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# Research in Human and Social Sciences and Knowledge Mobilization.

Quiroga Sergio Ricardo.

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# COMMUNICATION ECONOMICS ORGANIZATION

9-11 December 2022 - Indonesia

5<sup>th</sup>

# ABSTRACT BOOK

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## EDITORS

Assoc. Prof. Dr. Muhammad Ali Tarar

Enock Siankwilimba, PhD. Cand.

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# **International CEO**

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

## **Social Sciences Congress**

### **ABSTRACT E-BOOK**

**9-11 Dec 2022**

**CEOSSC 2022 - Indonesia**

**Editors:**

**Assoc. Prof. Dr. Muhammad Ali Tarar  
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# International CEO

(Communication, Economics, Organization)

## Social Sciences Congress

### Presentation

We are delighted to introduce **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**, **Niřantařı University**, **University of Prizren**, **Cyprus West University**, **Insec**, **NCM Publishing**, **CEO Tekmer**, **Universitas Bhayangkara**, **Knowledge Laboratory**, **Universitas Ghara Karya** 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 2022, Indonesia, Jakarta)** that was held online on Dec 9-11, 2022. 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 & Indonesian. With the participation and contributions of academics from **34 countries: Argentina, Azerbaijan, Belarus, Bosnia and Herzegovina, Indonesia, Ethiopia, Philippines, Ghana, South Korea, Georgia, India, Iraq, United Kingdom, Spain, Italy, Japan, Cameroon, Canada, Kyrgyzstan, Kosovo, North Cyprus, Cuba, Malaysia, Uzbekistan, Pakistan, Poland, Portugal, Romania, Tanzania, Turkey, Ukraine, USA, New Zealand**. It is a great privilege for us to present the Abstract Book of **CEO SSC 2022** 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 **155 different institutions or universities**. The 3 days long conference gathered close to **445 national and international attendees** to enliven a constellation of contributions. **199** papers of the **273** papers approved to present at the congress are outside of Turkey. **73% of the papers presented at the congress are from outside Türkiye**. 5 awards were issued to distinguished papers, and a total of **273 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

9-11 Aralık 2022 tarihlerinde "5. Uluslararası CEO İletişim, Ekonomi ve Organizasyon Sosyal Bilimler Kongresi" IPMI Uluslararası İşletme Okulu ev sahipliğinde Endonezya'nın başkenti Cakarta'da, 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, Universitas Ghara Karya ve Ostim Teknik Üniversitesi iş birliği ile **online ve fiziki katılımlar** ile gerçekleşmiştir.

Kongremizde *ABD, Arjantin, Azerbaycan, Belarus, Bosna Hersek, Endonezya, Etiyopya, Filipinler, Gana, Güney Kore, Gürcistan, Hindistan, Irak, İngiltere, İspanya, İtalya, Japonya, Kamerun, Kanada, Kırgızistan, Kosova, Kuzey Kıbrıs, Küba, Malezya, Özbekistan, Pakistan, Polonya, Portekiz, Romanya, Tanzanya, Türkiye, Ukrayna, Yeni Zelanda, Zambiya* gibi **34 ülkeden ve 155 kurum/üniversiteden 445 akademisyen** tarafından hazırlanan **273 bildiri** sunulmuştur.

Kongremize **343** bildiri özeti gönderilmiş, editör ve hakem süreçlerinden sonra bunlardan 303 tanesi sözlü sunuma kabul edilmiş, ancak **50 oturumda 273 bildirinin sunumu** gerçekleşmiştir. Sunulan bildirimler, **978-605-73822-6-9** ISBN'li bu e kitapta yayımlanmaktadır. Belirtilen tarihe kadar **kongre sitesine yüklenen tam metin bildirimler** ise, **yazarın tercihinine, 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 göndermelidir.

Kongrede sunulan 273 bildirinin 199'u yurt dışındandır. Yayımlanan **bildirimlerin %73'ü Türkiye dışındandır. Önceki Uluslararası CEO Kongre'lerde olduğu gibi 5. Uluslararası CEO Kongre'de de hem bildiri özet kitabında hem de tam metin kitabında yabancı oranı %50'den fazladır.**

Onaylı ve yayımlanan **273 bildiriden ikisi Türkiye'den ve üçü yurt dışından olmak üzere beşine 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 ziyadesiyle teşekkür ederiz.

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Below is a list of individuals who have supported **CEO Congress 2022 Indonesia** 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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Asst.Prof.Dr. Ercan KÜÇÜKEŞMEN, Isparta Applied Sciences University  
Asst.Prof.Dr. Hamed MAHADEEN, Applied Science University, Jordan  
Asst.Prof. Esra Sipahi Döngül, Aksaray University  
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Dr. Ilir REXHEPI, AAB Collage, Prishtina Kosovo  
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Dr. Jason LAM, Multimedia University, Malaysia  
Dr. Maher Ahmad ALATAILAT, Girne American University, Cyprus

Dr. Matanat AMRAHOVA, Azerbaijan Devlet İktisat Üniversitesi UNEC  
Dr. Sabit BAYMAGANBETOV, Ahmet Yesevi University, Kazakhstan  
Dr. Sakher ALNAJDAMI, Amman Arab University, Jordan  
Dr. Sia Bik KAI, Universiti Tunku Abdul Rahman, Malaysia  
Dr. Steven Chong Shyue CHUAN, Universiti Tunku Abdul Rahman, Malaysia  
Dr. Tee Lain TZE, Universiti Kebangsaan, Malaysia  
Dr. Ulanbek ALIMOV, Kyrgyz-Turkish Manas University, Kyrgyzstan

## Papers Received Best Paper Awards

### From Turkey

1. **Authors:** Öğr.Gör.Dr. Pınar AVCI, Öğr.Gör. Esra YAŞAR, Doç Dr. Sevgi SÜMERLİ SARIGÜL  
**Title:** Türkiye'deki Çevresel Bozulmada Finansal Sektör Gelişiminin, Temiz Enerji Tüketiminin ve Beşeri Sermayenin Rolü
2. **Authors:** Asst. Prof. Dr. Berna Turak KAPLAN, Assoc. Prof. Dr. Mehmet KAPLAN  
**Title:** Ceo Nasıl Başladı? İletişim, Ekonomi, Organizasyon Odaklı İlk Kongrenin Anatomisi

### Outside Turkey

1. **Authors:** Melitta ARUAN, Roy SEMBEL, Melinda MALAU  
**Title:** Moderating Role of Financial Technology towards the Effects of Financial Performance, GCG and Macroeconomic on Stock Returns of Indonesia Category 4 Banks
2. **Authors:** Maria Zia, Dr. Muhammad Zia-ur-Rehman, Syed Muhammad Wafa ur Rahman  
**Title:** Emotional Exhaustion (EE) and its impact on Turnover Intention: The role of Organizational Commitment
3. **Authors:** Mr. Bagawan Kagurnita Krisatio SOENARJONO, Prof. Ir. M. Aman WIRAKARTAKUSUMAH, PhD., Ms. Liza Agustina Maureen NELLOH  
**Title:** The Antecedents of Subscriber Intention of Indonesian Young Generations Upon Spotify

## Keynote Speeches

Prof. Dr. **Siham EL-KAFAFÍ**, Director of Arrows Research Consultancy, **New Zealand**

Prof. Dr. **Hernán E. Gil FORLEO**, University of Buenos Aires, **Argentina**

**Carles Agustí I Hernández**, International Governance Consultant & SDG Manager, (**Barcelona**)  
**Spain**

Dr. **Dewi Puspaningtyas Faeni, MBA, MHT**, Vice Dean Faculty of Economics and Business,  
**Indonesia**

Prof.Dr. **Luís Miguel Cardoso**, Polytechnic Institute of Portalegre, **Portugal**

Assoc. Prof. Dr. **Mehmet Naci EFE**, Head of International University of Gorazde, **Bosnia & Herzegovina**

**Moderator of the Session:** Assoc. Prof. Dr. **Duygu HIDIROĞLU- Türkiye**

## Guest Speeches

Asst. Prof. Dr. **Ir. Amelia Naim Indrajaya**, MBA – Head of CSMSR, IPMI International Business School, Jakarta, **Indonesia**

Assoc.Prof. **Murteza HASANOĞLU**, Azerbaijan State Administration Academy, **Azerbaijan**

**Asst. Prof. Dr. Sachin GUPTA**, Mohanlal Sukhadia University, **India**

Dr. **Bahrullah Safi**, Vice President International Acacia University, **Arizona, USA**

**Moderator of the Session:** Dr. **Souvik Dasgupta**, Presidency University, Kolkata – **India**

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## **The Legal Status of Permanent Single-person And Collegial Bodies of Belarusian and Polish Parliaments: A Comparative Legal Aspect**

**Dr. of PhD in Law, Associate Professor Aksana CHMYHA**

Belarusian State University

ch.ok.vas@gmail.com

Orcid: 0000-0002-5793-3798

### **ABSTRACT**

Goal – To analyze the key points of concepts of single-person and collegial permanent bodies of belarusian and polish Parliaments in comparative feature.

Research methodology – The basis of the work is the comparative-legal method of research, as well as other methods of scientific knowledge.

Score - In European legal science an essential right of MPs (Members of Parliament) is to single-person and collegial form permanent bodies as mutually agreed within their respective Parliaments. MPs perform their functions in the framework of single-person bodies, Presidiums of the Sejm and the Senate in Poland, the Council of the House of Representatives, the Presidium of the Council of the Republic of Belarus, parliamentary commissions of both Polish Parliament and Belarusian legislative (representative) authority at the same time carrying out their mandatory duties. A number of progressive characteristics of these form of permanent bodies 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 of Parliament to jointly and single-person form of permanent bodies, which should be based both in Poland and in Belarus on the study and mutual implementation of the accumulated positive legislative experience of these states in this area.

**Keywords:** Single-person Bodies of Parliament, Collegial Bodies of Parliament, Permanent Bodies, Parliament, Legal Status, Belarus, Poland, EU, Comparative Legal Analysis.

## Conflict Management Styles of Deans of Public Higher Education Institutions: Bases For A Structural Ethical Conflict Management Model

**Prof. Dr. Irene GUMIRAN**

Rizal Technological University

irenegumiran5@gmail.com

Orcid: 0000-0002-3153-772X

### ABSTRACT

The study aimed to determine the conflict management styles of the respondents, sources of conflict, and the behavior in handling conflict situation in public higher education institution in National Capital Region.

The statistical methods that had been used in attaining the results were Frequency and Percentage, Weighted Mean and Standard Deviation, Mann Whitney U Test and Kruskal Wallis Test, Spearman Correlation, and Partial Least Square. The importance of this study was to introduce a focus structural equation model, which broadens administrators' decision-making capacities and enhances empirical understanding of conflict situations, particularly in an institutional environment. Descriptive comparative and descriptive correlational were the research designs that had been used in the study. Moreover, the respondents of the study were ninety-three (93) deans from the sixteen (16) public higher education institutions (HEIs) in the National Capital Region (NCR).

As to the age of the respondents, thirty-nine (f=39 or 41.9%) from 41-50 years old, was the highest while the lowest got fourteen (f=14 or 15.1%) from 51-60 years old. With regard to the sex of the respondents, the population of the females was fifty-four (f=54 or 58.1%), which was a little higher than the males, thirty-nine (f=39 or 41.9%). For the highest educational attainment, the respondents with a Master's degree got the highest frequency, fifty-four (f=54 or 58.1%), while other degree units got the lowest frequency, fifteen (f=15 or 16.1%). Sixty (f=60 or 64.5%) of the respondents lasted for 1-5 years in the position while fourteen (f=14 or 15.1%) of them stayed 11-15 years in their position. Meanwhile, for the academic rank of the respondents, the associate professor got the highest frequency which was forty (f=40 or 43.0%), while the university professor got the lowest frequency which was seven (f=7 or 7.5%). Finally, concerning the type of public higher educational institutions, respondents from The topmost source of conflict situations was goal incompatibility with (WM=3.49, SD=0.58) while the least was lack of resources (WM=3.44, SD=0.62). The respondents' number one conflict management styles were both accommodating and collaborating with the same results (WM=3.58, SD=0.56) while the least practiced was avoiding (WM=2.94, SD=0.91). Furthermore, the most practiced behavior of the respondents in handling conflict situations was assertiveness with (WM=3.45, SD=0.58) while the least was submissiveness with (WM=3.03, SD=0.82). In the sources of conflict and profile of the respondents, there was no significant difference between the sources of conflict and the respondents' profile as to age (P=0.000) and sex (P=0.010) were less than 0.05 level of significance, highest educational attainment (P=0.235), number of years in the position as dean (P=0.318), academic rank (P=0.318) and type of HEI (P=0.084) were not less than 0.05 level of significance. Meanwhile, the conflict management styles and the respondents' profiles had a significant difference in the conflict management styles when the age, sex, highest educational attainment, number of years as dean, academic rank, and type of HEI were considered. The position as a dean (P=0.147) and type of HEI (P=0.229) were insignificant, since its P-values were not less than 0.05 alpha while the computed P-values for age (P=0.006), sex (P=0.009), highest educational attainment (P=0.003) and academic rank (P=0.019) were significant since the P-values were less than 0.05 alpha. Lastly, there was a significant relationship between the respondents' sources of conflict and conflict management styles as to the computed P-values between goal compatibility and accommodation (P=0.000), avoiding (P=0.043), collaborating (P=0.001), and compromising (P=0.016) were less than 0.05 level of significance; thus, there was a rejection of the null hypothesis; however, the computed P-value between goal compatibility and competing (P=0.075) was not less than 0.05 level of significance; thus, retain the null hypothesis was retained.

Finally, this study implies that there were various techniques to deal with the incompatibilities that occurred, regardless of behavior in handling conflict as to components between accommodating and goal incompatibility (P=0.000), lack of resources (P=0.000) and performance expectation (P=0.000); between avoiding and goal incompatibility (P=0.043); between collaborating to goal incompatibility (P=0.001), lack of resources (P=0.000), and performance expectation (P=0.001); competitiveness to lack of resources (P=0.000), and performance expectation (P=0.000); and compromising goal incompatibility (P=0.016), lack of resources (P=0.000), and performance expectation (P=0.001) were all significant.

**Keywords:** Conflict Management, Thomas Killman, Structural Equation, Ethical Model, Public Higher Institutions, Education.



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## **Disciplinary Responsibility of Members of Parliaments of Belarus and Poland**

**Dr. Of PhD in Law, Associate Professor Aksana CHMYHA**

Belarusian State University, Belarus

ch.ok.vas@gmail.com

Orcid: 0000-0002-5793-3798.

### **ABSTRACT**

**Goal** – To analyze the key points of concepts of disciplinary responsibility of the members of Parliaments of Belarus and Poland in comparative feature.

**Research methodology** – The basis of the work is the comparative-legal method of research, as well as other methods of scientific knowledge

**Score** - Disciplinary responsibility occupies an important place in the structure of the legal responsibility of a parliamentarian both in the Polish and Belarusian states.

**Originality/value** - A new conclusion has been reached that it is preferable to further improve the regulatory framework that promotes the establishment of disciplinary responsibility of the members of Parliaments, which should be based both in Poland and in Belarus on the study and mutual implementation of the accumulated positive legislative experience of these states in this area. In the article a number of progressive characteristics of disciplinary responsibility of the members of Parliaments of Belarus and Poland are stated.

**Keywords:** Disciplinary Responsibility, Members of Parliaments, Parliament, Belarus, Poland, EU, Comparative Feature.





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## Research in Human and Social Sciences and Knowledge Mobilization

**Sergio Quiroga**

ICAES, Argentina

sergioricardoquiroya@gmail.com

### ABSTRACT

This paper characterizes the projects that are developed in Social and Human Sciences of the FCH of the UNSL that make up 18.4% of the total research projects of the National University of San Luis, Argentina. The 47 research projects are directed by 80 percent of women and the percentage of female researchers in the Faculty of Human Sciences of the National University of San Luis is 79%.

Some research challenges that the FCH promotes are those of promoting research in the disciplines recently incorporated into the FCH, greater articulation with postgraduate studies, the indexing of FCH journals, the training of researchers, greater participation in external calls and a better articulation between research groups of the faculty itself.

In future research perspectives, no alternatives were considered to socially communicate knowledge, nor proposals to mobilize the knowledge produced within the university to the community. Communicating knowledge to citizens is of vital importance for community development and exposing knowledge to be used by diverse groups of users can be considered a social challenge for the university.

We consider that a knowledge mobilization plan (KMb) containing the following elements is feasible: relevant messages, objective or goal, specific knowledge users, summary of needs and context, level of commitment and expected impact of the research.

**Keywords:** Science, Social Sciences, Communication, Mobilization



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## **The Determinants of Earnings Response Coefficient (ERC) Evidence From Consumer Goods Companies Listed in Indonesia Stock Exchange for Period of 2016 to 2018**

**Dety Nurfadilah**

Sekolah Tinggi Manajemen IPMI  
dety.nurfadilah@ipmi.ac.id  
Orcid: 0000-0002-9778-7094

**Wiwiek Mardawiyah Daryanto**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Rizky Octoralie**

Sekolah Tinggi Manajemen IPMI  
rizky.octoralie@ipmi.ac.id  
Orcid: 0000-0001-8363-4751

### **ABSTRACT**

Among all indicators in the financial report, earnings reflect major financial performance benchmarks for a company, which any improper reporting could mislead stakeholder's decision making, particularly in stock market. Earnings Response Coefficient (ERC) reflects the change in stock prices resulting from the announcement of earnings by the company. ERC supports a useful approach to financial reporting as management perceives better understanding of investors' response to financial statements and how investors could benefit from the published information. This study sought to investigate the four determinants of the ERC that accounts for profitability, investment opportunity set, firm size, and capital structure with the purposive data sampling from published audited financial statements of 29 Manufacturing Consumer Goods Indonesian listed companies for period of 2016 – 2018. Multiple regression analysis, supporting statistical data analysis are implemented with Eviews 11.0 and Excel 365 to quantify the relationship. The results indicate that profitability, capital structure, and firm size has a positive significant effect towards ERC, whereas investment opportunity set has no significant effect towards ERC. This paper expects future improvements with other variables and ERC models to be tested as ERC is perceptively insightful to improve investors and stakeholders' confidence in their stock investment decisions.

**Keywords:** Earnings Response Coefficient, Profitability, Investment Opportunity Set, Firm Size, Capital Structure.



## Exploring Colonial Architecture in India: A Comparative Study

**Shoumanya MUKHERJEE**

PhD Research Scholar, Department of History  
Raiganj University  
shoumanya1995@gmail.com  
Orcid: 0000-0001-8021-3505

### ABSTRACT

India was the colonial possession of many European countries like Portuguese, British, Dutch Danish and French and amongst these, the British Colonialism was the longest. Colonialism is a multifaceted phenomenon that includes expansion of wealth, territorial land, political power, cultural issue etc. It is a foreign domination over other country that serves the interests of the ruling country and deprives the colonised country in many respects such as economic, political, cultural and likewise Colonialism in India has some advantages also like health system improvement, infrastructure development for example, road, rail, electricity, building, architecture; better education including technological advancement etc. Specially, the colonization of India has a tremendous impact on architecture. It may be said that the colonization opened a new chapter in Indian architecture. Though the Portuguese, Dutch and French built many buildings but it was the British who had a long-term effect on architecture of India. The Dutch existence in Indian subcontinent was from 1605 AD to 1825 AD and Cochin (now Kochi) in Kerala has the most number of Dutch-style buildings The Danish existence in Indian subcontinent were form 1620AD to 1869AD. Denmark –Norway held possessions in India for 200 years. In south India the town of Tharangambadi which is in Tamil Nadu state, Serampore in West Bengal and Nicobar Island were the colony of the Danish. After Dutch and British colonization, India came under French colonization. The French occupation was founded as a commercial enterprise in 1664 and saw its successful establishment by 1719. French architectural buildings were seen in many places like Pondicherry, Karikal, Yanaon on the Coromandel Coast, Mahe on the Malabar Coast, Patna(bihar), Balasore(Orissa), Surat in Gujarat, Chandernagor and Cassimbazar in West Bengal etc. We find the influence of French architecture in Changernagor and Pondicherry ( Today Pondicherry is a Union territory) is so rich that both became famous tourist spots in India. The French Institute and Consulate-General, French Palace today known as the Government Square, the Romain Rolland Library and Notre Dame des Anges church are some noticeable and famous French architecture structures in Pondicherry.

**Keywords:** Portuguese, Dutch, Danish, British, French Architecture



## Entrepreneur Video Essay

**Major Gheorghe GIURGIU**

Deniplant-Aide Sante Medical Center, Biomedicine, Romania  
deniplant@gmail.com  
Orcid: 0000-0002-5449-2712

**Prof. Dr. Med. Manole COJOCARU**

Titu Maiorescu University, Faculty of Medicine, Romania  
cojocar.manole@gmail.com  
Orcid: 0000-0002-6871-577X

### ABSTRACT

Due to the digitization of film journalism, the video essay format is becoming more and more common, as an audiovisual version in which the entrepreneur presents part of his biography or his achievements. The adoption of video essays in the presentation of inventions or innovations has much greater potential, since personal video essays are works of non-fiction, the voice and image of the entrepreneur must be reliable.

**Objectives:** Video essays being a form that is developing now, we believe that it is an optimal time to promote them.

**Materials and methods:** In the first phase, it is worth studying the essay video speech. In the applied discussion of certain video essays, this paper focuses on those that suggest a successful transition between the written and the video essay.

**Results:** Video essays are informative, watching videos while the entrepreneur talks about his achievements, manages to simplify their reception to a significant extent. Video essays allow entrepreneurs to have short video clips already on hand, which makes it simple to illustrate an achievement.

**Conclusion:** The video presents a biographical fragment of an entrepreneur who, suffering from psoriasis, a disease that medicine classifies as incurable, does not accept reality and after some research discovers a treatment for this disease, a discovery that later helped tens of thousands of the sick to be healed. Being a creative spirit, the entrepreneur discovers other treatment methods to cure paralysis in dogs. The entrepreneur's dream is to create his own laboratory and clinic where, together with famous doctors, he can treat patients whom allopathic medicine could not help.

**Keywords:** Video Essay, Entrepreneur, Natural Remedies, Herbal Supplements, Nutraceuticals



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## **Economic Growth Performance and Economic Activities in Kosovo During The Covid-19 Pandemic in Kosovo**

**Agim BERISHA**

Business College, Faculty of Economy  
Pristina, Kosovo  
agim.berisha74@hotmail.com

### **ABSTRACT**

The paper addresses economic growth and developments of economic activities during the Covid-19 crisis in Kosovo. The importance of the paper consists in addressing economic issues and processes including developments in economic activities during the Covid-19 crisis in Kosovo. Kosovo was affected by Pandemia-Covid19 starting from March 2020. Undoubtedly, the Covid-19 crisis has had effects on economic processes, affecting the activity of various sectors of the economy and the tourism sector in Kosovo. The main purpose of this paper is to analyze the performance of economic growth and economic activities during the Covid-19 crisis in Kosovo. In order to achieve the objectives, the analysis method is mainly used, tabular and graphic separately, comparative method, analyzing in dynamics the issue related to economic activities in the Republic of Kosovo. Through this study, the results and recommendations given are considered to be considered by policy makers in the Republic of Kosovo.

**Keywords:** Economic Growth, Economic Activities, Economic Processes, Covid-19



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## **Book Burning: Tracing the History of the Modern Information Warfare**

**Ms Bidisha HALDER**

Department of History  
Jadavpur University  
bidishahalder647@gmail.com  
Orcid: 0000-0002-5783-4677

### **ABSTRACT**

Every object we are seeing in reality now, was a mere 'Idea' at some point of time. Invention often comes out of the womb of an Idea. Powerful ideas make a society powerful and bless it with a rich intellectual culture and knowledge. However, since mortality of a man limits this flow of intellectual wisdom, it becomes necessary to preserve these powerful ideas and information using Books. Sadly, this is exactly why, from the ancient time onwards books became the foremost casualty of intolerance and censorship. Destruction of books or 'Biblioclasm' by burning or by any other means was a common ritual of the invaders in ancient and in the medieval era to destroy the knowledge and culture of the invaded. Libraries all across the world were subjected to vandalism and destruction at various points in history. Biggest instances of such in the ancient time were that of Alexandria in Egypt and Nalanda University in India. In the Medieval era this going phenomenon of book burning was seen prominently in Kashmir (India) where this intellectual genocide, continued till as late as the 90s. This is a form of information warfare which continues to this day, but in a changed form. Since the digitisation of information, mere burning of books cannot destroy ideas completely. Therefore, rather than Information suppression we started increasingly witnessing Information manipulation, through the modern day propaganda warfare of the Cold War period, that continues to this day through the Social Media. In both cases our society is losing out authentic information that needed to be preserved for the posterity. In this article my attempt would be to trace the continuity of the modern day information warfare from the past and its harmful consequences if the knowledge of a civilisation is not preserved in its true form.

**Keywords:** Book Burning, Information Warfare, Alexandria Library, Nalanda University



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## **The Effect of Pre and Post-Merger and Acquisition Events (M&As) on the Stock Performance Evidence on Banks Listed in Indonesia Stock Exchange for Periods 2011-2019**

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Shafa Iqlima Dzikro**

Sekolah Tinggi Manajemen IPMI, Indonesia  
shafa.dzikro@ipmi.ac.id  
Orcid: 0000-0002-6551-2416

### **ABSTRACT**

Mergers and Acquisitions (M&As) are considered as one of the useful strategies for growth and expansion of businesses in this globalisation era. This study aims to explore the effect of M&As on stock price behavior of the banking sector in Indonesia by using event study methods over the period of 2011-2019. One-Sample Wilcoxon Signed Ranks test was used to compute the abnormal and cumulative abnormal returns for analyzing pre and post events effect of the phenomenon on stock prices. The empirical findings of this study shows that M&As did not provide potential benefits to the bank's stock performance.

