English due to the competitive nature of the labor market, even if the role does not require direct communication in the language. English proficiency is frequently seen as a sign of intelligence, adaptability, and a drive to learn and develop. The range of local and international work options also grows with English competence. Southeast Asian nation of Indonesia is one that does not speak English as its primary language. The English Proficiency Index (EPI) for Indonesia is ranked 81st out of 111 countries in the data provided by Education First (2022), which is a poor position. Based on this information, I am willing to help raise the level of Indonesian EPI. The goals are to raise young people's awareness of the value of English proficiency and to improve senior high school students' English knowledge and skills. The student's capacity to compete in this era will, rise once they become proficient in English throughout the community involvement project at particular project.

Keywords: Community Involvement Project, English Ability, High Schools.



System Dynamics Model for Advanced Fishermen Village: A case in Samber Binyeri Biak Island Indonesia

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ABSTRACT

Indonesia's marine economic potential is estimated at US \$ 1.33 trillion per year, 1.3 times the 2017 National Gross Domestic Product (GDP). In 2017, the marine and fisheries sector contributes for the national fisheries production volume up to 23,186,442 tons with a production value of around 384.48 billion Rupiah. However, with various problems and limitations such as inadequate fishing equipment, of fishermen's education, knowledge in managing catch for sale, bad coastal waste management, lack of supporting infrastructure to health facilities, causing the level of income and productivity of fishermen is still low and the fisherman village looks shabby and has not been neatly arranged, clean, healthy and comfortable. The Ministry of Marine Affairs and Fisheries introduced Advanced Fishermen Village or Kampung Nelayan Maju as one of many Indonesia's Blue Economy policies intended to improve the welfare of the fishing community. Therefore, the involvement of all parties is needed in building and developing. The fisherman village is not only able to improve the quality and productivity of the lives of fishermen and their families, but also can become a tourist visit destination. This paper evaluates the performance of Biak's fishermen village and develops a system dynamics model using Vensim software. The secondary data is collected from the Ministry of Ocean Affairs and Fishery office. We identify areas where policy changes and management improvement may be most effective. The result shows that fishing gear, supply chain to market, and management of cooperation, and education are among the factors that should be improved to achieve the objective of Advanced Fisherman Village.

Keywords: System Dynamics, Advanced Fishermen Village, Blue Economy, Fishermen Productivity, coastal waste management

İlköğretim Din Kültürü ve Ahlak Bilgisi Öğretim Programlarında Din-Bilim İlişkisi ile İlgili Konular, Kazanımlar ve Din Kültürü ve Ahlak Bilgisi Ders Kitabına Yansımalar

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ÖZET

İnsanların yaşamı anlamlandırma yolculuğunda din ve bilim, insanlığın var oluşundan günümüze kadar önemini daima korumuş iki önemli kavramdır. Din ve bilimin ortak etki alanı insandır. Topluları etkisi altına alan bu ilişkinin eğitim sistemimizden ayrı olması düşünülemez. Öğrencilerimiz, eğitim programlarımız, bu ilişkinin neresindedir? Bu çalışmanın amacı Din Kültürü ve Ahlak Bilgisi dersi programında ve ders kitaplarında din bilim ilişkisinin ortaokul öğrencilerine nasıl yansıdığını tespit etmektir. Araştırma kapsamında İlköğretim 5.6.7. ve 8. sınıf Din Kültürü ve Ahlak Bilgisi program ve kazanımlarını incelenmiştir. Yapılan araştırma sonucunda 5. 6. ve 7. sınıflarda fen bilimleri ile ilişkili doğrudan kazanımların olmadığı saptanmıştır. 8.sınıflarda sadece bir kazanımın açıklamasında fen bilimleri bağlantısına dikkat çekilmiştir. Ders kitaplarına yönelik, 5.sınıflarda sadece bir ünite evrendeki düzene dikkat çekilerek dolaylı yoldan bağlantı kurulmuştur. 6.sınıflarda bir ünite ilk vahiy olarak inen "oku!" ayeti ile ilme dikkat çekilmiştir. 7.sınıflarda bir ünite insanların öldükten sonra yeniden diriltilecek olmaları, doğadaki bitkilerin kuruyup, tekrar yeşermesi örneği ile ilişkilendirilmiştir. 8.sınıflarda bir ünite sünnetullah kavramı kapsamında evrendeki fiziksel ve biyolojik yasalar alt başlığına yer verilmiş ve bu konuda gemilerin yüzmesi, fotosentez, canlılık faaliyetleri, gök cisimlerinin sistemli hareketleri gibi fen bilimleri örneklerine yer verildiği tespit edilmiştir. Din bilim ilişkisi bağlamında yaptığımız incelemeler sonucunda Din Kültürü ve Ahlak Bilgisi program, kazanım ve ders kitaplarında Fen Bilimleri dersi ile disiplinler arası bağlantı kurulmasının gerekli olacağını düşündüğümüz ünite ve konular bulunmaktadır. Böylelikle öğrencilerimizin bilişsel ve duyuşsal öğrenme ihtiyaçları göz önünde bulundurularak disiplinler arası bağlantı kurabilen bireyler yetiştirilmesine katkı sağlanması hedeflenmektedir.

Anahtar Kelimeler: Bilim, Din, Din ve Bilim İlişkisi, Ders Kitabı, Öğretim Programı

Issues Related to the Relationship between Religion and Science in Primary School Religious Culture and Moral Knowledge Curriculum, Achievements and Reflections on Religious Culture and Moral Knowledge Textbook

ABSTRACT

In the journey of people to make sense of life, religion and science are two important concepts that have always maintained their importance from the existence of humanity to the present day. The common domain of religion and science is man. It is inconceivable that this relationship that affects societies is separate from our education system. Where do our students, our educational programs, fit into this relationship? The aim of this study is to determine how the relationship between religion and science is reflected in the curriculum and textbooks of Religious Culture and Moral Knowledge to secondary school students. Within the scope of the research, 5th, 6th, 7th and 8th grade Religious Culture and Moral Knowledge programs and achievements of Primary Education were examined. As a result of the research, it was determined that there were no direct gains related to science in 5th, 6th and 7th grades. In the 8th grade, only one achievement was noted in the description of the science connection. For textbooks, only one unit in 5th grade was indirectly linked by drawing attention to the order in the universe. In the 6th grade, attention was drawn to knowledge with the verse "Read!" which descended as the first revelation in a unit. The fact that people will be resurrected after death in a unit in the 7th grade is associated with the example of plants in nature drying up and blossoming again. In a unit in the 8th grade, within the scope of the concept of Sunnatullah, the subtitle of physical and biological laws in the universe was included and it was determined that natural science examples such as the swimming of ships, photosynthesis, life activities, and the systematic movements of celestial bodies were included in this subject. As a result of our examinations in the context of the relationship between religion and science, there are units and subjects in the Religious Culture and Moral Knowledge programs, achievements and textbooks that we think it will be necessary to establish an interdisciplinary connection with the Science course. Thus, considering the cognitive and affective learning needs of our students, it is aimed to contribute to the education of individuals who can establish interdisciplinary connections.

