

**ONLINE INTERNATIONAL CONFERENCE ON APPLIED ECONOMICS AND FINANCE (E-ICOAEF-IX)
CONFERENCE PROGRAM**

10th DECEMBER 2022-SATURDAY

08:00 - 10:00
Turkey (GMT+3)

Conference Preparations

10:00 - 12:00
Turkey (GMT+3)

Opening Ceremony and Speeches ([CLICK FOR GOOGLE MEET LINK](#))

Opening Speeches:

* Prof. Alpaslan SEREL (Bandirma Onyedi Eylul University / Vice-Rector)

Keynote Speeches :

- *Assoc.Prof. Winifred HUANG (University of Bath, UK)*
- *Prof. Hafez ABDO (Nottingham University Business School, UK)*
- *Prof. Visgal GUPTA (University of Alabama, USA)*
- *Prof. Navid MOLLAE (University Canada West, Canada)*
- *Prof. Andre TORRE (French National Institute for Agriculture, Food and Environment, France)*

DRAFT PROGRAM FOR NOV. 24, 2022

10th DECEMBER 2022- SATURDAY

	HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2 (CLICK FOR GOOGLE MEET LINK)	HALL-3(CLICK FOR GOOGLE MEET LINK)	HALL-4(CLICK FOR GOOGLE MEET LINK)
	APPLIED CONSUMER BEHAVIOR STUDIES CHAIR: Assoc.Prof. Ufuk BİNGÖL	APPLIED FINANCIAL STUDIES CHAIR: Assoc.Prof. Hale Kirer LECUNA SILVA	APPLIED INTERNATIONAL TRADE AND ECONOMICS CHAIR: Assoc.Prof. Fatih AYHAN	TECHNOLOGICAL PROGRESS AND ECONOMY CHAIR: Dr. Özlem ORHAN
12:00-13:00 Turkey (GMT+3)	<ul style="list-style-type: none"> ✓ THE WILLINGNESS OF CHINESE CONSUMERS TO SPEND ON AFTER-SCHOOL TUTORING INSTITUTIONS Xinyu CUI (Wenzhou-Kean University)-China ✓ THE SUCCESS FACTORS OF SHARD BICYCLES: A CASE STUDY ON CHINESE CAMPUS Yuwen LIN (Wenzhou-kean university)-China ✓ THE RESEARCH ON CUSTOMERS' EXPERIENCES, ATTITUDES, AND BEHAVIORAL INTENTIONS TOWARDS LOCAL COFFEE BRANDS Ping-Cheng HUNG (Wenzhou Kean University)-China ✓ EXPLORING THE RELATIONSHIP BETWEEN COSMETIC BRANDS CHOOSING MALE STARS AS ENDORSEMENT CELEBRITIES THE IN CHINESE MARKET Yuxin CHEN (Wenzhou-Kean University)-China 	<ul style="list-style-type: none"> ✓ THE INFORMATION CONTENT OF FINANCIAL STATEMENTS USING IFRS Zach WILLIAMS (Mercy College)-United