## 10th DECEMBER 2022-SATURDAY

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<td>08:00 - 10:00</td>
<td>Conference Front Desk</td>
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<td>10:00 - 12:00</td>
<td>Opening Ceremony and Speeches (CLICK FOR GOOGLE MEET LINK)</td>
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### Opening Speeches:

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

### Keynote Speeches:

- Assoc.Prof. Winifred HUANG (University of Bath, UK)
  "SMEs’ Financially Challenges and Digital Finance in Future”
- Prof. Hafez ABDO (Nottingham University Business School, UK)
- Prof. Visgal GUPTA (University of Alabama, USA)
  "Replication Crisis in Research”
- Prof. Navid MOLLAEE (University Canada West, Canada)
  "Communication Pitfalls for Business Leaders”
- Prof. Andre TORRE (French National Institute for Agriculture, Food and Environment, France)
  "Geography of Discontent: From Populist Vote to Street Contestation, the Yellow Vests Opposition"
### 10th DECEMBER 2022 - SATURDAY

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<td><strong>APPLIED CONSUMER BEHAVIOR STUDIES</strong>&lt;br&gt;CHAIR: Assoc.Prof. Ufuk BİNGÖL&lt;br&gt;✓ THE WILLINGNESS OF CHINESE CONSUMERS TO SPEND ON AFTER-SCHOOL TUTORING INSTITUTIONS&lt;br&gt;Xinyu CUI (Wenzhou-Kean University)-China&lt;br&gt;✓ THE SUCCESS FACTORS OF SHARD CYCLES: A CASE STUDY ON CHINESE CAMPUS&lt;br&gt;Yuwen LIN (Wenzhou-kean university)-China&lt;br&gt;✓ THE RESEARCH ON CUSTOMERS' EXPERIENCES, ATTITUDES, AND BEHAVIORAL INTENTIONS TOWARDS LOCAL COFFEE BRANDS&lt;br&gt;Ping-Cheng HUNG (Wenzhou Kean University)-China&lt;br&gt;✓ EXPLORING THE RELATIONSHIP BETWEEN COSMETIC BRANDS CHOOSING MALE STARS AS ENDORSEMENT CELEBRITIES THE IN CHINESE MARKET&lt;br&gt;Yuxin CHEN (Wenzhou-Kean University)-China</td>
<td><strong>APPLIED FINANCIAL STUDIES</strong>&lt;br&gt;CHAIR: Assoc.Prof. Hale Kerer SILVA LECUNA&lt;br&gt;✓ THE INFORMATION CONTENT OF FINANCIAL STATEMENTS USING IFRS&lt;br&gt;Zach WILLIAMS (Mercy College)-United States&lt;br&gt;✓ REGULATION OF CRYPTOCURRENCY IN RUSSIAN AND OVERSEAS SEGMENTS UNDER MODERN CONDITIONS&lt;br&gt;Anastasiia KARPENKO (Rostov State University of Economics)-Russia&lt;br&gt;✓ COMPARISON OF DOMESTIC AND FOREIGN BANK PERFORMANCES THE CASE OF TURKEY&lt;br&gt;Yüksel Akay ÜNVAN(Ankara Yildirim Beyazit University)-Türkiye&lt;br&gt;Cansu ERGENÇ (Ankara Yildirim Beyazit University)-Türkiye</td>
<td><strong>APPLIED INTERNATIONAL TRADE AND ECONOMICS</strong>&lt;br&gt;CHAIR: Assoc.Prof. Mustafa KEYSER&lt;br&gt;✓ EVALUATION OF THE ORGANIC AGRICULTURE EXPORT IN TURKEY WITH ENTROPY-BASED ARAS METHODOLOGY&lt;br&gt;Emre Kadir ÖZEKENCİ(Çağ University)-Türkiye&lt;br&gt;✓ “HUB-AND-SPOKE” CARTELS IN THE NEW APP-BASED ECONOMY: SCOPE OF INDIA’S COMPETITION (AMENDMENT) BILL, 2022&lt;br&gt;Sovik MUKHERJEE(St. Xavier’s University, Kolkata)-India</td>
<td><strong>TECHNOLOGICAL PROGRESS AND ECONOMY</strong>&lt;br&gt;CHAIR: Dr. Özlem ORHAN&lt;br&gt;✓ CHINESE GENERATION Z’S CONSUMPTION VIEW OF THE MOBILE GAME MARKET&lt;br&gt;Haoquan YE (Wenzhou Kean University)-China&lt;br&gt;✓ OMNICHANNEL RETAILING: EXPLORATION OF GENERATION Z’ ACCEPTANCE OF AI-RELATED TECHNOLOGY IN THE SUPERMARKET SECTOR&lt;br&gt;Min LIU (Wenzhou-Kean University)-China&lt;br&gt;✓ COLLABORATION LEADS TO SUPPLY CHAIN TRANSFORMATION IN VIETNAM: TEXTILES AS AN EXAMPLE&lt;br&gt;Mingyu HU (Wenzhou-Kean University)-China</td>
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**COFFEE BREAK: 13:00-13:15**
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<tr>
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<th>Chair/Topic</th>
<th>Presenters</th>
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<tr>
<td>13:15-14:15</td>
<td>Turkey (GMT+3)</td>
<td>APPLIED SOCIAL MEDIA STUDIES</td>
<td>CHAIR: Asst.Prof.Ufuk BINGOL</td>
<td>HALL-1 (CLICK FOR GOOGLE MEET LINK)</td>
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<td>13:15-14:15</td>
<td>Turkey (GMT+3)</td>
<td>EMPIRICAL BUSINESS STUDIES</td>
<td>CHAIR: Assoc.Prof. Hale Kirer SILVA LECUNA</td>
<td>HALL-2 (CLICK FOR GOOGLE MEET LINK)</td>
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<td>13:15-14:15</td>
<td>Turkey (GMT+3)</td>
<td>APPLIED INTERNATIONAL TRADE AND ECONOMICS</td>
<td>Assoc.Prof. Mustafa KEVSER</td>
<td>HALL-3 (CLICK FOR GOOGLE MEET LINK)</td>
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<td>13:15-14:15</td>
<td>Turkey (GMT+3)</td>
<td>APPLIED MANAGEMENT STUDIES</td>
<td>CHAIR: Dr. Özlem ORHAN</td>
<td>HALL-4 (CLICK FOR GOOGLE MEET LINK)</td>
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**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

