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

8 th DECEMBER 2023-FRIDAY			
08:00 - 09:00 Italy (GMT+1)	Conference Frontdesk ON APPLIES		
09:00 - 10:00 Italy (GMT+1)	Opening Ceremony and Speeches (CLICK FOR GOOGLE MEET LINK)		

Opening Speeches:

* Prof. Hasan Murat ERTUĞRUL (Anadolu University-Türkiye)

Keynote Speeches:

* Dr. Yunus Emre KARAMANOĞLU (Internal Counsellor at Turkish Embassy In Rome)

Violence against women and prevention measures in Turkey and Italy

	8 th DECEMBER 2023- FRIDAY			
	HALL-1			HALL-1
	APPLIED BANKING STUDIES CHAIR: Ali AKGÜN			APPLIED FINANCIAL STUDIES CHAIR: Esra KABAKLARLI
10:00-11:00 Italy (GMT+1)	✓ INVESTIGATION OF TURKISH BANKING SECTOR IN THE POST-PANDEMIC PERIOD USING CAMELS ANALYSIS Ali AKGÜN (Selçuk University-Türkiye) ✓ THE VALUE RELEVANCE OF ALTERNATIVE PERFORMANCE MEASURES: EVIDENCE FROM THE ENERGY SECTOR Oğuzhan BAHADIR (Galatasaray University-Türkiye) Hilal Merve ALAGÖZ (Galatasaray University-Türkiye) ✓ THE MODERN FACE OF ISLAMIC FINANCE IN TURKIYE: PARTICIPATION BANKING Halil İbrahim YAVUZ (Selcuk University-Türkiye) ✓ NATURAL SHOCKS AND SOVEREIGN CREDIT RISK: A EVENT STUDY OF EARTHQUAKE-INDUCED VOLATILITY IN CDS MARKETS Şebnem TOSUNOĞLU (Anadolu University-Türkiye) Süleyman KASAL (Anadolu University-Türkiye)	COFFEE BREAK 11:00-11:15	11:15-12:15 Italy (GMT+1)	THE ROLE OF GREEN FINTECH IN PROMOTING ECONOMIC GROWTH, EVIDENCE FROM THE OECD COUNTRIES ESTA KABAKLARLI (Selçuk University-Türkiye) ECONOMIC PERFORMANCE IN CENTRAL ASIAN COUNTRIES Savaş Çevik (Selcuk University-Türkiye) Ayşenur ŞAKALAK (Selcuk University-Türkiye) THE IMPACT OF GDP, RENEWABLE ENERGY AND INCOME DISTRIBUTION ON CO2 EMISSIONS: EVIDENCE FROM BRASIL Ayşe Özge ARTEKİN (Selçuk University-Türkiye) IMPACT OF FOREIGN DIRECT INVESTMENT AND FOSSIL FUEL CONSUMPTION ON CARBON EMISSIONS: ARDL APPROACH Emre DEVECİ (Selcuk, University-Türkiye)

