

Draft Program

HYBRID INTERNATIONAL CONFERENCE ON APPLIED ECONOMICS AND FINANCE (ICOAEF-X'23) CONFERENCE PROGRAM

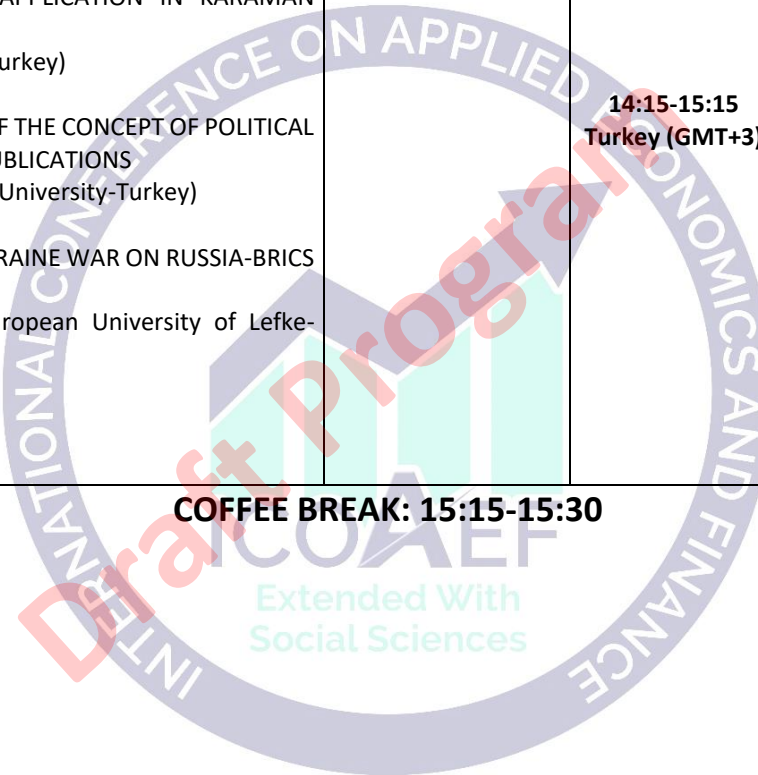
<u>8th DECEMBER 2023-FRIDAY</u>	
08:00 - 09:00 Turkey (GMT+3)	Conference FrontDesk
09:00 - 10:00 Turkey (GMT+3)	Opening Ceremony and Speeches (CLICK FOR GOOGLE MEET LINK)(Will be Updated)
<u>Opening Speeches:</u>	
* Prof. Hasan Murat ERTUĞRUL (Anadolu University-Türkiye)	
<u>Keynote Speeches :</u>	

8th DECEMBER 2023- FRIDAY			
HALL-1		HALL-1	
10:00-11:00 Turkey (GMT+3)	APPLIED BANKING STUDIES CHAIR: Rahime Hülya ÖZTÜRK	COFFEE BREAK 11:00-11:15	APPLIED FINANCIAL STUDIES CHAIR: Halil İbrahim YAVUZ
	<ul style="list-style-type: none"> ✓ INVESTIGATION OF TURKISH BANKING SECTOR IN THE POST-PANDEMIC PERIOD USING CAMELS ANALYSIS Ali AKGÜN (Selçuk University-Turkey) ✓ AN EVALUATION OF THE CAUSES OF BANK BANKRUPTCIES IN THE OTTOMAN BANKING SYSTEM IN THE 19TH CENTURY Rahime Hülya ÖZTÜRK (Selcuk University-Turkey) ✓ CLIMATE CHANGE AND BANKS' STABILITY IN NIGERIA James OBILIKWU (IBB University, Lapai Niger State -Nigeria) ✓ THE VALUE RELEVANCE OF ALTERNATIVE PERFORMANCE MEASURES: EVIDENCE FROM THE ENERGY SECTOR Oğuzhan BAHADIR (Galatasaray University-Turkey) Hilal Merve ALAGÖZ (Galatasaray University-Turkey) 		<ul style="list-style-type: none"> ✓ INVESTIGATING THE IMPACT OF DERIVATIVES ON STABILITY IN THE FINANCIAL PERFORMANCE OF THE BANKING SECTOR OF PAKISTAN Rabia ASİF (Lahore College for Women University Lahore-Pakistan) Sabahat NSAIİR (Punjab Agriculture Food and Drug Authority-Pakistan) ✓ NATURAL SHOCKS AND SOVEREIGN CREDIT RISK: A EVENT STUDY OF EARTHQUAKE-INDUCED VOLATILITY IN CDS MARKETS Şebnem TOSUNOĞLU (Anadolu University-Turkey) Süleyman KASAL (Anadolu University-Turkey) ✓ A QUALITATIVE ANALYSIS OF DE-LISTINGS FROM THE JOHANNESBURG STOCK EXCHANGE Philip KOTZE (University of South Africa-South Africa) ✓ THE MODERN FACE OF ISLAMIC FINANCE IN TURKIYE: PARTICIPATION BANKING Halil İbrahim YAVUZ (Selcuk University-Turkey)