Keywords: The Relationship Between Science, Religion, Religion and Science, Textbook, Curriculum



Influence of Work -Family Conflict and Work –Family Enrichment on Affective Organizational Commitment Among Nurses in Lautech Teaching Hospital, Osogbo, Osun State, Nigeria

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ABSTRACT

The study investigated the influence of work-family conflict and work-family enrichment on affective organization commitment among nurses in Lautech Teaching Hospital in Osogbo, Osun State. A total of 171 nurses took part in the study as respondents, in which 53 (35.3%) were male while 97 (64.7%) were female. Questionnaire format was used for data collection in the study. Collected data were analyzed using both descriptive and inferential statistics. The findings revealed that there was a significantly negative relationship between work-family conflict and affective commitment among nurses in Lautech Teaching Hosiptal, Osogbo, Osun State [$r(148) = -.67^{**}$; $P < .01$]; there was a significantly positive relationship between work-family enrichment and affective commitment among nurses in Lautech Teaching Hosiptal, Osogbo, Osun State [$r(148) = .75^{**}$ $P < .01$]; there was a significantly positively relationship between family-to-work enrichment and affective organizational commitment among nurses in Lautech Teaching Hosiptal, Osogbo, Osun State [$r(148) = .61^{**}$ $P < .01$]. it is therefore concluded that work-family conflict and work family enrinchment significantly influenced affective commitment among nurses in Lautech Teaching Hospital, Osogbo, Osun State. The study thereby recommended that the work-family conflict often experienced by the nurses needs to be cushioned through organizational support system. The government and non-governmental organizations should provide opportunity for day care system to the children of the workers particularly nurses while recreation centre should also be provided for the managers and all levels of workers. This will definitely reduce work-family role conflict-induced stress and help to enhance organizational commitment among the workforce.

Keywords: Affective Organizational Commitment, Work-Family Conflict, Work-Family Enrichment



Influence of Reward System on Organisational Citizenship Behaviour and Job Performance in Freee Recycle Limited, Ibadan, Oyo State Nigeria

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ABSTRACT

The study examined the influence of reward system on organisational citizenship behaviour and job performance in Freee Recycle Limited, Ibadan, Oyo State, Nigeria. The specific objectives were to investigate the significant prediction of reward system on job performance, determine the significant prediction of reward system on organisational citizenship behaviour, find out the significant prediction of flat rate system on number of tasks completed, investigate the significant prediction of basic pay on accuracy and speed, examine the significant prediction of bonus system on quality of work, determine the significant prediction of fringe benefits on conscientiousness. The study was a survey which employed descriptive design. A total of 255 respondents were selected for the study and this comprised staff of Freee Recycle Limited, Ibadan, Oyo State. Questionnaires were used to collect data from the respondents. The hypotheses were tested using simple linear regression with the aid of Statistical Package for Social Sciences SPSS (Version 21.0). The findings revealed that overall reward system significantly predicted overall job performance $F= 4.591, p<0.05$. Overall reward system significantly predicted overall organisational citizenship behaviour $F= 9.147, p<0.05$, flat rate system significantly predicted number of tasks completed (a dimension of job performance) $F =11.911, p<0.05$. Basic pay did not predict accuracy and speed (a dimension of job performance) $F =3.915, p>0.05$. Bonus system (a dimension of reward system) did not significantly predict quality of works (a dimension of job performance) $F =1.638, p>0.05$. Fringe benefits (a dimension of reward system) did not significantly predict conscientiousness (a dimension of organisational citizenship behaviour) $F= 4.979, p>0.05$. The study concluded that there was a positive link between reward system, organisational citizenship behaviour and job performance. it was recommended that the organisation should ensure that they provide the needed motivation, compensation and remuneration that will spur employees to act towards improving their tasks performance. Also, firms should try as much as possible to recognize and appreciate employees more often as this will make them improve more on their jobs. The study also advised that employees in manufacturing firms should not be paid fixed salaries as it could result in high rate of tardiness and reluctance of employees within a group to put in anything more than the performance of an average performer in the group.

Keywords: Organisational Citizenship Behaviour, Job Performance, Reward



Economic Aspects of Organizing Artistic Events

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Poland

ABSTRACT

The constant increase in demand for artistic events has made the process of organizing them extremely complicated and time-consuming. There is no doubt, however, that from the perspective of a rational manager it is necessary to take into account economic, social and psychological elements. Interdisciplinarity is increasingly necessary in organizational processes in order to optimize the undertaken activities. An extremely important element of organizing such events is also taking into account economic, legal and market changes that have a direct impact on the profitability of a given event. All these elements mean that event organizers often forget about the strictly artistic/cultural element in favor of pure profit, and the thesis that this trend will continue in the coming years is undoubtedly justified

Keywords: Economic Aspects, Organizing Artistic Events

Ekonomiczne Aspekty Organizacji Wydarzeń Artystycznych

STRESZCZENIE

Ciągły wzrost zapotrzebowania na wydarzenia artystyczne spowodował, iż proces ich organizacji jest niezwykle skomplikowany oraz pracochłonny. Nie ulega jednak wątpliwości, że z perspektywy racjonalnego zarządcy konieczne jest uwzględnienie elementów ekonomicznych, społecznych, ale i psychologicznych. Coraz częściej w procesach organizacyjnych konieczna jest interdyscyplinarność, celem optymalizacji podejmowanych działań. Niezwykle istotnym elementem organizacji takich wydarzeń jest również uwzględnienie zmian ekonomicznych, prawnych oraz rynkowych, które mają bezpośrednie przełożenie na rentowność danego wydarzenia. Wszystkie te elementy powodują, że bardzo często organizatorzy wydarzeń zapominają o elemencie stricte artystycznym/kulturowym na rzecz czystego zysku, przy czym niewątpliwie zasadną jest teza, iż trend ten będzie się utrzymywać w najbliższych latach.

Keywords: Aspekty Ekonomiczne, Organizacja Wydarzeń Artystycznych



Human Rights and Education in the Context of the Pandemic: The Impact of School Closures on Equality in Access to Learning

Ph.D. Marcin Mamiński

Poland

ABSTRACT

This presentation explores the intricate relationship between human rights and education amid the unprecedented challenges brought about by the global pandemic. The focus is primarily on the repercussions of school closures, a measure widely adopted to curb the spread of the virus, and its subsequent impact on equality in access to learning. The pandemic has exacerbated existing educational inequalities, disproportionately affecting marginalized and vulnerable groups, thereby posing severe threats to the realization of the right to education.

The study delves into the multifaceted dimensions of educational disparities intensified by the pandemic, including disparities in access to educational resources, digital divide, and the varying capacities of families to support home-based learning. The presentation underscores the pivotal role of education as a fundamental human right and a cornerstone for the achievement of other rights and freedoms. It highlights the imperative of ensuring continuity in learning and the realization of the right to education for all, especially in times of crisis.

The analysis draws attention to the innovative educational approaches and strategies adopted globally to mitigate the adverse effects of school closures, such as distance and online learning. However, it also raises concerns regarding the accessibility and effectiveness of these alternative learning modalities, particularly for students from socio-economically disadvantaged backgrounds.

The presentation concludes by emphasizing the urgent need for comprehensive and inclusive educational policies and interventions that address the exacerbated inequalities in access to learning. It advocates for a human rights-based approach to education that is resilient, inclusive, and equitable, ensuring that every individual, regardless of their circumstances, can exercise their right to education, even in the face of global disruptions like the pandemic. The findings of this study underscore the importance of reinforcing educational systems and frameworks to safeguard human rights and uphold the principles of equality and non-discrimination in access to learning, thereby contributing to the creation of more just and equitable societies..

Keywords: Human Rights, Education, Context of the Pandemic, School Closures, Equality in Access to Learning



The Principle of Equality in The Taxation of Excise Goods Perspective of European Union Law

PhD Paweł Śmiałek
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ABSTRACT

In recent years, the European Union has had an increasing influence on shaping national law regarding the principles of taxation of excise goods. This trend seems to be becoming more and more noticeable in the context of the work on the Excise Duty Directive and the Tobacco Directive (TPD). However, a kind of "Europeanization" of this matter has not only positive but also negative aspects. In particular, it does not take into account differences in the characteristics of a given country and its society. For example, the wealth of citizens or standards of respect for the law. Hence, the key principle in legislating in this area is the principle of equality, which should constitute the basic model of control in the scope of further legislative work on the subject matter.