States ✓ MODELLING AGENTS' RISK TAKING : CRYPTOCURRENCIES AND RISK ATTITUDE Adnane AMANE (University of Paris X Nanterre)-France ✓ REGULATION OF CRYPTOCURRENCY IN RUSSIAN AND OVERSEAS SEGMENTS UNDER MODERN CONDITIONS Anastasiia KARPENKO (Rostov State University of Economics)-Russia ✓ COMPARISON OF DOMESTIC AND FOREIGN BANK PERFORMANCES THE CASE OF TURKEY Yüksel Akay ÜNVAN(Ankara Yıldırım Beyazıt University)-Türkiye Cansu ERGENÇ (Ankara Yıldırım Beyazıt University)-Türkiye 	<ul style="list-style-type: none"> ✓ EVALUATION OF THE ORGANIC AGRICULTURE EXPORT IN TURKEY WITH ENTROPY-BASED ARAS METHODOLOGY Emre Kadir ÖZEKENCİ(Çağ University)-Türkiye ✓ INTERNATIONAL TRADE, GLOBALIZATION AND ECONOMIC DEVELOPMENT: OPPORTUNITIES AND CHALLENGES FOR AFRICAN COUNTRIES Somia ZENASNI(Higher School of Management)-Algeria ✓ "HUB-AND-SPOKE" CARTELS IN THE NEW APP-BASED ECONOMY: SCOPE OF INDIA'S COMPETITION (AMENDMENT) BILL, 2022 Sovik MUKHERJEE(St. Xavier's University, Kolkata)-India ✓ Public and Private Wages Determination in a Small Open Economy: A DSGE Model with a tradable and non-tradable sector for Colombia Jesús Botero GARCÍA(Universidad EAFIT)-Colombia Gonzalo Fernández de CORDOBA (University of Malaga)-Spain José García GUZMÁN (Ministry of Commerce, Industry and Tourism)-Colombia 	<ul style="list-style-type: none"> ✓ RESPONSIBLE CONSUMPTION AS A SOLUTION TO MINIMIZE THE IMPACT OF DIGITAL POLLUTION: CASE STUDY NETFLIX PLATFORM USERS Mohamed Abdel Wahab RAHOU(Ecole Supérieure de Management)-Algeria Fatima Zohra HAMZA(Ecole Supérieure de Management)-Algeria ✓ CHINESE GENERATION Z'S CONSUMPTION VIEW OF THE MOBILE GAME MARKET Haoquan YE (Wenzhou Kean University)-China ✓ OMNICHANNEL RETAILING: EXPLORATION OF GENERATION Z' ACCEPTANCE OF AI-RELATED TECHNOLOGY IN THE SUPERMARKET SECTOR Min LIU (Wenzhou-Kean University)-China ✓ THE IMPACT OF COVID-19 ON THE VIDEO GAME INDUSTRY : AN ANALYSIS OF UBISOFT Zili SUN (Wenzhou-Kean University)-China