**Keywords:** Merger and Acquisition, Event Study, Banking, Stock Performance



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## **Kashmir as a Regional State under Lalitaditya Muktapid in the Early Medieval Age**

**Mr. Arindam PARUA**  
Presidency University, Kolkata  
histroarindam55@gmail.com

### **ABSTRACT**

The early history of Kashmir is full of legends, myths and traditions. In the early medieval times of the eighth century CE, the Karkota Empire established themselves as the rulers of Kashmir. During this time Kashmir flourished in many ways and became politically strong and culturally astonishing. The Karkota dynasty materialized one of the great regional Empires in North India. Lalitaditya Muktapid was one of the greatest kings of this Karkota dynasty. In his time Karkota dynasty expanded political territory through military invasion and Kashmir established good diplomatic relations with China and other contemporary foreign nations. There are many developments that occurred in various fields in Kashmir during his tenure. Many temples were made, and religious institutions were patronized by the court. This article will try to give a fresh perspective on Lalitaditya and the developments in Kashmir in his time.

**Keywords:** Kashmir, Karkota, Lalitaditya, Kashmir





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## Historical Issues in The Epos of “Kitabi-Dada Gorgud”

**Nurlan ABBASOV**

Baku State University  
zamrahov@gmail.com

### ABSTRACT

The article deals with historical issues of Kitabi-Dada Gorgud epos which have important place in the heroic eposes related to the early Middle Ages. As noted by the researcher of Kitabi-Dada Gorgud epos this fact increases the interest to compare the events of the activities of personages of epos with the real history.

According to the common decisions of the researchers who research Kitabi-Dada Gorgud epos, the most events described in the epos reflects historical realities.

To explore the main problem, it is clarified to the question of the written in which historical situation or being of what historical period by the author in the article.

**Keywords:** Kitabi-Dada Gorgud, Azerbaijan, historic character, military democracy, Z.M.Bunyadov, Y.Mahmudov, V.Minorsky, F.Sumer



## **The Influence of Digital Literacy on Retail Garment Traders' Intention to Use and Actual Usage of Mobile Digital Application within Cipulir Thematic Market, Jakarta, Indonesia**

**Ricky Teja Murti, B.Bus**

IPMI International Business School  
ricky.murti@ipmi.ac.id  
Orcid: 0000-0001-8633-9803

**Prof. Ir. H. M. Roy Sembel, MBA., Ph.D., CSA., CIB., CIIM**

IPMI International Business School  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. Melinda Malau, SE., MM., CPA., CBV., CFRM., CFA**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

Indonesia's MSME (micro, small, medium enterprise) business digital penetration in 2022 is 29.7% but contradicts to findings of OECD (2021) early evidence from global business surveys that up to 70% of MSMEs increased their business through digital platforms. Mobile Digital application has become a key factor in micro, small to medium enterprise (SME-M) establishment to upgrade their selling, but many of these business practitioners / traditional traders are still not very clear or digitally literate about the actual usage of this technology. This study used the Unified Theory of Use of Technology (UTAUT) to test the actual usage and intention to use mobile e-commerce applications by 3,211 retail garment traders in the Cipulir traditional thematic market located in Jakarta, Indonesia. MSME in Indonesia plays an important role in the Indonesian economy and must increase the total number of businesses that are digitized immediately. As an extension and modification to the UTAUT framework, digital literacy will be investigated. Furthermore, this study used a questionnaire survey with 100 respondents to collect data. SPSS and PLS-SEM are used to analyze data. The results of the test show that Digital Literacy have positive effect to Intention to Use, and Intention to Use to Actual Usage. However, the relationship between Digital Literacy to Actual Usage does not have a significant relationship. The research implication is that government would consider of MSME education level in correlation to better adapt to actual usage of digital application. It is recommended to have further research with larger scope of area other than Cipulir thematic market.

**Keywords:** Digital Literacy, UTAUT, MSME, Cipulir Thematic Market



## **Shifting in Purchasing Behaviour at Online Food Delivery in Indonesia During and Post-pandemic from the Perspective of Theory of Consumption Value**

**Astrid Zenia TANGGARA**

Sekolah Tinggi Manajemen IPMI, Indonesia  
astrid.tanggara@ipmi.ac.id  
Orcid: 0000-0002-6628-3678

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### **ABSTRACT**

During Covid-19 in Indonesia, Online Food Delivery (OFD) has been increasingly adopted. After almost three years of pandemic, with the loosen restrictions and people are start doing their activities in a normal condition, namely go out to the malls, restaurants and schools. There are few information on how the purchase behaviour has shifted overtime between online food delivery and dine-in. This study aims to understand the value shifting in Online Food Delivery during and after pandemic in Indonesia using the Theory of Consumption Value (TCV) and what factors that motivate the shift in purchasing behaviour during and after pandemic. An explorative mixed-method research approach will be taken to conduct focus group discussion to develop the questionnaire and then follows with quantitative research via online survey amongst middle up Online Food Delivery heavy users (order food at least one time per week) to better review the shifting behaviour. The seven variables; Price, Quality, Hygiene, Convenience, Festivity, Prestige, and Visibility will be examined through SEM-PLS. The result can help food and beverage industry's managers to create better Omni-Channel Strategy and for Online Food Delivery providers to seek possible new opportunities to maximize transactions and profitability.

**Keywords:** Online Food Delivery (OFD), Theory of Consumption Value (TCV), Food and Beverage (F&B) Industry, Omni-Channel Strategy, Purchasing Behaviour.



## **FDI, Economic Growth and Environmental Degradation Nexus: Evidence from BRICS**

**Prof. Sovik MUKHERJEE**

St. Xavier's University, Kolkata (INDIA)

sovik1992@gmail.com

Orcid: 0000-0003-2001-9035

### **ABSTRACT**

Countries make investments in foreign countries and benefit from the gains accruing from such investment efforts, thanks to the advent of globalization. It is well recognized that foreign investments help the host economies to flourish. Foreign direct investment (FDI) can have a significant positive impact on the host nation, but it also comes with costs. One such form of expense is in the form of effluents that the activity of the foreign businesses and industries in the host countries release into the environment. The objective of this chapter is to investigate the effect of FDI and economic growth on the environmental degradation of the BRICS countries. The data for this study has been primarily sourced from the World Development Indicators published by The World Bank Group and available statistical databases for the respective countries concerned. The paper applies Autoregressive distributed lag model (ARDL) for the analysis. The findings reveal that both FDI and economic growth have a significant impact on the environmental degradation in BRICS countries. The paper also finds evidence for the positive part of the Environmental Kuznets Curve. Theoretically, the effect of FDI on the environment can be either negative or positive. Although the literature is dominated with this adverse view of FDI on the environment, the paper explores the possibility that whether FDI can contribute to a cleaner environment, especially, if FDI comes with green technologies and this creates spillovers for domestic industries. The recommendations which stem from this study are that the BRICS countries should continue with the policies of trade openness and accept FDI inflows into their countries in consonance with economic growth; however, they should watch closely which components of trade affect environmental quality and control them; monitor the threshold of FDI inflows i.e., at what level the harmful negative effects switch to positive effects on environmental quality.

**Keywords:** Investment, Multinationals, Cointegration, CO<sub>2</sub> Emission, Real Effective Exchange Rate



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## **Social Marketing and its Influence on the Environment**

**Rima BOSE**

University of Burdwan, India  
rimabose222@gmail.com

### **ABSTRACT**

Social Marketing is an approach and goal to change or maintain people's behaviour for the benefit of the society or the individual as a whole. The Social Marketing Model identifies five stages in the campaign process: includes Planning Theory, Communication Analysis, Implementation, Evaluation, and Outcome. If our target is to do social marketing, then our goal should not be to increase awareness or knowledge or change attitudes but rather concentrate on societal impact on society. Social Marketing has also played a vital role in government agencies, NGO(s), and the private sector with a platform where it clearly focuses on providing evidence of sustained behaviour change as the bottom-line indicator of success. Many marketing techniques have been used to allow companies to contribute to the well-being of society. Through Social Marketing activities communities strive to impact people's behaviour, evoke a consciousness and bring change.

**Keywords:** Social Marketing, Planning, Social Impact, Environmental Marketing, People's Behaviour\*



## Evaluate the Impact of Online Grocery Trend to PT Supra Boga Lestari Tbk (RANC) from Financial Perspective

**Roy SEMBEL**

IPMI International Business School  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Fanny KARIADI**

IPMI International Business School  
fanny.kariadi@ipmi.ac.id  
Orcid: 0000-0002-4086-3973

### ABSTRACT

High penetration of the internet and Covid-19 pandemic have triggered changes in consumption patterns and behavior in Indonesia. The consumers were encouraged to shop for various products online including for daily necessities such as groceries. As a result, online grocery (e-grocery) application and start-ups showing up rapidly to meet consumers' demand for convenience, flexibility, and faster delivery bolstered during the pandemic.

This e-grocery services might have impacted the performance of conventional modern trade retail company, for example PT Supra Boga Lestari Tbk (RANC), a modern trade retail company under the name "Ranch Market", "Farmers Market", "The Gourmet by Ranch Market" and "Day2Day by Farmers Market".

This research aims to measure the financial performance of PT Supra Boga Lestari Tbk (RANC) responding to the emergence of e-grocery trends. The factors measured and tested are the Company's financial ratios consists of liquidity ratio (Current Ratio), leverage ratio (Debt to Assets Ratio), activity ratio (Total Assets Turnover) and profitability ratio (Return on Equity).

The data used are 23 quarterly financial statements from Q1 2017 to Q3 2022 which are analyzed using descriptive with a quantitative approach and comparative analysis with paired sample t-tests to compare the mean values between two samples of dependent results. The first result is before and the second result is during the emergence of e-grocery trends. For this study, it is assume that there is a significant difference in Company's liquidity, leverage, activity and profitability before and during the emergence of e-grocery trends.

**Keywords:** Financial Performance, Financial Ratios, E-Grocery, Modern Trade Retail Company, Covid-19 Pandemic.



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## **Juvenile Delinquency: The Rising Phenomenon in Kebbi State, Nigeria**

**Umar Farouk Mohammed, PhD**

Kebbi State University of Science and Technology Aliero, Nigeria  
umarmadawaki7@gmail.com  
Orcid:0000-0003-1408-5090

**Research Scholar Nelofar Ara**

Department of Sociology, Lovely Professional University-Phagwada Punjab-India  
nelofarara2017@gmail.com  
Orcid: 0000-0003-1366-1505

### **ABSTRACT**

The issue of juvenile delinquency is becoming unbearable and not acceptable in many global communities. Economic issues have affected the process of socialization while causing moral decadence in many societies. Despite huge criminal activities committed by adults, juvenile delinquency has been at the stage of rising in Nigeria. The present study is qualitative that focuses on illegal activities performed by children under the age of 18 in Kebbi State, Nigeria. The study achieved specific objectives “to determine the rise of juvenile delinquency from 2020 to 2022; to find the most influential factor for the engagement of underage into such activity”. Snowball sampling was employed to determine the sample size of 25. In-depth interview was used for data collection from key informants and juvenile under the custody of a rehabilitation center in the state while a frequency table was used for data analysis. The study found the rise of the phenomenon year in and year out as the figure of inmates enrolled in rehabilitation center has been changing and increasing. In addition, the economic issue has been identified as the most influential factor for the increase of such activity in the state. The study recommends the involvement of traditional institutions in reviving societal norms while requiring the government to act promptly in addressing the chief host factor by providing enabling environment to at least minimize the level of poverty among households.

**Keywords:** Criminal, Delinquency, Juvenile Rehabilitation, Influential



## Evaluation of Anti-money Laundering in Azerbaijan

**Dr. Gulnara SULEYMANOVA**

Turkiye Halk Bankasi A.S.  
suleymanovagulnara87@gmail.com

### ABSTRACT

Money laundering is currently a serious financial crime all over the world. Criminals use a wide variety of money laundering techniques to make illegally obtained funds look clean. Most financial institutions take anti-money laundering (AML) measures to detect and prevent these procedures.

The investigation of Azerbaijan in terms of money laundering is the significant aim of our study. Post-Soviet countries are always at the center of attention by international organizations in money laundering assessments. In this context, it is important to examine Azerbaijan in terms of money laundering and terrorist financing in this study. The aim of the research is to investigate the Republic of Azerbaijan in terms of money laundering and terrorist financing.

The establishment date, mission and work methods of the Financial Monitoring Service, which is the organization to fight against money laundering and terrorist financing in Azerbaijan, is investigated. One of the aims of the research is to show the international organizations of which Azerbaijan is a member and the scheme of cooperation with them on money laundering. Then, Azerbaijan, which is the main subject of our research, is examined in terms of money and terrorist financing, and the evaluation notes given by international organizations and the reasons for the evaluation are explained. The study contains statistical information on the evaluation notes, causes and consequences of Azerbaijan by the relevant international organizations in terms of money laundering and terrorist financing.

**Keywords:** Money Laundering, Terrorist Financing, Republic of Azerbaijan, Financial Monitoring Service, Anti-Money Laundering Evaluation Note





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## The Antecedents of Subscriber Intention of Indonesian Young Generations Upon Spotify

**Mr. Bagawan Kagurnita Krisatio SOENARJONO**

Sekolah Tinggi Manajemen IPMI  
bagawan.soenarjono@ipmi.ac.id  
Orcid: 0000-0001-9402-8650

**Prof. Ir. M. Aman WIRAKARTAKUSUMAH, PhD.**

Sekolah Tinggi Manajemen IPMI  
aman.wirakartakusumah@ipmi.ac.id  
Orcid: 0000-0003-2873-7955

**Ms. Liza Agustina Maureen NELLOH**

Sekolah Tinggi Manajemen IPMI  
liza.nelloh@ipmi.ac.id  
Orcid: 0000-0002-8961-8979

### ABSTRACT

Following the Covid-19 pandemic, Indonesia's culture and creative sectors have experienced an acceleration in their digital growth. The two primary sectors of digitalization in Indonesia are services and goods. Nowadays, everyone may use digital services like music, banking, and communication, regardless of their age or socioeconomic status. Up to 43% of the global music industry's revenue may come from Indonesia. In 2016, Spotify began to grow in Indonesia. When it comes to intentions to subscribe to Spotify, previous studies carried out in various nations have shown a range of findings. This study primarily examines the effects of Perceived Value, Musical Affinity, and Hedonic Motivation on Generation Z and Millennials in Indonesia's Intention to Subscribe to Spotify. The SEM-PLS approach is employed in this study. In this research, the majority of participants are Indonesian Millennials and Generation Z members who are between the ages of 17 and 40, live in the Jabodetabek and Bandung region, and have had Spotify installed on their smartphone for at least six months. The survey was completed by 100 eligible participants who satisfied the criteria. Hedonic Motivation has a significant impact on subscription intention, but Music Affinity and Perceived Value have little to no effect. This study suggests that Spotify develop a new pricing approach to ensure that people can afford it and easily enjoy using the service. This study hopes to look at more factors in the future, such word-of-mouth (WoM).

**Keywords:** Spotify, Millennials, Generation Z, Indonesia, Intention to Subscribe, Perceived Value, Hedonic Motivation, Music Affinity



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## Colonial Construction of the Subservient Gods of Tulunadu

**Shashiraja.P. Balakkila**

M.phil Research Scholar

Department of History

Sree Shankaracharya University of Sanskrit, Kerala

shashirajaadoor@gmail.com

### ABSTRACT

This article presents Bhuta worship of Tulunadu and its view on European writers. After the Anglo-Mysore war in 1799 South Canara came under the British Government as a part of the Madras Presidency. In 1838 Basel Evangelical Mission started its missionary activities at Mangalore. They curiously viewed religion of South Canara, collected, and documented the Oral Genres of Tulunadu. W. T. Elmore, Monier William, and R.C.Temple are the exponents of Missionary ideologies in this regard. From 1860 to 1880 they mainly concentrated on preaching against Bhuta worship of Tulunadu. European writers perceived Tulu people as unchangeable, stagnant, aboriginals, Devil/Demon worshippers, Demonolatry, or Necromancy. They tried to impose Christian sense of God and religion on Tulu belief system. The colonial writers argued, Tulunadu never experienced the true religion and its geographical structure fitted for demons. They made assumptions on people of Tulunadu as Barbaric and Uncivilized.

**Keywords:** South Canara, Dravidian, Religion, Cult, Devil, Bhuta, Colonial Writing.



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## **Managing Human Resource Strategically: The Role of Supply Chain towards Flexibility Contingences and Organizational Fit**

**Dr. Muhammad Zia-Ur-REHMAN**

University of Malaya (Post-Doc Fellow)  
drziaofficial@gmail.com  
Orcid: 0000-0001-7721-8786

**Abdullah NAEEM**

Independent research scholar, Pakistan  
abdullahnaeem@gmail.com

**Mrs. Maria ZIA**

mariaziaofficial@gmail.com

### **ABSTRACT**

The study focuses on the strategic human resource management and the underlying dynamics of supply chain management in relation to it. A framework for evaluating strategic human resource management in line with supply chain management has been established in this study to explain the model and go out the possible options for obtaining supply chain orientation. Literature review shows that in the studies of supply chain management in line with human resource management this element was missing. This paper further expands the human resource management framework strategically, by incorporating Different networks and connections. Data were collected through a questionnaire which was self-administered among the respondents, after analyzing the data by using SPSS, it is found that's supply chain orientation has a positive influence on flexibility contingencies and organizational fit. We also found that the organization can receive a lot of benefits from supply chain orientation as a moderating variable playing its role in the presence of supply chain oriented human resource management system base principles. The study presents are well inside recommendations for the organizational managers, operations managers, and even the functional heads.

**Keywords:** Strategic Human Resource Management, Supply Chain, Strategic fit, SHRM, SCO.



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## **The Impact of the Covid-19 Pandemic and the use of Social Media Towards the Changes of Farmer Behaviors on Purchasing Patterns**

**Suhendi**

IPMI International Business School  
suhendi@ipmi.ac.id  
Orcid: 0000-0002-4450-0627

**Roy SEMBEL**

IPMI International Business School  
roy.sembel@gmail.com  
Orcid: 0000-0002-9023-9976

### **ABSTRACT**

The COVID-19 pandemic has encouraged changes in consumer behavior in interacting and also in meeting their needs. During the pandemic, consumer activities are very limited, this is due to restrictions on activities carried out by the government to suppress the spread of the corona virus. This condition causes changes in consumer behavior in interacting with their colleagues and also in shopping to meet their living needs. Consumers to interact with their peers use social media (Facebook, Instagram, TikTok, and others), while for shopping consumers make purchases through online (Tokopedia, Shopee, Lazada, and others). This trend of changing purchasing patterns from offline to online continues to increase. This change in purchasing patterns is a challenge for companies to adapt to changes that occur in order to maintain business growth and increase market share. The factors that influence this behavior change need to be further researched, so that interested stakeholders can use this data in making more informed decisions. 200 farmers in Bandung, Brebes, and Kediri were surveyed through filling out a face-to-face questionnaire and analyzed using qualitative methods. And the results of this hypothesis are used to determine the business model suitable for future application by the relevant company.

**Keywords:** Consumer Behaviour, Purchase Patterns, Pandemic Covid-19, Social Media, Offline to Online.



## A Review on The Effect of Leadership Style on Employee's Behaviour

**Halima Ali AHMADA**

Pursuing PhD in Counselling Psychology  
Lovely Professional University, Phagwara, Punjab  
halimaahmada@gmail.com

**Dr. Rubina FAKHR**

Assistant Professor (Department of Psychology)  
Lovely Professional University, Phagwara, Punjab  
rubina.27967@lpu.co.in

### ABSTRACT

This review paper aims to evaluate how different leadership philosophies affect how employees behave in workplaces. According to earlier research, people are more likely to engage in positive behaviour when they feel like they have some control over their environment (Judge et al., 1997). A leader's approach can also affect how their team behaves and cause unfavourable behaviours brought on by stress and burnout (Powell, 1994). On the other hand, a lack of a strong leadership approach will lead to unfavourable employee behaviour in a company (Butler, 2005). Studies also describe various leadership philosophies and come to the conclusion that there is a connection between leadership practices in an organization and employee output behaviour (Choi et al. 2016). As a result, happy workers put in effective work and a lot of effort to address organizational challenges in many organizations (Yadav, 2018). A relationship between leadership and employee behaviour in an organization was discovered by the current study, which sought to investigate the impact of leadership styles on performance (Jamali et al., 2022). However, this review concluded that there is a global pandemic on the effect of leadership style on employee behaviour, hence there is the need for further research to be done addressing the issue of leadership style in organizations at large (Kaiser, 2017; Pokharel 2020; and Jamali, et al., 2022).

**Keywords:** Employee Behaviour, Employee Satisfaction, Leadership Style, Negative Behaviour, Positive Behaviour



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Role of NGOs in Rural Development in India: An Analytical Study**

**Research Scholar Mohd Younis Mir**

Department of Public Administration,  
Lovely Professional University, Phagwara Punjab -144411  
younis201155@yahoo.com  
Orcid: 0000-0002-0005-3458

### **ABSTRACT**

Development is growth and also an evolution, a stage of advancement in the context of rural background it means developing better physical, social and economic conditions for a specific group of people, the rural poor living in rural areas (Dutt, 2018). When comparing rural areas with urban areas in terms of its development, there the progress as well as growth is always lacking, that results in the migration of people from rural areas to industrial areas. The government of India has introduced many development programs such as; MGNREGA, Pradhan Mantri Gram Sadak Yojna (PMGSY), Indira Awaas Yojna (IAY), etc., for generating employment opportunities, alleviating poverty, and infrastructural development. Along with these programs and schemes, Panchayat Raj Institutions (PRIs) also been created by the Government of India to strengthen democracy at the gross root level and the role of these institutions is to plan, coordinate, and monitor, the various national programs. Despite all these development programs, schemes, and organizations; rural poverty, unemployment, and low production still exist. As this study is based on secondary sources of data. Therefore, the aim of this paper will be to examine the role of NGOs (Non-Governmental Organizations) in the development of rural areas. Also, to scrutinize the challenges faced by the rural people and NGOs in the development of rural areas. To check these loopholes various governmental agencies and even NGOs are required to work on.

**Keywords:** Non-Governmental Organizations, Rural Development, Schemes



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## **The Impact of Corporate Culture on Organisational Success: Analysing The Underlying Paradigms**

**Muhammad SHAHBAZ**

PhD Scholar, NDU, Pakistan  
muhammadshahbaz@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

National Defence University, Pakistan  
scholarknowledge@gmail.com

**Adeem BARLAS**

adeembarlas@gmail.com

### **ABSTRACT**

The research article focuses on the organizational success, which is one of the most important concepts not only in academia but also in the market. It is universally acknowledged that if an organization is successful, its image is built up, and it attracts most of the customers from the market and gains not only the prophet but also expands regionally and globally as well. The study analyzed by visiting various corporations' companies and organizations all over the country, conducted interviews of managers and some key position holders in the companies, and collected data about the one question that what it makes and organization to become successful. After collection of 800 and 62 feedbacks, the responses were analyzed based on thematic analysis, the results show that majority of the respondents went off the opinion that it is organizational culture that contributes at maximum towards organizational sources. On the basis of results, the study recommends that organizational culture which is always from top to down needs to be established, developed, and enhanced positively to have an organization that is successful.

**Keywords:** Culture, Corporate Culture, Employees, Corporate Success, Professional Development



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## **Factors that Motivate Women to Become Entrepreneurs in Digital Business: Empirical Evidence in Jabodetabek area, Indonesia**

**Salsabila Nur Fadhilah**

Sekolah Bisnis Manajemen ITB  
salsabila\_nurfadhilah@sbm-itb.ac.id

**Shafa Iqlima Dzikro**

Sekolah Tinggi Manajemen IPMI, Indonesia  
shafa.dzikro@ipmi.ac.id  
Orcid- id: 0000-0002-6551-2416

### **ABSTRACT**

Nowadays, the whole world is moving towards Industry 4.0, where digital technologies has affected the way people trade. Digital business, where people buy and sell goods and services via online platforms among Internet's applicants is experiencing a significant growth. Although the development of digital business was fascinating, many of the digital entrepreneurs in Indonesia are men which show that there remains a gender gap in this industry. This study aims to examine what factors that motivate women to become digital entrepreneurs through a quantitative analysis using multiple regression. This research adapts purposive sampling technique with population include women who live in Jabodetabek area, Indonesia. The finding shows Self-Potency and Entrepreneurial Education have a significant and positive relationship towards woman's motivation in becoming digital entrepreneurs. This study provides contribution towards the literature of factors that influencing woman in becoming digital entrepreneurs in Indonesia.

**Keywords:** Digital Business, Woman Entrepreneurs, Entrepreneurs.





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## **Emotional Exhaustion (EE) and its Impact on Turnover Intention: The Role of Organizational Commitment**

**Dr. Muhammad Zia-ur-Rehman**

National Defence University, Pakistan

drziaofficial@gmail.com

Orcid: 0000-0001-7721-8786

**Mrs. Maria Zia**

Research Scholar, Pakistan

mariaziaofficial@gmail.com

**Syed Muhammad Wafa ur Rahman**

Research Scholar, Islamabad, Pakistan

### **ABSTRACT**

The study focuses on the employee commitment as it is one of the most important issues in various organizations. The commitment of the employees is necessary for the organizations to be effective and perform better. The study focuses on the cause is behind the low commitment or no commitment of the employees, it was found that there are multiple factors that play their role towards employee commitment, one of them which is crucial is the turnover intention. The study focused on the turnover intention of the employees and found that there are multiple causes for the turnover intention as well. To comprehend the whole phenomenon and analyze the association, the study came up with the proposition that emotional exhaustion as a key factor contributing towards not only turnover intention of the employees but also to the low employee commitment as an outcome variable. A self-administered questionnaire was distributed among the respondents, data were gathered and analyzed by using SPSS version 21, the results show that emotional exhaustion has a great impact on employee commitment. This study recommends a lot of theoretical as well as practical implications for the human resource managers of the organizations, the directors, and managers of the companies.

**Keywords:** Emotional Exhaustion, Low employee Commitment, Turnover.



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## **Effect of User Interface and User Experience on Customer Satisfaction to PT. RST**

**Prof. Dr. Roy SEMBEL**

IPMI Business School  
roy.sembel@gmail.com  
DKI Jakarta, Indonesia

**Irwan Hamdi**

IPMI Business School  
irwanhamdi87@gmail.com  
Jawa Barat, Indonesia

### **ABSTRACT**

Online channel usually call Digital is now channel of choice to shopping after the COVID-19 pandemic that has attacked all over the world. Customers who shop for products / services on Digital channels to consider many things, especially about advantages and values the product & there are other factors such as user interface, user experience on the digital platform used in transactions. Customer satisfaction in buying something on an online channel, it is necessary to analyze the relationship between the user interface and customer satisfaction, user experience and customer satisfaction. In this research will try to collect data that has been shop in August – October 2022 in BSD Serpong. The way to do the analysis is to find out the relationship between factors by using quantitative survey methods and qualitative ones that connect theories. It turns out that the user interface and user experience of customers in shopping on a platform affect their satisfaction, especially millennial & Z generations, they need simplicity & completeness in finding information on a product, ease of finding & transaction. In the future, results will find that each product has different segmentation & targeting, so it must match again with the user interface & user experience to show in the Digital platform, so that it is easier for customers to make purchases through online channels and be done consistently in the future.