Keywords: The Principle, Equality, Taxation of Excise Goods, Perspective of European Union Law

Zasada równości w opodatkowaniu wyrobów akcyzowych w perspektywie prawa Unii Europejskiej

STRESZCZENIE

W ostatnich latach Unia Europejska ma coraz większy wpływ na kształtowanie prawa krajowego w zakresie zasad opodatkowania wyrobów akcyzowych. Trend ten wydaje się być coraz bardziej zauważalny w perspektywie pracy na dyrektywą akcyzową oraz dyrektywą tytoniową. Swego rodzaju „europeizacja” tej materii ma jednak nie tylko pozytywne, ale i negatywne aspekty. W szczególności, że nie uwzględnia ona różnic w zakresie charakterystyki danego kraju i jego społeczeństwa. Chociażby zamożności obywateli czy poszanowania prawa. Stąd też kluczową zasadą w stanowieniu w tym zakresie prawa jest zasada równości, która stanowić powinna podstawowy wzorzec kontroli w zakresie dalszych prac legislacyjnych nad tytułową materią.

Keywords: Zasada, równość, opodatkowanie wyrobów akcyzowych, perspektywa prawa Unii Europejskiej



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23 September 2023, Saturday - SESSIONS & MODERATORS

Time	CEO Congress Zoom Meeting Channel 1 Sessions
9:00-10:00	Opening Speeches Assoc. Prof. Dr. Analjoti BASU , Karnavati University – India
10:00-11:00	Keynote & Guest Speakers Session Assoc. Prof. Dr. Analjoti BASU , Karnavati University – India
11:00-12:00	Research Method Workshop Session Dr. Rey TY , Payap University – Thailand
12:30-14:00	Session 1 Dr Rey TY Dr. Amelia Naim INDRAJAYA
14:00-15:30	Session 2 Dr. Zehra Binnur AVUNDUK Dr. Firdaus BASBETH
15:30-16:30	Session 3 Mr. Kerim Karadal Major Gheorghe GIURGIU
16:30-17:30	Session 4 Asst. Prof. Nehal AHMAD Assoc. Prof. Dr. Aksana CHMYHA
17:30-18:30	Session 5 Dr. Yogesh Kumar Jain Zohaib Hassan Sain
18:30-19:30	Session 6 Mr. Souvik DASGUPTA Osamudiamen Aimee CHRIS



24 September 2023, Sunday - SESSIONS & MODERATORS

Time	<u>CEO Congress Zoom Meeting Channel 1 Sessions</u>
08:30-10:00	<u>Session 7</u> Lecturer Sergio Quiroga Mr. Kerim Karadal
10:00-11:30	<u>Session 8</u> Prof. Sovik MUKHERJEE Dr. Musab Talha AKPINAR
11:30-13:00	<u>Session 9</u> Mr. Kerim Karadal Hendri Hermawan ADINUGRAHA
13:00-14:30	<u>Session 10</u> Mr. Kerim Karadal Hendri Hermawan ADINUGRAHA
14:30-15:15	<u>Session 11</u> Dr. Sercan EDİNSEL Hendri Hermawan ADINUGRAHA
15:15-16:30	<u>Session 12</u> Asst. Prof. Dr. Mahmut BAKIR Ulugbek Giyosov
16:30-18:00	<u>Session 13</u> Emrah Cengiz Mequanint Birhan ALEM (MSC, MBA)
18:00-19:00	<u>Session 14</u> Muhammad Mustafa Mr. Ibtahaj Ali
19.00-19:30	Closing Session All congress participants are required to attend this session. The best paper award will be given. Prof.Dr. Wiwiek Mardawiyah DARYANTO Prof. Dr. Himmet KARADAL



23 September 2023, Saturday - SESSIONS & MODERATORS

Time	<u>CEO Congress Zoom Meeting Channel 2 Sessions</u>
12:00-13:30	<u>Session 1</u> Prof. Dr. Ayşen TEMEL EGİNLİ Assoc. Prof. Dr. Selda ENE
13:30-15:00	<u>Session 2</u> Dr. Öğr. Üyesi Neşe SALIK ATA Dr. Gülay ŞAHİN
15:00-16:30	<u>Session 3</u> Prof. Dr. Betül ALTAY TOPCU Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL
16:30-18:00	<u>Session 4</u> Assoc. Prof. Dr. Erdiñç BALLI Assoc. Prof. Dr. Gülşen Akman
18:00-19:30	<u>Session 5 Onsite</u> Dr. Burcu TOSUN Dr. Gamze GÜNER KİBAROĞLU
18:00-19:30	<u>Session 5 Online</u> Kerim Karadal Artur Borcucj



24 September 2023, Sunday - SESSIONS & MODERATORS

<u>Time</u>	<u>CEO Congress Zoom Meeting Channel 2 Sessions</u>
09:00-10:30	<u>Session 6</u> Assoc. Prof. Dr. Orkun DEMİRBAĞ Dr. Öğr. Üyesi Ali PEHLİVAN
10:30-12:00	<u>Session 7</u> Assoc. Prof. Dr. Murteza HASANOĞLU Asst. Prof. Dr. Burcu ÖZGÜL
12:00-13:00	<u>Session 8</u> Assoc. Prof. Dr. Rana BAYRAMOVA Asst. Prof. Dr. İbrahim Tanju AKYOL
13:00-14:00	<u>Session 9</u> Assoc. Prof. Dr. Özgür ÇARK Assoc. Prof. Dr. İnci Fatma KURTULGAN
14:00-15:30	<u>Session 10</u> Prof. Dr. Muhsin HALİS Prof. Dr. Yavuz DEMİREL
15:30-17:00	<u>Session 11</u> Assoc. Prof. Dr. Kadir GÖKOĞLAN Assoc. Prof. Dr. Orhan KANDEMİR
17:00-18:30	<u>Session 12</u> Prof. Dr. Emet Gürel Asst. Prof. Dr. Muhammad Tahir KHAN



OPENING CEREMONY	
Saturday 23 September 2023 9:00-10:00	<p>Opening Speeches</p> <p><u>Moderator:</u></p> <p>Assoc. Prof. Dr. Analjyoti BASU, Karnavati University – India</p> <p>National Anthem of the Republic of Turkiye</p> <p><u>Speakers:</u></p> <p>Prof. Ir. M. Aman Wirakartakusumah, Rector of IPMI International Business School (Sekolah Tinggi Manajemen IPMI)</p> <p>Dr. Bahrullah Safi, Vice President International, Acacia University, USA</p> <p>Assoc. Prof. Dr. Mehmet Naci EFE, Head of International University of Goražde (Bosnia & Herzegovina)</p> <p>Ms. Alona Sliusar, Director of the Department of Scientific Research and Development Alfred Nobel University</p> <p>Prof. Dr. Sergii KHOLOD, Rector of Alfred Nobel University Dnipro, Ukraine, Co-Chair</p> <p>Prof. Dr. Farhod AHROROV, Vice Rector of Samarkand Branch of Tashkent University of Economics, Uzbekistan, Co-Chair</p> <p>Prof. Dr. Himmet KARADAL, Bolu Abant İzzet Baysal University, Türkiye, Co-Chair</p>
<u>Channel</u> <u>Link:</u>	https://us02web.zoom.us/j/87863959472



<u>Keynote & Guest Speakers Session</u>	
Saturday 23 September 2023 10:00- 11:00	<p style="text-align: center;"><u>Moderator:</u></p> <p>Assoc. Prof. Dr. Analjyoti BASU, Karnavati University – India</p> <p style="text-align: center;"><u>Keynote Speakers:</u></p> <p>Prof. Dr. Siham EL-KAFABI, Director of Arrows Research Consultancy, New Zealand</p> <p>Prof. Dr. Hernán E. Gil FORLEO, University of Buenos Aires, Argentina</p> <p>Prof.Dr. Luís Miguel Cardoso, Polytechnic Institute of Portalegre, Portugal</p> <p>Dr. Ir. Amelia Naim, Head of CSMSR, IPMI International Business School, Jakarta, Indonesia</p> <p>Dr. Ir. Firdaus Basbeth, MM. PPM Manajemen, Indonesia</p>
<u>Channel</u> <u>Link:</u>	https://us02web.zoom.us/j/87863959472