LUNCH TIME: 12:15-13:00

Social Sciences

	8 ^t	h DECEMBER 202	23- FRIDAY	
	HALL-1			HALL-1
	POLITICAL SCIENCES STUDIES CHAIR: Muhittin Tolga ÖZSAĞLAM			UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: Mustafa HARMANKAYA
13:00-14:00 Italy (GMT+1)	✓ WAVELET ANALSIS OF THE INTERMITTENT IMPACTS OF RENEWABLE ENERGY CONSUMPTION ON THE ECOLOGICAL FOOTPRINT EVIDENCE FROM RECAI COUNTRIES Ferhat ÇITAK (Hitit University, Türkiye) Ø THE RELATIONSHIP BETWEEN ORGANIZATIONAL CULTURE AND INTRAPRENEURSHIP: AN APPLICATION IN KARAMAN PROVINCE Ayşe YAVUZ (Selcuk University-Türkiye) ✓ A BIBLIOMETRIC ANALYSIS OF THE CONCEPT OF POLITICAL IDEOLOGY IN THE SCHOLARLY PUBLICATIONS Bülent EVRE (Bahçeşehir Cyprus University-Türkiye) ✓ THE IMPACTS OF RUSSIA-UKRAINE WAR ON RUSSIA-BRICS RELATIONS Muhittin Tolga ÖZSAĞLAM (European University of Lefke-Türkiye)	COFFEE BREAK 14:00-14:15 DAEF Ended With al Sciences	14:15-15:15 Italy (GMT+1)	 ÖZEL SEKTÖRDE ÇALIŞAN BİREYLERİN SOSYAL MEDYA KULLANIM DÜZEYLERİ Cemal GÜLER (İstanbul Üniversitesi-Cerrahpaşa-Türkiye) Cemile Nihal YURTSEVEN (İstanbul Üniversitesi-Cerrahpaşa-Türkiye) Ataman TÜKENMEZ (İstanbul Üniversitesi-Cerrahpaşa-Türkiye) Ayşe Nilay KANTAR (İstanbul Üniversitesi-Türkiye) Selçuk Bora ÇAVUŞOĞLU (İstanbul Üniversitesi-Cerrahpaşa-Türkiye) ✓ DÖNGÜSEL EKONOMİ AÇISINDAN SÜRDÜRÜLEBİLİR MODA: SEKTÖR UYGULAMA ÖRNEKLERİ Hatice HARMANKAYA (Selçuk Üniversitesi-Türkiye) ✓ 19.YÜZYILDA OSMANLI BANKACILIK SİSTEMİNDE BANKA İFLASLARININ NEDENLERİNE İLİŞKİN BİR DEĞERLENDİRME Rahime Hülya ÖZTÜRK (Selcuk University-Türkiye) ✓ ŞEKER PANCARININ YUMRU VERİMİ ÜZERİNE BOR UYGULAMASININ ETKİSİ VE EKONOMİK ANALİZİ Mustafa HARMANKAYA (Selcuk Üniversitesi-Türkiye) Sait GEZĞİN (Selcuk Üniversitesi-Türkiye) ✓ ŞEFFAFLIK İLKESİ ÇERÇEVESİNDE TÜRKİYE'DE UYGULANAN DAVRANIŞSAL KAMU POLİTİKASI ÖRNEKLERİ Sema Müge ÖZDEMİRAY (Necmettin Erbakan Üniversitesi-Türkiye)

COFFEE BREAK: 15:15-15:30

END OF IN PERSON SESSIONS

ONLINE SESSIONS (8th DECEMBER 2023- FRIDAY)

		8 th DECEMBER 2023- FRIDAY	
	HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2 (CLICK FOR GOOGLE MEET LINK)	HALL-3 (CLICK FOR GOOGLE MEET LINK)
	APPLIED MARKETING STUDIES CHAIR: Assoc.Prof. Hale Kirer SILVA LECUNA	APPLIED BUSINESS RESEARCH CHAIR: Assoc. Prof. Mustafa KEVSER	APPLIED BUSINESS RESEARCH CHAIR: Dr. Özlem ORHAN
10:00-11:00 Türkiye (GMT+3)	✓ 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) ✓ A CRITICAL GENRE ANALYSIS OF COVERT ADVERTISING THROUGH SHORT VIDEOS IN XIAOHONGSHU Yuanxue GAO (Wenzhou-Kean University-China)	✓ 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 DİNG (Wenzhou-Kean University-China) ✓ LEVERAGING THE POWER OF CO-BRANDING STRATEGY: A CASE OF HEYTEA Yaqi HUANG (Wenzhou Kean University-China)	✓ THE IMPACT OF THE GLOBAL SUPPLY CHAIN CAUSED BY THE SHIFT OF THE MANUFACTURING INDUSTRY FROM CHINA TO SOUTHEAST ASIA Jingzhe BAİ (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) ✓ COMPARATIVE ANALYSIS OF KEY OPINION LEADERS (KOLS) AND SHORT VIDEO CELEBRITIES ON CHINESE SOCIAL MEDIA Xiao HONG (Wenzhou-Kean University-China)