**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

**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

**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

**THE IMPACT OF COVID-19 ON THE VIDEO GAME INDUSTRY : AN ANALYSIS OF UBISOFT**
- Zili SUN (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

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**INTERGRATE SUSTAINABILITY INTO THE FOOD SUPPLY CHAIN**
- Sicheng PAN (Wenzhou-Kean University)-China

**COFFEE BREAK: 14:15-14:30**

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Online International Conference On Applied Economics And Finance (E-ICOAEF IX)- 10th-11th December 2022 / Bandirma- Balikesir (Turkey) 3/6
## 10th DECEMBER 2022 - SATURDAY

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<td><strong>ENERGY ECONOMICS</strong>&lt;br&gt;CHAIR: Assoc.Prof. Mustafa KEVSER</td>
<td><strong>APPLIED MANAGEMENT STUDIES</strong>&lt;br&gt;CHAIR: Dr. Özlem ORHAN</td>
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<td>✓ SWEETNESS MARKETING INFLUENCES SUGAR-FREE PRODUCTS : AN EMPIRICAL STUDY ON SUGAR-FREE DRINK&lt;br&gt;Ziying WEI (Wenzhou-Kean University)-China</td>
<td>✓ INFORMATION SYSTEMS IN THE MANAGEMENT OF INDUSTRIAL ESTABLISHMENTS&lt;br&gt;Aygun ALIYEVA (Institute of Control System of MSE Republic of Azerbaijan)-Azerbaijan&lt;br&gt;✓ IMPACTS AND RISK MANAGEMENT OF COVID-19 PANDEMIC ON REAL ESTATE SUPPLY CHAIN&lt;br&gt;Cheng CHENG(Wenzhou Kean university)-China</td>
<td>✓ SELECTED ASPECTS OF THE EUROPEAN UNION EMISSIONS TRADING SYSTEM IN THE POST-COVID ERA&lt;br&gt;Milan BEDNÁŘ(Prague University of Economics and Business)-Czech Republic&lt;br&gt;✓ ASSESSMENT OF THE DEVELOPMENT POTENTIAL OF SOLAR ENERGY IN THE WORLD&lt;br&gt;Elizaveta LABININA(RSUE(RINH))-Russia&lt;br&gt;✓ DEVELOPMENT OF RUSSIA'S ENERGY RELATIONS WITH THE MIDDLE EAST AS A MODERN TREND OF RUSSIAN FOREIGN ENERGY POLICY&lt;br&gt;Polina ANUFRIEVA(Rostov State University of Economics)-Russia</td>
<td>✓ A STUDY OF TEENS’ VIDEO GAME CONSUMPTION: DURING THE COVID-19 PANDEMIC&lt;br&gt;Yilv OUYANG (WenZhou Kean University)-China&lt;br&gt;✓ ANIMOSITY AND ETHNOCENTRISM INFLUENCING CHINESE CONSUMERS' PURCHASING BEHAVIOR OF AMERICAN PRODUCTS&lt;br&gt;Huanda CHEN (Wenzhou Kean University)-China</td>
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**14:30-15:30**<br>Turkey (GMT+3)
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<td><strong>EMPIRICAL RESEARCHES ON ECONOMICS</strong>&lt;br&gt;Chair: Assoc.Prof. Ufuk BİNGÖL</td>
<td><strong>STATISTICS AND ECONOMETRICS</strong>&lt;br&gt;Chair: Assoc.Prof. Hale Kirer SILVAC</td>
<td><strong>EMPIRICAL STUDIES ON ECONOMICS</strong>&lt;br&gt;Chair: Assoc.Prof. Mustafa KEVSER</td>
<td><strong>EMPIRICAL ECONOMIC STUDIES</strong>&lt;br&gt;Chair: Dr. Özlem ORHAN</td>