**Keywords:** User Interface, User Experience, Customer Satisfaction, Digital Channel, Customer Experience



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Empirical Analysis of the Impact of Individual Performance on Overall Organizational Success: Implications for Expatriates**

**Dr. Muhammad Zia-Ur-REHMAN**

University Malaya, (Post-Doc Research Fellow)  
drziaofficial@gmail.com  
Orcid: 0000-0001-7721-8786

**Abid H. BHUTTA**

Research scholar, NDU, Pakistan  
abidbhutta@gmail.com

**Syed Muhammad Wafa Ur REHMAN**

Research Scholar, Paksitan  
smwafaofficial@gmail.com

### **ABSTRACT**

In this article, we explore the typology of international assignments that can guide expatriates. Applying a well-known job typology of Mobility and Behavior in Organizations, we distinguish between star and guardian assignments. The essence of this study is to explain the difference related to crucial relationship: the link between expatriate performance and organizational success. Drawing on two well-known approaches, it is analyzed the essential characteristics and the differences between star and guardian assignments to deduce concrete consequences for the employment of specific human resource management policies along the expatriate cycle. Interviews were conducted to gather relevant data from experts and then the data were analyzed for results and conclusion was drawn. The paper concludes with a discussion of theoretical and practical implications. It was found that if expatriates show better performance, they will improve the subsidiary's effectiveness and with this, eventually, enhance the overall organizational performance.

**Keywords:** Expatriate Performance; International Assignments; Star and Guardian Jobs; Transnational Organizations.



## MSME Loan Securitization and Bank Stability

**Arfan WIRAGUNA**

Universitas Indonesia  
arfan.wiraguna91@ui.ac.id  
Orcid: 0000-0002-1925-8517

**Prof. Rofikoh ROKHIM, Ph.D**

Universitas Indonesia  
rofikoh.rokhim@ui.ac.id  
Orcid: 0000-0002-2847-0552

**Dr. Buddi WIBOWO**

Universitas Indonesia  
buddi.wibowo@ui.ac.id  
Orcid: 0000-0003-4782-4245

**Prof. Roy SEMBEL, Ph.D**

IPMI International Business School  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### ABSTRACT

This study lights on the mechanisms behind the direct and indirect effect of Micro, Small and Medium Enterprise (MSME) loan securitization on bank stability. It begins by examining the nature of securitization and some factors which make banks as the primary provider of loans to MSMEs. Further, I analyze the role played by bank risk, cost of funding, liquidity and regulatory capital in explaining the relationship between MSME loan securitization and bank stability. To address the relevant issues, I employ novel dataset of banks in several European countries covering the period between 2004 and 2022. My final dataset comprises 839 securitized MSME loan deals. The results show that bank risk, cost of funding, liquidity and regulatory capital individually and jointly act as mediators in MSME loan securitization and bank stability relationship. Further, I break down the MSME loan securitization effects on bank stability into direct and indirect effects and identify the contribution of each individual channel in the overall impact on bank stability. These findings have several implications for banks, financial markets, and regulators.

**Keywords:** Small Business Loan, Securitization, Bank Stability



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## **Paradigmatic Evaluation of Quality of Service: A Case Study of Service Oriented Organizations at National Level**

**Mrs. Maria Zia**

Research scholar, Islamabad, Pakistan  
mariaziaofficial@gmail.com

**Dr. Muhammad Zia-ur-Rehman**

National Defence University, Pakistan  
drziaofficial@gmail.com  
Orcid: 0000-0001-7721-8786

**Syed Muhammad Wafa ur Rahman**

Research Scholar, Islamabad  
smwafaofficial@gmail.com

### **ABSTRACT**

It is universally acknowledged that there are two main categories of the organizations that provide the products and services to the community in general. The study focuses on the service-oriented organizations of Pakistan. Previous researchers recommended to carry out study either on manufacturing-oriented organizations or service-oriented organizations of Pakistan. Basing on the previous recommendations this study has been conducted on those organizations specifically called the telecom organizations operating in Pakistan. The study it out by collecting the data from 5 telecom organizations especially operating in the field of mobile telecom organizations network in the country. After collection of the data and analysis, the results show that there is huge growth especially in in financial terms in all the telecom mobile operating organizations in the country, however this remarkable growth is not matching the quality of service these organizations are providing. As compared to their growth and development, and expansion, and even financial benefit these organizations get, the quality of service they are providing to the public is way down the ladder in its quality. On the other hand, they not only provide low quality service, but also keep on increasing the cost of using the price of using the service in an incremental manner. The study recommends that mobile telecom organizations need to and hence the quality of service in line with their remarkable growth, expansion, extension and even the financial gains they received in so many years in the form of return on investment, profitability, and benefits.

**Keywords:** Service Organizations, Performance, Quality of Service, Telecom



## **Analysis of Financial Performance on Pt. Mitra Keluarga Karyasehat Tbk Before and During Pandemic Covid-19**

**Fauziah Nafishah**

Sekolah Tinggi Manajemen IPMI  
fauziah.nafishah@ipmi.ac.id  
Orcid: 0000-0002-5099-108X

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### **ABSTRACT**

Pandemic covid-19 has become a big issue in around the world, including in Indonesia. The Covid pandemic has created both public- health crises and economy crises which has resulted business activities to shut down. There were exponential growth in infections number about 6.470.961 , 6.293.947 cured and 158.429 died. Some of them even urgently brought to hospital. And there are many hospital even transformed into Covid-19 hospital emergency to accomodate treatment of covid patients. As one of the largest Initial Public Offering company has become one of the emergency hospital MIKA ( PT. Mitra Keluarga Karyasehat Tbk ) to accommodate tereatment of covid patients. This study aims to find its impact to the hospital in independency of financial as the purpose of this quantitative research. The primary data are financial data of 2 years of pre-pandemic of the COVID-19 in 2017 and during COVID-19 pandemic in 2021. The purpose of this study is to analyze the financial performance of PT. Mitra Keluarga Karyasehat (MIKA) a hospital company listed in Indonesia Stock Exchange (IDX). To analyze factors that affect stock return as well as to analyze factors that affect profitability of MIKA, some selected ratios have been used. The factors are Return on Asset, Debt to Equity ratios and Debt to Asset ratios, Asset Turnover, Current Ratios, Profit Margin, Return on Equity, Market Return and Stock Return. The research is using quantitative research method, and purposive sampling. The samples consist of financial reports of the company from 2017 up to 2021

**Keywords:** Return on Asset, Debt to Equity Ratios and Debt to Asset Ratios, Asset Turnover, Current Ratios, Profit Margin, Return on Equity, Market Return and Stock Return, Hospital, Pandemic Covid-19



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## **Paradigmatic Analysis of Diversity Management and Organizational Performance in the Periphery of Developmental Projects**

**Muhammad Shahbaz**

PhD Scholar, NDU, Pakistan  
muhammadshahbaz@gmail.com

**Dr. Muhammad Zia-ur-Rehman**

National Defence University, Pakistan  
scholarknowledge@gmail.com

**Mrs. Maria Zia**

Research Scholar, Pakistan  
mariaziaofficial@gmail.com

### **ABSTRACT**

And the study aims at organizational performance issues and the causes behind that. After reviewing the existing literature, it was found that most of the research and the researchers focused on the traditional and conventional causes of organizational performance. Therefore, they recommended to the organizations and management, or the leadership of the organizations do resolve the problem by following the proposed frameworks and solutions. But few studies focused on the unique contribution made by other factors including diversity. The study therefore picked up that unique aspect of diversity and its management to gauge the contribution towards organizational performance. A self-administered questionnaire was distributed among the respondents, the feedback obtained was inputted in SPSS version 22.4 analysis and generating results. Drawing on the analysis, findings show that diversity management is an essential element contributing towards organizational performance. The study focused on the developmental projects in the country, therefore future studies can be carried out on other projects or programs or even other organizations having performance issues. This study recommends to the directors, managers, and corporate leadership of the organizations to establish diversity management system in their organizations to obtain better organizational performance and enhance their productivity.

**Keywords:** Diversity Management, Developmental Projects, Performance, Productivity



## **The Role of E-WOM In The Theory of Planned Behavior of Customer Intention to Purchase Lubricant at Shell Petrol Station**

**Fadhillah Indra BUDI**

Sekolah Tinggi Manajemen IPMI  
fadhillah.budi@ipmi.ac.id  
Orcid: 0000-0002-9463-9272

**Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Word-of-mouth (WOM) in marketing-focused literature, provides informal positive or negative communication between customers about brands, products, or services. In the digital era, WOM has evolved into electronic word-of-mouth (eWOM), enabling customers to access information faster and easier. However, there is limited research looking at the eWOM as a moderating variable toward purchase intention in the Theory of Planned Behavior (TPB) model. This research aims to determine whether there is an effect of eWOM as moderating role on customer intentions in the TPB model, to purchase lubricant products at Shell petrol station. There are 226 data as basic materials for research, obtained from primary data or quantitative data, using purposive or non-probability sampling techniques, and processed using PLS-SEM version 3.0. The finding shows there are several positive significant results such as the Perceived Behavioral Control variable on Purchase Intention, Subjective Norm on Purchase Intention, and eWOM moderation on Subjective Norm towards Purchase Intention. This research has added knowledge to the marketing literature. It also gives a strong insight to petrol station owners about customer behavior. Therefore, the owners could make decisions to increase sales and profitability. For future research, there should be more than one Shell petrol station, carried out at the level of a wider area (e.g., city or region), or conducting comparative research between different brands.

**Keywords:** Electronic Word-of-Mouth, Purchase Intention, Theory of Planned Behavior, Lubricant, Petrol Station.



## Hayatta Kalan Ezidi Kadınların Başa Çıkma Mekanizması ve Onların Kamplar-Duhok İçindeki Sorunları

**PhD student Jabbar Abdulrahman QAHAR**

School of Applied Psychology, Social Work and Policy  
College of Arts and Sciences  
Universiti Utara Malaysia  
06010 Sintok, Kedah, Malaysia,  
jabarqahar1@gmail.com

### ÖZET

Hayatta kalan Ezidi genç kadınların farklı sosyal sorunları var ve sorunlarına kamplarda farklı şekillerde uyum sağlıyorlar. Bu çalışma, dört Ülke İçinde Yerinden Edilmiş Kişi kampında yürütülmüştür. Araştırma, hayatta kalanların özgürleştikten sonra topluma nasıl uyum sağladığını belirlemeyi amaçlıyor. Ardından, onlar için uygun programları belirleyin. Bu kadınların topluma uyum sağlamasına yardımcı olan sosyal sorunlar ve faktörler. Karma bir yaklaşımla yapılan görüşmelerde betimleyici bir tarz kullanılmıştır. Hayatta kalan 36 kişiden oluşan amaçlı bir örneklem seçildi. Hayatta kalanların çoğu, kayıp kişileri düşünmenin yanı sıra psikolojik rahatsızlıklara da sahiptir. Gençler şiddetin her türlüsüne karşı daha savunmasızdır. Duygusal olarak hayatta kalanlarda teslim olma duygusu vardır; Okuma yazma bilmeyen sınıftan sağ kurtulanların çoğu, üç yıldan uzun bir süre esaret altında kaldı. Ekonomik durum vahim çünkü gençler öldürülüyor ya da yaşlılar iş bulamıyor. Çalışmanın önerileri, hayatta kalan kadınları istihdam etmektir. Hayatta kalanların ilaç aldığı bir bölüm olduğu için hastalara ilaç sağlanması, uluslararası kuruluşlar aracılığıyla takip edilmesi, hayatta kalanlara psikososyal destek sağlanması ve bireysel psikoterapi müdahale gruplarına dahil edilmesi. Yazar, üçüncü ülkelere giden kadınlardan kurtulanlarla araştırma yapılmasını önermektedir.

**Anahtar Kelimeler:** Kaide, Toplumsal Sorunlar, Yezidiler, Hayatta Kalanlar, Başa Çıkma Mekanizması.

## The Coping Mechanism by Yazidi Female Survivors and Their Problems Inside Camps-Duhok

### ABSTRACT

Yazidi young women survivors have different kinds of social problems and adapt to their issues in different ways inside camps. This study was conducted in four Internal Displacement Person camps. The research aims to determine how survivors adapted to society after their liberation. Then, identify appropriate programs for them. Social problems and factors that help these women adapt to the community. A descriptive style was used for interviews with a mixed approach. A purposive sample of 36 survivors was selected. Most survivors have psychological disorders, in addition to thinking of missing persons. Young people are more vulnerable to all kinds of violence. Emotional survivors have a sense of surrender; most of the illiterate class survivors have remained in captivity for an extended period of more than three years. The economic situation is terrible because young people have been killed or the elderly cannot get work. The recommendations of the study are to employ female survivors. The provision of medicines for patients because it is a section of survivors take medicine, tracing through international organizations, providing psychosocial support for survivors, and their inclusion in individual psychotherapy intervention groups. The author suggests conducting research with the survivors of women who went to third countries.

**Keywords:** Qadia, Social Problems, Yazidi, Survivors, Coping Mechanism.



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## Technical Efficiency of FDI Firms in the Indian Pharmaceutical Sector: A Non-Parametric Approach

**Ms. Tulika ROHILLA**

Research Scholar, University of Hyderabad, India

tulikarohilla@gmail.com

Orcid: 0000-0003-4901-9119

### ABSTRACT

The study examines technical efficiency of firms with Foreign Direct Investment (FDI) in the Indian pharmaceutical sector by applying Data Envelopment Analysis (DEA) for the period 2001-2020. Both output as well as input specific efficiencies have been calculated. In the present study, firm level data has been taken from Centre for Monitoring Indian Economy (CMIE). Out of the population of the firms, a sample of firms that has a foreign equity participation of more than 10 percent have been selected as foreign firms. There are 38 foreign firms in the study. It follows one-output four-input model. The output efficiency results depict how much an average firm can increase its output without employing any additional inputs and the input-specific efficiencies suggest the average amount a firm can cut down on its input's cost without reducing its output. The output efficiency remains somewhat stagnant while the input-specific efficiencies show a declining trend. The analysis highlights that the firms are not able to utilise their inputs well but still are performing well in producing output. This suggests that due to technical progress, some firms have increased their absorptive capacity and thus the production frontier has shifted outwards.

**Keywords:** Technical Efficiency, Foreign Direct Investment, Data Envelopment Analysis, Pharmaceuticals



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## **Comparative Analysis of Customer Handling Policies between Government and Private Banks**

**Shilpi GANGULY**

Capgemini Technology Services (India) Ltd.  
shilpi.ganguly04@gmail.com  
Delhi University

### **ABSTRACT**

In today's time banking system plays a pivotal role in our day-to-day life. Starting from buying groceries to paying the EMI's, it's the banking system that helps. However, the need of physical assistance of the bankers has still not missed its charm and we rely more on physical bankers than the virtual one's. Bankers are the actual representatives of the bank, and the way of their interaction depicts how customer friendly the bank is. The customer interaction takeaways are more positive towards private banks when compared to government banks. Being considered as more secure, govt. banks always have more end users, but their way to cater the customers had always been under the radar. At the same time, the private bank operates in a much different way. In the paper, a detail analysis would be done about the functionality of private and public banks along with their customer service experiences. Also, the areas they need to work on to improve their quality.

**Keywords:** Banking Sector, Private and Government Bank comparison, Banking Services, Customer Experience in Bank, Indian Banking System, Indian Financial Institute



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## **Understanding Communication Through Social Media Marketing Activities and Its Influence on Purchase Intention**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid:

### **ABSTRACT**

The purpose of this study is to investigate the impact of communication science through social media which influences corporate trust, and how it is impacting purchase intention mediated through customer equity. Research has been conducted on social media toward purchase intention, nevertheless, more research is needed to accommodate interactivity, formality, and immediacy as communication factors in social media which will be impacting toward purchase intention, mediated by customer's equity. This research is developing a multi-perspective approach to communication science and its implementation toward purchase intention mediated by customer equity. The main implication of this research is that communication science needs to be considered when designing social media online communication. Both the communication and the management aspects should be implemented optimally as an effective marketing strategy to enhance the purchase intention. Future empirical research is needed to establish a rigorous finding on this subject.

**Keywords:** Communication Science, Brand Loyalty, Customer's Equity, Purchase Intention, Social Media Marketing



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## **The Benefits of Blended Teaching**

**Sanjib Kumar HALDAR**

Mukundabagh High School, Murshidabad, West Bengal, India.  
MA, Netaji Subhas Open University  
sanjibkhalidar@gmail.com

### **ABSTRACT**

Blended method of teaching and learning is considered a newly accepted method that combines online learning materials and interconnections with a place-based classroom. Blended teaching or learning, as a popular term, arose at the time when educational systems were negotiating entry into the online world; specially in last decade. Blended teaching or learning, is also known as hybrid mode of teaching or learning, technology-mediated instruction, web-enhanced instruction, or mixed-mode instruction, is an application to education that combines online educational materials and opportunities for interconnection online with traditional place-based classroom methods. This article helps to know the salient benefits of Blended Teaching and Learning.

**Keywords:** Blended Teaching, Learning Hybrid, Methods.



## **Analysis of Bilateral Investment Agreements and their Impact on Cooperation Relations Between Indonesia and Timor Leste**

**Dr.Drs.Melkisedek N.B.C Neolaka,M.Si.**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
neolakamelkisedek16@gmail.com

**Luigi Pio Leonardo Cavaliere**

Department of Economics,  
University of Foggia, Foggia, Italy.  
luigi.cavaliere@gmail.com

**Diana San Tabun,S.Pd.,M.IP**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
dianatabun@staf.undana.ac.id

**Esrah D.N.A. Benu S. Sos., M. Si.**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
Esrah.benu@staf.undana.ac.id

### **ABSTRACT**

This study illustrates the importance of bilateral investment and the impact on cooperation between Indonesia and Timor Leste. As an independent country, Timor Leste must be responsible for the welfare of the people and fully maintain its domestic political stability for long-term national security. Political stability and national resilience are two very important things to strive for as a new country. Timor Leste has a special priority to grow, maintain and develop political stability and national security. A newly independent country is prone to conflict within a country, as well as Timor Leste.

International partnership as a step not to isolate Timor Leste from other countries. In addition to not being isolated from other countries, Timor Leste will also be able to support national security and social order within its own country to improve the welfare of the people which is still far from a decent standard of living (below the poverty line). one of the important reasons for Timor Leste to build partnerships with neighboring countries both bilaterally and multilaterally.

The visa-free policy for Indonesian citizens in its implementation is not just reducing or minimizing the use of rat trails. Moreover, East Nusa Tenggara Province, especially Belu Regency, has four cross-border routes between Indonesia and Timor Leste. So that illegal road access will continue. Apart from the illegal route, the visa-free policy for Indonesian citizens is also a policy of reciprocity or reciprocity for Timor-Leste, for the policy of exempting East Timorese tourist visas to Indonesia.

**Key word:** Bilateral, Investment, Policy



## **Gender and strategic Political: Opportunities and Challenges for Women and Youth in Political Parties in East Nusa Tenggara Indonesia**

**Diana San Tabun,S.Pd.,M.IP**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
dianatabun@staf.undana.ac.id

**Esrah D.N.A. Benu S. Sos., M. Si.**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
Esrah.benu@staf.undana.ac.id

**Dr.Drs.Melkisedek N.B.C Neolaka,M.Si.**

Faculty of Social Science and Political Science  
University of Nusa Cendana-NTT Indonesia  
neolakamelkisedek16@gmail.com

**Luigi Pio Leonardo Cavaliere**

Department of Economics,  
University of Foggia, Foggia, Italy.  
luigi.cavaliere@gmail.com

### **ABSTRACT**

This research depicts participation related to women's opportunities and access to strategic political positions such as structural positions and decision-making processes in political parties in East Nusa Tenggara (NTT), Indonesia. The main question that this study wants to answer is what is the empirical condition of women in political parties in the frame of opportunity and access? This study, in answering the research question, focuses on the challenges and obstacles faced, and the ideal conditions expected by women regarding opportunities and access to strategic positions in political parties.

This study departs from the fact that the participation of women and youth in political parties, especially in NTT, is still not significant. The number of women and youth is still limited. Although the Chairperson of the DPD PDIP NTT and the Secretary of the DPD I Golkar NTT are women, on the other hand, the Secretary of the DPD PDIP NTT and the Chairperson of the DPD I Golkar NTT are youth, even a number of Deputy Chair positions and political activities involve women and youth, but overall there are still very few women and youth who can have the opportunity and access to strategic political positions. To answer the research question, this study utilizes the concept of local area (Massey, 2009) as well as points and vetoes (Immergut, 1990; 1992; Tsebelis, 2011). Massey explains that there is a local area as a political space where the power that determines various important decisions works. This political space is understood as a relation, multiplicity under the process of being – under construction – continuously. While Immergut indicates the number of decision points – veto points – that negotiate with each other, and the concentration of resources that determine involvement in the decision-making process.

**Key Words:** Gender, Strategic, Political



## **The Effect of Direct-to-Consumer (D2C) Business Model to Consumer Satisfaction and its impact to Repurchase Intention in Fashion Industry**

**Mitha Novenscha Vidya**

Sekolah Tinggi Manajemen IPMI

mitha.vidya@ipmi.ac.id

Orcid: 0000-0003-2318-0326

**Wiwiek Mardawiyah Daryanto**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3603-2170

### **ABSTRACT**

Since the beginning of the corona-virus pandemic, online sales and the number of online shoppers using wireless internet enabled devices have increased tremendously. The corona-virus pandemic era has made many companies to not only rely on their retail partners to grow the business, but do the direct sales to consumers to reach wider coverage. More importantly, customer satisfaction and repurchase intention are the important factors to the success of a business. Direct-to-consumer (D2C) is the practice of selling products directly to consumers through a company-owned web shop or e-commerce, bypassing third-party retailers and wholesalers. Direct-to-consumer (D2C) is currently the best opportunity for innovative companies to build direct relationships with their customers. With greater control over the brand, companies operating through a Direct-to-consumer (D2C) business model have an excellent opportunity to improve their relationship with customers. However, the Direct-to-consumer (D2C) model should be explored further, to see if it is the right model to maintain consumer satisfaction and make consumers repurchase the products. This paper examines the Direct-to-consumer (D2C) business model used by businesses to sell to end-consumer directly and investigates the impact of Direct-to-consumer (D2C) on repurchase intention through consumer satisfaction of the fashion industry in Indonesia.

**Keywords:** Direct-to-consumer (D2C), Consumer Satisfaction, Repurchase Intention





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## **Business Process Improvement and Capital Budgeting Analysis to Develop the Digitalization Process of Loan / Financing in Bank Sumsel Babel**

**Reza Rhamadany**

School of Business and Management, Bandung Institute of Technology, Indonesia  
reza\_rhamadany@sbm-itb.ac.id  
Orcid: 0000-0001-7227-3946

**Oktofa Yudha Sudrajad**

School of Business and Management, Bandung Institute of Technology, Indonesia  
oktofa@sbm-itb.ac.id  
Orcid: 0000-0002-5818-3431

### **ABSTRACT**

PT Bank Pembangunan Daerah Sumatera Selatan dan Bangka Belitung (brand name: Bank Sumsel Babel) is one of the regional state-owned enterprises (RSOEs) engaged in the banking sector. As a local company with a big purpose, of course, Bank Sumsel Babel has a big responsibility to support all industries in the region province of South Sumatera and province of Bangka Belitung Islands. This study examines the downward trends in credit and financing activity over the previous five years, particularly in working capital and investment credit at Bank Sumsel Babel branches, while these two credits are an assessment of how successful regional banks are at boosting the local economy. On the other hand, the bank have seen a decrease in market share in its multipurpose credit products to civil servants in the South Sumatra and Bangka Belitung islands, where this credit is the primary source of income for the Bank Sumsel Babel. This research utilizes qualitative information to determine the root cause as well as provide improvements in business processes by utilizing the digitalization process of credit and financing as a solution to speed up the process and increase microfinance in Bank Sumsel Babel. Furthermore, the capital budgeting analysis to build the digitalization process will be calculated in this study to determine whether the investment is feasible or not. Based on the findings of this study, it is possible to conclude that Bank Sumsel Babel can use digitalization as a process improvement to secure their niche market and increase lending activities. Finally, this study makes recommendations for internal management on how to implement the credit and lending digitalization process

**Keywords:** Regional State-owned Enterprises, Business Process Improvement, Capital Budgeting Analysis, Digitalization.



## **Measuring Financial Health Analysis Using Risk-Based Bank Rating (RRBR) Ratios: Evidence from Syariah Bank Listed on Indonesia Stock Exchange (IDX) For Periods Of 2018-2020.**

**Agung WIRAYOGI**

School of Business Management ITB, Indonesia  
agung.wirayogi@sbm-itb.ac.id  
Orcid: 0000-0003-0663-3530

**Oktofa Yudha SUDRAJAD**

School of Business Management ITB, Indonesia  
oktofa@sbm-itb.ac.id  
Orcid: 0000-0002-5818-3431

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

Sharia banking follows the teaching of Islamic teaching that has been depended on by Muslim people, especially in Indonesia. Currently, in Indonesia, the momentum of the Sharia Bank is growing from the increase of the Halal Industry that Indonesia's Government supports. Hence the Sharia Bank's healthiness level needed to be analyzed. This study aims to assess the healthiness level of the Sharia Bank in Indonesia. The Sharia Bank is listed on the Indonesia Stock Exchange (IDX), using the Risk-Based Bank Rating (RBBR) methodology by measuring the Risk Profile condition, Profitability (Earnings), Capital, and Good Corporate Governance (GCG) for periods 2018-2020. The Sharia Bank that will be analyzed is PT Bank BRISyariah Tbk (BRIS) which has been merged into PT. Bank Syariah Indonesia, PT Bank Tabungan Pensiunan Nasional Syariah Tbk (BTPS), and PT Bank Panin Dubai Syariah Tbk (PNBS). This study uses descriptive research with a quantitative approach. All the data are secondary data collected quarterly from the 3rd Quarter of 2018 until the 4th Quarter of 2020. The population of this research is 75% which is 3 out of 4 Sharia Bank listed. Based on the result of the risk profile, Non-Performing Loan (NPL) is Healthy, while Loan to Debt Ratio (LDR) is Quite Healthy. The GCG result indicates that the companies achieved Good. While the Profitability and Capital that be measured through Return on Asset (ROA), Net Interest Margin (NIM), Cost of Operating Income (BOPO), and Capital Adequacy Ratio (CAR) are in Very Healthy Condition.