COFFEE BREAK: 13:00-13:15

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	APPLIED SOCIAL MEDIA STUDIES CHAIR: Asst.Prof.Ufuk BINGOL	EMPIRICAL BUSINESS STUDIES CHAIR: Assoc.Prof. Hale Kirer LECUNA SILVA	APPLIED INTERNATIONAL TRADE AND ECONOMICS Assoc.Prof. Fatih AYHAN	APPLIED MANAGEMENT STUDIES CHAIR: Dr. Özlem ORHAN
13:15-14:15 Turkey (GMT+3)	<ul style="list-style-type: none"> ✓ UGC IN SOCIAL MEDIA ON PURCHASE INTENTION: THE MEDIATING ROLE OF PERCEIVED VALUE AND THE MODERATING ROLE OF BRAND AWARENESS Jingyi HU (Wenzhou Kean University)-China ✓ ANALYSIS OF VIDEO PLATFORM MEMBERSHIP PRICES RISING ON PURCHASE AND RENEWAL INTENTIONS IN CHINA - BASED ON TENCENT VIDEO Jiafei TONG (Wenzhou-Kean University)-China ✓ THE INVESTIGATION OF THE IMPACT OF CHINESE CONSUMERS' CONSUMPTION IMPULSE AFTER WATCHING AN ONLINE LIVE BROADCAST Kaixiong YANG (Wenzhou-Kean University)-China() 	<ul style="list-style-type: none"> ✓ IMPACT OF eWOM ON CONSUMERS' PURCHASE INTENTION: A CASE OF RED Zhe XIAO(Wenzhou-Kean University)-China ✓ EXPLORING THE DEVELOPMENT DIRECTION AND OPTIMIZATION STRATEGY OF AGRICULTURAL PRODUCTS IN COLD CHAIN LOGISTICS INDUSTRY Chi HE(Wenzhou Kean University)-China ✓ BUSINESS IN CONDITIONS OF POPULATING AGING: NEW DIRECTIONS AND WAYS FOR ADAPTATION (THE CASE OF THAILAND) Kamonchanok MOKARAT (Suan Sunandha Rajabhat University)-Thailand ✓ BUDDHIST ETHIC PRACTICAL APPLICATIONS IN DOING INTERNATIONAL ONLINE BUSINESS Kris CHITTKUSOL - Thailand 	<ul style="list-style-type: none"> ✓ EXPLORING THE REASONS FOR PURCHASING ELECTRIC VEHICLES IN CHINA Dongyi CHEN(Wenzhou-Kean University)-China ✓ THE INFLUENCE OF MOTIVATION ON MILK TEA CONSUMPTION IN CHINA: AN EMPIRICAL STUDY ON HEY TEA Yuer Qi(Wenzhou-Kean University)-China ✓ THAILAND ECONOMY DYNAMIC AFTER "2022 REOPENING" Zeyan Liu (University of Suansunandha Rajabhat)-Thailand ✓ ANALYSIS OF THE MAQUILADORAS' DEVELOPMENT AS A FACTOR IN INCREASING THE EXPORT POTENTIAL OF MEXICO Boris GORBOKON(Rostov State University of Economics)-Russia Natalia RESHETNIKOVA (Rostov State University of Economics)-Russia 	<ul style="list-style-type: none"> ✓ COLLABORATION LEADS TO SUPPLY CHAIN TRANSFORMATION IN VIETNAM: TEXTILES AS AN EXAMPLE Mingyu Hu(Wenzhou-Kean University)-China ✓ THE PANDEMIC'S IMPACT ON CHINA'S FOOD INDUSTRY LOGISTICS AND TRANSPORTATION Ze Han WANG (Wenzhou-kean university)-China ✓ SUSTAINABLE SUPPLY CHAIN MANAGEMENT PRACTICES AND FAST-FASHION INDUSTRY PERFORMANCE: A CASE STUDY ON H&M Qianqian KONG(Wenzhou-Kean University)-China ✓ INTERGRATE SUSTAINABILITY INTO THE FOOD SUPPLY CHAIN Sicheng PAN (Wenzhou-Kean University)-China