LUNCH TIME: 12:15-13:00

8th DECEMBER 2023- FRIDAY			
HALL-1	COFFEE BREAK 14:00-14:15		HALL-1
POLITICAL SCIENCES STUDIES CHAIR: Muhittin Tolga ÖZSAĞLAM			EMPIRICAL ENVIRONMENTAL ECONOMICS CHAIR: Esra KABAKLARLI
<ul style="list-style-type: none"> ✓ THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND INTRAPRENEURSHIP: AN APPLICATION IN KARAMAN PROVINCE Ayşe YAVUZ (Selcuk University-Turkey) ✓ A BIBLIOMETRIC ANALYSIS OF THE CONCEPT OF POLITICAL IDEOLOGY IN THE SCHOLARLY PUBLICATIONS Bülent EVRE (Bahçeşehir Cyprus University-Turkey) ✓ THE IMPACTS OF RUSSIA-UKRAINE WAR ON RUSSIA-BRICS RELATIONS Muhittin Tolga ÖZSAĞLAM (European University of Lefke-Turkey) 		14:15-15:15 Turkey (GMT+3)	<ul style="list-style-type: none"> ✓ THE ROLE OF GREEN FINTECH IN PROMOTING ECONOMIC GROWTH, EVIDENCE FROM THE OECD COUNTRIES Esra KABAKLARLI (Selçuk University-Turkey) ✓ THE IMPACT OF GDP, RENEWABLE ENERGY AND INCOME DISTRIBUTION ON CO2 EMISSIONS: EVIDENCE FROM BRAZIL Ayşe Özge ARTEKİN (Selçuk University-Turkey) ✓ SUSTAINABLE FASHION IN TERMS OF CIRCULAR ECONOMY: SECTOR APPLICATION EXAMPLES Hatice HARMANKAYA (Selçuk Üniversitesi-Turkey) ✓ THE IMPACT OF ECONOMIC GROWTH ON ENVIRONMENT POLLUTION AN EMPIRICAL STUDY USING PANEL DATA MODELS EVIDENCE FROM NORTH AFRICA COUNTRIES Brahimi BRAHIMI (University of Msila Algeria-Algeria)