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<td>✓ FOREIGN CAPITALS AND INSTITUTIONS IN TURKEY: AN EMPIRICAL INVESTIGATION&lt;br&gt;Polixeni KECHAGIA (University of Thessaly, Greece)&lt;br&gt;Metaxas THEODORE (University of Thessaly, Greece)&lt;br&gt; ✓ ESG DISCLOSURE RELEVANCE&lt;br&gt;Heather APOLLONIO (Mercy College)-United States&lt;br&gt; ✓ A DYNAMIC MODEL FOR MONEY VELOCITY BASED ON NAVIER-STOKES EQUATIONS OF FLUID MOTION&lt;br&gt;Xakousti CHRYSAINTHOPOLLOU (University of Ioannina)-Greece&lt;br&gt;Alexandros TSIOUTSIOS (University of Ioannina)-Greece&lt;br&gt; ✓ BUILDING HIGH LEVELED SOCIALIST MARKET ECONOMY IN CHINA: GLOBAL CHALLENGES AND LOCAL RESPONSES&lt;br&gt;Yun LIAO (Suan Sunandha Rajabhat University)-Thailand</td>
<td>✓ TIME-FREQUENCY CONNECTEDNESS BETWEEN LEADING COVID-19 VACCINE COMPANIES AND REGIONAL TRAVEL AND LEISURE STOCKS&lt;br&gt;Merve COSKUN (Doğu Akdeniz Üniversitesi)-Cyprus&lt;br&gt;Nigar TASPINAR (Doğu Akdeniz Üniversitesi)-Cyprus&lt;br&gt; ✓ DEVELOPMENT OF A STUDY METHODOLOGY FOR THE REUSE AND PROCESSING OF TEXTILES FOR THE SUSTAINABLE DEVELOPMENT OF THE RUSSIAN FEDERATION ECONOMY&lt;br&gt;Polina TARNOVSKAYA (Don State Technical University)-Russia&lt;br&gt;Alisa POZHDIAEVA (Don State Technical University)-Russia&lt;br&gt; ✓ THE INTEGRATED DEVELOPMENT OF THE DIGITAL ECONOMY OF CHINA DURING THE PANDEMIC&lt;br&gt;Jiajia CHEN (Wenzhou-Kean University)-China&lt;br&gt;Qian ZHANG (Wenzhou-Kean University)-China</td>
<td>✓ THE SENSITIVITY OF ABSORPTION RATES TO LOAN RATES: EMPIRICAL EVIDENCE FROM TURKISH HOUSING MARKET&lt;br&gt;Ahmet USTA (GEBZE TECHNICAL UNIVERSITY)-Turkey&lt;br&gt; ✓ VOLATILITY SPILLOVER AMONG WTI CRUDE OIL, COTTON, CORN AND COCOA&lt;br&gt;Danai DIAKODIMITRIOU (University of Patras)-Greece&lt;br&gt; ✓ AN ASSESSMENT OF THE IMPACT OF OIL THEFT ON SUSTAINABLE ECONOMIC DEVELOPMENT IN NIGERIA&lt;br&gt;Simi Peace SAJE (Near East University)-Cyprus&lt;br&gt;Samuel Adamu ABUBAKAR (Near East University)-Cyprus&lt;br&gt; ✓ THE INFLUENCE OF COST INFORMATION TYPES, STRATEGY, AND TYPE A BEHAVIOR PATTERN ON NEW PRODUCT DEVELOPMENT PERFORMANCE&lt;br&gt;Baliqs Zulina ALFIANA (Universitas Muhammadiyah Yogyakarta)-Indonesia&lt;br&gt;Dyah Ekaeri Sekar JATININGSIH (Universitas Muhammadiyah Yogyakarta)-Indonesia.</td>
<td>✓ THE IMPACTS OF HIGHER EDUCATION ON YOUTH UNEMPLOYMENT IN DEVELOPING COUNTRIES&lt;br&gt;Ani KHVADAGIANI (Caucasus University)-Georgia&lt;br&gt; ✓ A VIEW ON THE CONCEPT OF KALECKI DEFICIT FROM UPPER MIDDLE INCOME COUNTRIES&lt;br&gt;Hatice AKDAĞ (Aydın Adnan Menderes Üniversitesi)-Türkiye&lt;br&gt; ✓ IMPACT OF COVID-19 SERVICE INDUSTRY TECHNOLOGICAL INNOVATION&lt;br&gt;Menglu DUAN (University of Suan Sunandha Rajabhat)-Thailand&lt;br&gt; ✓ SERVICE-ORIENTED DIGITAL PLATFORMS ON THE AXIS OF SHARING ECONOMY: A CONCEPTUAL ASSESSMENT ON AIRBNB&lt;br&gt;Müjde AŞOY (Bandırma Onyedi Eylül Üniversitesi)-Türkiye&lt;br&gt;Özer YILMAZ (Bandırma Onyedi Eylül Üniversitesi)-Türkiye&lt;br&gt;Çağatay BAŞARIR (Bandırma Onyedi Eylül Üniversitesi)-Türkiye</td>
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**COFFEE BREAK: 16:45 – 17:00**
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17:00 – 18.00
Turkey (GMT+3)