COFFEE BREAK: 14:15-14:30

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10th DECEMBER 2022- SATURDAY			
HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2 (CLICK FOR GOOGLE MEET LINK)	HALL-3 (CLICK FOR GOOGLE MEET LINK)	HALL-4(CLICK FOR GOOGLE MEET LINK)
<p>APPLIED CONSUMER BEHAVIOR STUDIES CHAIR: Assoc.Prof. Ufuk BINGOL</p>	<p>APPLIED MANAGEMENT RESEARCHES CHAIR: Assoc.Prof. Hale Kirer LECUNA SILVA</p>	<p>ENERGY ECONOMICS CHAIR: Assoc.Prof. Fatih AYHAN</p>	<p>APPLIED MANAGEMENT STUDIES CHAIR: Dr. Özlem ORHAN</p>
<p>14:30-15:30 Turkey (GMT+3)</p> <p>✓ SWEETNESS MARKETING INFLUENCES SUGAR-FREE PRODUCTS : AN EMPIRICAL STUDY ON SUGAR-FREE DRINK Ziyang Wei (Wenzhou-Kean University)-China</p> <p>✓ THE DEVELOPMENT AND EVOLUTION OF COMMUNITY GROUP BUYING IN CHINA'S EPIDEMIC ERA Keruo HU(Wenzhou-Kean University)-China</p> <p>✓ CHINA'S INTERNET ECONOMIC DEVELOPMENT IN CONTEXT OF POST-PANDEMIC CUSTOMERS BEHAVIOR CHANGES Dingyuan LIU (Suan Sunandha Rajabhat University)-China</p>	<p>✓ INFORMATION SYSTEMS IN THE MANAGEMENT OF INDUSTRIAL ESTABLISHMENTS Aygun ALIYEVA (Institute of Control System of MSE Republic of Azerbaijan)-Azerbaijan</p> <p>✓ IMPACTS AND RISK MANAGEMENT OF COVID-19 PANDEMIC ON REAL ESTATE SUPPLY CHAIN Cheng CHENG(Wenzhou Kean university)-China</p> <p>✓ THE MARKET VALUE ADDED BY "METAPHYSICS +"AND THE POTENTIAL OF METAPHYSICS INDUSTRY Chunyu WANG(WhenZhou-Kean University)-China</p> <p>✓ STUDENT INVESTMENT, INDIVIDUAL INTENTION, AND SOME AFFECTING FACTORS: AN EMPIRICAL EVIDENCE FROM SPECIAL REGION IN INDONESIA Satrio Kukuh Pambudi(Universitas Muhammadiyah Yogyakarta)-Indonesia</p> <p>Dyah Ekaari Sekar Jatningsih(Universitas Muhammadiyah Yogyakarta)-Indonesia</p>	<p>✓ SELECTED ASPECTS OF THE EUROPEAN UNION EMISSIONS TRADING SYSTEM IN THE POST-COVID ERA Milan BEDNÁŘ(Prague University of Economics and Business)-Czech Republic</p> <p>✓ ASSESSMENT OF THE DEVELOPMENT POTENTIAL OF SOLAR ENERGY IN THE WORLD Elizaveta LABININA(RSUE(RINH))-Russia</p> <p>✓ DEVELOPMENT OF RUSSIA'S ENERGY RELATIONS WITH THE MIDDLE EAST AS A MODERN TREND OF RUSSIAN FOREIGN ENERGY POLICY Polina ANUFRİEVA(Rostov State University of Economics)-Russia</p>	<p>✓ A STUDY OF TEENS' VIDEO GAME CONSUMPTION: DURING THE COVID-19 PANDEMIC Yilv OUYANG(Wenzhou Kean University)-China</p> <p>✓ ANIMOSITY AND ETHNOCENTRISM INFLUENCING CHINESE CONSUMERS' PURCHASING BEHAVIOR OF AMERICAN PRODUCTS Huanda CHEN (Wenzhou Kean University)-China</p> <p>✓ TAKE WOMEN'S CLOTHING AS AN EXAMPLE TO STUDY THE IMPACT OF ONLINE PRODUCT REVIEWS ON CONSUMER BEHAVIOR QI ZHANG(Wenzhou-Kean University)-China</p> <p>✓ THE IMPACT OF ARTIFICIAL INTELLIGENCE ON THE E-COMMERCE INDUSTRY IN CHINA Yiduo ZHANG(Wenzhou-Kean University)-China</p>