COFFEE BREAK: 15:15-15:30



8th DECEMBER 2023- FRIDAY			
HALL-1 (CLICK FOR GOOGLE MEET LINK)		HALL-1	
EMPIRICAL MACROECONOMICS STUDIES CHAIR: Assoc.Prof. Ufuk BINGOL		UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: Mustafa HARMANKAYA	
<ul style="list-style-type: none"> ✓ THE EFFECT OF PUBLIC DEBT ON PRIVATE INVESTMENT IN ETHIOPIA: AN ARDL APPROACH Tariku Lorato LODAMO (Dilla University-Ethiopia) ✓ ECONOMIC PERFORMANCE IN CENTRAL ASIAN COUNTRIES Savaş Çevik (Selcuk University-Turkey) Ayşenur ŞAKALAK (Selcuk University-Turkey) ✓ CORPORATE TAX INVERSION: WAS IT REALLY ABOUT TAXES? Patrick STANTON (Wofford College-United States) ✓ FOREIGN DIRECT INVESTMENT, CREDIT VOLUME AND GROWTH RELATIONSHIP: NON-LINEAR ARDL APPROACH Emre DEVECİ- Türkiye 		<p>COFFEE BREAK 16:30-16:45</p> <p>16:45- 17:45</p>	
		<ul style="list-style-type: none"> ✓ DÖVİZ KURUNUN ÜRETİCİ FİYATI ENDEKSİNE GEÇİŞİ: TÜRKİYE ÖRNEĞİ Buse TOPALOĞLU (Trakya Üniversitesi-Turkey) Fatih AYHAN (Bandırma Onyedli Eylül Üniversitesi-Turkey) ✓ ŞEKER PANCARININ YUMRU VERİMİ ÜZERİNE BOR UYGULAMASININ ETKİSİ VE EKONOMİK ANALİZİ Mustafa HARMANKAYA (Selcuk Üniversitesi-Turkey) Sait GEZGİN (Selcuk Üniversitesi-Turkey) ✓ AZERBAJCAN'DA TARIMSAL DESTEKLER, GIDA GÜVENLİĞİ VE EKONOMİK BÜYÜME ÜZERİNE BİR DEĞERLENDİRME Muzhgan ABDULLAZADE (Bandırma Onyedli Eylül Üniversitesi-Turkey) Fatih AYHAN (Bandırma Onyedli Eylül Üniversitesi-Turkey) ✓ ŞEFFAFLIK İLKESİ ÇERÇEVESİNDE TÜRKİYE'DE UYGULANAN DAVRANIŞSAL KAMU POLİTİKASI ÖRNEKLERİ Sema Müge ÖZDEMİRAY (Necmettin Erbakan University-Turkey) ✓ ÖZEL SEKTÖRDE ÇALIŞAN BİREYLERİN SOSYAL MEDYA KULLANIM DÜZEYLERİ Cemal GÜLER (İstanbul Üniversitesi-Cerrahpaşa-Turkey) Cemile Nihal YURTSEVEN (İstanbul Üniversitesi-Cerrahpaşa-Turkey) Ataman TÜKENMEZ (İstanbul Üniversitesi-Cerrahpaşa-Turkey) Ayşe Nilay KANTAR (İstanbul Üniversitesi-Turkey) Selçuk Bora ÇAVUŞOĞLU (İstanbul Üniversitesi-Cerrahpaşa-Turkey) 	

END OF IN PERSON SESSIONS

ONLINE SESSIONS (8th DECEMBER 2023- FRIDAY)

8th DECEMBER 2023- FRIDAY				
	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 MARKETING STUDIES CHAIR:	APPLIED BUSINESS RESEARCH CHAIR:	APPLIED BUSINESS RESEARCH CHAIR:	
10:00-11:00 Turkey (GMT+3)	<ul style="list-style-type: none"> ✓ EXPLORING THE DETERMINANTS OF GLOBAL VALUE CHAIN PARTICIPATION: EVIDENCE FROM TWELVE ECONOMIES Ali BENLİ (Anadolu University-Turkey) Hasan Murat ERTUĞRUL (Anadolu University-Turkey) ✓ REAL EFFECTS OF THE MARINE ROUTE CONGESTION IN SUPPLY CHAINS. CASE OF SUEZ CANAL AND ROLE OF COUNTRIES. Cumhur DÜLGER (Anadolu University-Turkey) Fabian BEHRENDT (Magdeburg-Stendal University of Applied Sciences-Germany) ✓ SUSTAINABILITY ACTIVITIES AND THE FUTURE DEVELOPMENT STRATEGY OF LUCKIN COFFEE AFTER THE SCANDAL Yuhan MAO (Wenzhou-Kean University-China) ✓ CROSS-CULTURAL MANAGEMENT OF MULTINATIONAL ENTERPRISES IN CHINA Weijia LYU (Wenzhou-Kean University-China) 	<ul style="list-style-type: none"> ✓ EXPLORING THE SUSTAINABILITY AND IMPROVEMENT OF LAST-MILE DELIVERY IN CHINA'S EXPRESS DELIVERY INDUSTRY Ruijian WANG (College of Business and Public Management, Wenzhou-Kean University-China) ✓ ANALYZING LENOVO'S GLOBAL SUPPLY CHAIN AS A SOURCE OF COMPETITIVE STRENGTH IN THE TECHNOLOGY INDUSTRY Jilong LI (Wenzhou-Kean University-China) ✓ APPLICATION OF SUSTAINABILITY AVIATION FUEL ON THE COMMERCIAL AVIATION INDUSTRY IN CHINA Junzhe DING (Wenzhou-Kean University-China) ✓ LEVERAGING THE POWER OF CO-BRANDING STRATEGY: A CASE OF HEYTEA Yaqi HUANG (Wenzhou Kean University-China) 	<ul style="list-style-type: none"> ✓ THE IMPACT OF THE GLOBAL SUPPLY CHAIN CAUSED BY THE SHIFT OF THE MANUFACTURING INDUSTRY FROM CHINA TO SOUTHEAST ASIA Jingzhe BAI (Wenzhou Kean University-China) ✓ A COMPARATIVE STUDY OF FOREIGN FAST-FOOD LOCALIZATION STRATEGIES IN CHINA Yuanyuan GE (Wenzhou-Kean University-China) ✓ THE INTERNATIONAL OPERATION AND STRATEGY OF MULTINATIONAL CORPORATIONS: A CASE OF STARBUCKS IN CHINA Shengyang REN (Wenzhou-Kean University-China) 	