- **TÜRKİYE’DE SAVUNMA HARCAMALARI GSYH İLİŞKİSİNİN DOĞRUSAL OLMAYAN ZAMAN SERİSİ MODELLERİYLE ANALİZİ**
  Hasan Murat ERTUĞRUL (Anadolu Üniversitesi)- Türkiye
  ‟YEŞİL BİLGİ’YE GÖZ DOĞRULAMA”**: Yeşim Yılmaz (Yıldız Teknik Üniversitesi)- Türkiye

- **UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: Doç. Dr. Ufuk BİNGÖL**
  ‟Türkiye’nin Dış Politikası ve Ekonomik Performansı”
  Serpil Sumer (Atatürk Üniversitesi)- Türkiye

- **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)

**COFFEE BREAK: 18:00 – 18:15**

Online International Conference On Applied Economics And Finance (E-ICOAEF IX)- 10th-11th December 2022 / Bandırma- Balıkesir (Turkey)
**10th DECEMBER 2022- SATURDAY**

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- **TÜRKİYE'DE ENERJİ TÜKETİMİ ÜZERINE BİR NEDENSELLİK ANALİZİ**
  Mustafa ÖZÇAĞ (Aydın Adnan Menderes Üniversitesi)

- **THE ROLE OF MACROECONOMIC VARIABLES ON BIST100 RETURNS: A MACHINE LEARNING APPROACH**
  Fatma SERTTAŞ (Ankara Yıldırım Beyazıt University)- Türkiye
  Davut ULUÖZ (Republic of Turkey Social Security Institution)- Türkiye

- **CHALLENGES AND DEVELOPMENT PROSPECTS OF THE CRYPTOCURRENCY MARKET**
  Yüksek Akay UNVAN (Ankara Yıldırım Beyazıt Üniversitesi)- Türkiye
  Yuliya BADLO (Ankara Yıldırım Beyazıt Üniversitesi)- Türkiye

- **ENERJI POLİTİKASININ OLUŞTURULMASında KAYNAK KULLANIMININ YERİ (TÜRKİYE ÖRNEĞİ)**
  Stkt Selim DOLANAY (İstanbul Topkapı Üniversitesi)- Türkiye