COFFEE BREAK: 15:30-15:45

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HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2(CLICK FOR GOOGLE MEET LINK)	HALL-3 (CLICK FOR GOOGLE MEET LINK)	HALL-4(CLICK FOR GOOGLE MEET LINK)		
STUDIES ON CURRENT INTERNATIONAL RELATIONS CHAIR: Assoc.Prof. Ufuk BINGOL	STATISTICS AND ECONOMETRICS CHAIR: Assoc.Prof. Hale Kirer LECUNA SILVA	EMPIRICAL STUDIES ON ECONOMICS CHAIR: Assoc.Prof. Fatih AYHAN	EMPIRICAL ECONOMIC STUDIES CHAIR: Dr. Özlem ORHAN		
<p>15:45-16:45 Turkey (GMT+3)</p>	<p>✓ THE EUROPEAN UNION, RUSSIA AND THE USE OF ENERGY RESOURCES AS LEVERAGE Mohammed Kamal ALHASSAN(European University of Lefke)-Cyprus</p>	<p>✓ PREDICTING GOING CONCERN AUDIT OPINIONS USING ARTIFICIAL NEURAL NETWORKS: EVIDENCE FROM THE HEALTHCARE INDUSTRY DURING COVID-19 Nermine BOUABİD(University of Szeged)-Hungary Olfa TEBİNi(University of Tunis)-Tunisia</p>	<p>✓ GOVERNMENT SPENDING, CREDIT MARKET CONDITIONS, AND ECONOMIC ACTIVITY IN SOUTH AFRICA Naser Yenus NURU(Woodrow Wilson International Center for Scholars)-United States</p>	<p>✓ THE IMPACTS OF HIGHER EDUCATION ON YOUTH UNEMPLOYMENT IN DEVELOPING COUNTRIES Ani KHVADAGIANI (Caucasus University)-Georgia</p>	
	<p>✓ ASSESSING THE EFFECTIVENESS OF GHANA'S FIGHT AGAINST ILLEGAL MINING: A POLITICAL SETTLEMENTS APPROACH Mohammed Kamal ALHASSAN(European University of Lefke)-Ghana</p>	<p>✓ TIME-FREQUENCY CONNECTEDNESS BETWEEN LEADING COVID-19 VACCINE COMPANIES AND REGIONAL TRAVEL AND LEISURE STOCKS Merve COSKUN(Doğu Akdeniz Üniversitesi)-Cyprus Nigar TASPİNAR(Doğu Akdeniz Üniversitesi)-Cyprus</p>	<p>✓ THE SENSITIVITY OF ABSORPTION RATES TO LOAN RATES: EMPIRICAL EVIDENCE FROM TURKISH HOUSING MARKET Ahmet USTA(GEBZE TECHNICAL UNIVERSITY)-Türkiye</p>	<p>✓ A VIEW ON THE CONCEPT OF KALECKI DEFICIT FROM UPPER MIDDLE INCOME COUNTRIES Hatice AKDAĞ(Aydın Adnan Menderes Üniversitesi)-Türkiye</p>	
	<p>✓ AN ASSESSMENT OF THE IMPACT OF OIL THEFT ON SUSTAINABLE ECONOMIC DEVELOPMENT IN NIGERIA Simi Peace SAJE(Near East University)-Cyprus Samuel Adamu ABUBAKAR(Near East University)-Cyprus</p>	<p>✓ DEVELOPMENT OF A STUDY METHODOLOGY FOR THE REUSE AND PROCESSING OF TEXTILES FOR THE SUSTAINABLE DEVELOPMENT OF THE RUSSIAN FEDERATION ECONOMY Polina TARNOVSKAYA(Don State Technical University)-Russia Alisa POZHIDAIEVA(Don State Technical University)-Russia</p>	<p>✓ EFFECT OF LOW INTEREST RATES AND CENTRAL GOVERNMENT DEBT ON SECULAR STAGNATION IN OECD COUNTRIES Merna HEFNAWi(German University in Cairo)-Egypt</p>	<p>✓ THE INTEGRATED DEVELOPMENT OF THE DIGITAL ECONOMY OF CHINA DURING THE PANDEMIC Jiajia CHEN(Wenzhou-Kean University)-China Qian ZHANG (Wenzhou-Kean University)-China</p>	
	<p>✓ BUILDING HIGH LEVELED SOCIALIST MARKET ECONOMY IN CHINA: GLOBAL CHALLENGES AND LOCAL RESPONSES Yun LIAO(Suan Sunandha Rajabhat University)-Thailand</p>		<p>✓ THE EFFECT OF FED POLICIES ON VOLATILITY IN COMMODITY PRICES Melih KUTLU (Samsun University)-Türkiye Ahmet USTA (Gebze Technical University)-Türkiye</p>	<p>✓ IMPACT OF COVID-19 SERVICE INDUSTRY TECHNOLOGICAL INNOVATION Menglu DUAN (University of Suan Sunandha Rajabhat)-Thailand</p>	