Research Method Workshop

Saturday
23
September
2023
11:00-
12:30

Speaker:

Traversing the Contending Research Paradigms: From Empiricism, Lived Experiences, Identity Politics, to Social Liberation - Dr. **Rey TY**, Payap University – **Thailand**

Channel
Link:

<https://us02web.zoom.us/j/87863959472>



CEO Congress Zoom Meeting Channel 1
23 September 2023, Saturday

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 1	12:30-14:00	Moderator	Dr Rey TY Dr. Amelia Naim INDRAJAYA
<ol style="list-style-type: none"> 1. Climate Change: Causes, Impacts on Nature and Human Rights, and Tasks Ahead - Dr Rey TY 2. The Importance of English Proficiency in the Competitive Era for High Schools - Muhammad Fikri Yudha. PRATAMA, Liza Agustina Maureen. NELLOH 3. Sales Manager's Type of Leadership and Its Effect on Innovativeness and Firm Performance: As Seen in The Evidence of Large Food & Beverages Fast Moving Consumer Goods (FMCG) Companies in Indonesia - Jonathan Achmad HUTABARAT, Dr. Ir. Amelia Naim INDRAJAYA 4. The Effects of Brand Ambassador's Persona on Understanding Brand Image and Purchase Decisions in Instagram Ads - Ms. Adinda CRESHEILLA, Dr. Amelia Naim INDRAJAYA 5. Setting the Standard: PT Menthobi Karyatama Raya Tbk.'s Pioneering Approach to Zero Waste in Coconut Palm Oil Plantation - Andaru PUTRA, S. Psi, Dr. Ir. Amelia Naim INDRAJAYA, MBA 6. The Influence of Consumers Impulsive Buying Behavior on The Sustainable Purchase Decision - Ms. Magiana Ignasia SINAGA, Dr. Amelia Naim INDRAJAYA 7. Disciplinary Liability of Judges During the Polish People's Republic - Ph.D. Batrosz Nieścior 8. Prawa człowieka a edukacja w kontekście pandemii: wpływ zamknięcia szkół na równość w dostępie do nauki (Human Rights and Education in the Context of the Pandemic: The Impact of School Closures on Equality in Access to Learning) - Ph.D. Marcin Mamiński 			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 2	14:00-15:30	Moderator	Dr. Zehra Binnur AVUNDUK Dr. Firdaus BASBETH
<ol style="list-style-type: none"> 1. Analyzing How Factors Differently Affect Stock Return in Commercial Prime Banks in South Korea Before And During Covid-19? - Sunhyeon Ryu, Dr. Ir. Amelia Naim, MBA. 2. Analysis of Using Second Account Instagram as Self-Disclosure in The Mental Health Perspective (Young Adult Users) - Maria Dessideria, Retno Dyah Kusumastuti 3. System Dynamics Model for Advanced Fishermen Village: A case in Samber Binyeri Biak Island Indonesia - Dr. Firdaus BASBETH 4. The Moderating Role of Performance Management System on Transformational Leadership, Employee Engagement, and Organizational Performance, Evidence in XYZ - Deddy Mahyarto Kresnoputro, MBA, Dr. Rima Agristina, SH., SE., MM, Sidrotun Naim, S.Si., M.Mart.St., MS., M.Sc., M.P.A., Ph.D 5. The Influence of Government Incentives, Product Quality, And Product Availability to Consumer Attitude Toward Purchase Decision of Battery Electric Vehicle: A Conceptual Paper – Sonhaji, Assoc Prof. Dr. Leonard Ong 6. Attitude, Subjective Norms and Perceived Behavior Control toward Intention of Whole Wheat Bread Consumption - Popy PANCAWARDANI, Yulita F. SUSANTI, Dedi FARDIAZ 7. Does Personal Innovativeness Affect Sustainable Waste Behaviour? The Mediating Role of Creative Reuse - Dr. Zehra Binnur AVUNDUK 8. Ekonomiczne aspekty organizacji wydarzeń artystycznych (Economic Aspects of Organizing Artistic Events) - BA Oliwia Brandt 			



7th International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 3	15:30- 16:30	Moderator	Dr. Farhod Ahrorov Mr. Kerim Karadal
<ol style="list-style-type: none">1. Call for Independence: Assessing External Auditors in Ethiopia from the Perspective of Firms and Clients - Fekadu Agmas Wassie2. What is Type of Blockchain? And How to Relevant in Private Sector? - Iskandar Muda, Gioia Amone, Normah Omar, Noor Marini Haji Abdullah, Cristine Youvira, Cherry, Malinda Sari Sembiring, Windi Astuti3. Zasada równości w opodatkowaniu wyrobów akcyzowych w perspektywie prawa Unii Europejskiej (The Principle of Equality in the Taxation of Excise Goods in the Perspective of European Union Law) - Ph.D. Paweł Śmiatek4. Some Issues of The Digital Economy - Dr. Shadieva Gulnora Mardievna, Dr. Pardaeva Ozoda, Dr. Farhod Ahrorov			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 4	16:30- 17:30	Moderator	Asst. Prof. Nehal AHMAD Assoc. Prof. Dr. Aksana CHMYHA
<ol style="list-style-type: none">1. Entrepreneurship Among Displaced Persons in Cameroon - Dr. JIOKENG TCHOUGON Elie Fernand, Prof. Dr. TCHOUASSI Gérard2. Private Equity Financing: A Catalyst for India's Economic Growth - Asst. Prof. Nehal AHMAD, Asst. Prof. Zaid Qureshi, Asst. Prof. Saood Ahmad, Saad Asad3. Analysing the Strategies Used by Luxury Brands to Influence Consumer Behaviour in the Society - Rima BOSE4. The Right to Legislative Initiative of Members of The Parliament of Poland: Legislative Consolidation and Implementation Practice - Assoc. Prof. Dr. Ashish JORASIA, Assoc. Prof. Dr. Aksana CHMYHA5. Persons in Politically Exposed Positions in The Light of Anti-Money Laundering and Terrorism Financing Regulations - Krzysztof Mucha PhD			



7th International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 5	17:30- 18:30	Moderator	Dr.Yogesh Kumar Jain Zohaib Hassan Sain
<ol style="list-style-type: none">1. Conditions Which Contribute to Sexual Offending - Mgr Aleksandra Polak – Kruszyk2. Non-Capital Forms of Internationalization of Food Industry Undertaken by SME - dr inż. Łukasz Szczypiński, Weronika Żylińska3. Performance of Financial Sector Companies and ESG Score with reference to India - Dr.Yogesh Kumar Jain4. Influence of Information Technology on the E-Learning Landscape in Pakistan - Zohaib Hassan Sain5. Reviewing the Academic Landscape: The Implementation of eLearning Initiatives in Higher Education - Zohaib Hassan Sain			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 6	18:30- 19:30	Moderator	Mr. Souvik DASGUPTA Osamudiamen Aimee CHRIS
<ol style="list-style-type: none">1. Empowering Rural Development through Folk Media: A Communication Tool for Sustainable Progress - Assistant Prof. Manasa GOWDA2. A Study on the Opportunities and Challenges of Digitalization in India - Dr. K. Srivani3. Impact of Online Negativity and Cyber Bullying on Teenagers in Nigeria - Osamudiamen Aimee CHRIS, Kefas AFUWAI4. Effect Of Audit Committee On Financial Performance Of Listed Consumer Goods Companies In Nigeria. 1usman Yakubu 2 Muktar Haruna - Usman Yakubu5. Capacity Building As A Tool For Effective Local Governance In South Africa - Emmanuel Innocents EDOUN6. Challenges Of Service Delivery In South Africa - Emmanuel Innocents EDOUN			