- **GELİR, DIŞ TİCARET VE BEŞERİ SERMAYENİN İŞSİZLİK ÜZERİNDeki ETKISI: TÜRKİYE ÖRNEĞİ**
  Mustafa KARTAL (Selçuk Üniversitesi)- Türkiye
  Emrah SOFUOĞLU (Köşkher Ahı Evran Üniversitesi)- Türkiye

- **DÖVİZ KURU VE ENFLASYON İLİŞKİSİ: BREZİLYA, GÜNEY AFRIKA, RUSYA, TÜRKİYE ÖRNEKLERİ**
  Ahmet Ekrem KAYA (İstanbul Sabahattin Zaim Üniversitesi)- Türkiye

- **KURUMSAL KALİTENİN ÇEVRESEL BOZULMA ÜZERİNDeki ROLÜ**
  Muhammet Bahri KIRIKÇI (Gaziantep Üniversitesi)- Türkiye

- **KURUMSAL KALİTENİN ÇEVRESEL BOZULMA ÜZERİNDeki ROLÜ**
  Muhammet KUTLU (Atatürk Üniversitesi)- Türkiye

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| **KÜRESEL EKONOMİ POLİTİKA BELİRİRLİKLERİ, TWİTTER BAZLI BELİRİRLİK VE JEOPOLİTİK RİSKIN KRIPTO PARA VOLATILİTESİNE ETKİSİ**
  Arife ÖZDEMİR HÖL (Burdur Mehmet Akif Ersoy Üniversitesi)- Türkiye |

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  Davut ULUÖZ (Republic of Turkey Social Security Institution)- Türkiye

- **CHALLENGES AND DEVELOPMENT PROSPECTS OF THE CRYPTOCURRENCY MARKET**
  Yüksek Akay UNVAN (Ankara Yıldırım Beyazıt Üniversitesi)- Türkiye
  Yuliya BADLO (Ankara Yıldırım Beyazıt Üniversitesi)- Türkiye

- **ENERJI POLİTİKASININ OLUŞTURULMASında KAYNAK KULLANIMININ YERİ (TÜRKİYE ÖRNEĞİ)**
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- **DÖVİZ KURU VE ENFLASYON İLİŞKİSİ: BREZİLYA, GÜNEY AFRIKA, RUSYA, TÜRKİYE ÖRNEKLERİ**
  Ahmet Ekrem KAYA (İstanbul Sabahattin Zaim Üniversitesi)- Türkiye

- **KURUMSAL KALİTENİN ÇEVRESEL BOZULMA ÜZERİNDeki ROLÜ**
  Muhammet Bahri KIRIKÇI (Gaziantep Üniversitesi)- Türkiye

- **KURUMSAL KALİTENİN ÇEVRESEL BOZULMA ÜZERİNDeki ROLÜ**
  Muhammet KUTLU (Atatürk Üniversitesi)- Türkiye

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| **KÜRESEL EKONOMİ POLİTİKA BELİRİRLİKLERİ, TWİTTER BAZLI BELİRİRLİK VE JEOPOLİTİK RİSKIN KRIPTO PARA VOLATILİTESİNE ETKİSİ**
  Arife ÖZDEMİR HÖL (Burdur Mehmet Akif Ersoy Üniversitesi)- Türkiye |

**END OF SESSIONS AND CONFERENCE**

Online International Conference On Applied Economics And Finance (E-ICOAEF IX)- 10th-11th December 2022 / Bandirma- Balıkesir (Turkey) 7/6
<table>
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<tr>
<th>10th DECEMBER 2022-SATURDAY</th>
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<td>17:00 - 18:00 Turkey (GMT+3)</td>
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**Special Discussion on R Studio:** *(CLICK FOR GOOGLE MEET LINK)*

by Assoc. Prof. Necmettin Alpay KOÇAK

- **Introduction to Monte Carlo Methods with R**

  Simulation modeling is one of the primary reasons to move away from spreadsheet-type programs (like Microsoft Excel) and into a program like R. R allows you to replicate the same (possibly complex and detailed) calculations over and over with different random values.

  - **Beyond the statistical analysis**
    - **Academic writing with R**
      
As a researcher with (maybe quantitative) data, what do you use to write, and did you ever think of alternatives? A very common answer to the first question is MS Word, but it is not the only alternative!

- **Interactive applications with R**

  Shiny is an application for R that allows for publishing of your work to the web in an interactive format without detailed knowledge of the underlying web code (HTML, JavaScript, and CSS). This tutorial will demonstrate a few of the capabilities of Shiny.