**Keywords:** Risk-Based Bank Rating (RBBR), Sharia Bank, Financial Health, Managerial Implication, Recommendation to Sharia Bank.



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## **Empirical Analysis of Leadership And Managership: Imperative Contribution of Emotional Intelligence**

**Hamna AHSAN**

Research Scholar, NDU, Islamabad  
hamnaahsan@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

Leadership and Management Studies, National Defense University  
drziaofficial@gmail.com

**Mrs. Maria Zia**

mariaziaofficial@gmail.com

### **ABSTRACT**

This is a unique study, because a very few studies analyzed the difference of the role of leadership and managership in organizational framework. This study focuses on the characteristic features of managers and the characteristic features of leaders in a unique, specific, and practical manner. Furthermore, the study evaluates the critical role played by the very essential element, termed as “emotional intelligence” to differentiate managership from leadership. As past few studies show just that emotional intelligence can be taken as a main contributing factor between manager and a leader, especially in organizational setup. Therefore, relying on the existing literature review, we highlighted the issue and inscribed problem statement. We conducted interviews of 570 managers, who were at the position of decision making and having authority to employ resources for their employees as well as the organization. A thematic analysis was carried out to gauge the difference between managers and leaders. After analyzing the feedback, it was found out that emotional intelligence really plays a vital role towards fashioning out a manager into a leader, and specific processes and steps have been deliberated upon in interviews. The detail of the thematic factors and their subfactors have been elaborated in detail in this article. The research recommends that emotional intelligence if utilized in a customized manner, can produce an effective and efficient leader, while if it is handed it over to managers or employees without its proper manual or the instructions, it can backfire and may convert an efficient and effective manager into low performing manager. The study can be used by the top-level leaders, corporate leadership, and policymakers for enhancing and fine tuning the top-level managers and the leaders of various organizations.

**Keywords:** Leadership, Managership, Performance, Emotional Intelligence



## **Impact of Vessel Inspections to Vessel Operations and Business (Case Study: Indonesian Ship Owner)**

**Tenggar M Siregar**

Sekolah Tinggi Manajemen IPMI

tenggar.siregar@ipmi.ac.id

Orcid: 0000-0001-8016-1813

### **ABSTRACT**

The current international legal framework for the shipping industry still has loopholes in the system that can incur excessive costs as a result of operating substandard vessels. The impact of inspections varies across Vessel types and the prevention of incidents with high economic costs can be improved by a coordinated approach to all types of inspections that are performed which allows the decrease of unnecessary inspections. Another interesting finding is that for the majority of ship types, an increase in earnings decreases the incident rate. Indonesia is one of the largest countries that had maritime operations also having this occasion. This research will be conducted qualitatively through news analysis and in-depth interviews with Indonesian Ship Owners in purpose exploring ship accidents that occurred and their causes, the impact of vessel inspections on vessel operations, businesses, and the probability of vessel accidents, and insights on implementing proper vessel inspections with minimum costs. Also, the risk spiral applied in this study provides comprehensive risk analysis and helps the respondents to get broader information. The analysis and insights from literature and experts are expected to share a new understanding of vessel maintenance and its impact on maritime business. The understanding from the study will be helpful for stakeholders handling their operation risks, especially on vessel operations.

**Keywords:** Vessel Inspections, Maritime Operations, Tanker Industry, Vessel Economic Cycles, Risk Spiral



## **Long-Term User Behavior Model to Understand The Beneficial Implementation of QR Code Payment (QRIS) in Indonesian Sharia Banking: A Structural Equation Modeling Approach**

**Gilang Heru KENCANA**

School of Business and Management, Bandung Institute of Technology, Indonesia  
gilang\_kencana@sbm-itb.ac.id  
Orcid: 0000-0002-4921-4451

**Eko Agus PRASETIO**

School of Business and Management, Bandung Institute of Technology, Indonesia  
eko.prasetio@sbm-itb.ac.id  
Orcid: 0000-0002-2600-8778

### **ABSTRACT**

Indonesia is one of the largest Islamic economies, with 97% of the labor for the industry sector comprising MSMEs. The Indonesian QR Code Payment System (QRIS) was created for the MSMEs to operate more quickly and adapt to modern technology. Bank ABC is a Sharia Bank that operates QRIS System (PJSP) in Indonesia. The relationship between User Behavior (UB), Behavioral Intention (BI), Perceived Usefulness (PU), Perceived Ease of Use (PEU), Perceive Compatibility (PC), Social Influence (SI), Personal Innovativeness (PI), Perceived Trust (PT), and Perceived Risk (PR) was examined to establish a conceptual framework. Three hundred fifty-six (365) merchant users were surveyed using a quantitative methodology based on a cross-sectional design with LISREL 8.80 and structural equation modeling. The structural equation model results revealed that Bank ABC has a positive benefit impact and a substantial relationship with UB to continue utilizing QRIS. The measuring facilitating conditions variables show MSMEs' PR level to support resources, organizations, and infrastructure applying BI in QRIS technology to MSME digital payment systems. Bank ABC must leverage that approval to build positive PU, SI, and PR, which drives long-term UB. Considering that the QRIS system in Bank ABC is still regarded as a functional innovation, this study would be useful for managers and decision-makers to explain the now relatively positive UB in designing strategies to encourage the adoption and acceptance of QRIS Merchant Users. This study would assist managers and decision-makers in devising methods to promote the adoption and acceptance of QRIS Merchant Users by explaining the already largely positive UB.

**Keywords:** QRIS, Sharia Bank, MSMEs, Bank ABC, Technology Adoption, User Behavior, Behavior Intention, Structural Equation Modeling, Merchant.



## Islamic Architectural Management: Analyzing Diverse Perspectives

**Hamna AHSAN**

Research Scholar, NDU, Islamabad

hamnaahsan@gmail.com

**Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN**

Dept of Leadership and Management Studies

National Defense University

drziaofficial@gmail.com

### ABSTRACT

The article aims at the requirement of the society and community, especially the people who construct their houses for residential purposes or commercial purposes. Nowadays various organizations and rather an industry has been established, that is called construction industry, trying to help the people not only in constructing houses but also developing and establishing societies for living as well as commercial purposes. The article focuses on the managerial perspective of architectural designs adopted by various construction-oriented companies. As we can see based on the review of literature that architecture design has been changing over the years, as time passes. In the beginning it was very traditional way of construction, then in medieval ages it shifted towards little mix of European and Eastern style of construction, then again it moved toward the Islamic style of construction. This has been depicted in various big cities of the world situated in different continents, including Middle East, South Asia, Central Asia, Europe and even in Africa. Islamic architecture possesses a unique style of designing and building the structures whether they are for residential purposes or for commercial. To elicit the feedback from the people involved, we carried out interviews from around 875 construction companies' managers and the project directors from the well-chosen organizational setup from different orientations. The companies were chosen based on equal selection chance; therefore, probability sampling technique was employed to pick up the companies and their managerial staff giving them equal opportunity to be selected. We selected a frame of around 50 companies from all regions including Europe, Africa, Asia and Middle East. After collecting the data, a thematic analysis was carried out, that showed and revealed that most of the managerial and top-level position holders who were interviewed, they believed Islamic architecture is having better quality, more sustainability, high acceptability, and more adjustability in almost every culture. The study recommends that further studies may be carried out by comparing various architectural styles in different cultures. This study can be used by project directors and the designers of construction industries all over the world.

**Key Words:** Construction, Architectural Styles, Islamic Style, Recommendations for best Style of Construction.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Transformational Leadership and Employee performance – Empirical Analysis of Higher Education Institutions**

**Ribbat Khan, Phd Scholar-LMS.**

Leadership & Management Studies, National Defense University, Islamabad.  
Ribbatk.@gmail.com

**Assoc. Prof. Dr. Muhammad Zia-ur-Rehman**

Dept of Leadership and Management Studies, National Defence University  
Drziaofficial@gmail.com

### **ABSTRACT**

The study investigates the impact of transformational leadership on employee performance and evaluates that what role transformational leadership can have towards the performance of the employees. We selected higher education institutions, because most of the times it was found that this problem resides in the institutions related to higher education of the country, as discussed in the literature review. To address the problem, we identified important stakeholders and carried out the 10 interviews prior to collect the data. After assessing, evaluating, and getting the relevant feedback from the relevant stakeholders, we distributed a self-administered questionnaire among 317 non-teaching faculty members and staff of higher education institutions. It took a lot of time to collect the questionnaire back, therefore a team of colleagues were assigned the task to visit each higher education institution and collect the feedback from them physically. Then the data were inputted in SPSS version 22 and analyzed for generating the results. After analysis it was found that the performance of the employees can be tremendously increased if transformational leadership is applied in a proper manner. But as we had some questions in the questionnaire related to suggestions from the respondents, for example we mentioned that if the respondents have any other point, they have the liberty to mention below, and we provided the empty box for that. After analyzing that open-ended question, we found that various managerial level staff members mentioned that transformational leadership cannot work until and unless its training is provided to the leaders, managers, and directors of the higher education institutions. Based on this research it is recommended that transformational leadership training should be provided to the top-level leaders before motivating and inspiring the people to follow transformational leadership in different institutions. This study can be used for the policymakers and top-level managerial staff of different organizations.

**Key Words:** Transformational Leadership, Training, Satisfaction, Employee performance.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Role of Culture in Market Acceptance For New Products in Ice Cream Industry**

**Giovani Shanti ELISABET**

Sekolah Tinggi Manajemen IPMI, Indonesia  
giovani.shanti@ipmi.ac.id  
Orcid: 0000-0002-4680-8828

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### **ABSTRACT**

Indonesia is a tropical country with a population of 275,361,267 which has 2 seasons, winter and summer. During summer, most Indonesian people have a habit of consuming Ice Cream as a thirst quencher or refreshment. Therefore, the ice cream market in Indonesia is growing rapidly and has the potential for continuous product innovation to meet market needs. The product innovations carried out by the ice cream industry players in Indonesia are very important in determining the success of market acceptance of the new products launched. In addition to the high population, Indonesia also has a diverse cultural diversity. In this study, the aim is to investigate the interaction of Culture in the launch of the Ice Cream (NPD) product to Market Acceptance. The methodology used in this study is the mediating variable, with Culture as the mediating variable between New Product Launching and Market Acceptance. These results provide practical insights into how managers should make decisions concerning product concepts, launch timing, and advertising strategies in markets.

**Keywords:** Market Acceptance, Culture Loaded, New Product Launch, Ice Cream Industry, Marketing Strategy.





## **The Influence of Market-Based Assets and Marketing Capability Towards Sustainable Competitive Advantage and Its Effect on Company's Performance at Recycled Plastics Industry**

**Frederick Ramadhani Samantha SAMAN**

Sekolah Tinggi Manajemen IPMI, Indonesia  
frederick.samantha@ipmi.ac.id  
Orcid: 0000-0003-1829-7837

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

### **ABSTRACT**

According to data from Central Agency on Statistics, there's two hundred sixty nine millions Indonesian for the year 2020 only. This number surely makes Indonesia very attractive for business from domestic and foreign. In order to win the competition in Indonesia, holds competitive advantage is mandatory for each company. Therefore this research aims to identify the extent of influence of market based assets and marketing capability on sustainable competitive advantage and its effect to company performance. This research conducted by quantitative research method with survey method on senior level employees who work specifically for recycled plastics company in Indonesia. The sample will be taken by purposive sampling method where 50 samples obtained are chosen based on predetermined criteria. The sample will be tested for its validity and reliability before analysis further. The result of this research is to find out (1) there is significant influence of market based assets on sustainable competitive advantage, (2) there is significant influence of marketing capability on sustainable competitive advantage, (3) there is significant influence market based assets and marketing capability simultaneously on sustainable competitive advantage (4) there is significant influence of sustainable competitive advantage on company performance. The result of this research will contribute to the development of knowledge of strategic management with emphasize on market based assets and marketing capability and will help the industry's managers to developing the strategy for the company in order to securing sustainable competitive advantage with market based assets and marketing capability as resources and increase company's performance.

**Keywords:** Company Performance, Market Based Assets, Marketing Capability, Sustainable Competitive Advantage.



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## **How to Reduce Work Family Conflict? A Methodological Approach of Employing the Formula of Organizational Support and Performance Incentives**

**Ribbat Khan, Phd Scholar-LMS.**

Leadership & Management Studies, National Defense University, Islamabad.  
ribbatk@gmail.com

**Assoc. Prof. Dr. Muhammad Zia-ur-Rehman**

Dept of Leadership and Management Studies, National Defence University  
drziaofficial@gmail.com

### **ABSTRACT**

One of the most important and critical issues nowadays in different organizations at regional level and even at international level is work family conflict among employees. There are many researchers who recommended some solutions and approaches to deal with this issue and to reduce this conflict but did not succeed fully. The major issue with this work family conflict is that it needs a tailored and customized solution for every organization, while organizations try to implement one size fits all. The study focuses on work family conflict and comes up with a unique and different methodological approach of employing organizational support and performance incentives to reduce both work and family conflicts. We selected five major organizations from telecom sector of the country and distributed the questionnaire among the middle level managers and supervisors of each department to extract their understandings. The questionnaire distributed were 750, while after a time of three months we received only 560 questionnaires back. The data were inputted in SPSS version 22, and analyzed through regression, correlation, descriptive statistics, and hypotheses testing. Based on analysis it was found that the methodological approach of organizational support and performance incentives works better than other approaches employed by various researchers in past. A detailed deliberation has been added in discussion part for readers. The study provides a rich knowledge for decision makers and the company honors and even for those who are interested to study about work family conflict.

**Keywords:** Work Family Conflict, Managers, Methodological Approach, Telecom Organizations.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Analysis of Kaizen Based on 3 Sigma Application to Reduce Cost of Production in PT.XYZ**

**Tiarma Uli SIDAURUK**

Sekolah Tinggi Manajemen IPMI

Tiarma.sidauruk@ipmi.ac.id

Orcid: 0000-0003-3603-2170

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI

wiwiek.daryanto@ipmi.ac.id

Orcid: 0000-0003-3582-5857

### **ABSTRACT**

This research was carried out in the production area of PT.XYZ by analyze yields and production costs as objects. The gap is that there is a condition where the yield increases, but the cost of production is not reduced. This condition may be caused by the number of workers, freight costs, and repair costs that are not reduced. This research aims to analyze whether an increase in yield will cause production costs to decrease. This study is conducted by using the quantitative approach in collecting and analyzing. Data population using secondary data of PT XYZ from 2011 to 2021. Tools to analyze ratios correlation with Cost of Production are using Multiple Linier Regression to study the correlation between them. The study regression models will be further analyzed using **F-Test, T-Test and P-Value** through ANOVA table and performed using analytical data tools of Microsoft Excel. Based on methodology provided above, and literature review, the regression model of the research to study the hypotheses is: Cost of Production (Y) = a + b1X1(Yield) + b2x2(Manpower) + b3X3(Freight Cost) + b4X4(Repair Cost). The methodology used to increase yield by reducing waste and pointless activating is the 3-sigma method.

**Keywords:** Kaizen, 3 Sigma, Multiple Linier Regression, Production Cost.



## **Financial Performance Analysis and Financial Distress Prediction of Indonesia State-Owned Enterprises in The Construction Industry Listed on IDX Before and During Economic Crisis in the Covid-19 Pandemic Era (Period 2019 - 2021)**

**Raden Aswin RAHADI**

School of Business and Management, Bandung Institute of Technology, Indonesia  
aswin.rahadi@sbm-itb.ac.id  
Orcid: 0000-0001-8936-2339

**Rachmadiosi MUHAMMAD**

School of Business and Management, Bandung Institute of Technology, Indonesia  
rachmadiosi\_muhammad@sbm-itb.ac.id  
Orcid: 0000-0001-8381-0153

### **ABSTRACT**

The Covid-19 pandemic has brought an immense impact on Indonesia's economy. Indonesia officially went into recession after the Central Statistics Agency (BPS) announced negative GDP growth for two consecutive quarters, namely in the second quarter (-5.32%) and the third quarter (-3.49%) of 2020. The contracted Indonesia's economy caused depression in many Indonesian Industries. The results of a survey by BPS in 2020 noted that 82.85% of companies in Indonesia were affected by the COVID-19 coronavirus pandemic and the construction sector was recorded as one of the sectors that experienced the most decline in revenue, which was 87.94%. The huge decline in the revenue of construction sectors was triggered by the enactment of the Indonesian Government Regulation of the Republic of Indonesia No. 21 of 2020 concerning Large-Scale Social Restrictions (PSBB) in the Context of Accelerating the Handling of Covid-19 and the government's shifting focus to fully handle and restrain the spread of the Covid-19 by allocating Rp 405 trillion of the country's budget. This caused many of the planned national construction projects to be postponed. This situation was reflected in the financial conditions of the Indonesian state-owned enterprises in the construction Industry listed on IDX, namely ADHI, PTPP, WIKA, and WSKT. Those companies experienced a decline in revenue in 2020 and then an increase in 2021 but still did not reach the 2019 record. Financial performance analysis is carried out to analyze the financial health condition of those companies based on the decree of the Ministry of SOEs no. KEP-100/MBU/2002 as well as the financial distress (bankruptcy) prediction by using the Altman Z-Score method. The data used are secondary financial data from annual reports of ADHI, PTPP, WIKA, and WSKT period 2019 – 2021.

**Keywords:** Indonesian State-Owned Enterprises in the Construction Sector, Financial Performance Analysis, Financial Ratios Analysis, Financial Health Assessment, Financial Distress Prediction.



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## **Challenges in Quality of Education in Higher Education Institutions (HEIs) of Pakistan**

**Zohaib Hassan Sain**

Superior University  
zohaib3746@gmail.com  
Orcid: 0000-0001-6567-5963

### **ABSTRACT**

The purpose of this study is based on exploratory research to identify “Challenges in Quality of Education in HEIs of Pakistan”. The exploratory research approach is used to achieve the objectives of the study in less time and with inexpensive means. Pakistan is facing a lot of challenges in the education sector. Emerging issues in the education sector are fewer training institutions and the trend towards research work which is essential to follow for the growth and strength of any economy. The purpose of this research is to identify the major challenges in the educational sector in Pakistan which the educational sector is suffering for the last few years. The researcher used triangulation in order to carry out the reliability and validity of the data for results. So, to conduct this triangulation the researcher used a polling survey for the students, a questionnaire for the teachers, and interviews with the management. . In this regard primary data was collected from the focused group of students and teachers using a sample of 100 questionnaires for each university were filled by the students of the selected five universities. This attempt of conducting the research will play an important role in the development of Pakistan. The findings highlight the positive relationship of quality education with curriculum, few training institutions, corruption in education, teachers’ behavior, and less research work. These challenges caused restrictions in accomplishing competent teaching and learning with respect to quality education.

**Keywords:** Curriculum, Corruption, Teachers’ Behavior, Research Work.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Influencer Marketing on Consumer's Brand Trust and Purchase Intention**

**Rachmat Tauhid UNO**

IPMI International Business School  
rachmat.uno@ipmi.ac.id  
Orcid: 0000-0002-9379-9485

**Dr. Ir. Amelia Naim INDRAJAYA**

IPMI International Business School  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Social media has been growing significantly in the world of corporations and business in the past few years and even stronger during the covid pandemic until today. Consumer behavior is also changing where internet and social media play a vital role in helping consumer find any products they are looking for. Influencer Marketing (IM) is relatively a new discipline in marketing to interact and engage with stakeholders in social media. The increasing importance of social media influencers (SMIs) has been acknowledged by marketers and gained attention of the academics. However, there is still limited research focusing on the comparative analysis of celebrity influencer vs expert influencer. This paper focuses on consumer electronic cooking appliances product and the objective of this study is to observe the comparative effect of using a celebrity vis a vis chef influencer on consumer purchase intentions. The factors that influence the purchase intentions need to be further researched, so that interested stakeholders can use this data in making more informed decisions. This paper is a conceptual paper and further research should be conducted in an empirical way to test the significancy of the hypothesis

**Keywords:** Social Media, Influencer Marketing, Consumer Behavior, Purchase Intention



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## **Economic Feasibility Study of a Chemical Enhanced Oil Recovery Project in Indonesia Based on Conventional DCF And Real Option Valuation Model: Case Study at PT ABC**

**Junita Taskia AMIN**

School of Business Management ITB, Indonesia  
junita\_amin@sbm-itb.ac.id  
Orcid: 0000-0003-2675-0339

**Oktofa Yudha SUDRAJAD**

School of Business Management ITB, Indonesia  
oktofa@sbm-itb.ac.id  
Orcid: 0000-0002-5818-3431

### **ABSTRACT**

Indonesia had become an oil exporter that is recognized by the world for many years and joined The Organization of Petroleum Export Community (OPEC) – an organization that controls petroleum production, supplies, and prices in the global market – in 1962. However, oil production in Indonesia has been decreasing from year to year, one of which is due to the lack of investment in the exploration of new oil wells in Indonesia so the majority of upstream oil and gas work in Indonesia is exploiting old wells which will naturally decline steadily. This resulted in Indonesia becoming a net import oil country in 2003. Therefore, additional operations are needed to maximize oil production from these existing wells, one of which is by conducting Chemical Enhanced Oil Recovery (CEOR). The main objective of EOR itself is to mobilize the remaining oil by enhancing the oil displacement and volumetric sweep efficiency. PT. ABC, a subsidiary of PT. XYZ (a state-owned company under SKK Migas and PT Pertamina supervision) which is engaged in the upstream sector in Indonesia, is assigned by the government to carry out one of the CEOR projects that have been determined by the Government. This research covers the economic feasibility of the CEOR Project based on the conventional Discounted Cash Flow (DCF) and Real Option Valuation (ROV) Model. The revenue-sharing policy used for the project economic calculation is the gross split method. The result of the economic analysis using the DCF method is the project is not economically feasible to run as the net present value (NPV) shows negative which is -2,911 MUSD. However, the real option valuation model helped increase the value to 11,416 MUSD by adopting a strategic option which is an option to delay and time flexibility into the project. As a result, the project could be economically feasible if the operation is deferred to the following year and the oil price is over 85.2 USD/BBL.

**Keywords:** CEOR Project, Economic Feasibility Study, Discounted Cash Flow, Real Option.



## Challenges Faced to Online Education & Learning in Pakistan During Covid-19 Pandemic

**Zohaib Hassan Sain**

Superior University

zohaib3746@gmail.com

Orcid: 0000-0001-6567-5963

### ABSTRACT

This study was required to analyze the challenges/issues teachers and students encountered in the online education & learning process as it was being carried out in Pakistan during the Covid-19 pandemic. The social, economic, and political systems around the world have all experienced COVID-19 as a nightmarish. In Pakistan, one of the most damaged sectors is thought to be education. The developed nations have already switched from traditional classroom settings to online learning environments, while Third World nations like Pakistan were most negatively impacted because they lacked the necessary technology for online learning at any point during the COVID-19 pandemic. There have been several difficulties in getting teachers and students to adopt new technology. In this study, closed-ended questionnaires were used in a mixed-method research design. To improve data collection and analysis, the researcher issued questionnaires to students, teachers, and the management in addition to conducting management interviews. This study offers advice to online teachers in Pakistan on how to overcome their difficulties. The results show a negative attitude toward faculty members using online learning environments for teaching and learning. The difficulties faced by faculty members prevented them from providing effective teaching and learning. Faculty members also needed extensive expertise in teaching online and were not provided the right training to deal with the technical difficulties. This study will assist educators in improving the quality of online teaching in Pakistan by identifying suitable solutions and suggestions by exploring the experiences and difficulties faculty members have with online education and learning.

**Keywords:** Online Education & Learning, Pakistan, Covid-19 Pandemic, Online Teaching & Learning Challenges.





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## **Determinants of Lawyers' Intention to Adopt Technology: An Extended Technology Acceptance Model with the Moderating Role of Top Management Support**

**Maya SAPTARI**

IPMI International Business School  
maya.saptari@ipmi.ac.id

### **ABSTRACT**

Digital transformation is accelerated and happening much faster because of COVID-19 pandemic. Indonesia remains as one of the most attractive countries for digital economy growth due to its size, growth opportunities, vibrant ecosystem for digital start-ups. Technology and non-technology start-ups have been blooming at average growth rate of 49% since 2015, mostly in the e-commerce, fintech, edutech, healthtech, and agrotech. However, the digital transformation in legal industry is very limited with adoption of legal technology companies only limited to 22 start-ups as of 2019, despite the untapped Indonesian market and demand for legal services. Looking at the number of populations, 50,000 Indonesian lawyers in 2019 has to serve about 270 million population – ratio 1:5,400 or 1 lawyer serves 5,400 people, compared with the US with ratio of 1:310 or Malaysia with 1:1,887 or even Singapore with 1:1,20), there are still limited growth from the industry and the lawyers to adopt digital innovation in the deliverance of the work. This study aimed to investigate several factors influenced the digital innovation adoption by lawyers using Technology Acceptance Model with Perceived Usefulness (PU) and Perceived Ease of Use (PEOU). However, based on findings from previous studies, little has been known about the moderating effect of Top Management Support from law firms and how it may affect lawyer's actual technological adoption. The designed questionnaires will be sent to the total of 100 lawyers working in law firms in Jabodetabek area as a sample to conclude the result of this study.