COFFEE BREAK: 11:00-11:15

APPLIED MA	OR GOOGLE MEET LINK) ANAGEMENT STUDIES of. Hale Kirer SILVA LECUNA	HALL-2(CLICK FOR GOOGLE MEET LINK) APPLIED BUSINESS RESEARCH CHAIR: Assoc. Prof. Mustafa KEVSER	HALL-3 (CLICK FOR GOOGLE MEET LINK) APPLIED FINANCIAL STUDIES
			APPLIED FINANCIAL STUDIES
CHAIR: Assoc.Pro	f. Hale Kırer SILVA LECUNA	CHAIR: Assoc. Prof. Mustafa KEVSER	l
			CHAIR: Dr. Özlem ORHAN
NIKE IN CHINA Zhangkai WU (Col Management, Wenzi ✓ ANALYSIS OF SHEIN IN THE FAST F Ruiting Li (Wenzhou 11:15-12:15 Türkiye (GMT+3) TAOBAO VILLAGE F POVERTY IN THE LAS Tiefeng LU (Wenzhou ✓ THE INFLUENCE LIVE SELLING COSME	-Kean University-China) ION OF RURAL AREAS: HOW HELP RESIDENTS GET RID OF ST 15 YEARS? u Kean University-China) E OF MALE BLOGGERS IN THE	INTELLIGENT SUPPLY CHAIN MANAGEMENT: A CASE STUDY OF JINGDONG Haifeng HU (Wenzhou Kean University-China) THE SUSTAINABILITY DEVELOPMENT OF THE COFFEE VALUE CHAIN IN CHINA Youchu YAO (Wenzhou-Kean University-China) THE FOOD SAFETY PROBLEMS IN CHINESE CITIES IN RECENTLY 20 YEARS Fengying WAN (Wenzhou-Kean University-China) MANAGING THE DIVERSE WORKFORCE IN CHINA: TAKING SHANGHAİ AS AN EXAMPLE Kanyan CHEN (Wenzhou-Kean University-China) SHORT VIDEO APPLICATION SOFTWARE: ANALYSIS OF TIKTOK MARKETING STRATEGY Xiaopeng ZOU (Wenzhou-kean University-China)	✓ THE INFLUENCE OF CULTURAL NORMS ON STOCK MARKET INTEGRATION Anita TODEA (Babes-Bolyai University/ Faculty of Economics and Business Administration-Romania) ✓ BUSINESS MODEL AND FINANCIAL RETURNS OF PIEZOELECTRIC PAVEMENT AND GREEN REAL ESTATE Fimii MA (United States) ✓ MARKET EFFFICIENCY AND DAY OF THE WEEK EFFECT IN THE ROMANIAN STOCK MARKET Ruxandra Ioana PİTORAC (West University of Timisoara-Romania) Ionut Catalin NODİS (West University of Timisoara-Romania) ✓ IMPLEMENTATION OF RANDOM FOREST ALGORITHM AS A PREDICTIVE MODEL FOR FINANCIAL DISTRESS AMONG INDONESIAN COMPANIES Farida TİTİK KRİSTANTİ (TEİKOM University-Indonesia) Dwi Fitrizal Salim (Teİkom University-Indonesia) Mochamad Yudha FEBRİANTA (TEİKOM University-Indonesia) ✓ THE CONFLICT IN UKRAINE AND ITS REGIONAL AND GLOBAL IMPACT Ana-Cristina BÂLGĂR (Institute for World Economy, Romania)

COFFEE BREAK: 12:15 – 12:30

		8 th DECEMBER 2023- FRIDAY	
	HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2 (CLICK FOR GOOGLE MEET LINK)	HALL-3 (CLICK FOR GOOGLE MEET LINK)
	BEHAVIORAL CONSUMER RESEARCHES	APPLIED MARKETING RESEARCHES	BEHAVIORAL CONSUMER RESEARCHES
	CHAIR: Assoc.Prof. Hale Kirer SILVA LECUNA	CHAIR: : Assoc. Prof. Mustafa KEVSER	CHAIR: Dr. Özlem ORHAN
		✓ THE STRATEGIC ROLE OF CORPORATE SOCIAL	✓ ANALYSIS OF THE CURRENT SITUATION AND
	✓ THE FUTURE OF CHINA'S TRANSPORTATION	RESPONSIBILITY IN THE COSMETIC INDUSTRY IN	MARKETING STRATEGIES OF CHINA'S NEW TEA
	MARKET: THE DOMINANCE OF ELECTRIC POWER	CHINA FROM AN ENTERPRISE VIEW	INDUSTRY
	VEHICLES	Ruoyi SHEN (Wenzhou-Kean University-China)	Xinyu WANG (Wenzhou-Kean University-China)
	Yuze MA (Wenzhou Kean University-China)	O PILLO	
12:30 – 13.30	OFI	✓ THE TRANSFORMATION AND INNOVATIVE	✓ LIQUOR MARKETING PATTERN IN CHINA:
Türkiye (GMT+3)	✓ CO-CREATING WITH CUSTOMERS ON SOCIAL	MARKETING STRATEGIES OF FRESH HEMA AS A	INDUSTRY SCALE AND STRATEGY
Turkiye (GiviT+3)	MEDIA: ANALYSIS OF HUAWEI MODEL	NEW RETAIL FORMAT	Zitong SUN (Wenzhou-Kean University-China)
	Yu Bİ (Wenzhou-Kean University-China)	Di WU (Wenzhou-Kean University-China)	
	0		✓ Social Media of Non-film-based Character IP:
	✓ LOCATION SELECTION ANALYSIS OF CHINESE	FOREIGN FAST-FOOD COMPANIES	
	LUXURY BRANDS	LOCALIZED MARKETING STRATEGIES IN PRACTICE	Kean University-China)
	Yuxin SONG (Wenzhou Kean University -China)	– EVIDENCE FROM CHINA	
		Yi HUANG (Wenzhou-Kean University-China)	FROM MICHAEL JORDAN TO LEBRON JAMES
	✓ NEW INTERNET MARKETING IN CHINA'S FAST-	\triangleright	IN CHINA: ANALYSIS OF NIKE CELEBRITY
	FOOD INDUSTRY: A CASE STUDY OF MCDONALD	✓ RISK CONTROL OF FOOD SUPPLY CHAIN ON	
	Rui WANG (Wenzhou-Kean University-China)	FRESH FOOD E-COMMERCE PLATFORMS	Xianshuo ZHENG (Wenzhou Kean University-
		Mingze SUN (Wenzhou-Kean-University-China)	China)