CEO Congress Zoom Meeting Channel 1 24 September 2023, Saturday

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 7	08:30- 10:00	Moderator	Lecturer Sergio Quiroga Mr. Kerim Karadal
<ol style="list-style-type: none">1. Hedonic Motivation and Information Quality Towards The Intention to Use Online Food Delivery Service - Joshua NURDJALIM, Dr. Ir. Amelia Naim INDRAJAYA2. The Overall Performance Analysis of Traditional Banks Before and After the Entry of Internet-only Banks In South Korea - Jihye Park, Dr. Ir. Amelia Naim, MBA3. Carbon Emission and Financial Performance: A Study of the Major Cement Companies in India - Mr. Satesh MORE, Ir. Yulita Fairina SUSANTI4. The Moderating Role of Perceived Security Toward The Relationship Between the Intention to Use And The Actual Usage of Quick Respond Indonesia Standard (QRIS) Among Sellers at Traditional Market: Implementation at Pasar Minggu, Pasar Tebet Barat And Pasar Tebet Timur - Lia HADIATI, Yulita Fairina SUSANTI5. Linking Flexible Working Arrangement and Employee Performance in Post-pandemic Era: Mediating Role of Motivation - Claudya HUTABARAT, Dr. Ir. Amelia Naim INDRAJAYA6. The Role of Artificial Intelligence Technologies in The Development of The Digital Economy - Ubaydullayev Ulug'bek Shukrillayevich, Yuldosheva Zulfizar Saifullo qizi7. Challenges of Education in San Luis 2032. Schools, teachers and new Technologies - Lecturer Sergio Quiroga			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 8	10:00- 11:30	Moderator	Prof. Sovik MUKHERJEE Dr. Musab Talha AKPINAR
<ol style="list-style-type: none">1. The Mediating Role of Customer Trust in The Relationship Between Customer Behavior and Customer Willingness to Deposit Money at Rural Banks in Jakarta - Anthony Gah PRABANGKARA, Yulita Fairina SUSANTI2. The Impact of Shifting Consumer Behavior Pattern Gen XYZ of Biscuit Products in Indonesia Post COVID 19 Pandemic - Ms. Reni ROSMALAWATI, Dr. Ir. Amelia Naim INDRAJAYA, MBA.3. Analysis of Recovery Telecommunication Operator, XL Axiata After Covid Pandemic - Mario Hermawan, Dr. IR. Amelia Naim Indrajaya MBA4. Spirit at Work and Anti-Corruption - Dr. Ir. Amelia Naim INDRAJAYA, Ayom Bening Imartya SRIHENDRA5. The Vital Role of Business Intelligence and Data Analysis in Promoting Smart Cities - Dr. Musab Talha AKPINAR6. Regional Features of Sustainable Development in The Context of Global Climate Change - PhD Candidate Mirtalib Gubadov7. Convergence in Renewable Energy Sources Diffusion: The Global Experience - Prof. Sovik MUKHERJEE			



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Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 9	11:30- 13:00	Moderator	Mr. Kerim Karadal Hendri Hermawan ADINUGRAHA
<ol style="list-style-type: none"> 1. Factors That Influence Customer Loyalty and Impact on Competitive Advantage – Nuridin 2. The Role of The Halal Label in Increasing the Purchasing Power of Muslim Consumers at Restaurants in Indonesia - Mita Melati Retno MANDALIN, Hendri Hermawan ADINUGRAHA 3. The Development of Halal Cosmetics Industry in Indonesia a Literature Study - Anggun Rahadian Kusuma Dewi, Hendri Hermawan Adinugraha 4. Analysis of the Development of Sharia Life Insurance Companies in Indonesia: A Literacy Study - Evi SHOVIANA, Hendri Hermawan ADINUGRAHA 5. Implementation of the Halal Value Chain Ecosystem in Indonesia - Laila FITRIANI, Hendri Hermawan ADINUGRAHA 6. The Importance of Financial Technology Platform in Islamic Microfinance Institutions: A Literature Study - Rizky ANDREAN, Hendri Hermawan ADINUGRAHA 7. Implementation of Productive Zakat in Society Through Programs in Zakat Institutions: Case Study Literature - Nurul ASROFIANA, Hendri Hermawan ADINUGRAHA 			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 10	13:00- 14:30	Moderator	Mr. Kerim Karadal Hendri Hermawan ADINUGRAHA
<ol style="list-style-type: none"> 1. Economic Empowerment in Indonesia - Arini Minnataka, Hendri Hermawan Adinugraha 2. The Role of Islamic Leadership in Improving Employee Performance at Ma'arif Nu Vocational Secondary Schools in Indonesia - Titi Nur KHASANAH, Hendri Hermawan NUGRAHA 3. The Role of Islamic Work Ethic in Improving Organizational Performance in the Batik Industry in Indonesia - Nur FADHILAH, Hendri Hermawan Adinugraha 4. Endorsement Uses Influencers as Marketing Media via Instagram Sharia Economic Law Perspective - Augasta Eka Rasa Putra, Hendri Hermawan Adinugraha 5. The Role of Sharia Bank Mini Practicum for The Competencies of Sharia Banking Students: A Literature Study – NUZULUL, Hendri Hermawan Adinugraha 6. Indicators Forming the Islamic Human Development Index in Indonesia - Sigit Pramono, Hendri Hermawan Adinugraha 7. The Importance of Digital Marketing in a Franchise Business to Accelerate Expansion: Case Study in Indonesia – Ardiansyah, Hendri Hermawan Adinugraha 8. Online Consumptive Behavior in Indonesia From a Religious Perspective - Chusna Shoimmah, Hendri Hermawan Adinugraha 9. National Baznas Zakat Distribution Strategy for Poverty Alleviation in 2022 - Nailunni'am 10. The Double Role of Nutrients in Immunity - Major Gheorghe GIURGIU, Prof. dr. med. Manole COJOCARU 			



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Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 11	14:30- 15:15	Moderator	Dr. Sercan EDİNSEL Hendri Hermawan ADINUGRAHA
<ol style="list-style-type: none"> 1. Central Java's Readiness to Build a Green Economy Through the Agricultural Sector - Mochamad Yusuf, Hendri Hermawan Adinugraha 2. Green Gold: Unleashing the Potential of Bangladesh's Bamboo for a Sustainable Future - PhD Researcher Sarder Ali Haider 3. Optimizing IT Project Manager Selection Using MCDM: IFWA and F-MAIRCA - Dr. Sercan EDİNSEL 4. Cybersecurity in The Western Balkans and European Regulation - Assoc. Prof. Dr. Halim Bajraktari, Researcher Valeri Qatani 5. The Analysis of Financial Health on Sharia Life Insurance Company (Empirical Research on Sharia Life Insurance Company in Indonesia Period 2016-2023) - Asih Primayanti, Hendri Hermawan ADINUGRAHA 			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 12	15:15- 16:30	Moderator	Asst. Prof. Dr. Mahmut BAKIR Ulugbek Giyosov
<ol style="list-style-type: none"> 1. Designing National Virtual University in the Metaverse Environment in Uzbekistan - Ulugbek Giyosov, Fakhridin Nuraliev 2. A Quantitative Study on Passengers' Intention to Use Radio Frequency Identification (RFID) Baggage Cards in Aviation - Asst. Prof. Dr. Mahmut BAKIR 3. The Oldest Trade or the Oldest Exploitation: A Case Study of The Origination of Prostitution in India, Special Case Study Area Bengal - Mr. Soumyaroop Mukherjee, Ms. Mohor Chatterjee 4. Collective, Cooperative, Leadership, Communication, Visionary Environment - Instructor Sadriye Pelin OZKUZEY 			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 13	16:30- 18:00	Moderator	Emrah Cengiz Mequanint Birhan ALEM (MSC, MBA)
<ol style="list-style-type: none"> 1. Community Rehabilitation-Based and Inclusive Approaches in Climate Smart Agricultural Technology Promotion for Internally Displaced People in East Hararghe Zone, Ethiopia - Ibsa Aliyi Usmane, Abdulaziz Teha Umere 2. Cause and Types of Claim in Public Building Projects in Ethiopia Bewuketu Bitew AYALEW (MSc), Mequanint Birhan ALEM (MSC, MBA) 3. Record and Documentation Management of Construction Projects in Ethiopia - Bewuketu Bitew AYALEW (MSc), Mequanint Birhan ALEM (MSC, MBA) 4. Parents' Attitude to Inclusive Education in Murshidabad District, West Bengal - Dr. Faiyaz AHAMMAD 5. Climate Change, Migration, Violence: Sahel - Emrah Cengiz 6. Green Bonds vs. Green Sukuk - A Comparative Study - Agnieszka Wikarczyk 			