**Keywords:** Digitalization, Legal Technology, Legaltech, Lawyers



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## **The Effect of Hedonic and Utilitarian Shopping Value to Impulsive Buying Behaviour to Airline Passenger Moderated by Digital Airport Experience at Soekarno Hatta International Airport, Jakarta**

**Rizky PRIYANDANI**

Sekolah Tinggi Manajemen IPMI  
rizky.priyandani@ipmi.ac.id  
Orcid: 0000-0002-0231-1190

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Non-aeronautical business is becoming more important and crucial source of revenue and profit for Soekarno Hatta International Airport (CGK) to develop. Understanding the passenger behavior in the airport, especially shopping behavior is needed. With the unique condition of airport, the objective of the research is to understand the effect of hedonic and utilitarian shopping value to impulsive buying behavior of passenger in the airport. Apart from that, the moderated effect of digital airport experience is also proposed to examine, which believe psychologically will encourage the desire to shop. Using non probability purposive sampling technique, 150 respondent is collected with the following criteria was a passenger of airlines in the CGK Airport and having a transaction in the CGK Airport. A structural equation model is adopted to measure the relationship between all the variables. The study found that hedonic and utilitarian shopping value in the airport have significant relationship with the passenger buying intention. The higher passenger buying intention that affected by hedonic and utilitarian shopping value, the higher rate of passenger impulsive buying activities will be. However, digital airport experience, as one of development focus of CGK Airport, does not have significantly relationship as a moderator variable with passenger impulsive buying. Hence, develop impulsive marketing strategy in CGK Airport, is essential to boost the performance and profitability of non-aeronautical business.

**Keywords:** Airport Management, Stimulus-Organism-Response Theory, Impulsive Buying Behaviour



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## **Intention To Buy Non-Prescription Medicine Via E-Health Platform Using TPB Theory With Product Knowledge As Moderator: A Case Study On Alodokter**

**Fathur Bhakti NUGRAHA**

IPMI International Business School

fathur.nugraha@ipmi.ac.id

Orcid: 0000-0002-1231-5689

### **ABSTRACT**

The Covid-19 that has occurred has accelerated technological developments and behavioral changes in various fields, including technology and health. Many businesses are forced to shift from offline to online in order to continue to survive and thrive. Health platforms are increasingly mushrooming along with increasing public awareness and need for health technology, Alodokter is one of them. This study uses Alodokter, which is one of the digital health initiator platforms in Indonesia with a number of users reaching 5 million people. The new normal situation of Covid-19 has made online product sales increase sharply, including sales of non-prescription drugs sold officially by health platforms such as Alodokter. This study aims to measure the intention to buy non-prescription medicine via e-health platform using TPB theory with product knowledge as moderator. The variables are product knowledge, personal attitude, perceived social pressure, perceived autonomy, and purchase intention. The limitation in this study, does not compare intentions before the Covid-19 situation. The population is Indonesian people who have used the Alodokter platform, with a sample of 384 people using a questionnaire. The implications of this research are not only limited to Alodokter, but also have an impact on other health platforms to be able to increase the quality and public trust in purchasing non-prescription drugs easily.

**Keywords:** Non-Prescription Drugs, Digital Health Platform, Intention



## **Descriptive Analysis of Interpersonal Communication in Teaching and Learning Activities between Teachers and Students in the Process of Developing Children's Character "BKB Paud Tunas Muda"**

**Nurul Haniza**

Department of Communication  
Sahid University Jakarta  
hanizanurul6@gmail.com  
Orchid: 0000-0002-0832-3723

**Bunga Aliyah Ananda**

Department of Communication  
Sahid University Jakarta  
bungaaliyahbii@gmail.com  
Orchid: 0000-0003-4324-8260

### **ABSTRACT**

Interpersonal communication applied in the teaching and learning process is used as a deepening of the character of each student. In a class, it will facilitate the process of transferring information between each member so that the teacher will more easily understand and explore the character of students to develop the potential of students and direct them to a better direction. The process of interpersonal communication does not only occur between teachers and students, but also occurs between students and other students. Formulation of the problem of how interpersonal communication in the process of developing children's character. The research method used is qualitative research, and the objects are teachers and parents. Interpersonal communication skills are described that "communication includes the meaning of conveying information (in the form of news, messages, knowledge, thoughts, values) to others, with the intention that the person participates, where the information ultimately belongs to the person who sent the information (communicator) and the person receiving the information (telling)". Interpersonal communication is applied in the teaching and learning process as a deepening of the child's character and then developing the potential of the student. BKB Paud Tunas Muda as an educational institution at the golden age of toddlers has made efforts to improve the quality of the nation's young generation, and the generation of parents. Through interpersonal communication that applies all learning methods BKB Paud Tunas Muda successfully carries out efforts to form children's character from an early age. In conclusion, the interpersonal communication process carried out by the BKB Paud Tunas Muda teachers is to develop the child's character gradually where the child does not understand there will be a process first. Where each child already has their own character, the teacher only redevelops the character of each child and will process it with positive characters.

**Keywords:** Interpersonal Communication, Bkb Paud Tunas Muda, Learning Activities, Character



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## **Integration Of India: A Historical Study With Special Reference To Jammu & Kashmir And Role Of Shri Golwalkar**

**Miss. Prachi Prabha GAUTAM**

Ph.D. Scholar, University of Kota, Rajasthan, India

prachiprabha8@gmail.com

ORCID Id- 0000-0002-2998-0343

### **ABSTRACT**

When India gained independence in 1947, there were approximately 565 princely states. Shri Vallabh Bhai Patel successfully integrated all of them, with the exception of three princely states, earning him the title "Iron Man of India." Three states decided to maintain their independence, with Jammu and Kashmir being one of them. According to Patel, Jammu and Kashmir should stay a crucial part of India. Thus, the Maharaja of Jammu and Kashmir, Shri Hari Singh, was persuaded to sign the Instrument of Accession with India by great Indian leaders who exerted all of their influence. However, the Maharaja was in a terrible predicament. As a devoted and patriotic Hindu, the Maharaja was unable to consider joining in Pakistan. He was also hesitant to join Bharat right away, given the state's significant Muslim majority. Following the failure of our leaders' efforts to persuade the Maharaja to accept India's accession, Sardar Patel personally appealed to the RSS Sarsanghchalak, Shri Madhavrao Sadashivrao Golwalkar (Shri Guruji), to use his influence and seek the Maharaja's consent for accession. As planned, Shri Guruji arrived in Kashmir and met with the Maharaja. As a result of this meeting, on October 26, 1947, the Maharaja signed the instrument of accession. This essay is a sincere attempt to highlight Shri Golwalkar's vision, including why it was crucial for him to convince the maharaja that Jammu and Kashmir should be merged with India and the steps he took to do so. Books and articles, as well as other secondary sources, were primarily used in the paper.

**Key Words:** Integration, Jammu & Kashmir, Golwalkar, RSS



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## **The Impact of Ore Export Ban and Macroeconomics Variables on Stock Returns of Nickel Mining Companies**

**Adriansyah CHANIAGO**

Student at MBA Program at Sekolah Tinggi Manajemen IPMI  
adriansyah@ipmi.ac.id  
Orcid: 0000-0002-4135-3369

**Roy SEMBEL**

Professor and Senior Lecturer at Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Melinda MALAU**

Associate Professor and Senior Lecturer at Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

This study analyzes and evaluates the impact of the Ore Export Ban and macroeconomic variables to the stock return of nickel mining companies listed on the Indonesia Stock Exchange from 2011 to 2021. This study used macroeconomics variables (GDP growth, Exchange rate, Market returns, Nickel price, and Gold price) as independent variables. The Ore Export Ban is used as independent as well as moderating variable. The universe of nickel mining companies is limited to integrated nickel mining companies; PT Aneka Tambang Tbk and PT Vale Indonesia Tbk. This study used the Wilcoxon Mann-Whitney test and the Regression Data Panel Analysis to answer the research questions. This study concluded that there was no difference in stock returns between the companies. Other outcomes from this study showed that GDP growth, Market return, and the Gold price positively affected stock returns. This study also found that Ore Export Ban only moderated the impact of GDP growth on-stock returns, and the Ore Export Ban did not have moderating effect to other independent variables. Investors who want to invest in the nickel mining sector are encouraged to analyze and closely monitor the GDP Growth, Market return and Gold return because they have a positive effect on the return of their investment.

**Keywords:** Export Ban, Nickel Mining Company, Macroeconomics Variables, Stock Returns.



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## **Evaluation of the Differentiation Value, Brand Meaning and Stopping Power of Indonesia Higher Education Institutions' Taglines as the Marketing Communication Brand Element**

**Amalia E Maulana**

Creative Marketing Program, Management Department, BINUS Business School Master Program,  
Bina Nusantara University, Indonesia  
amalia.maulana@binus.ac.id  
ORCID: 0000-0003-0149-7533

**Indry A Pradipta**

Global Business Marketing Program, BINUS Business School Undergraduate Program,  
Bina Nusantara University, Indonesia  
ipradipta@binus.edu  
ORCID: 0000-0002-4795-187X

### **ABSTRACT**

Although research on university branding has begun to emerge, studies on the effectiveness of brand elements, especially the tagline, still need to be found. This study aims to determine to what extent HEIs in Indonesia have used taglines in their integrated marketing communications and evaluate their effectiveness. This study collected taglines from websites, social media, and other HEI communication materials, followed by interviews with six branding experts who aimed to categorize the captured taglines. A total of 52 selected taglines were used as material for interviews with three HEIs stakeholders, namely 30 prospective students, 15 parents, and 15 school counsellors. This study categorizes existing taglines based on five factors, namely the length of the tagline, orientation, the language used, the form of the tagline, and the method of conveying meaning. Based on the results of interviews with students, parents, and school counsellors, grouping based on the degree of catchiness and degree of understanding resulted in (1) catchy and understandable, (2) catchy but not understood, (3) not catchy but not understood and (4) not catchy and also incomprehensible. School counsellors are the ones who best understand the meaning of the tagline because it is relevant to their work. Meanwhile, parents and students need more time to understand the meaning of the tagline. For elements of differentiation, we focused on group 1, the catchy and understandable taglines. This group is divided into those with differentiation and those without clear differentiation. This study extends the literature on attitudes toward brand advertising in the context of attitudes toward the tagline of HEI. The results of this study provide insights for decision-makers in HEIs, especially in Indonesia, to reformulate or reconstruct their taglines to increase marketing communications' effectiveness. It needs to consider three aspects: catchy, understandable, and differentiable.

**Keywords:** Higher Education Institutions, Brand Element, Tagline, Value Differentiation, Marketing Communication



## State Support for the Development of Entrepreneurship in Azerbaijan

**Assoc. Prof. Dr. Murteza HASANOĞLU**

Academy of Public Administration of Azerbaijan  
m\_hasanoglu@yahoo.com.tr  
0000-0003-3734-4045

**Master's Student Aisha ALIYEVA**

Academy of Public Administration of Azerbaijan  
aishaliyeva.a@gmail.com

### ABSTRACT

One of the main elements of the country's economic development are people who have an entrepreneurial spirit. They are the driving force of growth and prosperity. The experience of economically developed countries shows that development of entrepreneurship activity has a direct impact on the growth of macroeconomic indicators as GDP, income of population, production and service volume, private capital invested in the economy (investments), etc.

In the modern stage of development economy of Azerbaijan is characterized by aspects such as complex market relations, competitive products and integration into the world financial and economic system. Currently one of the most important tasks facing the country's economy is to improve organization of entrepreneurial activity, its socio-economic efficiency and management in order to achieve the development of entrepreneurship.

Enacted State Programs in the field of entrepreneurship development had a special role in the development of this field and made the state measures for the development of small and medium entrepreneurship one of the priority directions of the economic policy of the state of Azerbaijan.

Implementation of state patronage in a systematic way to entrepreneurship, as well as increase in state-supported events for business entities helped achieving important successes in that field. State-entrepreneur relations have been constantly developed and decisive steps have been taken for the improvement of the mechanism of state regulation of entrepreneurship. Mechanisms for the protection of the rights of entrepreneurs have been established and thanks to their application, cases of interference have been eliminated. With all this besides, a mechanism of financial assistance to entrepreneurship was created, which as a result ensures the payment of the demand for financial resources of entrepreneurs operating in the country.

**Keywords:** Azerbaijan, Entrepreneurship, State, State Programs, Development.





## Case Study: Deficit Hospital Transformation Into Profitable within Eight Months

**drg, MMR. Bobet Evih Hedi Ihnuna RUSEP**

IPMI Bussiness School

bobetrusep@gmail.com

Orcid: 0000-0003-2999-3723

### ABSTRACT

A deficit hospital of roughly Rp 1 billion a month has been transformed into a profitable Rp 400 million per month within eight months in Bhina Bhakti Husada Hospital. This paper presents a case study of the observation of financial income statements, patients' hospital BOR (Bed Occupancy Rate), and an outpatient visit from May 2021 to January 2022. Bed Occupancy Rate before May 2021 was an average of 20% for inpatients and, in January 2022, became 60%, whereas outpatients had 200-300 visits by the month before May 2021 and became 2500-3000 patients on January 2022. Its monthly revenue was around Rp 1,5 billion, and its expenditures were Rp 2,5 billion before May 2021 became Rp 5 billion in revenue and Rp 4,6 billion in expenditure on January 2022. The researcher conducted field analysis using an in-depth interview with outside parties from hospital referrers. The result of the interview found III-favoured communication between the hospital and its referrers as if community health centres, private practice doctors and midwives, and ambulance driver communities. Within eight months, 15 community health centres, 11 private practice doctors and 26 midwives, and three ambulance driver communities were invited under separately gathering and resulting feedback of 50% suggesting to conduct a referral reward for each patient referred, 40% input that the hospital had unpleasant service at the emergency room and 10% suggestions individually.

**Keywords:** Hospital, Transformation, Profitable, BOR, Referrer



## Online Violence against Women Journalists in Central Asia

**Assoc.Prof.Dr. Elira TURDUBAEVA**

University of Central Asia & International Ala-Too University, Kyrgyzstan  
eliraturdubayeva@gmail.com

**Victoria ORAZOVA**

OSCE Academy Bishkek

### ABSTRACT

This research studies online violence against female journalists in four countries in Central Asia (Kazakhstan, Kyrgyzstan, Tajikistan and Uzbekistan).

The data were collected through three different methods:

- a. Online survey
- b. In-depth interviews
- c. Focus group discussion

#### Online Survey:

The questionnaire on online violence against female journalists developed by Julie Posetti was adapted to the Central Asia context. Due to ethical considerations, many questions were optional. Some questions also allowed the selection of numerous answers to be able to gather multiple experiences. The questionnaire was translated into local languages (Kazak, Kyrgyz, Tajik and Uzbek) and Russian. The online survey platform Qualtrics was used. Respondents in the online survey were selected using a quota sample based on quantity, type (printed, electronic, online), form of ownership (state, private, public, partisan, civil, blogger, freelancer), language, geography (urban, rural) media.

Database with lists and contact details of media in the Central Asian countries was created. To avoid illegitimate or counterfeit responses and ensure data integrity, the survey was distributed digitally via the closed networks of The OSCE Academy-Bishkek and their research collaborates, OSCE Field Offices in the four countries, civil society organizations focused on media development and groups of professional journalists.

The survey was conducted from April to July 2022. 268 respondents filled out the online questionnaire from the four countries: Kazakhstan - 88, Kyrgyzstan - 80, Uzbekistan - 73, Tajikistan - 27. The data was then subjected to quantitative analysis.

#### In depth-interviews:

Semi-structured interviews were conducted to 8 key-informants, female journalist who were subjected to online violence: Kazakhstan – 2, Kyrgyzstan – 3, Uzbekistan - 3. Unfortunately, despite the efforts to include women journalists from Tajikistan, this was not possible because no female journalists in Tajikistan wanted to participate.

#### Focus group discussion:

A focus group discussion was conducted in Bishkek (Kyrgyzstan) on the 22 of July 2022 with 9 participants: Kyrgyzstan (3), Kazakhstan (3) and Uzbekistan (3), women journalists who were subjected to online violence. At the beginning, preliminary research results were presented. After the presentation Q&A session started on preliminary research results. Then the focus group discussion started which lasted for 2 hours where each participant shared with their experiences of online violence and participated in discussion about online violence in each Central Asian country and provided recommendations to solve this problem.

The findings shared in this report reflect the input of the 268 respondents that completed the survey, 8 female journalist (key-informants) interviewed and the analysis of the focus group discussion.

**Keywords:** Research Studies, Online Violence, Female Journalists.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Effect of Multi Brand Strategy, Digital Transformation and the Moderator Effect of Leadership Styles toward Competitive Advantages: an Evidence in Semen Indonesia**

**Arief KURNIADY**

Sekolah Tinggi Manajemen IPMI  
arief.kurniady@ipmi.ac.id  
Orcid: 0000-0002-0346-3911

**Leonnard ONG**

Sekolah Tinggi Manajemen IPMI  
leonnard.ong@ipmi.ac.id  
Orcid: 0000-0003-0459-5673

**Hasnul SUHAIMI**

Sekolah Tinggi Manajemen IPMI  
hasnuls.irecons@ipmi.ac.id  
Orcid: 0000-0003-0459-5673

### **ABSTRACT**

Facing aggressive competition due to oversupply cement in the market and competitors with low prices to win market share, Semen Indonesia (SIG) take approach through a multi-brand & multi-product strategy. Digitalization of marketing, sales, and supply chain processes also continue to be improved as one of the strategies. The objective of this research is to analyze the effect of multi-brand strategy (MBS) and digital transformation (DT) so it could enhance competitive advantages (CA) in Semen Indonesia. This research's contribution to the body of knowledge is to fill the gap by leadership styles (LS) as moderator in relationship between digital transformation and competitive advantages. Purposive sampling technique is applied to acquire 105 samples of SIG's managerial level employees based on Java area by using online questionnaire during the period of July to August 2022. Data was processed using SPSS and SEM PLS. The result showed that statistically positive relationships were found in three direct effects: MBS-CA, DT-CA and LS-CA. Furthermore, leadership styles were found to have a moderating effect on relationship between DT and CA. The finding contributes to literature with the moderator variable of leadership styles. The practical implication of the study is to provide management of Semen Indonesia some guidance on the appropriate response strategy and decision making to have competitive advantages and reach better performance of the company. This research also will provide cement producers/manufacturers to have an insightful information about competitive advantages in term of cement manufacturing industry in Indonesia.

**Keywords:** Multi Brand Strategy, Competitive Advantage, Digital Transformation, Leadership Styles, Cement Industry



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Macroeconomics on Stock Return with Moderating Variable of COVID-19 on Healthcare Companies Listed on Indonesia Stock Exchange 2018-2021**

**Argia Sinarta Ginting**

Sekolah Tinggi Manajemen IPMI, Indonesia  
argia.sinarta@ipmi.ac.id  
Orcid: 0000-0002-1504-0596

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Melinda MALAU**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

This study aimed to analyze and evaluate whether there was a difference in stock return in healthcare companies listed on Indonesia Stock Exchange for period 2018-2021. This study used macroeconomic factor as independent variables, stock returns as the dependent variable, and Covid-19 as the moderating variable. This study using secondary data from six (6) companies quarterly report which consist of ninety-six (92) samples. The data collected in this study is processed with Panel Data Regression using Eviews 12 software. The study results followed Efficient Market Hypothesis that stock prices would be responsive to fundamental information. This study expected provide consideration for investor who want to invest in the healthcare companies in the stock exchange.

**Keywords:** Stock Return, Macroeconomics, Stock Exchange, Stock Performance, Healthcare Companies



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Role of Innovativeness in Moderating Customer Purchase Intention to Buy Local Brand Perfume in DKI Jakarta**

**Indana NABHAN**

Sekolah Tinggi Manajemen  
IPMI

Indana.nabhan@ipmi.ac.id

Orcid: 0000-0001-9561-3704

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

Amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Good quality innovations are needed in every local perfume product, both in domestic and export markets, to attract and increase consumer interest to purchase products in the perfume industry. Despite the attractiveness of the perfume industry, the market penetration rate and the purchase intention of local brand perfumes are still lower than the imported brand products. The literature measures innovativeness primarily based on the product newness to the firm. This research aims to analyze and measure innovativeness as a moderating variable toward purchase intention in the Theory of Planned Behavior (TPB) model. This conceptual research argues that there is an effect of innovativeness as a moderating role on customer intentions in the TPB model to purchase local brand perfumes in DKI Jakarta. The survey will be conducted through the primary data using purposive non-probabilistic sampling techniques and will be processed using the data analysis software SmartPLS modeling method.

**Keywords:** Innovativeness, Purchase Intention, Theory of Planned Behavior, Local Brand Perfume.



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## **The Influence of NCT Dream's Credibility as the Brand Ambassador in Consumptive Behaviour for Lemonilo (A Survey toward @Lemonilo IG)**

**Angelika Mandra**

Universitas Pembangunan Nasional Veteran Jakarta  
angelika@upnvj.ac.id

**Retno Dyah Kusumastuti**

Universitas Pembangunan Nasional Veteran Jakarta  
retnodyah@upnvj.ac.id

**Iswahyu Pranawukir**

Institut Bisnis dan Informatika Kosgoro. 1957. Jakarta  
pranalinator@gmail.com

### **ABSTRACT**

Due to the rise of Korean Wave (Hallyu), many e-commerce companies in Indonesia have decided to pick a popular South Korean celebrity as brand ambassador of their products. Lemonilo is one of the company which use this strategy to beat its competitors. Lemonilo is an Indonesia company that produce healthy noodle products. They decided to collaborate with the NCT DREAM, a South Korea boyband as the ambassador of the company. This study is aiming at measuring the credibility of NCT DREAM as the brand ambassador of @Lemonilo Instagram followers on the consumptive behavior. To carry out the task, this study uses 'source credibility theory' which states that credibility plays an important role in persuading the audiences in determining perception of messages conveyed by the communicator. This theory has three indicators, namely trust, expertise, and attractiveness. Trust is the audience's impression of communicators' integrity, honesty, and neutrality when conveying messages. Expertise is the audience's perception in recognizing the knowledge, experience, and skills of the communicators in their field. Attractiveness is an indicator where the audience finds the communicator physically and psychologically attractive. This study uses explanatory quantitative method to enable explaining the relationship between variable x (brand ambassador credibility) and variable y (consumptive behavior), using 100 respondents of @Lemonilo Instagram followers as samples, those who had bought Lemonilo x NCT DREAM products. The study showed that there is a correlation between the two variables and with a positive regression coefficient. The results of the t-test show the t-count value of 6,236. It means that NCT DREAM is an ideal and a credible brand ambassador of Lemonilo (measured as 28,40% influence) on that consumptive behavior.

**Keywords:** Marketing Communication, Brand Ambassador Credibility, Consumptive Behavior, Source Credibility Theory.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Impact of Corporate Ownership and Dividend Policy to Risk Disclosure Practices and Stock Market Performance of Indonesia Public Listed Companies During Pandemic COVID-19**

**Tania Mentari DESRIYANI**

Sekolah Tinggi Manajemen IPMI, Indonesia  
tania.desriyani@ipmi.ac.id  
Orcid: 0000-0001-8900-1138

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Melinda MALAU**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

This study examines how corporate ownership and dividend policy, as the part of corporate governance practice, have impacted the quality of risk disclosure practices of a company, and further study on how the quality of risk disclosure practices could have an impact to the stock market performance of the company in Indonesia during pandemic COVID-19. Risk disclosure is crucial to reduce information asymmetries between the stakeholders. Moreover, in crisis situations as of these days, where COVID-19 added more uncertainties in the stock market. Through a multidimensional approach, the risk disclosure quality of 35 listed non-financial companies on the Indonesian Exchange market was measured for the period 2018-2021. To assess risk disclosure quality, this study used content analysis. The collected data is processed with Ordinary Least Square (OLS). The significance of this study comes from the documentation of various reporting incentives pertaining to organizations' number as well as quality of risk reporting. Our research as a whole encourages advocacy for changes and tighter regulations of risk disclosure practice in Indonesia to improve market efficiency.

**Keywords:** Risk Disclosure, Dividend Policy, Corporate Ownership, Stock Market Performance, Content Analysis



## **The Effect of Employee Engagement on Turnover Intention: The Moderating and Mediating Role of Person-Organization Fit at Banks in Jakarta**

**Mely PRIMAYANTY**

Sekolah Tinggi Manajemen IPMI, Indonesia  
mely.primayanty@ipmi.ac.id  
Orcid: 0000-00001-8900-1138

**Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Harris Turino KURNIAWAN**

Sekolah Tinggi Manajemen IPMI, Indonesia  
harris.turino@ipmi.ac.id  
Orcid: 000-0001-8865-513X

**Melinda MALAU**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

Competitive advantage may come to a firm based on its unique human capital and the human resources it employs and develops. The difference in characteristics from the previous generation is a factor that can be considered. The suitability of individual values and values applied in the organization (P-O fit) can be a way for the organization to retain employees. Person-organization fit is an important influencing factor on strengthened employee engagement and reduce turnover intention. Moreover, this study investigated person-organization fit as a moderating and mediating effect based on the unique characteristic of the new generational cohort, Generation Z at banks in Jakarta, now entering the workforce. This study conducted in 2022, using survey data of 200 respondents from Gen Z employees of a top 10 banks in Jakarta with a minimum of 6 months working experience, age between 21-25 years and at least having bachelor degree or equivalent. Data is analyzed using a structural equation model by employing SmartPLS.

**Keywords:** Person-Organization Fit, Generation Z, Employee Engagement, Turnover Intention, Human Resources





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## **The Role of Knowledge Moderating a Farmer's Intention to Adopt Black Soldier Fly Farming: As Seen in the Evidence in the Luzon Region of the Philippines**

**Camila Isabel LASTRILLA**

Sekolah Tinggi Manajemen IPMI

Camila.lastrilla@ipmi.ac.id

Orcid: 0000-0002-7744-1969

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

Amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Insect farming has been widely studied as a viable alternative to increase food security, particularly in low-income nations, and as a more sustainable source of animal feed. Insect-based feedstuffs are a good alternative to fishmeal, soymeal, and other feedstuffs since they are comparable in protein and nutrients, need less space to produce, have a minimal environmental impact, and are already a natural component of the diet of poultry, fish, and pigs. Despite all these benefits, there are still obstacles to be addressed to capture the attention of policy-makers and other institutions to support and promote the use of insects in our agricultural chain. The adoption of insect farming among farmers is one of these key obstacles. Even though using insects as an alternate source of animal feed might benefit rural communities in many ways, misperceptions and a lack of acceptability may make it difficult for farmers to accept, integrate, and promote this technology. The factors that impact farmers' intentions to adopt these methods, however, are not very well understood. The major objective of this study was to analyze the level of acceptance of insect farming, specifically Black Soldier Fly farming technology in the Calabarzon region of the Philippines. The conceptual framework used was a modified framework based on Theory of Planned Behavior (TPB), a prominent model used to predict the acceptance of new technologies or innovations. The novelty brought forth in this study was the incorporation of knowledge as the moderating variable.