COFFEE BREAK: 11:00-11:15

8th DECEMBER 2023- FRIDAY			
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 MANAGEMENT STUDIES CHAIR:	APPLIED BUSINESS RESEARCH CHAIR:	APPLIED FINANCIAL STUDIES CHAIR:	
<p>✓ ANALYSIS OF SUSTAINABILITY STRATEGIES OF NIKE IN CHINA Zhangkai WU (College of Business and Public Management, Wenzhou-Kean University-China)</p> <p>✓ ANALYSIS OF LOW-PRICE ADVANTAGE OF SHEIN IN THE FAST FASHION MARKET Ruiting Li (Wenzhou-Kean University-China)</p> <p>✓ TRANSFORMATION OF RURAL AREAS: HOW TAobao VILLAGE HELP RESIDENTS GET RID OF POVERTY IN THE LAST 15 YEARS? Tiefeng LU (Wenzhou Kean University-China)</p> <p>✓ THE INFLUENCE OF MALE BLOGGERS IN THE LIVE SELLING COSMETICS MARKET Shihan SUN (Wenzhou Kean University-China)</p>	<p>✓ INTELLIGENT SUPPLY CHAIN MANAGEMENT: A CASE STUDY OF JINGDONG Haifeng HU (Wenzhou Kean University-China)</p> <p>✓ THE SUSTAINABILITY DEVELOPMENT OF THE COFFEE VALUE CHAIN IN CHINA Youchu YAO (Wenzhou-Kean University-China)</p> <p>✓ THE FOOD SAFETY PROBLEMS IN CHINESE CITIES IN RECENTLY 20 YEARS Fengying WAN (Wenzhou-Kean University-China)</p> <p>✓ MANAGING THE DIVERSE WORKFORCE IN CHINA: TAKING SHANGHAI AS AN EXAMPLE Kanyan CHEN (Wenzhou-Kean University-China)</p>	<p>✓ THE INFLUENCE OF CULTURAL NORMS ON STOCK MARKET INTEGRATION Anita TODEA (Babes-Bolyai University/ Faculty of Economics and Business Administration-Romania)</p> <p>✓ BUSINESS MODEL AND FINANCIAL RETURNS OF PIEZOELECTRIC PAVEMENT AND GREEN REAL ESTATE Fimii MA (-United States)</p> <p>✓ MARKET EFFICIENCY AND DAY OF THE WEEK EFFECT IN THE ROMANIAN STOCK MARKET Ruxandra Ioana PITORAC (West University of Timisoara-Romania) Ionut Catalin NODIS (West University of Timisoara-Romania)</p> <p>✓ IMPLEMENTATION OF RANDOM FOREST ALGORITHM AS A PREDICTIVE MODEL FOR FINANCIAL DISTRESS AMONG INDONESIAN COMPANIES Farida Titik KRISTANTI (Telkom University-Indonesia) Dwi Fitrizal Salim (Telkom University-Indonesia) Mochamad Yudha FEBRIANTA (Telkom University-Indonesia)</p>	

11:15-12:15
Turkey
(GMT+3)