COFFEE BREAK: 16:45 – 17:00

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<p>UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: Doç.Dr. Ufuk BINGOL</p>	<p>UYGULAMALI FİNANS ARAŞTIRMALARI OTURUM BAŞKANI: Doç.Dr. Hale Kırer LECUNA SILVA</p>	<p>ENERGY ECONOMICS CHAIR: Assoc.Prof. Fatih AYHAN</p>	<p>UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: : Dr.Öğr.Üyesi Özlem ORHAN</p>		
<p>17:00 – 18.00 Turkey (GMT+3)</p>	<p>✓ TÜRKİYE'DE ENERJİ TÜKETİMİ ÜZERİNE BİR NEDENSELLİK ANALİZİ Mustafa ÖZÇAĞ (Aydın Adnan Menderes Üniversitesi)</p> <p>✓ G20 ÜLKELERİNDE ENERJİ ETKİNLİĞİ VE EKONOMİK BÜYÜME Mustafa ÖZÇAĞ (Aydın Adnan Menderes Üniversitesi) Onur AKKAYA (Kilis 7 Aralık Üniversitesi)</p> <p>✓ LOJİSTİK 4.0 UYGULAMALARI VE SÜRÜCÜSÜZ TAŞITLARIN KULLANIMI Sevgi SEZER(Balıkesir Üniversitesi)</p>	<p>✓ KATILIM SERMAYE PİYASASI ÜRÜNLERİNİN GELİŞİMİ VE GELECEĞİ Ömer Faruk TEKDOĞAN (Ankara Sosyal Bilimler Üniversitesi)</p> <p>✓ YATIRIMCI DUYARLILIĞININ PAY SENEDİ GETİRİLERİNE ETKİSİ: OECD ÜLKELERİ ÖRNEĞİ Ahmet Gökhan SÖKMEN (Çağ Üniversitesi) Şefika Nilay Onatça ENGİN (Çağ Üniversitesi)</p> <p>✓ DİJİTAL İŞBİRLİĞİ İLİŞKİLERİ ÖZELLİKLERİNİN ÇEVİKLİK PERFORMANSINA ETKİSİ: BANKACILIK SEKTÖRÜNDE BİR ARAŞTIRMA Rukiye SÖNMEZ (Çanakkale Onsekiz Mart Üniversitesi) Ümran Güler ASLAN (Çanakkale Onsekiz Mart Üniversitesi)</p>	<p>✓ RENEWABLE ENERGY AND INCOME INEQUALITY: EVIDENCE FROM BRICS COUNTRIES Thandokazi MAXAM(Corvinus University of Budapest)-Hungary</p> <p>✓ RENEWABLE ENERGY CONSUMPTION, INSTITUTIONAL QUALITY AND LIFE EXPECTANCY IN EU COUNTRIES: A COINTEGRATION ANALYSIS Vatamanu ANCA FLORENTINA (Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi-Romania) Onofrei MIHAELA (Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi- Romania) Cigu ELENA (Faculty of Economics and Business Administration, Alexandru Ioan Cuza University of Iasi- Romania)</p>	<p>✓ KURUMSAL SOSYAL SORUMLULUK VE KURUMSAL İTİBAR LİTERATÜRÜNE YÖNELİK BİBLİYOMETRİK BİR ANALİZ Elif SİS ATABAY (Trabzon Üniversitesi, Türkiye) Tuğba KAPLAN (Karadeniz Teknik Üniversitesi, Türkiye)</p> <p>✓ İLİŞKİLİLİK VE BÖLGESEL EKONOMİK KARMAŞIKLIK: TÜRKİYE İÇİN İLLER DÜZEYİNDE BİR ANALİZ İbrahim Tuğrul ÇINAR (Anadolu Üniversitesi)</p>	

COFFEE BREAK: 18:00 – 18:15

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END OF SESSIONS AND CONFERENCE