**Keywords:** Black Soldier Fly, Insect-Based Animal Feed, Theory of Planned Behavior, Sustainability.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Transitional Energy is an Opportunity for Indonesia in Global Competition in The G20, Especially in The Fields of Biomass and Energy Storage**

**Dr. Erwin SUSANTO**

Pertamina University  
erwin.susanto@universitaspertamina.ac.id  
Orcid: 0000-0002-0459-0883

**Dr (cand). Endang SUSILOWATI**

Indonesia University  
endang.susilowati01@ui.ac.id  
Orcid: 0000-0002-8978-7692

### **ABSTRACT**

The G20 summit will be held in Bali in 2022 provides a sign that Indonesia is very strategic in global competition. Although Indonesia's large population serves a potential market, from the SWOT (Strength Weakness Opportunity Thread) perspective, the weakness possessed by the country is less mastery technology. An inevitable threat which could arise is neighboring countries to control the natural resources and technology for financial purpose if precautions are not considered. However, the area of land and natural resources serves as an opportunity for Indonesia. The potential of natural resources in the form of nickel and bauxite provides a great chance to master storage technology as the country possessed these valuable raw materials. Other than that, biomass is also a good opportunity in Indonesia for energy transition. Likewise, biomass technology has been mastered, so what is needed is a licensing and financial system. The purpose of the research is to make solutions in the field related to input to the government about advocating for renewable energy regulations with the SAST method by collecting data in Sumbawa to produce a Feed in Tariff policy.

**Keyword:** Renewable Energy, Energy Transition, SAST, Feed in Tariff



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Digital HR Management Transformation: Research on the application of HR Management with Technology in SEA Countries of Industrial Gas Company**

**Yulia YUNUS**

IPMI International Business School, Jakarta, Indonesia

yulia.yunus@ipmi.ac.id

Orcid: 0000-0002-5068-6843

### **ABSTRACT**

Human Resource Management (HRM) is required to digitally transform as the new normal in the enterprise business world. The organizations need to find new ways to streamline and support their HRM processes, manage the employees, and enable leaders to make smarter decisions when it comes to the HRM framework through technologies. How the challenges, solutions, and results in each country will be the object of observation and comparative analysis as well as benchmarking in the industrial gas company in APAC countries who just transformed with myHR go-live on 1st June 2021 for wave-1 in South East Asia. Unfortunately, the readiness factor of the employees in each country to face digital changes that are completely automated are limited. The population of this research are the employees in Indonesia, Vietnam, Philippines and Thailand as part of the South East Asia developing countries that still have cultural challenges and digital skills. The transformation steps observed include planning, preparation, implementation, and evaluation. This research uses a descriptive qualitative research method with Secondary Data Analysis approach.

**Keywords:** HRM Digital Transformation, Change management, Emerging Countries, South East Asia



## Case Study: Deficit Hospital Transformation Into Profitable within Eight Months

**drg, MMR. Bobet Evih Hedi Ihnuna RUSEP**

IPMI Bussiness School  
bobetrusep@gmail.com  
Orcid: 0000-0003-2999-3723

### ABSTRACT

A deficit hospital of roughly Rp 1 billion a month has been transformed into a profitable Rp 400 million per month within eight months in Bhina Bhakti Husada Hospital. This paper presents a case study of the observation of financial income statements, patients' hospital BOR (Bed Occupancy Rate), and an outpatient visit from May 2021 to January 2022. Bed Occupancy Rate before May 2021 was an average of 20% for inpatients and, in January 2022, became 60%, whereas outpatients had 200-300 visits by the month before May 2021 and became 2500-3000 patients on January 2022. Its monthly revenue was around Rp 1,5 billion, and its expenditures were Rp 2,5 billion before May 2021 became Rp 5 billion in revenue and Rp 4,6 billion in expenditure on January 2022. The researcher conducted field analysis using an in-depth interview with outside parties from hospital referrers. The result of the interview found ill-favoured communication between the hospital and its referrers as if community health centres, private practice doctors and midwives, and ambulance driver communities. Within eight months, 15 community health centres, 11 private practice doctors and 26 midwives, and three ambulance driver communities were invited under separately gathering and resulting feedback of 50% suggesting to conduct a referral reward for each patient referred, 40% input that the hospital had unpleasant service at the emergency room and 10% suggestions individually.

**Keywords:** Hospital, Transformation, Profitable, BOR, Referrer



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## **The Influence of Shopping Experience and Perceived Value on Customer Satisfaction and the Impact of Customer Satisfaction on Customer Trust at Minimarkets in Jakarta**

**Dzaky Alfathan INDYANO**

Sekolah Tinggi Manajemen Ipmi  
dzaky.indyano@ipmi.ac.id

**Ir. Sasotya PRATAMA, MTE., PMA**

Sekolah Tinggi Manajemen Ipmi  
sasotya.pratama@ipmi.ac.id  
Orcid: 0000-0001-5411-5549

**Alex Iskandar MUNAF, B.Sc., M.A**

Sekolah Tinggi Manajemen Ipmi  
alex.munaf@ipmi.ac.id

### **ABSTRACT**

Due to the intense competition, minimarket owners must understand how to develop their marketing strategy from the perspective of their customers to maintain customer satisfaction and trust. This study aims to determine the effect of shopping experience on customer satisfaction, the effect of perceived value on customer satisfaction, and the effect of customer satisfaction on consumer trust in Jakarta minimarkets. A quantitative approach was used using SEM-PLS (Structural Equation Modelling) as an analytical tool. The results showed that the shopping experience had an insignificant effect on customer satisfaction, but on the contrary perceived value had an influence on customer satisfaction. Furthermore, customer satisfaction has a positive impact on customer trust in minimarkets in Jakarta. Based on the results of the study showed that a person's experience when shopping to influence customer satisfaction is considered less significant. This finding contradicts several previous studies which state that the shopping experience has an impact on customer satisfaction. After all, the results of this study can be used as a reference by retail owners to reshape their marketing efforts.

**Keywords:** Shopping Experience, Perceived Value, Customer Satisfaction, Customers Trust, Minimarket.



## The Public Preference of Public Transportation in Indonesia

**Cris Kuntadi**

Universitas Bhayangkara Jakarta Raya  
cris.kuntadi@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-4278-6481

**Humannisa Rubina Lestari**

Vocational School of IPB University  
humannisa@ptmbc.co.id  
Orcid: 0000-0002-2385-9382

**Siti Nurlaela**

School of Business IPB University  
ella.elhamidy@gmail.com  
Orcid: 0000-0002-1534-6149

### ABSTRACT

Although transportation growth can form a substantial part of the working day and economic acceleration, it has problems, including traffic congestion, air pollution, and environmental harm from excessive fuel use. Public transportation holds great potential to alleviate the negative impact of people's high mobility needs. However, public transport still needs to be widely used in Indonesia. Therefore, a timely and comprehensive synthesis of the current research on the public's preferences is required. A literature analysis, following PRISMA guidelines, aims to identify the public's priorities for public transportation in Indonesia. A review of the Science Direct, SAGE-databases, and Research Gate is performed. A rigorous screening process is used to collect critical articles to construct a general picture of existing knowledge. Furthermore, this research provides enhancement suggestions to encourage public transportation usage and a research agenda to identify unresolved research questions that future research can address. Our comprehensive review identified articles focused on public preferences for mass public transport that met the inclusion-criteria (n = 26). Our review summarizes the most important factors influencing people's choice of public transportation. Applied to all land-based mass transit, are tariff or travel cost, security, convenience, travel time, and accessibility. There are variations in preferences due to the different characteristics of each transport mode. The choice of road-based public transit influenced by service-quality, convenience, safety, wait-time, reliability, and availability. Meanwhile, punctuality, departure frequency, carriage amenities, and ticketing system are of particular importance for rail-based transport passengers. Recommendations were made for stakeholder strategy follow-up and further research.

**Keywords:** Preferences, Public Transportation, Systematic Review



## Factors Affecting Pemba's Adolescent's Psychological Health

**Halima Ali Ahmada**

Pursuing PhD in Counselling Psychology  
Lovely Professional University, Phagwara, Punjab  
halimaahmada@gmail.com

**Dr. Rubina Fakhr**

Assistant Professor (Department of Psychology)  
Lovely Professional University, Phagwara, Punjab  
rubina.27967@lpu.co.in

### ABSTRACT

Psychological problems are more common during adolescence stage than at any other time during childhood. Adolescents are much more independent, mobile, and are often out of direct control of adults. When misbehaviour become severe and frequent, an adolescent's psychological wellbeing should be evaluated by a psychological health professional for further intervention. The main goal of the study was to examine factors affecting adolescents' psychological wellbeing. The collection of data based on four objectives, which were to identify the symptoms of psychological problems facing adolescents; assess factors affecting adolescent's psychological wellbeing; evaluate adolescents' ways of coping with psychological problems; and to find out protective factors for adolescents' psychological wellbeing. The study was both qualitative and quantitative research approach. Data were collected through questionnaires, interview, and document reviews. Quantitative data were analysed through SPSS program and qualitative data through content analysis. Findings revealed that (19.1%) of adolescents are psychological ill. Hence, they are experiencing symptoms of psychological problem in their life. The causes were Ryff's six factors, that is the three factors are more influential by (16.7%) environmental mastery, purpose in life, and self-acceptance than the rest by (21.8%,) which are autonomy, personal growth, positive relations but generally all factors play a big role on affecting adolescents' psychological wellbeing. Furthermore, findings indicated that adolescents used both negative and positive coping ways to overcome problems, in which 71.9% use negative coping. Moreover, the findings also revealed that the problem still exist in a great extent. In addition, the study concluded that support and psychological intervention urgently needed to help adolescents to improve their psychological wellbeing. The suggestion was that, Government through MoEVT Zanzibar and other stakeholders should take special priorities for providing adolescents care, hence rehabilitation centre is very important. Finally, the researcher recommends that further study should be done with a big sample to address psychological wellbeing need of adolescents in a large area; examining types of adolescents' psychological problems experienced; and to explore the benefits between boys' and girls' psychological wellbeing and their impacts on their academic performance.

**Keywords:** Adolescent, Psychological Health, Rehabilitation, Coping Way



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **The Effect of Human Capital Development, Transformational Leadership, Organizational Commitment towards Employee Work Performance: Case Study of PT. Multi Beneficial Centralindo**

**Gilbert Putra Amos**

Sekolah Tinggi Manajemen Ipmi, Indonesia  
gilbert.amos@ipmi.ac.id

**Sudarmawan Samidi**

Sekolah Tinggi Manajemen Ipmi, Indonesia  
sudarmawan.samidi@ipmi.ac.id  
Orcid: 0000-0002-6835-808X

**Cut Sjahrifa**

Sekolah Tinggi Manajemen Ipmi, Indonesia  
rifa.zahirsjah@ipmi.ac.id

### **ABSTRACT**

The study aims to examine the effects of human capital development, transformational leadership, organizational commitment, and how it affects employee work performance. This study employed quantitative research method through online survey and obtained 100 respondents. The data were analyzed using Structural Equation Modeling–Partial Least Square (SEM-PLS). The finding showed that human capital development, transformational leadership, and organizational commitment have a significant effect on employee work performance. The study provides important insight of human capital development practice particularly in events industry. The study also provides a reference for human capital departments in making policies related to human capital development in increasing their employee work performance. Furthermore, the findings of this study can be used by academicians as case study in their teaching at higher education institutions to give understanding of complex issues that faced by the organization in the disruptive era.

**Key Words:** Human Capital Development, Transformational Leadership, Organizational Commitment, Work Performance.





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## **Power Supply Measurement For Investment Decision Using Capital Budgeting Analysis and Monte Carlo Analysis**

**Mr. Alvan Sukmawijaya**

IPMI International Business School  
alvan.sukmawijaya@gmail.com

### **ABSTRACT**

As one of the top national commodities, shrimp has continually been an option to be involved in boom country revenue and acquire the target of growth in manufacturing. The present problem was inconsistency in electricity from the State Electricity Company (PLN) to some areas in Indonesia that affect some shrimp pond industries which is electricity blackout, extra cost when, and loss risk when the blackout occurred. For that reason, shareholder considering to the install other option of power source which is solar PV. The author will use capital budgeting analysis, Strategy Analysis and Monte Carlo Analysis to analyze which power source that will beneficial to shareholder in the future. With using element such as: Payback Period, Discounted Payback Period, Return of Investment, Net Present Value and Internal Rate of Return to provide analysis required by company for deciding whether the option to invent is feasible (or not) and support it with Monte Carlo Analysis and Strategic Analysis will help shareholder to make a final decision.

**Keywords:** Capital Budgeting, Investment Appraisal, Decision Making



## **Analyzing the Effect of Risk-Based Bank Rating (RBBR) Ratio on Stock Returns: A Comparative Study between Bank BUKU III and BUKU IV in Indonesia**

**Ms. Disotyani Nurrahma FITRI**

Sekolah Tinggi Manajemen IPMI  
disotyani.fitri@ipmi.ac.id  
Orcid: 0000-0002-6188-4327

**Mrs. Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Mrs. Dety NURFADILAH**

Sekolah Tinggi Manajemen IPMI  
dety.nurfadilah@ipmi.ac.id  
Orcid: 0000-0002-9778-7094

### **ABSTRACT**

In recent years, traditional banks in Indonesia have been facing numerous challenges which require banks to have a good health level to survive. Although it is logical to assume that BUKU IV are the best performer among other BUKU groups due to their large core capital, it needs to be statistically proven. Therefore, this study aims to examine the impacts of RBBR ratios on the stock returns of the two largest BUKU groups—BUKU III and BUKU IV—and compare both results. This study uses five independent variables namely NPL, LDR, ROA, NIM, and CAR; one control variable, bank size; and dummy variables, BUKU III and BUKU IV. This study also uses purposive sampling technique to determine the research sample. The RBBR analysis is used to examine the banking health level of each RBBR ratio and multiple regression analysis is performed for testing the hypotheses. The first result of this study shows that BUKU IV was healthier regarding NPL, LDR, ROA, and NIM than BUKU III whereas the latter was healthier in terms of CAR compared to BUKU IV. The second result indicates that NPL, LDR, and NIM had no effect on stock returns of BUKU III and BUKU IV. Meanwhile ROA had a negative effect and CAR had a positive effect on stock returns of BUKU III and BUKU IV. It is also noted that there was no difference between the stock returns of BUKU III and the stock returns of BUKU IV.

**Keywords:** Bank's Health, Risk-Based Bank Rating, BUKU III, BUKU IV, Stock Return



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**A Study on the Intentions of Early Users of Metaverse As Learning Platforms  
Using the Technology Acceptance Model: As Seen From in the Evidence From PT.  
Markplus Institute**

**Giovanni Alexander PANUDJU**

IPMI Business School  
giovanni.panudju@ipmi.ac.id  
Orcid: 0000-0002-2142-8036

**Amelia Naim INDRAJAYA**

IPMI Business School  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

**ABSTRACT**

In the new global economy, Metaverse has become a central issue for technology companies to transform their way of conducting professional learning and development. Metaverse is an immersive, three-dimensional, virtual, and multiuser environment online platform, allowing people to interact socially and economically, regardless of their location with a large of people. However, there is limited research being conducted in this area promising the future of web 3.0, Metaverse. This study aims to scrutinize a proposed research model for factors influencing behavioral intention to use Metaverse as a learning platform for early users at MarkPlus Institute, Indonesia. The studies used a quantitative approach and developed a research model based on an extension of the Technology Acceptance Model. The model adds the source of credibility as an independent variable and facilitating condition as a moderating variable. A survey was conducted to obtain data from 85 training participants for testing the hypothesis. SEM-PLS, a multivariate statistical analysis technique, was used to analyze responses to examine models, factors, and structural relationships and test hypotheses. The results show the Source of Credibility positively and significantly influences the perceived ease of use.

Moreover, Perceived Ease of Use and Facilitating Condition will impact behavioral intention using Metaverse as a learning platform. The mediation analysis results show that perceived ease of use has mediating effects between Source of Credibility and behavioral intention. The results have significant empirical implications for educational institutions looking to implement the Metaverse as a new platform for learning.

**Keywords:** Metaverse, Behavioral Intention, Technology Acceptance Model (TAM), Source of Credibility, and Facilitating Condition.



## **Consumer Awareness Survey on Indonesian Digital Banks (Case study: LINE Bank of PT Bank KEB Hana Indonesia)**

**Ira Fachira**

School of Business and Management, Bandung Institute of Technology, Indonesia  
ira@sbm-itb.ac.id  
Orcid: 0000-0003-1340-084X

**Duhaeng Lee**

School of Business and Management, Bandung Institute of Technology, Indonesia  
lee\_duhaeng@sbm-itb.ac.id  
Orcid: 0000-0002-4059-892X

### **ABSTRACT**

The Indonesian banking industry is rapidly changing due to digital transformation and increased mobile phone penetration. Digital devices are now becoming a more important service channel for banks than offline branches or ATMs. Along with these changes, Digital Banks have emerged. The Digital Bank is a new type of bank that provides most of its services online. There are no offline channels or only a few offline channels are operated. Digital bank is also called internet-only bank, online bank, virtual bank, neobank, etc. This study used the case of Line Bank, one of Indonesia's Digital Banks. LINE Bank is a digital banking platform launched by LINE Financial Asia, a global financial subsidiary of LINE Corporation, together with PT Bank KEB Hana Indonesia. The purpose of this study is to propose a marketing strategy by analyzing Indonesian bank customers' awareness of digital banks. To this end, this study analyzes consumer awareness of digital banks and how much digital banks have penetrated the Indonesian banking industry through a survey research method. The results of this study can help managers in the banking industry create better digital marketing strategies and find new opportunities to maximize digital banking transactions and profitability, as well as consumer satisfactions.

**Keywords:** Digital Bank, LINE Bank, Bank Consumer Awareness, Digital Bank Marketing.



## **Building Anti-Corruption Characteristics by Using the Pentahelix Approach Model at Children's Forum in Indonesia**

**Putri Hergianasari,S.IP.,M.IP**

Departement Social Politics  
Universitas Kristen Satya Wacana  
putri.hergianasari@uksw.edu  
Orcid: 0000-0002-4607-3278

**Rizki Amalia Yanuartha,S.I.Kom.,M.Sos.**

Departement Communication  
Universitas Kristen Satya Wacana  
rizk.amalia@uksw.edu

**Novriest Umbu Walangara Nau,S.Hub.Int., M.A**

Departement Social Politics  
Universitas Kristen Satya Wacana  
novriest.umbu@uksw.edu

**Luigi Pio Leonardo Cavaliere**

Department of Economics,  
University of Foggia, Foggia, Italy  
luigi.cavaliere@gmail.com  
Orcid: 0000-0003-3169-567X

### **ABSTRACT**

Corruption is a chronic problem that never ends. Various efforts have been made to tackle corruption, one of which is the establishment of the rule of law to ensnare the perpetrators of corruption. However, corruption is still often found in various places, both large and small institutions. This paper emphasizes that dealing with corruption is not enough just to take action, but focuses on prevention efforts. Forming an anti-corruption character from an early age in children is one of them. This paper argues that a new approach is needed in shaping the anti-corruption character in children. Children are no longer just a material for providing anti-corruption characters, but provide space and a place for children to actively develop anti-corruption characters. This study examines the anti-corruption character building model using the Penta helix approach with the soft system approach (SSM) methodology, which compares the actual conditions that exist with the model that should occur, thus leading to a better understanding of the existing conditions. The output of this paper is a recommendation model for the formation of anti-corruption characters in children in Indonesia. The steps in efforts to build children's character include the stages of (1) Identification of the Capacity of Children's Forums in each city, (2) FGDs involving the KPK, ICW and Children's Forums, (3) Socialization, Debriefing and Training to members of the Children's Forum, (4) Members of the Children's Forum go to school to provide socialization, debriefing and training for anti-corruption education educators (ToT) to junior and senior high school students (representatives), and (5) making posters, caricatures and Anti-Corruption Campaign Videos. The main focus is character building with the active participation of the Children's Forum participants. Children can be pioneers in eradicating corruption and the Children's Forum is a relevant forum to provide a participatory space for children to develop honest, integrity, fair characters from an early age and present an anti-corruption culture.

**Keywords:** Corruption, Children's Forum, Pentahelix, Character Building



## Indian Culinary/ Food Tourism- Past, Present and Future

**Gaurav Gomase**

(Asst. Professor)

G H Rasoni School of Hospitality Management, Nagpur  
gauravgomase21@gmail.com

**Dr. Charuta Gajbhiye**

(Asso. Professor)

LAD College of Hotel Management & Catering Technology, Nagpur

**Merle Almeida**

(Asst. Professor)

Bharti Vidyapeeth Institute of Hotel Management & Catering Technology, Pune

### ABSTRACT

Food is an integral part of tourism. Food tourism comes under cultural tourism. It is a strongly emerging niche, complementing other means to experience the culture of a region. It manifests intangible heritage of a region. Food is a source of major tourist satisfaction, recall and revisit intentions. It adds to the unforgettable experiences, inspirations and cultural explorations.

Food is an important push and pull factor for a tourist. It pushes the food tourist away from his/her familiar food and eating habits and pulls him/her towards exciting and new food and cuisine, at the same time.

Food tourism has four major categories. Gastronomy Tourism, Culinary Tourism, Cuisine Tourism and Gourmet Tourism. Culinary is adjectival form of cuisine, if cuisine is the style of food preparation, gastronomy is art and science of good eating and gourmet is all about an individual's own journey, knowledge and likes about food then culinary is not only the style of food preparation, however, it also represents the social context in which food is acquired, prepared, presented, served and consumed. It includes ingredients, prepared foods, beverages, institutional structures, social interaction around food and food tourism itself.

Culinary tourism is, thus, the experience of food in its natural set up. It is not high-end food tourism like gastronomy tourism. The culinary tourist appreciates food as the part of his/her essential experience as a tourist. They eat typical regional dishes at a lower price range in its rustic set up. They are food hunters.

The cuisine of the country displays its cultural and national identity. '... India's wide variety of traditional cuisines is a source of tourist attractions that can be packaged and marketed by developing 'culinary tour routes' for special category of tourists keen on authentic tastes and cuisines', Indian government, in addition to other measures, in its annual report (Ministry of Tourism, 2008: 22) envisaged.

This exploratory study on Indian Culinary Tourism-Past, Present and Future will be a landmark study on the measures to Create Local Cuisines into Tourist Attraction, visiting the past of culinary tourism, bringing to forefront what is the present value and what will be the future of Culinary Tourism in India?

**Keywords:** Culinary Tourism, Food Tourism, Culinary Tourism in India, Future of Indian Culinary Tourism



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## **Creating History & Culture: Perspectives on the Punjabi Diaspora in United Kingdom**

**Dr. Harry**

Assistant Professor, Department of Sociology  
Lovely Professional University, Punjab-144411, India.  
kaurherry75@gmail.com

### **ABSTRACT**

Punjab state has been claimed as one of the pioneers in India for outmigration all over the world taking the United Kingdom as well as Europe, Canada, and Australia in prominence. It has been argued that no substantial change in the Punjabis of migrants took place, but the pattern of migration on the immigration laws. It is the most important thing is British states, European countries in general, western European in specific, have perpetually settled population from Punjab. Diaspora or Migration can be defined as the method of going from one nation, region, or place of abode to settle in another. This present study examines the transition historical and cultural personality of one significant Indian Diaspora group of people, the Punjabis in the United Kingdom, England, and discusses the latter's charity to India and to its homeland of Punjab. The period of this innovative settlement differs, but for the motive of this study, the focus is on entities who reposition either semi-permanently or permanently to another state. Immigrants may move enmasse or individually. The evidence reveals that the NRI Punjabi Diaspora in the UK is to a certain extent old, dating rear to the colonial era. For instance, people who voyage for monetary or scholastic explanations may move alone and at a later date be united by their clans, whereas people who move due to radical causes may interchange enmasse but with or without their kinfolks. But this whole conversation is based on the collection of primary data through ethnographic interviews and field observation. In the end, this explores that a superior push is needed, especially at the state level to facilities the Punjabi Diaspora's engagement with Punjab and with its home regions and state.

**Keywords:** Migration, Punjabi diaspora, Permit of exodus, Social status, the United Kingdom



**Impact of Debt Policy, Corporate Activities and Risk Management Practices on Financial Distress (Empirical Study on Mining Companies Listed on the IDX for the 2019-2021 Period)**

**David Pangaribuan**

Bhayangkara Jakarta Raya University  
david.pangaribuan@dsn.ubharajaya.ac.id  
Orcid: <https://orcid.org/0000-0003-1959-1536>

**Sumarno Hidayat**

Bhayangkara Jakarta Raya University  
somarno@dsn.ubharajaya.ac.id  
Orcid: <https://orcid.org/0000-0002-1012-4985>

**Luthfi Nofriansyah**

Bhayangkara Jakarta Raya University  
luthfinof1980@gmail.com  
Student on Magister of Accounting Program

**ABSTRACT**

This study aims to empirically examine the effect of debt policy, corporate activities, and risk management practices on financial distress in mining companies on the Indonesia Stock Exchange in 2019-2021. The research method is quantitative with correlational type which aims to see the relationship or influence of the independent variable on the dependent variable. The method of determining the sample using purposive sampling with a sample of 40 data. The results showed that: Debt policy, company activities, and risk management have positive affects to financial distress. This shows that debt policy should be directed at improving company performance. Institutional ownership highly can strengthen the company's performance control. Meanwhile, risk management practices will encourage the application of the precautionary principle in decision making. So that it can prevent the company from the possibility of bankruptcy or financial distress.