COFFEE BREAK: 12:15 – 12:30

8th DECEMBER 2023- FRIDAY			
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)
BEHAVIORAL CONSUMER RESEARCHES CHAIR:	APPLIED MARKETING RESEARCHES CHAIR:	BEHAVIORAL CONSUMER RESEARCHES CHAIR:	
<ul style="list-style-type: none"> ✓ THE FUTURE OF CHINA'S TRANSPORTATION MARKET: THE DOMINANCE OF ELECTRIC POWER VEHICLES Yuze MA (Wenzhou Kean University-China) ✓ CO-CREATING WITH CUSTOMERS ON SOCIAL MEDIA: ANALYSIS OF HUAWEI MODEL Yu Bi (Wenzhou-Kean University-China) ✓ LOCATION SELECTION ANALYSIS OF CHINESE LUXURY BRANDS Yuxin SONG (Wenzhou Kean University - China) ✓ NEW INTERNET MARKETING IN CHINA'S FAST-FOOD INDUSTRY: A CASE STUDY OF MCDONALD Rui WANG (Wenzhou-Kean University-China) 	<ul style="list-style-type: none"> ✓ THE STRATEGIC ROLE OF CORPORATE SOCIAL RESPONSIBILITY IN THE COSMETIC INDUSTRY IN CHINA FROM AN ENTERPRISE VIEW Ruoyi SHEN (Wenzhou-Kean University-China) ✓ THE TRANSFORMATION AND INNOVATIVE MARKETING STRATEGIES OF FRESH HEMA AS A NEW RETAIL FORMAT Di WU (Wenzhou-Kean University-China) ✓ FOREIGN FAST-FOOD COMPANIES LOCALIZED MARKETING STRATEGIES IN PRACTICE – EVIDENCE FROM CHINA Yi HUANG (Wenzhou-Kean University-China) ✓ RISK CONTROL OF FOOD SUPPLY CHAIN ON FRESH FOOD E-COMMERCE PLATFORMS Mingze SUN (Wenzhou-Kean-University-China) 	<ul style="list-style-type: none"> ✓ ANALYSIS OF THE CURRENT SITUATION AND MARKETING STRATEGIES OF CHINA'S NEW TEA INDUSTRY Xinyu WANG (Wenzhou-Kean University-China) ✓ LIQUOR MARKETING PATTERN IN CHINA: INDUSTRY SCALE AND STRATEGY Zitong SUN (Wenzhou-Kean University-China) ✓ Social Media of Non-film-based Character IP: A Case Study of Disney Jingjia DAI (Wenzhou-Kean University-China) ✓ FROM MICHAEL JORDAN TO LEBRON JAMES IN CHINA: ANALYSIS OF NIKE CELEBRITY ENDORSEMENT STRATEGIES Xianshuo ZHENG (Wenzhou Kean University-China) 	