COFFEE BREAK: 13:30 – 13:45

Extended With Social Sciences

		8 th DECEMBER 2023- FRIDAY	
	HALL-1 (CLICK FOR GOOGLE MEET LINK)	HALL-2 (CLICK FOR GOOGLE MEET LINK)	HALL-3 (CLICK FOR GOOGLE MEET LINK)
	UYGULAMALI EKONOMİ ARAŞTIRMALARI OTURUM BAŞKANI: Doç. Dr. Hale Kırer SILVA LECUNA	EMPIRICAL ENVIRONMENTAL ECONOMICS CHAIR: Assoc. Prof. Mustafa KEVSER	EMPIRICAL MACROECONOMICS CHAIR: Dr. Özlem ORHAN
13:45 – 14.45 Türkiye (GMT+3)	✓ İSTANBUL'DA BİNA SERA GAZI EMİSYONLARINI ETKİLEYEN FAKTÖRLERİN MARS YÖNTEMİ İLE İNCELENMESİ Sinem Güler Kangallı UYAR (Pamukkale Üniversitesi-Türkiye) Bilge Kağan ÖZBAY (Pamukkale Üniversitesi-Türkiye) Berker DAL (Pamukkale Üniversitesi-Türkiye) ✓ KÜRESEL DEĞER ZİNCİRLERİNE KATILIMI ETKİLEYEN FAKTÖRLER: 12 ÜLKEDEN KANITLAR ALİ BENLİ (Anadolu University-Türkiye) Hasan Murat ERTUĞRUL (Anadolu University-Türkiye)	 ✓ 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) 	TURKISH LIRA

COFFEE BREAK: 14:45 – 15:00

8th DECEMBER 2023- FRIDAY HALL-2 (CLICK FOR GOOGLE MEET LINK) **APPLIED MACROECONOMICS CHAIR: Assoc. Prof. Mustafa KEVSER** ✓ USING DATA ENVELOPMENT ANALYSIS TO EVALUATE THE EFFICIENCY OF EUROPEAN UNION COUNTRIES IN INFORMATION TECHNOLOGIES **Duygu TUNALI** (Anadolu Üniversitesi, Türkiye) ✓ THE RELATIONSHIP BETWEEN ENERGY FOREIGN TRADE AND 15:00-EXCHANGE RATE VOLATILITY: TURKEY EXAMPLE 16.00 Türkiye | İlkay GÜLER (Ankara Hacı Bayram Veli University, Türkiye) (GMT+3) ✓ EFFECT OF AGRICULTURAL DEVELOPMENT ON ENVIRONMENTAL POLLUTION IN TÜRKİYE Muhammet KUTLU (Bandirma Onyedi Eylul University, Türkiye) ✓ A SNAPSHOT OF THE GERMAN LABOR MARKET: DO CURRENT DEMOGRAPHICS AND WORK FORCE DYNAMICS NECESSITATE MIGRATION? Volkan SEZGİN (Bogazici University, Türkiye)

END OF SESSIONS AND CONFERENCE