**Keywords:** Debt Policy, Company Activities, Risk Management and Financial Distress





## **Determining the Method of Calculating of Article 21 Income Tax in Tax Planning (Case Study at PT. Khatulistiwa)**

**Defiani Nindasari**

Bhayangkara Jakarta Raya University  
defiani.nindasari18@mhs.ubharajaya.ac.id

**Tutty Nuryati**

Bhayangkara Jakarta Raya University  
tutty.nuryati@dsn.ubharajaya.ac.id  
Orcid: <https://orcid.org/0000-0002-5397-9238>

**David Pangaribuan**

Bhayangkara Jakarta Raya University  
david.pangaribuan@dsn.ubharajaya.ac.id  
Orcid: <https://orcid.org/0000-0003-1959-1536>

### **ABSTRACT**

Taxes in companies get high enough attention because taxes for companies are a burden that reduces the company's net profit, causing companies to make various efforts to be able to pay taxes as low as possible. The company's goal is to maximize profit or profit. To maximize these profits, the company must increase revenue and reduce expenses to a minimum, including the tax burden that must be paid. Efforts that can be made by companies in minimizing the company's tax burden are tax management. Tax management is closely related to tax planning (tax planning). Tax planning is an effort made by taxpayers or groups of taxpayers in organizing taxes, both income taxes or other taxes so that they are in the lowest possible position as long as it is still possible by the provisions of applicable tax regulations. By doing tax planning (tax planning), companies can get greater income because the company's tax burden paid is smaller than before doing tax planning. Tax planning that can be done by the company is to choose the method of calculating the income tax withholding article 21. This study contains a comparison of the calculation of Article 21 income tax using the net, gross, and gross up methods and the aim is to find out which method is the most efficient for the total income tax burden that must be paid by PT. Equator. The method used is descriptive and comparative research method with a qualitative approach. Data collection techniques used are interview techniques, documentation, and literature study. The data used are primary data and secondary data. The results show that from the calculation of Article 21 income tax using the net, gross, and gross up method, the most efficient method of income tax expense is the gross up method because there is a tax allowance of Article 21 income tax given by the company to employees.

**Keywords:** Income Tax Article 21, Tax Planning, Gross up



## **The Implication of Business Intelligence toward Organizational Performance with Moderating Variable of Culture and Capability a Case study of XYZ Company**

**Affan Rizki INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
affan.indrajaya@ipmi.ac.id  
Orcid: 0000-0001-8681-7887

**Prof. Ir. Roy SEMBEL**

Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

The emerging use of technology has been adopted in many types of industries and functions in the organization. Business Intelligence existed to provide a dashboard visualization that will help the decision maker manage their business strategically. However, the implementation of Business Intelligence has faced several barriers. The technical skills that are needed to support the system were lacking and led to miscommunication among the internal employees. This capability is essential to conduct the performance of Business Intelligence more effectively. On the other hand, companies need to address issues regarding the culture, especially from the top management support and clear vision & mission. A conducive culture that supports the Business Intelligence application will elevate its performance deeply. This study aims to analyze the effect of Business Intelligence on organizational performance based on the Balance Score Card (BSC). Furthermore, the novelty of this research is bringing the culture and capability aspect as the moderating variable to see the correlation between the two main variables. The primary data from a single case study company in the pharmaceutical industry will be collected to support the analysis. This conceptual research will be beneficial for leaders in order to formulate a strategy based on a data-driven approach. Moreover, the insight from the Business Intelligence application will make companies more agile in handling challenging factors such as the impact of COVID-19 and the war between Ukraine & Russia. It is expected that Business Intelligence will improve organizational performance and support companies in gaining a competitive advantage to face current and upcoming events.

**Keywords:** Business Intelligence, Culture, Capability, Organizational Performance



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**Corporate Social Responsibility and Financial Aspects Towards Stock Returns With Firm Size as Moderating Variable (Empirical Studies on Indonesia Telecommunication Companies Listed on Indonesia Stock Exchange 2016-2021)**

**Rosada Tri ASNADA**

Sekolah Tinggi Manajemen IPMI, Indonesia  
Rosada.asnada@ipmi.ac.id  
Orcid: 0000-0002-7060-346X

**Ir. Yulita Fairina SUSANTI, M.Sc, Ph.D**

Sekolah Tinggi Manajemen IPMI, Indonesia  
Yulita.susanti@ipmi.ac.id  
Orcid: 0000-0001-9631-6074

**ABSTRACT**

The purpose of this study was to analyze and evaluate the effect of corporate social responsibility and financial aspects with the moderating impact of firm size on stock returns in the telecommunication sector companies listed on the Indonesia Stock Exchange from 2016 to 2021. This study used Corporate Social Responsibility (CSR), Return-on-Equity (ROE), Debt-to-Asset Ratio (DAR), and Debt-to-Equity Ratio (DER) as independent variables. This study used Stock Returns as the dependent variable and Firm Size as the moderating variable. This study used a quantitative method by collecting secondary data from quarterly financial reports on the sample of 7 of Indonesia telecommunication companies listed on the Indonesia Stock Exchange (IDX) during the period 2016-2021. This study used T-test, F-test and panel data regression to test all the hypothesis using the software Eviews.

**Keywords:** Corporate Social Responsibility, Financial Aspects, Stock Returns, Telecommunication, Firm Size



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## Through Digital Leadership as A Mediator

**Desiree Magdalena RORING**

Sekolah Tinggi Manajemen IPMI  
roring.magdalena@ipmi.ac.id  
Orcid: 0000-0003-4136-9974

**Leonnard ONG**

Sekolah Tinggi Manajemen IPMI  
leonnard.ong@ipmi.ac.id  
Orcid: 0000-0003-0459-5673

**Hasnul SUHAIMI**

Sekolah Tinggi Manajemen IPMI  
hasnuls.irecons@ipmi.ac.id  
Orcid: 0000-0003-0459-5673

### ABSTRACT

Environmental demands after the digital transformation require people to be able to adapt and utilize technology well, because at macro levels, the shift toward different technologies is setting the agenda for new mechanisms of competition, industry structures, work systems, and relations to emerge. In higher education institutions (HEI) the goal of implementing information and technology (IT) is to gain competitive advantage from business opportunities, saving costs for infrastructure development in the future, developing successful resources and competencies in the organization. Throughout this research, the hypotheses will be resources (RS) has positive effect to digital leadership (DL) (H1), digital leadership (DL) has positive effect to digital culture (DC) (H2), resources (RS) has positive effect to digital culture (DC) (H3). The methods of PLS-SEM and SPSS have been used in this research, due to the existence of a positive indirect effect by the digital leadership (DL) within the effect of resources (RS) to digital culture (DC) (H4). The population for this research is the lecturers, dean, director, as well as head of study in 5 big universities in Java island – UGM, UNDIP, UNPAD, IPB, and Telkom Universities and the sample will be 90 in total.

**Keywords :** Higher Education Institutions, Digitalization, Resources, Digital Leadership, Digital Culture



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## **The Impact of Covid-19 Pandemic on the Competitiveness of Footwear Industry between Indonesia and Vietnam, and How to improve Indonesia's Competitiveness in Footwear Industry for Export with Human Capital Management's Strategy and Innovation**

**HyunJoo LEE**

Sekolah Tinggi Manajemen IPMI  
lee.hyunjoo@ipmi.ac.id  
Orcid: 0000-0002-9485-6074

**Dr. Ir. Amelia Naim INDRJAYA**

Sekolah Tinggi Manajemen, IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Like other industries, the footwear industry is trying many efforts to achieve and maintain sustainable competitive advantages (SCA) for the firms' sustainable growth and various outside factors such as international trade relations and government regulations are influencing on competitiveness between countries in the same industry. In this study showed that the changes in export competitiveness of Indonesia and Vietnam's footwear industry was brought by the government's reaction on COVID-19. However Vietnam is still the world's number 1 as production base but the competitiveness of Indonesia was increased significantly. The objective of the research is to find what kind of efforts Indonesia should make to further enhance the competitiveness of the footwear manufacturing and exporting in the scope of Human Capital Management. Competitive profile matrix and SWOT/TOWS analysis is used for finding the effective and practical strategies. Findings from our study revealed that human capital development is crucially important in increasing competitiveness in the footwear industry in Indonesia, and the innovation in human resource system would keep sustainable competitive advantages maintained.

**Keywords:** Sustainable Competitive Advantage, Human Capital Management, Footwear Industry, Covid-19



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## **The Effect of Perceived Value, Service Quality, Reputation, and Trust to Customer Loyalty on Independent Automotive Workshop in Greater Jakarta**

**Huger Dhanu ANGGORO**

Sekolah Tinggi Manajemen IPMI

huger.anggoro@ipmi.ac.id

Orcid: 0000-0002-0466-9233

**Rima AGRISTINA**

Sekolah Tinggi Manajemen IPMI

rima.agristina@ipmi.ac.id

**Leonnard ONG**

Sekolah Tinggi Manajemen IPMI

leonnard.ong@ipmi.ac.id

Orcid: 0000-0003-0459-5673

### **ABSTRACT**

Automotive industry has become one of the primary pillars on the manufacturing industry in the Indonesian economy over the years. In the current state, the majority of new automobiles purchased become one package with repair and service through automotive dealerships. However, past studies showed that customer loyalty to dealership workshop significantly drops after vehicle's warranty period expires. Moreover, studies related to customer loyalty in automotive industry are focusing on automotive dealerships or automotive brands only, not on the automotive workshop industry. Therefore, this research aims to identify factors influencing customer loyalty on independent automotive workshops. The study also attempts to identify the most essential factors among those investigated: perceived value, service quality, reputation, and trust of the independent automotive workshops. A questionnaire survey was conducted with total sample of 97 independent workshop customers in Greater Jakarta and analyzed through SPSS and SEM-PLS. Based on the findings, perceived value, service quality, reputation, and trust have positive impact to customer loyalty in independent automotive workshops around Greater Jakarta. Service quality is the strongest variable that influence customer loyalty followed by perceived value, reputation, and trust. These findings have given the independent automotive workshop insight into which areas should be prioritized in order to retain their customers.

**Keywords:** Automotive workshops, Customer loyalty, Service quality, Perceived value, Reputation



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## **The Hidden Magnitude of Intimate Partner Violence: Its Prevalence on Health Among Women in Mainland Tanzania**

**Research Scholar Tariq Abubakar ALLY**

Department of Law, Lovely Professional University  
tariqally333@gmail.com

**Dr Ramesh KUMAR**

Assistant Professor Lovely Professional Universities  
ramesh.26092@lpu.co.in

### **ABSTRACT**

The incidence of Intimate partner violence (IPV) has immense number of known and unknown detrimental impact on the society hence became a public concern in Tanzania. There is inadequate knowledge related to the link between IPV and use of various health services offered by the government particularly to women more importantly of maternal and reproductive health. Data from the most recent DHS survey was used in this analysis. To investigate the connections between the use of IPV, women empowerment, and services for reproductive and maternal health, taking into consideration the implications of important sociodemographic factors. It was observed that almost 4,471 married or cohabiting women between the ages of 15 and 49 in Tanzania Demographic and Health Survey (TDHS), by using the domestic violence module Survey 39 percent of the women reported being physically violated, at least once by their current partner and only women who made up 30 percent of the population were considered empowered. Based on involvement in household decision-making process after adjusting for other variables, it was discovered that women empowerment means 1) use of modern contraceptive methods, 2) more antenatal care visits, and 3) use of a skilled birth attendant during delivery. But still there were less connections that were remarkable between IPV and any one of these three maternal and reproductive health treatments. Nonetheless the results indicates that women empowerment in Tanzania has a significant impact on their usage of maternity and reproductive health services. Therefore, there is a requirement for multi-sector cooperation in creating programs and interventions to increase women's suffrage, boost educational achievement, and decrease violence against women.

**Keywords:** Antenatal Care, Contraceptive Use, Intimate Partner Violence, Skilled Birth Attendant, Tanzania, Women Empowerment.



## Algorithms For Diagnostics of Technological States in Petrochemical Industry

**Siddikov I.Kx.**

TSTU

isamiddin54@gmail.com

Orcid: 0000-0002-6983-6709

**Ganiev A.A.**

TUIT

akmal173@mail.ru

### ABSTRACT

The article discusses the diagnostics of monitoring the technological states in petrochemical industries. This issue is relevant for monitoring the state of large volumes of technological parameters and obtaining cumulative information of an analytical nature. To solve this problem, it is proposed to use an information-analytical monitoring system for diagnosing the technological conditions of equipment in petrochemical enterprises. In the study, it is proposed to develop a logical-graphical model created on the basis of graph theory methods, as a mathematical tool. On the basis of models for searching for rational modes of operation of the aggregates, an algorithm for performing the operations in processing information was developed. It makes it possible to determine a rational option of technological modes of the aggregates from a variety of options that corresponds to the operating procedure in the considered time situation. The rational modes of aggregates according to this matrix are chosen based on the analysis of product quality indices from a set of solutions formulated to ensure the implementation of the plan. In addition, based on the analysis of the operating procedure of the state of equipment, a set of conditions is formulated that affect the decision. For each condition, a set of values of this condition is determined - the modes of equipment operation corresponding to the implementation of the operating procedure. In the process of performing information processing, a matrix is formed that shows various modes of operation of the aggregates. Hybrid neuro-fuzzy models of technological safety of petrochemical units and complexes based on the joint use of neural network technologies and fuzzy logic using the principles of situational control and the set-theoretical approach were developed. The methods of forming a knowledge base and a database for technological monitoring of petrochemical unit functioning are analyzed. Based on this analysis, the architecture of an intelligent information-analytical system is developed that provides assessment and monitoring of the reliability of the functioning of technological units and complexes of oil refineries.

**Keywords:** Diagnostics, Monitoring, Control, Model, Set of Estimates, Aggregate, Fuzzy Logic.





## Logistique Urbaine et Mobilité Urbaine Dans la Ville de Yaoundé

**Dr ONGUENE ATEBA Julien Grégoire**

Université de Douala  
alandesstyles2016@gmail.com

### ABSTRACT

Le but de cette communication est de démontrer que l'organisation d'une bonne logistique urbaine dans la ville de Yaoundé(Cameroun) peut contribuer à la mobilité urbaine. La logistique urbaine est au centre de la mobilité urbaine des flux des entreprises et des personnes dans les délais et à moindre coût. La logistique urbaine permet d'optimiser les flux de marchandises et de personnes dans les centres urbains, les agglomérations, les périphéries et même les flux interurbains, de produire et créer rapidement des revenus et par conséquent, le Cameroun y tire de la croissance économique, améliorant la mobilité urbaine et le bien-être des populations dans la ville de Yaoundé. Ce travail s'appuie sur l'enquête de terrain et l'analyse des sources diachroniques et synchroniques existantes sur la ville de Yaoundé et de ses localités périurbaines. L'approche qualitative par observation n'est pas en reste pour l'analyse de l'impact de cette logistique urbaine sur la mobilité urbaine. Il ressort des résultats empiriques, que la logistique urbaine de la ville de Yaoundé ne contribue pas assez à la mobilité urbaine à cause de la mauvaise politique urbaine, des politiques de transports inadaptées aux villes modernes. Autrement dit, des infrastructures en déphasage avec des villes nouvelles ou villes neuves. L'originalité de cette recherche est double : Comprendre l'impact que la logistique urbaine peut avoir sur la mobilité des populations et le lien entre démographie et mobilité urbaine dans la ville de Yaoundé.

**Keywords:** Logistique Urbaine, Mobilité Urbaine, Flux.



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## **Metaverse and Generation Z: How the Fusion of Virtual and Real Worlds will Affecting Digital Residents**

**Eka Sri Dana AFRIZA**

Sahid University, Jakarta

dana.afrika@gmail.com

### **ABSTRACT**

Metaverse has become a new trend in the future of internet development by promising the fusion of the virtual world with the real world. However, there are concerns about how this new technology will affect humans, especially today's youngest generations. Generation Z, born 1995-2010, is seen as a critical generation in both the development and utilization of the metaverse. Since birth, they are digital residents who have internet technology and use it to meet their life needs. However, the impact of the metaverse on this generation has been inadequately explored. In this article, we conduct a literature review to know the benefits and disadvantages of Generation Z in using the metaverse. The unique characteristics of Generation Z were formulated and tested with literature on the metaverse. The research findings reveal that Generation Z benefits from continuous and essential training, technology-based study, face-to-face communication, and consistent and frequent feedback. Meanwhile, the assimilating learning style of Generation Z is thought to be hampered by the metaverse. Metaverse can hinder the development of abilities and the application of critical thinking for its users due to the nature and economic and political interests. Based on this review, we suggest some steps maintain critical thinking skills through policy, education, and family interventions.

**Keywords:** Metaverse, Critical Thinking, Generation Z, Virtual Worlds, Education



## The Mediating Role of Digital Readiness on The Effect of Behavioral Intention to Use on Actual System Usage An Evidence at PT XYZ's Toll Road Maintenance Project

**Dyah Indra ARIANTI, S.T.**

Sekolah Tinggi Manajemen IPMI

Dyah.arianti@ipmi.ac.id

Orcid: 0000-0002-9556-7450

**Ir. Yulita F SUSANTI, M.Sc., Ph.D.**

Sekolah Tinggi Manajemen IPMI

Yulita.susanti@ipmi.ac.id

Orcid: 0000-0001-9631-6074

**Dr. Ir. Firdaus BASBETH, M.M.**

Universitas Binawan

Firdaus.basbeth@binawan.ac.id

Orcid: 0000-0001-5544-4846

**Dr. Ir. Rinaldi FIRMANSYAH, M.B.A.**

Sekolah Tinggi Manajemen IPMI

Rinaldi.firmansyah@ipmi.ac.id

### ABSTRACT

PT XYZ as a service provider that specializes in toll road maintenance will be affected by the increasing length of toll roads. The use of information technology will increase productivity in carrying out maintenance work. However, the company has not implemented information technology optimally, even though many software related to the construction industry have been released. The implementation of construction IT also considers the readiness of its employees, which is still dominated by senior employees who tend to take longer to learn construction IT. Little has been known about the mediating effect of the Digital Readiness (DR) in the Technology Acceptance Model (TAM) framework. The objective of the study is to analyses the relationship between variables and the mediating effect of DR in the TAM framework. The sample taken is the managers in PT XYZ and its vendors, using non-probability, and purposive sampling. The sample size was 100 collected during July to Aug 2022. The data analyzed based on Partial Least Squares Modelling using SPSS v25 and Smart PLS4. The result indicated all the 7 hypotheses accepted, and the indirect relationship between BIU to DR to ASU is not as high as the direct relationship between BIU to ASU. So, it can be concluded that the role of DR is a partial mediating variable. This mediating role has never been studied and is novelty to TAM framework and in the context of toll road maintenance company. The practical implication is the manager to consider Digital Readiness to increase employee performance.

**Keywords:** Construction IT, Technology Acceptance Model (TAM), Digital Readiness, Toll Road Maintenance, Partial Least Squares Modelling



## Benefits And Constraints in Business Intellegence

**Eka Putri Primawanti**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
ekaputri773@gmail.com

**Tatin Rusmayanti Ardiyani**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
ardiyani@yahoo.com

**Dewi Puspaningtyas Faeni**

Faculty of Postgraduate Program  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id

### ABSTRACT

Utilization of information technology is very important in finding opportunities and data from several sources for decision making in the choice of corporate strategic management. Business Intelligence is an acronym for a type of implementation capable of responding to a company's demands for improvement in assessing the problems it faces and the choices it makes. Business Intelligence is a method for gathering information and gathering business operational data. To obtain data relevant to business analysis, modifications can also be made during the extraction process using various formulas, aggregations, and validations. The data in the warehouse is then analyzed using different statistical analyzes as part of the data mining process, enabling the identification of distinct trends or patterns. Future BI trends will be combined with AI (Artificial Intelligence) technology. Since the 1980s, artificial intelligence (AI) has been used in business applications. It is very helpful for solving complex problems and decision support methods in real time business applications. Soon, BI and AI applications will mix, ushering in a new era of business. Enterprise Information Integration (EII) and SOA (Service Oriented Architecture) were first used by BI providers to manage integration (EII).

**Keywords:** Business, Benefits, Constraints



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## **Utilizing Business Intelligence for Decision Making in Winning Market Competition**

**Alek Sudarso**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
aleksudarso@gmail.com

**Sri Wahono**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
sriwahono099@gmail.com

**Dewi Puspaningtyas Faeni**

Faculty of Economics and Business  
Postgraduate Program  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id

### **ABSTRACT**

Growth economy cause level competition business between company the tighter. dynamics competition in change a world economy that doesn't unexpected, forced company must formulate their strategy by efficient after they analyze condition environment them. Application right decision will help management in win market competition. Intensity in Market competition is one of the factor uncertainty that must get attention special. Progress technology information bring impact big on development in paradigm that has been give various means for management in manage business and manufacture decision. And Business Intelligence plays a role for produce information adequate and important business that will contribute on strategy and decisions doing business company for compete win market competition. This paper discusses the potential general use Business Intelligence in the company in take a decision and aims to win the market competition.

**Keywords:** Decision Making, Business Intelligence, Market Competition



## **Business Intelligence Benefits Development at University**

### **Iin Indrawati**

Bhayangkara Jakarta Raya University, Indonesia  
Iin.gabrina@gmail.com

### **Suparman Hi Lawu**

Bhayangkara Jakarta Raya University, Indonesia  
suparmanhl@bri.institute.ac.id

### **Mrs. Dewi Puspaningtyas Faeni**

Bhayangkara Jakarta Raya University, Indonesia

### **ABSTRACT**

Development college tall moment this no again depending on the majesty campus or equipment laboratory, but depend on intelligence in intellectual capital management based on source owned power. In the era of globalization development technology information has so fast . Discovery methods and methods new in the the use of data and information systems is also growing with rapidly . one method in the development benefit data management is with business intelligence. The meaning of Business Intelligence is an operational data extraction process a organization or a company , and then collect them in a data warehouse and then make use of it for various necessity organization or company. Wrong one organization that can Utilizing Business Intelligence is college high. Process Business Intelligence Development in College tall started with Data analysis and integration with use data warehouse and OLAP techniques . Next determine KPIs from the data to be made size . The results of the processes of data analysis will represented in tables and graphs even the dashboard will worn for measure performance college tall as well as taking decision for leaders College . With the existence of Business Intelligence in universities tall this , then the leaders college tall could To do measurement by Keep going continuously to performance and quality college the height he leads for ensure achievement goals that have been set as well as could take decisions with by fast and precise in accordance with target.

**Keywords:** Data Warehouse, OLAP, Business Intelligence, KPI, Performance



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Business Intelligence Strategy Wins Market Competition (Case Study on Video Streaming Platform Products)**

**Wayan Gede Endra Bratha**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
endrabratha@gmail.com  
Orcid: 0000-0002-2829-7286

**Mega Aswiputri**

Postgraduate Student  
Universitas Bhayangkara Jakarta Raya, Indonesia  
megaswiputri@gmail.com  
Orcid: 0000-0002-4174-8029

**Dewi Puspaningtyas Faeni**

Faculty of Postgraduate Program  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharjaya.ac.id  
Orcid: 0000-0002-1911-4425

### **ABSTRACT**

Based on data from the online statistical agency, market research, and the business intelligence portal Statista, the number of internet users in Indonesia continues to increase from year to year. In the 2022 period, the number of internet users in Indonesia reached 232.40 million, an increase from 195.20 million in the previous year. Video streaming is an instrument in the media industry which continues to experience increasing demand in Indonesia from year to year. Business Intelligence is a method, process, application or concept in digging large data through extraction and transformation processes to find the intelligence value of the data that is useful for reference or support for strategic decision making at the management level for the company . The type of research conducted is experimental research that will try to implement the OLAP (Online Analytical Process in Business Intelligence) method with the aim of increasing sales of Rabbani products, where the stages of implementing the OLAP method are as follows: (1) data collection , (2) data warehouse , (3) data analysis, (4) organizing data (5) reconstructing data (6) generating information.

**Keywords:** Business Intelligence, Business Strategic, Video Streaming.



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## **Ceo Overconfidence, Profitability, And Corporate Social Responsibility on Tax Avoidance**

**Amor Marundha**

Faculty of Economics and Business  
Universitas Bhayangkara Jakarta Raya, Indonesia  
amor.marundha@dsn.ubharajaya.ac.id

**Dewi Puspaningtyas Faeni**

Faculty of Economics and Business  
Universitas Bhayangkara Jakarta Raya, Indonesia  
dewi.puspaningtyas@dsn.ubharajaya.ac.id

### **ABSTRACT**

**Purpose** — This study aims to estimate and test the effect of CEO overconfidence, profitability, and corporate social responsibility on tax avoidance.

**Design/methodology/approach** — The type of research used is quantitative research with the population of this paper being LQ-45 companies listed on the Indonesia Stock Exchange during 2016-2021 with a total of 13 samples and 78 observations taken through purposive sampling technique. The data analysis method used is panel data regression analysis with the help of the Stata version 16 program

**Findings** — The results of this paper indicate that CEO overconfidence has a positive and significant effect on tax avoidance. Profitability has a negative and significant effect on tax avoidance. Corporate Social Responsibility has a positive but not significant effect on tax avoidance.

**Practical implications** — Policies on company activities in minimizing tax obligations without violating tax regulations require an important role in the ability or competence of CEOs, utilizing company assets to generate profits and participating in Corporate Social Responsibility activities as a form of social and environmental responsibility.

**Originality/value** — The originality of this paper is an attempt to examine the impact of the ability or competence of CEOs, the use of assets owned by the company in generating profits and Corporate Social Responsibility activities as a form of social and environmental responsibility for tax avoidance activities in developing countries such as Indonesia. The results of the paper contribute to explaining the ability or competence of CEOs and the use of assets owned by the company in generating profits is the company's motivation to do tax avoidance.

**Keywords:** CEO Overconfidence, Profitability, Corporate Social Responsibility, Tax Avoidance





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## **Analyzing the Development based on Natural Resources and Institutional Quality. A Case Study of Pakistan**

**Zohaib Kamran CHAUDHARY**

BZU, Multan  
Zohaibkamranchaudhary@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

Associate Professor, National Defence University  
zdrziaofficial@gmail.com

**Dr. Muhammad FAHEEM**

Assistant Professor, BZU, Multan

### **ABSTRACT**

Development is essential for any nation on earth, and that can be done by any means if managed accordingly if the resources are properly identified, developed, and channelized. To do so, institutional development and effectiveness are two imperative considerations that contribute a lot. Hence, the study spotlights these critical foundations. It is indispensable to discern that both natural resources and institutional quality alignment are essential to obtain the required development. Various propositions were propositioned to carry out. The study aims at financial development based on natural resources and institutional quality. Data were gathered from secondary sources and analyzed according to the research proffers. Various tests were employed to check the correlation and co-integration among the designated variables. The findings depict that some variables show negative association with financial development while others positive. Moreover, the study focused on institutional quality and found that institutional quality has a significant and positive influence on financial development. The study proposes various recommendations for not only the institutional heads but also for the Government and the Policy Makers to strengthen the financial development for better and progressive growth.