COFFEE BREAK: 13:30 – 13:45

8th DECEMBER 2023- FRIDAY			
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)
SOCIAL MEDIA RESEARCHES CHAIR:	EMPIRICAL ENVIRONMENTAL ECONOMICS CHAIR:	EMPIRICAL MACROECONOMICS CHAIR:	
<ul style="list-style-type: none"> ✓ A CRITICAL GENRE ANALYSIS OF COVERT ADVERTISING THROUGH SHORT VIDEOS IN XIAOHONGSHU Yuanxue GAO (Wenzhou-Kean University-China) ✓ COMPARATIVE ANALYSIS OF KEY OPINION LEADERS (KOLS) AND SHORT VIDEO CELEBRITIES ON CHINESE SOCIAL MEDIA Xiao HONG (Wenzhou-Kean University-China) ✓ SHORT VIDEO APPLICATION SOFTWARE: ANALYSIS OF TIKTOK MARKETING STRATEGY Xiaopeng ZOU (Wenzhou-kean University-China) 	<ul style="list-style-type: none"> ✓ THE NEXUS BETWEEN GREEN FINANCE AND SUSTAINABLE ECONOMIC DEVELOPMENT Vatamanu Anca FLORENTINA (Alexandru Ioan Cuza University of Iasi, Romania-Romania) Cigu ELENA (Alexandru Ioan Cuza University of Iasi, Romania-Romania) Tofan MIHAELA (Alexandru Ioan Cuza University of Iasi, Romania-Romania) ✓ COULD ECONOMIC GROWTH PROPEL COSTA RICA TO LESSEN ITS ENVIRONMENTAL DEBASEMENT?: ENVIRONMENTAL KUZNETS CURVE (1990-2021) Oscar Ugalde HERNANDEZ (Universidad Nacional-Costa Rica) ✓ HOW ACCESS TO FINANCE AND INVESTMENT CLIMATE AFFECT RESOURCE MISALLOCATION AND PRODUCTIVITY OF SMALL AND MEDIUM ENTERPRISES (SMES): EVIDENCE FROM INDIA Ruchi GUPTA (Banaras Hindu University (BHU), Varanasi-India) ✓ ANALYSIS OF CARBON ASSET MANAGEMENT SYSTEM IN CHINA'S LOW-CARBON SUPPLY CHAIN: THE CASE OF JD Junzhe XU (Wenzhou-Kean University-China) 	<ul style="list-style-type: none"> ✓ DOES FDI IMPACT ECONOMIC GROWTH IN BRICS ECONOMIES? EVIDENCE FROM BAYESIAN VAR Avisha MALIK (Thapar Institute of Engineering and Technology-India) Ash Narayan SAH (Thapar Institute of Engineering and Technology-India) ✓ FIRM LEVERAGE AND EMPLOYMENT: SHORT-TERM AND MEDIUM-TERM RELATIONSHIP Baki Cem ŞAHİN (Central Bank of Türkiye-Turkey) ✓ DEMOGRAPHIC CHALLENGES AND LABOUR MOBILITY IN SLOVAKIA: ANALYSIS BASED ON THE SOCIAL INSURANCE AGENCY DATA Jolana GUBALOVA (Matej Bel University, Faculty of Economics-Slovakia) Maria Murray SVIDRONOVA (Matej Bel University, Faculty of Economics-Slovakia) Petra STRNADOVA (Matej Bel University, Faculty of Economics-Slovakia) ✓ EXPLORING THE IMPACT OF ENTREPRENEURSHIP ON PERSONAL INCOME INEQUALITY: A MACHINE LEARNING APPROACH Sema YAŞAR (Sirnak University-Turkey) Can VERBERİ (Sirnak University-Turkey) İbrahim Halil SUGÖZÜ (Kyrgyz-Turkish Manas University-Kyrgyzstan) 	

COFFEE BREAK: 14:45 – 15:00

Draft Program

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)
UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI:			
<p>✓ İSTANBUL'DA BİNA SERA GAZI EMİSYONLARINI ETKİLEYEN FAKTÖRLERİN MARS YÖNTEMİ İLE İNCELENMESİ Sinem Güler Kangallı UYAR (Pamukkale Üniversitesi-Turkey) Bilge Kağan ÖZBAY (Pamukkale Üniversitesi-Turkey) Berker DAL (Pamukkale Üniversitesi-Turkey)</p> <p>✓ İKLİM DEĞİŞİKLİĞİ VE PARA POLİTİKASI Burak DARICI (Bandırma Onyedi Eylül Üniversitesi-Turkey) Tansu YALIN (Bandırma Onyedi Eylül Üniversitesi-Turkey)</p> <p>✓ YEŞİL FİNANSIN GELİŞİM STRATEJİSİ Burak DARICI (Bandırma Onyedi Eylül Üniversitesi-Turkey) Melike ÇETİNBAKIŞ (Bandırma Onyedi Eylül Üniversitesi-Turkey)</p> <p>✓ TÜRKİYE'DE TOPLUMSAL CİNSİYET EŞİTSİZLİĞİNİN MEKÂNSAL ANALİZ EŞLİĞİNDE MESLEK SEÇİMİNE ETKİSİ: GENÇ KADINLARI STEM ALANLARINA ÇEKMEK Zeynep ÖZMEN (Düzce Üniversitesi-Turkey)</p> <p>✓ TÜRKİYE'DE TURİZME DAYALI BÜYÜME HİPOTEZİNİN SİMETRİK VE ASİMETRİK NEDENSELLİK ANALİZLERİ İLE İNCELENMESİ Hasan Murat ERTUĞRUL (Anadolu Üniversitesi-Turkey) Burcu YÜRÜK (Uşak Üniversitesi-Turkey)</p>			

END OF SESSIONS AND CONFERENCE