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Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 14	18:00- 19:00	Moderator	Muhammad Mustafa Mr. Ibtahaj Ali
<ol style="list-style-type: none"> 1. The African Continental Free Trade Area (ZLECAF), an Opportunity for Cameroonian Infant Industries Following the COVID-19 Crisis - Dr ONGUENE ATEBA Julien Grégoire 2. Learners’ Engagement through Code-Switching in ELT Classes at Secondary Level in Baltistan - Muhammad Mustafa, Assoc. Prof. Dr. Lubna Ali Muhammad 3. A Study on Impact of Digital Marketing in Retail Industry - Dr.S. PRABHA AROCKIA JOANS 4. Workplace Culture and Organizational Change: Understanding the Role of Organizational Culture in Organizational Change Processes, including Mergers, Acquisitions, and Digital Transformation, and Its Impact on Employee Attitudes and Behavior. A review - Mr. Ibtahaj Ali 5. Influence of Work -Family Conflict and Work –Family Enrichment on Affective Organizational Commitment Among Nurses in Lautech Teaching Hospital, Osogbo, Osun State, Nigeria - SOLOMON OJO Ph.D, Tandu Blessing 6. Influence of Reward System on Organisational Citizenship Behaviour and Job Performance in Freee Recycle Limited, Ibadan, Oyo State Nigeria - Kamorudeen Abimbola OYETOLA 			

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
24 September 2023 Closing Session	19.00- 19:30	Moderator	Prof.Dr. Wiwiek Mardawiyah DARYANTO Prof. Dr. Himmet KARADAL
<p>Closing Session</p> <p>All congress participants are required to attend this session.</p> <p>The best paper award will be given.</p>			



CEO Congress Zoom Meeting Channel 2
23 September 2023, Saturday

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 1	12:00- 13:30	Moderator	Prof. Dr. Ayşen TEMEL EGİNLİ Assoc. Prof. Dr. Selda ENE
<ol style="list-style-type: none">1. Olağanüstü Hal (OHAL) Durumunda E-Ticaret ve Dijital Pazarlama Yaklaşımlarına Yönelik Bir Araştırma - Doğuş Yüksel2. Kurumsal İletişimde Hard ve Soft Beceriler - İş İlanları Üzerine Bir Araştırma - Dr. Emine ŞARDAĞI3. İnsana Değer: Türkiye’de Yetenek Kazanımına Yönelik Uygulamalar - Prof. Dr. Ayşen TEMEL EGİNLİ, Uzm. Psikolog Rıza DEMİR4. Sporcu Markasının Oluşumunda Marka Kişiliği Kullanımının Rolü ve Örnek Uygulamalar - Assoc. Prof. Dr. Selda ENE5. Mektəbəqədər Yaşlı Uşaqların Ekoloji Tərbiyəsi ilə Bağlı Müxtəlif Texnologiyalardan İstifadə Üzrə İşin Sistemi - Cəmilə Vaqif qızı Kərimova6. Endüstrüel 4.0 ve Djital Küresel Komünizm - Teacher Matanat Aliyeva Aziz7. Yeni Normalleşme Sürecinde İnovasyon ve Rekabetçilik: Yönetim Stratejilerinin Rolü - Asst. Prof. Dr. Ayşe Meriç YAZICI			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 2	13:30- 15:00	Moderator	Dr. Öğr. Üyesi Neşe SALİK ATA Dr. Gülay ŞAHİN
<ol style="list-style-type: none">1. İlköğretim Din Kültürü Ve Ahlak Bilgisi Öğretim Programlarında Din-Bilim İlişkisi İle İlgili Konular, Kazanımlar Ve Dkab Ders Kitabına Yansımalar - Şehri Akpınar2. Türkçe Dersi Öğretim Programında İlköğretim 4. Sınıfa Ait Kazanımların Revize Edilmiş Bloom Taksonomisine Yönelik İncelenmesi - Ayhan DÖNMEZ3. 2019 Türkçe Dersi Öğretim Programının İlköğretim 1.-4. Sınıf Düzeyinde Ana Dilde İletişim Yetkinliği Bakımından İncelenmesi - Ayhan DÖNMEZ4. Arabzâde Dîvânçesi - Dr. Orhan AY5. Muhîti'nin Fahriye Beyitleri - Dr. Gülay ŞAHİN6. Tıbbi Sekreterlerin İşyerinde Dışlanma Algıları Üzerine Nitel Bir Araştırma - Dr. Öğr. Üyesi Neşe SALİK ATA			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 3	15:00- 16:30	Moderator	Prof. Dr. Betül ALTAY TOPCU Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL
<ol style="list-style-type: none">1. Yeşil Yönetim Yaklaşımı Çerçevesinde Atık Suların Azaltılması ve Arıtılmasına Yönelik İşletme Uygulamaları: Boyama Sanayii Örneği - Asst. Prof. Dr. Mehmet YILDIRIM2. The Role of Net Migration, Renewable Energy and Financial Development in Environmental Sustainability: Evidence from the ARDL Bounds Test Approach in the Case of Turkey - Prof. Dr. Betül ALTAY TOPCU, Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL3. Examining the Financial Performance of State-Owned Banks Using the DuPont Financial Analysis Method - Lec. Dr. Pınar AVCI, Lec. Esra YAŞAR, Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL4. Endüstri 4.0'dan Endüstri 5'a Geçiş Sürecinin Muhasebe Faaliyetlerine Etkileri - Dr. Öğr. Üyesi Serkan YÜCEL5. Rejeneratif (Yenileyici) Turizmde Yönelik Paydaş Bakış Açılırları - Dr. Öğretim Üyesi Nur ÇELİK İLAL, Assoc. Prof. Dr. Işıl ARIKAN SALTİK6. Psikolojik Şiddet Algısının İşgören Performansı Üzerine Etkisi: Turizm Çalışanları Örneği - Dr. Öğr. Üyesi Menekşe ÖZTOPRAK, Dr. Öğr. Üyesi Şükran ÖKTEM			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
23 September 2023 Session 4	16:30-18:00	Moderator	Assoc. Prof. Dr. Erdinç BALLI Assoc. Prof. Dr. Gülşen Akman
<ol style="list-style-type: none"> 1. Sensory Analysis of Red Wines - Asst. Prof. Dr. Mustafa KESICI 2. The Relationship Between Tourists' Motivations for Consuming Street Food, Satisfaction and Behavioral Intention - Assoc. Prof. Dr. Erdinç BALLI 3. The Effect of Consumers' Demographic Characteristics on the Green Product Order - Assoc. Prof. Dr. Gülşen Akman, Caner Çil, Asst. Prof. Dr. Mehlika Kocabaş Akay 4. Kozmetik Sektöründe Sürdürülebilir İnovasyonlar, Stratejik Yönetim, Tedarik Yönetimi ve Ar-Ge Faaliyetleri: Akalife İlaç Sanayi Örneği - Assoc. Prof. Dr. Duygu Hidroğlu 			

Meeting Channel 2	Onsite		
23 September 2023 Session 5	18:00-19:30	Moderator	Dr. Burcu TOSUN Dr. Gamze GÜNER KİBAROĞLU
<ol style="list-style-type: none"> 1. Agricultural Code – The Concept Behind a Polish Draft - Ph.D., Artur Lis 2. Smart Cities of the Future - Assoc. Prof. Teodora Rizova, PhD 3. Psychosocial Factors of Gambling Participation - mgr Remigiusz Chęciński 4. Umudun İş-Yaşam Dengesi Üzerindeki Etkisinde Cinsiyet Farkının Araştırılması - Dr. Burcu TOSUN, Dr. Gamze GÜNER KİBAROĞLU 5. Otonom Uçuşa Duyulan Güvenin, Farklı Uçuş Safhalarında Ve Meteorolojik Olaylarda Analizi - Alper ÇELEBİ 6. İlişkisel Sosyal Sermayenin Örgütsel Yansıması - Dr. Yasemin GÜLBAHAR 7. Using the artificial intelligence in the public administration – selected aspects - Ph.D. Dawid Chaba 			

Meeting Channel 2	Online, Polish		
23 September 2023 Session 5	18:00-19:30	Moderator	Kerim Karadal Artur Borcucj
<ol style="list-style-type: none"> 1. Ocena systemu opłat za odbiór i zagospodarowanie odpadów w Polsce (Evaluation of the Waste Collection and Management Fee System in Poland) - Ph.D. with habilitation Zbigniew Grzymała, prof.. SGH 2. Zarządzanie zaangażowaniem pracowników w zespole zróżnicowanym pokoleniowo (Managing Employee Engagement in a Generationally Diverse Team) - Ph.D. with habilitation Bogusława Ziółkowska, prof. PCz 3. Zarządzanie w społecznościach energetycznych. Studium przypadku klastra energii (Management in energy communities: A case study of an energy cluster) - Ph.D. with habilitation Paweł Nowodziński, prof. PCz 4. Sources of Hostility Polish-Russian Disputes over Recent History - Konrad Słowiński 			



CEO Congress Zoom Meeting Channel 2

24 September 2023, Saturday

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 6	09:30- 10:30	Moderator	Assoc. Prof. Dr. Orkun DEMİRBAĞ Dr. Öğr. Üyesi Ali PEHLİVAN
<ol style="list-style-type: none">1. Türk Demiryolu Taşımacılığı Sektöründe Değişim Rüzgarları ve Reorganizasyon: Tehdit mi Yoksa Bir Fırsat mı? - Assoc. Prof. Dr. Orkun DEMİRBAĞ, Dr. Kübra ŞİMŞEK DEMİRBAĞ, Dr. Umut DENİZLİ2. Tarihin derin köklerine bağlı Azerbaycan-Özbekistan ilişkileri - Aynur İsmayılova3. Türkiye Cumhuriyeti Anayasası'nın Ceza Muhakemesi Hukukuna İlişkin Hükümlerinin Değerlendirilmesi - Dr. Öğr. Üyesi Ali PEHLİVAN4. Azerbaycan Cumhuriyeti Anayasa Mahkemesi Kararlarının Hukuki Geçerliliği - Zaur Azimov			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 7	10:30- 12:00	Moderator	Assoc. Prof. Dr. Murteza HASANOĞLU Asst. Prof. Dr. Burcu ÖZGÜL
<ol style="list-style-type: none">1. 1993-2003 Yılları Arasındaki Özbekistan-Azerbaycan İlişkileri ve Haydar Aliyev - Fereh Sukurova – Babayeva2. Havacılık Sektöründeki Ekolojik Yaklaşımların Finansal ve Operasyonel Sürdürülebilirliğe Etkisi - Efsun AKSEN, Assoc. Prof. Dr. Murat SAĞBAŞ, Research Assistant Fahri Alp ERDOĞAN3. İlkokulda Çocuk, Oyun ve Oyuncak Müzelerinin Eğitimsel Kullanımı - Dr. Vahit Ağa YILDIZ4. Yeşil Adaptif Yeteneğinin Geliştirilmesine Yönelik Bir Model Önerisi: Yeşil Bilinçli Farkındalık ve Yeşil Entelektüel Sermaye - Asst. Prof. Dr. Burcu ÖZGÜL5. Azerbaycan Kamu Yönetiminde Etik Anlayışı ve Uygulamaları - Assoc. Prof. Dr. Murteza HASANOĞLU			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 8	12:00- 13:00	Moderator	Assoc. Prof. Dr. Rana BAYRAMOVA Asst. Prof. Dr. İbrahim Tanju AKYOL
<ol style="list-style-type: none">1. “M. K. Atatürk ve Azerbaycan'ın siyasi liderleri: M.E. Rasulzadeh ve N. Narimanov” - Assoc. Prof. Dr. Rana BAYRAMOVA2. Çanakkale'nin Akıllı Kent Olma Yolundaki Girişimleri ve Karşılaştığı Zorluklar - Asst. Prof. Dr. İbrahim Tanju AKYOL3. Banka Çalışanlarının Örgütsel Destek Algılarının İç Girişimcilikleri Üzerindeki Etkisine Yönelik Bir Araştırma: Batman İli Örneği - Zülfan Sena ŞAHİN, Prof. Dr. Aykut BEDÜK4. Sağlık İşletmelerinde İnsan Kaynakları Yönetimi ve Türkiye'de Uygulaması – Dr. Osman DORUK			



7th International CEO Communication, Economics, Organization & Social Sciences Congress

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 9	13:00- 14:00	Moderator	Assoc. Prof. Dr. Özgür ÇARK Assoc. Prof. Dr. İnci Fatma KURTULGAN
<ol style="list-style-type: none">1. İnsan Kaynakları Analitiğinin Dünü, Bugünü ve Yarını - Assoc. Prof. Dr. Özgür ÇARK2. İnsan Kaynakları Analitiği Uygulamalarının Fayda ve Zorlukları - Assoc. Prof. Dr. Özgür ÇARK3. Asrın Felaketinde Eczacıların İlaç ve Tıbbi Malzeme Lojistiği Süreçlerinde Yaşadıkları Sorunlar ve Çözüm Önerileri: Kahramanmaraş İli Örneği - Assoc. Prof. Dr. İnci Fatma KURTULGAN, Assoc. Prof. Dr. Zümrüt Hatice ŞEKKELİ4. Yeşil Girişimcilik ve Sürdürülebilirlik Perspektifiyle Stratejik Yönetim: İşletmelerin Gelecek Yaklaşımları - Dr. Dilek ÇINAR			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 10	14:00- 15:30	Moderator	Prof. Dr. Muhsin HALİS Prof. Dr. Yavuz DEMİREL
<ol style="list-style-type: none">1. Lojistik Köyler ve Türkiye'deki Uygulamaları; Diyarbakır Analizi - Assoc. Prof. Dr. Sadık SERÇEK, Fatma KARADUMAN2. Otel İşletmelerinde Maliyet Muhasebe Sistemlerinin Analizi ve Etkinliği Bir İnceleme - Assoc. Prof. Dr. Sadık SERÇEK, Nadihan DOĞAN3. Sürdürülebilir Yeşil Liderlik - İbrahim ALTUNKAYNAK, Prof. Dr. Muhsin HALİS4. Sosyal Koruma Bakış Açısıyla İnsan Kaynakları Yönetimi - Prof. Dr. Muhsin HALİS5. Sağlık Örgütlerinde İşin Anlamlılığının Bağlamsal Performansa Etkisinde Meslek Aşkı Yaşamının Aracı Rolü - Asst. Prof. Dr. Seher YASTIOĞLU6. Afetlerin Çalışma Yaşamı Üzerindeki Etkileri - Dr. Gül BİLEN7. Örgütsel Destek ve Psikolojik Güçlendirme Tükenmişlik ve Örgütsel Bağlılık Üzerine Etkisi: İş Yükünün Aracılık Rolü - Prof. Dr. Yavuz DEMİREL, Dr. Adel Abduljalil Abdulhadi GHNEDI			

Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 11	15:30- 17:00	Moderator	Assoc. Prof. Dr. Kadir GÖKOĞLAN Assoc. Prof. Dr. Orhan KANDEMİR
<ol style="list-style-type: none">1. Tek Dünya ve İpek Yolu - Dr. Mukadder GÜNERİ2. Sürdürülebilir Kalkınma Bağlamında TR82 Bölgesi İllerinin (Kastamonu, Çankırı, Sinop) Öncelikli Çevre Sorunları - Assoc. Prof. Dr. Orhan KANDEMİR3. Investigation of The Awareness of Accounting Professionals about Inflation Accounting - Dr.Öğr. Üyesi. Ahmet KAYA, Dr.Öğr.Görv. Nazan Güngör KARYAĞDI4. Yeni Ekonomik İlişkiler Koşullarında Risk Yönetimine Bilimsel Yaklaşımlar - Dr. Parviz RUSTƏMOV HACI OĞLU5. Yapay Zekâ İle Finansal Hata Tespiti: ChatGPT'nin Denetim Yetenekleri - Dr. Salahattin ALTUNDAĞ, Assoc. Prof. Dr. Kadir GÖKOĞLAN6. Kamu Kurumlarındaki Dijitalleşmenin Örgütsel İletişime Etkisi: Türk Patent ve Marka Kurumu Örneği - Prof.Dr.Emekli K.Albay Korhan Levent ERTÜRK, Dr. Sema GÜMÜŞ			



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Meeting Channel 2	https://us02web.zoom.us/j/87863959472		
24 September 2023 Session 12	17:00- 18:30	Moderator	Prof. Dr. Emet Gürel Asst. Prof. Dr. Muhammad Tahir KHAN
<ol style="list-style-type: none">1. Current Trends and Future Prospects of Artificial Intelligence's Effect on The Financial Sector - Research Scholar Rizwan AHMED, Asst. Prof. Dr. Muhammad Tahir KHAN, Asst. Prof. Dr. Arif ULLAH, Research Scholar Maryam GHAFAR2. Public Perception and Climate Finance for Adaptation - Asst. Prof. Dr. Muhammad Tahir Khan, Research Scholar Maryam Ghaffar, Asst. Prof. Dr. Arif Ullah, Research Scholar Rizwan Ahmed3. Leonardo Da Vinci As a Case of Multiple Intelligences Theory - Prof. Dr. Emet Gürel, Arş. Gör. Dr. Azra K. Nazlı4. Gaddi Tribe of Himachal Pradesh: A Sociological Context of Pastoralist - Research Scholar Kritika SHARMA, Asst. Prof. Dr. HARRY5. Literature Unplugged: Exploring Classic Texts through Digital Humanities - Dr. Liyamol Biju6. The Effects of Market Disruptive Actions on Stock Returns - Asst. Prof. Dr. Kartal SOMUNCU			

7th CEO Congress English Channel
24 September 2023, Sunday

Meeting Channel 1	https://us02web.zoom.us/j/87863959472		
18 June 2023 Closing Session	19.00- 19.30	Moderator	Prof.Dr. Wiwiek Mardawiyah DARYANTO Prof. Dr. Himmet KARADAL
Closing Session All congress participants are required to attend this session. The best paper award will be given.			



EDITORS' BIOGRAPHIES

Assoc Prof. Dr. Sevda Aghamirza Aliyeva (Ahadova)

Assoc. Prof. Dr. Sevda Aghamirza Aliyeva (Ahadova) was born in Baku, Azerbaijan in 1975. Dr. of sciences (in political science), Phd (philological science) in 2008, Assoc. Prof Dr. in 2015, joined University of Languages of Azerbaijan Republic (department of international relations). Assoc Prof. Dr. The Academy of Public Administration under the President of the Republic of Azerbaijan (department of political sciences).

Participant of so many national and international Congresses. "Culture and Civilization Unity of Contradictions" Kazakhstan 2013. " The Interrelation of cultures" Ukraine, Kiev. 2014. "Culture and Civilization. American journal of international law. Impact factor 2015. " Modern Azerbaijan Society and the problems of Multiculturalizm" International Conference of European Science and Technology. Munich 2015. " Modern problems of Intercultural communication". Moscow 2013. " Azerbaijan- Belarus Relations; Main stages of development and current situation" Belarus 2022. " Azerbaijan Gender Inequality in the Republic of Azerbaijan. CEO Conference 2022 which is held in Indonesia.

She has experienced in teaching at the University and research. Being a researcher she published more than 70 research articles on different social and behavioral issues in National and International high quality indexes, impact factor journals. According inquiries with new approaches, in the post pandemic days: Abstract E book, 4th International CEO Social Sciences Congress[GEOSSC] 2022.

She is on the academic boards of national and international congresses. International CEO Congress is one of these. Recently, she has been working on book publications. This book you are reading is the product of these studies.



Dr. Bahrullah Safi



Dr. Bahrullah Safi is Vice President International, Research and Enterprise at Acacia University, Arizona, USA. He is Visiting Research Fellow at the University of South Wales, UK and Academic Business Consultant at Miracle, Berlin, Germany. Dr. Safi is a member of the Editorial and Advisory Board of various International Journals and of different organizations including International Journal of Social Sciences and Education, Turkey, International Journal of Management and Technical Research, India, ETCOR Educational and Research Centre, Philippines, Bangladesh Business Research Foundation, International Institute of Influencers, Oman, and Global Ambassadors of Sustainability, UAE.

Dr. Safi has worked as a Broadcaster with External Services Division of All India Radio, New Delhi, India, and a Chancellor of Mirwais Neeka University.

Dr. Safi has earned his Ph.D. in Management, authored several books, and published several research papers in national and international Journals.

Dr. Bahrullah Safi is the recipient of different awards, like Best Young Director of the Year Award, Outstanding Educators and Research Award, Excellence in Academic Award and many more and his areas of expertise include Academic Governance, EdTech Policies, Accreditation Framework, Research and Development, Public-Private Partnerships, Organizational Change Management, Mergers and Acquisitions, Digital Transformation, Business Development and Human Capital Management.

Dr. Maurey Bond



Dr. Maurey Bond is the Vice President for Growth at Acacia University, USA. Previous roles include the Assistant Provost for International Affairs in the USA, Director of International Affairs in China, Graduate Program Development Specialist in the UAE, and a civilian contractor for business development and higher education in Iraq and other challenging global markets.

Dr. Bond holds six college degrees from the USA, comprised of both private and public sector disciplines. Dr. Bond received a Ph.D. degree in Leadership with a research focus in expatriate management from the University of the Columbians, USA, a Master of Science degree in Management from Sullivan University, USA, an International MBA degree from Florida International University, USA - which included specialized Business studies at Tianjin Foreign Studies University, China, and a Master of Arts degree in Political Science and Bachelor of Arts degrees in Political Science and Sociology from the University of Kentucky, USA.

Dr. Bond has been a Certified Global Business Professional through NASBITE International, USA for the past decade. Dr. Bond was a Designated School Official, ensuring institutional compliance of international student visa regulations with the U.S. Government. Dr. Bond has secured additional certifications and advanced training in accreditation, international contracts, and other relevant fields. His areas of expertise include University Administration, Global Business Development, Government Relations, Strategic Planning, International Human Capital Management, and Public-Private Partnerships.