**Key Words:** Development, National resources, Integration, Government, Financial development.



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## **The Hostel Life and Behavioral Ethics of Teenagers – Investigating The Underlying Perspectives**

**Zohaib Ahmed**

Quaid-e-Azam School of Management Sciences  
zohaib@gmail.com

**Dr. Muhammad Zia-ur-Rehman**

Associate Professor, National Defence University  
drziaofficial@gmail.com

**Muhammad Faheem Mangi**

faheemmangi@gmail.com  
Quaid e Azam School of Management Sciences

### **ABSTRACT**

The study focuses on the behavioral aspects of the students, specifically those who are in their teen ages. It is one of the essential elements to understand the behaviors of teenagers to fashion them out to be effective and efficient part of society and humanity. Eventually this is the essence of education. The study proposes that there is a great deal of change in the behavior and the ethics of the teenagers who stay in hostels. There are multiple factors that contribute towards their change in behavioral ethics who spend their maximum time in hostels. It is an exploratory study, and we consolidate 171 various hostels from all over the country including Islamabad, Lahore, Peshawar, Quetta and Karachi. These hostels were selected based on the population and the teenagers specifically those who are undergraduate students staying in the hostels. Various factors were taken into consideration including friends, societies, and groups they join, overall freedom or liberty, environment, culture, living habits, mess environment, other facilities available in hostels, timing, safety and security, linkage with the parents/guardians, and many others. The feedback received from undergrad students living full time in hostels, were equally distributed based on the gender population. Out of them 350 were female students while 410 were found male students. The study presents a wide array of eye-opening implications which can be considered essential not only for the parents, not only even for the hostel management but also for the educational institutions, community, and the society overall. The findings can also be used by the hostel management, university management and even the guardians of the teenagers living in hostels. The study recommends that further studies can be carried out on those students who are involved in their graduate or postgraduate studies and a comparative analysis may show a much better and dynamic results specifically related to their ethical behaviors.

**Key Words:** Hostel Life, Ethical Behaviors, Management, Parenting, Factors, Pakistan



## **The Influence of Price and Product Quality on Consumer Purchase Intention: Empirical Evidence on “Sumber Rezeki” Aluminum/Glass Shop**

**Dra. Muryati, M.Si**

Universitas Graha Karya Indonesia  
dra.muryatii@gmail.com  
Orcid: 0000-0003-3352-5017

**Nadiatul Khoiroh, S.Pd, MM**

nadiatulkhoiroh88@gmail.com  
Universitas Graha Karya Indonesia  
Orcid: 0000-0002-7317-7179

**Ratna, SE, MM**

ratnasemm@gmail.com  
Universitas Graha Karya Indonesia  
Orcid: 0000-0003-4708-4224

### **ABSTRACT**

Business is the practice of meeting consumer needs in terms of production, consumption, and distribution while attempting to profit. Sumber Rezeki aluminum/glass shop provides household goods for the community in Jambi City and its surroundings. This study aims to determine how price and product quality have influenced consumer purchase intention at the Sumber Rezeki Aluminum and Glass shop. The method used in this research is descriptive quantitative research, with a total sample of 35 respondents. The results showed that the effect of price was 3.86, product quality was 3.94 and consumer buying interest of 3.83. The price effect of  $t\text{-count } 3,508 > t\text{-table } 1,693$  is the result of the t-test comparison t-count between the effects of price and product quality with significant or dominant influence. From the f test, it is obtained that the calculated f value is  $8.794 > f \text{ table } 3.29$  which means that at the real level  $\alpha = 0.05$ , the effect of price (x1) and product quality (X2) simultaneously has an influence on consumer purchase intention (Y). From the results of the analysis, the coefficient of determination (R<sup>2</sup>) is 0.355 and after adjustment (adjusted R<sup>2</sup>) it becomes 0.314 indicating that the combination of price and product quality together contributes 31.4% to consumer purchase intention while the remaining 68.6% is the contribution of other variables not examined in this study.

**Keywords:** Price, Product Quality, Consumer Purchase Intention



## **The Moderating Role of Religious Belief in Influencing Individual Donor Attitude in Jabodetabek: As Seen From The Evidence in Plan Indonesia**

**Ilyana HABSJAH**

IPMI International Business School  
ilyana.habsjah@ipmi.ac.id  
Orcid: 0000-0002-0583-0391

**Dr. Amelia NAIM**

IPMI International Business School  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

Charities Aid Foundation reported that Indonesian are identified as the number one giver worldwide, especially in donating money and volunteering time. In the last 3 (three) years, Yayasan Plan International Indonesia (YPII) has experienced growth in individual donations with an average increase of 31% annually, However, when compared to other NGOs, the income from individual donors at Plan Indonesia are still not good enough. In comparison with religious-based NGOs, PLAN Indonesia's individual fundraising is still far behind. Thus, a major question arises whether the perception of philanthropic programs (PP) and trust in NGOs (TN) have a significant relationship with Fundraising Attitude (AF) during COVID-19 pandemic recovery, and the moderating role of religious belief (RB) has a significant effect on it. It employed the PLS-SEM software to generate the structural model and analyse the 22-questionnaire data collected from 161 respondent during the period of October 2022 from spesific criteria for selecting purposive sampling, resulting PP significantly influence and impact AF during the COVID-19 pandemic recovery fundraising appeal, while TN not significantly influence and impact AF during the COVID-19 pandemic recovery fundraising appeal. RB directly significantly influence AF but not moderates the impact of PP and TN towards AF during the COVID-19 pandemic recovery fundraising appeal. This study provided an in-depth understanding of Indonesia donors' especially in Jabodetabek attitudes toward philanthropy campaigns, and how religious faiths influence and moderate the association between charity projects geared toward the most marginalized and trust in charities, with attitudes to donate.

**Keywords:** Philanthropic, NGO, Donation, Fundraising, Theory of Planned Behaviour



## Humble Leadership and Organizational Performance: A Quantitative Analysis

**Khalid MEHMOOD**

khalidsahib.ke@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

drziaofficial@gmail.com

**Maria ZIA**

mariaziaofficial@gmail.com

### ABSTRACT

The study investigates the role of multiple factors towards organizational performance, as all over the world organizations are worried about their performance and try to augment it through multi-faceted approaches. Apart from various strategies, methods, and approaches one of the methods they attempted toward obtaining organizational performance is developing the leadership. It is because based on various researchers' opinion, that leadership is the critical force behind organizational performance. But here comes the question that what sort of leadership should be employed to enhance organizational performance. There are numerous theories, models, and approaches to develop leadership in organizations Starting from great man theory till transformational leadership. The contemporary study emphasizes on humble leadership and proposes that humility is the driving force in leadership, which is inside out approach for leadership development. Therefore, to empirically test the proposal a self-administered questionnaire was distributed among organizational leaders; specifically, those people who are at the position of decision making and problem solving. The organizations chosen were those that are international organizations specifically related to providing services like telecom organizations. The survey was distributed among 870 potential respondents addressing the characteristic features of humility in leaders call mom financial as well as non-financial performance of their organization and personal information like age gender education and experience. Feedback was collected after consistent follow up, and 560 questionnaires well received back. The data were analyzed by using SPSS version-21, and for testing the hypothesis regression and correlation tests were employed. The results show that a good dose of humility in leaders create a great impact on organization performance through people's resources. Therefore, it is recommended that training is related to humility and humble leadership be provided, and those who are at the helm of decision-making process, they should consider humble leadership in their organizations to flourish, prosper, become more profitable, and ultimately perform at highest level.

**Keywords:** Humble Leadership, Organizational Performance, Humility, Executives



## **Social Interactivity of Brand Loyalty: A Customers' Perspective**

**Muhammad Tahseen BAHOO**

NDU- Pakistan  
tehseenbahoobahoo@gmail.com

**Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN**

NDU- Pakistan  
drziaofficial@gmail.com

### **ABSTRACT**

Organizations all over the world either product-oriented manufacturing organizations or service-oriented organizations, they try to satisfy their customers through their brands, however they remain unsatisfied. The study focuses on the brand loyalty of the customers and inquiries about how many times the customers repurchase the products of same brand that even possesses some deficiencies. We have taken social relationship and interactivity in consideration to test the proposition of social interactivity towards brand loyalty. The study is a quantitative in nature and data were collected through a survey distributed among the customers using snowball sampling technique. Around 1500 questionnaires were distributed, while 1320 questionnaire were received back. Out of them it was found that 80 questionnaires were not properly filled, rather they were either kept empty or filled only a portion was marked. Therefore, those were discarded unfortunately. The remaining 1250 were inputted in SPSS version -22 for analysis. The analysis was run by using regression and correlation techniques, which shows that there is a positive and significant impact of social interactivity on brand loyalty. It was also deduced that formal advertisements and marketing strategies may work on their own, but in nowadays world, actual social interaction and relationship be more influential and effective tool for brand loyalty. The study puts forth that actors, relation, partner, context, activities, and evaluation are imperative aspects of social interactivity. Conclusively, the study presents various recommendations for marketing managers and company owners.

**Keywords:** Social Interactivity, Brand Loyalty, Customer Satisfaction



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## **Dynamics of Ambidexterity and its role towards Firm Performance**

**Khalid MEHMOOD**

khalidsahib.ke@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

drziaofficial@gmail.com

**Maria ZIA**

mariaziaofficial@gmail.com

### **ABSTRACT**

Since past twenty-five years, ambidexterity has been one of the significant areas various researchers have been pondering upon. However, its connection with other important players within the organization has not been categorically defined. There are few studies investigating organizational ambidexterity in relation to market and external forces. However, the concept of ambidexterity and its implications related to the workplace and organization cannot be undermined. This research paper investigates the underpinning and dynamic contribution of organization ambidexterity, the theoretical perceptions and conceptual frameworks which could be horrendous in nature. Through meta-analysis of the studies carried out since last 20 years, the study conducts a conceptual analysis of organizational performance, which has been studied qualitatively based on 360 research articles specifically exploring the concept in the form of firm performance, organization performance, institutional effectiveness, and efficiency. Based on the Content Analysis Technique, and recommendations by the researchers in the field, the study provides an insight of organization ambidexterity towards firms' performance. The study is of conceptual nature, which provides recommendations for the future researchers to pick up the theoretical framework for their qualitative research, and for those who are interested in conducting quantitative research, this conceptual study can also serve as foundation stone. Furthermore, the study also provides ample ground for theorists, researchers, and those who yearn to embark upon ambidexterity in the context of organization performance.

**Keywords:** Ambidexterity, Organizational Performance, Conceptual Study



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## **Emotional Intelligence and Social Media Networks – A Narrative Analysis**

**Muhammad Tahseen BAHOO**

NDU- Pakistan  
tehseenbahoobahoo@gmail.com

**Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN**

NDU- Pakistan  
drziaofficial@gmail.com

### **ABSTRACT**

At the dawn of 21st century, social media and its networks were at its infancy and caught of the attention of very few people. However rapidly it emerged as one of the most influential and effective media for not only communication but also for networking and socializing. The spread of social media networks, and its adaption by the public, especially among youngsters has been raising eyebrows in different cultures and elderly generation from different corners of the world. The companies and some schools of thought have been standing in favor of social media networks and the use of them in life acquiescently, while others feel not only reluctant but also criticize the use of social media networks with exemplifications and narration of life stories. The study focuses on the emotional involvement of the public especially the youth in social media networks. Hence, the role of emotional intelligence comes into play. This is the competency that if implied and grasped well, the benefits of social media networks maybe effectively cherished as a facilitating tool by the people in their lives. A cluster of analytical methods for conceptualizing and then interpreting the visual feedback and texts in the form of stories and exemplifications have been gathered, analyzed and interpreted. The conceptual linkage of the stories from the lives of the people were extracted through surveys, case studies, and observations. After that a thematic model was deduced to present the findings at the end.

**Keywords:** Emotional Intelligence, Thematic Study, Social Media Networks





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## **The Relationship of Level of Competence and Communication on the Job Satisfaction: A Case Study of Regional Government Legislative, or DPRD of the Batang Hari Regency Secretariat Employees**

**EVA SETIA RINI DAMANIK S.E.,M.S.Ak**

Universitas Graha Karya Indonesia

setia\_superior@yahoo.com

Orchid : 0000-0001-8636-7660

**SRI ROSMAWATI S.E.,M.Si**

Universitas Graha Karya Indonesia

srirosmawati44@gmail.com

**SITI MAISARAH S.Pd.I.M.Pd**

Universitas Graha Karya Indonesia

sitimaisarah1181@gmail.com

### **ABSTRACT**

This study aims to determine the level of competence and communication skill in relation to job satisfaction of the secretariat employees of the Batang Hari Regency DPRD. The data of respondents is collected via questionnaires. The method of sampling used is a systematic random sampling, taken from a population of 102 employees at the Secretariat of the Regional People's Representative Council of Batanghari Regency. Each person in the third order will be taken as a sample with a total of 34 people used. The data analysis technique used is the Pearson Correlation test. The results showed that: 1) Employee of Batang Hari Regency DPRD were competence, 2) Employee of Batang Hari Regency DPRD were good at communicate, 3) Employee of Batang Hari Regency DPRD were very satisfied with their job, 4) There is a correlation between level of competence and communication on the work objectives of the Batang Hari Regency DPRD Secretariat Employees.

**Keywords:** Competence, Communication and Job Satisfaction



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## Computer Technologies In Teaching Socio-Humanitarian Disciplines

**Abdukayum Abdukadirov**

Federal State Autonomous Educational Institution of Higher Education National Research Technological University "MiSIS" Almalyk Branch,  
Uzbekistan  
slavegun@mail.ru

**Sayfulla Alibekov**

Tashkent State Pedagogical University named after Nizami, Uzbekistan  
sayfulla.alibekov@gmail.com

**Daler Sharipov**

Tashkent University of Information Technologies named after Muhammad al-Khwarizmi  
Uzbekistan  
qushqor@mail.ru

### ABSTRACT

In modern higher education, the use of a huge number of various universal computer programs is already widespread, which makes it possible to create methodological developments in various educational subjects. Teachers use text, spreadsheets, programs for preparing presentations of various kinds, graphic programs, database management systems, and so on. Teachers actively use them both for preparing lessons and for extracurricular activities.

Higher education acquires a new quality with the advent of computer networks and other similar means of information and communication technologies. Direct participants in the educational process: teachers and students are those who actively use both information and technical programs, devices, and opportunities. This is reflected in the speed of obtaining information from anywhere in the world. In the possibility of instant access to world resources, such as: electronic libraries, file storage, news and educational resources, and so on. through the global computer network Internet. Through it, other means of information and communication technologies are also available, which play a significant role in the modern education system, these are e-mail, chats, forums, and so on.

**Keywords:** Information Society, Humanitarian Education, Distance Learning, Education Technologies, History Teaching, Informatization Of The Education System



## Indispensable Factors for a Successful Life Management: Duo-Analysis of Pluralistic Ignorance and Individual Thoughtlessness

**Rubab Kamran Sharif**

rubabkamransharif@gmail.com

**Dr. Muhammad Zia-ur-REHMAN**

University Malaya, (Post-Doc Research Fellow)

drziaofficial@gmail.com

Orcid: 0000-0001-7721-8786

**Rizwana SAGHAR**

Research Scholar, NDU

rizwana.saghar@gmail.com

### ABSTRACT

Since the creation of the universe, and emancipation of human being on the planet earth, man has been facing numerous challenges to survive and to progress. Since the last six thousand years of recorded history, hundreds and thousands of management principles, approaches and methods have been proposed and implemented to counter the prevailing challenges. Relying on social need theory, the study elucidates that human being has been exerting efforts to attain success and happiness through multiple ways. To achieve success and happiness through personal and professional management, the mankind has tried everything and from every field to be successful, however the very basic management principle has been ignored individually and forgotten collectively. By applying narrative analysis technique, the study draws attention towards self-management through the intake of right food. Human being individually has been intaking food to survive and to gain strength, soundness, vigor, and agility. For this purpose, human being tried numerous edibles, and then indulged in professional life without any return and without any proper review. The intake shifted from simplicity to complexity, from proper meal to irregularity, from organic food to stupidity and thus from wellness to illness. In nowadays fast-moving world, the contemporary generation has moved even further, relying on the junk food, and not even giving a single thought. The research assessed that by observing this behavior, many actors and players jumped in the ground to provide supply for the need. Thus, food companies mass produced and commercialized the junk food items through lean production and supply chain processes targeting individuals, groups, organizations, and society. After the involvement of masses, the established intake has become trend and human being has no time to review thus spreading from singularity oriented thoughtless intake behavior to pluralistic oriented ignorance in the form of food intake in gatherings like parties and celebration occasions. Therefore, what to intake and what not to for a healthy physical and mental life, has not only been forgotten individualistically but also been ignored pluralistically. As a result, human being instigate suffering in the form of various malignant and benign effects. Some well-known effects could be seen in the form of obesity, heart issues, joint pains, and alike while others remain hidden. At this point in time, the dilemma of human being is that instead of finding causes of the effects, they go for treating the effects by using various medications. Instead of understanding the underlying basic health based on food principles and others i.e body mass index principles, human being goes for other practices including dieting, and even some other and unlikely intake of high potency medicines. However, the dilemma is that that after taking such medications, human being moves to next level, that is even worse i.e getting a self-defense mechanism weaker and thus suffering from many other diseases. This journey may not end here with physical diseases including, aches, infections, allergies, viral and bacterial attacks, and cardiovascular diseases, but also may reach to psychological level including anxiety, hypertension, dementia, disorders of personality, mood, and even psychotic. bipolar disorders, schizophrenia, neurodevelopmental disorders, depression and even PTSD. Conclusively the study exerts the effort to draw the attention towards achieving success through management at two levels that is individual thoughtfulness and pluralistic realization by presenting various recommendations based on well thought deliberations, not only for individuals, groups, and organizations in specific but also for the society and humanity in general. The study confers several essential recommendations for the policymakers and government as well.

**Keywords:** Pluralistic Ignorance, Individual Thoughtlessness, Management Principles, Physical Diseases, Psychological Diseases.



## **Limbus of Sikkim**

**Ms. Reendima GURUNG**

Assistant Professor  
Sikkim Government Law College,  
reendhimagurung@gmail.com  
Orcid: 0000-0001-7538-4529

### **ABSTRACT**

The Nepalese are a heterogeneous group. They consists of many castes and tribes and can be roughly divided between the Chettri, Bhaun, Gurung, Rai, Tamang, Mangar, Limboos, Kami, Sarki, Newar, and many more. Among all the groups of Nepalese Limbus and Magars are considered as the earlier settlers of the Sikkim along with Lepchas. This paper mainly focuses on the socio-economic and political changes of the Limbu community in course of time. The rule of Tashi Namgyal the eleventh ruler of Sikkim (1893-1963 A.D) was perhaps the worst phase for Limbu community as they were clubbed with later Nepali migrant communities which resulted in the loss of their special status. Moreover with the merger of Sikkim with the Indian Union through 36th Constitutional Amendment under Article 371F recognized only three communities of Sikkim, the Lepchas, the Bhutias and the Nepalese. Limbu community today is working towards the restoration of their lost status.

**Keywords:** Limbus, Lepchas and Nepalese.



## Implementation of a New Content and Technology Model of Pedagogical Education in Distance Education and the Results Obtained

**Dr. Afet SULEYMANOVA**

Leading Adviser of the Ministry of Education of the Republic of Azerbaijan  
& Khazar University  
Doctor of Philosophy in Pedagogy  
a.suleymanova@edu.gov.az  
Orcid: 0000-0002-7078-5400

### ABSTRACT

The main goal of the study was to evaluate the level of efficiency of the new model of the gradual implementation of the content and technologies of continuous pedagogical education in distance education. The results of ongoing experiences at different levels for thirteen years have shown that the application of the content and technologies of pedagogical education in five stages serves to improve the quality of pedagogical education, enables the training of teachers with the following competencies: who determines their professional identity (stage I), the activity of education who builds on the basis of legal norms, understands the state policy in education and fulfills his duties responsibly (stage II), researcher and creator (stage III), constantly develops himself as a personality and professional (stage IV), always maintains his professional relevance through his creative activity which preserves (stage V).

2019-2020; In the 2020-2021 academic year, "Introduction to Education" (5 groups) and "Curriculum and Assessment Strategies" (3 groups) were taught in eight groups for 3 semesters at Khazar University. The results of the final exams of the students of the groups where the subjects are taught are officially recorded on the Microsoft Teams platform.

A quasi-experimental research design was used to investigate the effect of an experimental subject taught in distance education. The capabilities of the ANOVA Social Science Statistics calculator were widely used for the analysis.

Thus, the t-test of the students of the 8 groups, whose results were analyzed, showed that the indicators of the students in the 7 groups, whose content and technology were arranged in accordance with the programs organized in stages, were much higher. It was not high enough in only 1 group (1.25). 87.5 percent of the results of the groups participating in the T-test showed significantly higher results than the average success rate of students.

**Keywords:** Pedagogical Education, Content, Technologies, Gradation, Distance Education



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## Management for Solutions: Social Anthropology of Managers

**Sana SEHER**

Research Scholar Anthropology, Bahria University Islamabad Campus  
sanasehar@gmail.com

**Dr. Muhammad Zia ur REHMAN**

Associate Professor of Management  
drziaofficial@gmail.com

**Ms. Nikita PATE**

Research Scholar, National Defence University, Pakistan.  
nikkita\_pate@gmail.com

### ABSTRACT

The study focuses on the management aspects of anthropology, owing to its foundations on society and culture, this field and discipline contributes towards effectiveness and efficiency of those who manage organizations. The research puts forth an argument that social anthropology either directly or indirectly influences the organizational psychology, Both methodologically as well as conceptually. Based on this proposition, the study was carried out and interviews of renowned anthropologies were conducted together qualitative data. A good number of 20 anthropologists were contacted for interviews, however only 12 of them gave consent and time for interview. Relying on social anthropology, rich data qualitative in nature were gathered and then analyzed accordingly through thematic analysis. The analysis reveals that there is a great deal of influence of anthropology in management. Furthermore, the process of management includes various steps starting from planning, organizing, leading, controlling, where anthropology contributes to each step in the form of ethical, ideological, epistemological, effective, and cognitive considerations. The findings show that if anthropological considerations are generalized, the management of an organization can be much more efficient, effective and thus the organization may perform at its highest potential. Thus, there is a need to harness this potential And let the organizational managers be successful in understanding, interacting, and leading with anthropologically well he quipped employees to solve the problems, individually, at team level and even at organizational level. The study has some essential recommendations for the future researchers.

**Keywords:** Anthropology, Social Anthropology, Management Principles, Organizations



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## **The Impact of Company Reputation, Service Quality and Customer Satisfaction toward Customer Loyalty: In an Indonesia Mining and Construction Supply Company**

**Victor PAKPAHAN**

Sekolah Tinggi Manajemen IPMI  
victor.pakpahan@ipmi.ac.id  
Orcid: 0000-0002-6723-064X

**Leonnard ONG**

Sekolah Tinggi Manajemen IPMI  
leonnard.ong@ipmi.ac.id  
Orcid: 0000-0003-0459-5673

**Tritjondro BASKORO**

Sekolah Tinggi Manajemen IPMI  
tritjondro.baskoro@ipmi.ac.id  
Orcid: 0000-0002-5020-7291

### **ABSTRACT**

This paper research the impact of company reputation, service quality and customer satisfaction towards customers' loyalty and investigate the relationships among these variables. The investigation is undertaken at an Indonesia's mining and construction end users or customers of a ground engaging tools (GET) supplier. The research should fill the gap in the customer loyalty study within the mining and construction segment globally and specifically, Indonesia. This research surveyed 25 past and current customers of a Ground Engaging Tools supplier in the mining and construction market in Indonesia by way of questionnaires online form. This research empirically tested all variables to measure the effect and significance between supplier reputation, service quality and customer satisfaction toward end user loyalty. Data was processed using SPSS and SEM PLS. The result shown both service quality and customer satisfaction have positive and significant affect toward customer loyalty, however, company reputation showed insignificant or weak affect towards loyalty. With this analysis, GET supplier can formulate appropriate response to strategize company's resources to improve market requirement in the mining and construction segment.

**Keywords:** Customer loyalty, Mining industry, Company reputation, Service quality.



## **Moderating Role of Financial Technology towards the Effects of Financial Performance, GCG and Macroeconomic on Stock Returns of Indonesia Category 4 Banks**

**Melitta ARUAN**

Student at MBA Program at Sekolah Tinggi Manajemen IPMI  
melitta.aroan@ipmi.ac.id  
Orcid: 0000-0001-8049-7966

**Roy SEMBEL**

Professor and Senior Lecturer at Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

**Melinda MALAU**

Associate Professor and Senior Lecturer at Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

This study used analyzes and evaluates the impact of macroeconomics and financial performance on stock returns of Indonesian 4 category Banks from 2012 – 2021 with Financial Technology as a moderating variable. Macroeconomic is assessed using GDP growth, interest rate, exchange rate, and market return. Financial Performance is measured by using RGEC Methods (Risk Profile, Good Corporate Governance, Earnings and Capital). The Risk Profile variables consist of Non-Performing Loans (NPL) and Loan to Deposit Ratio (LDR) while Good Corporate Governance (GCG) use Composite Rating GCG, Earnings using ratios of Return on Assets (ROA), Net Interest Margin (NIM) and Capital using Capital Adequacy Ratio (CAR). This study used descriptive quantitative and the Regression Data Panel Analysis to answer the research questions. The data sources used in this study are secondary data. Eviews are used to analyze the data in this study. This study concluded that GDP growth, exchange rate, market return and NPL are significantly affected stock returns. This study also found that Financial Technology moderated the impact of NPL on-stock returns. The other independent variables had no effect, and Financial Technology did not have moderating effect to other independent variables. The results of this study help researchers and practitioners understand the internal and external factors that affect banking industry in the financial technology era. Investors who want to invest in the banking sector are encouraged to analyze and closely monitor the GDP Growth, exchange rate, market return and NPL because they have a positive effect on the return of their investment.

**Keywords:** Stock Returns, Macroeconomic, GCG, RGEC, Financial Technology.





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## **The Effect of Customer Trust in Moderating Business Model Innovation on Competitive Advantage: A Case of Industrial Water Treatment Companies in Indonesia**

**Bayu Rachmanul Hakim**  
Sekolah Tinggi Manajemen IPMI  
bayu.hakim@ipmi.ac.id

### **ABSTRACT**

As the largest economy in Southeast Asia, Indonesia has seen significant industrial and infrastructure development during the last five years, impacting the increased water supply demand. Based on data, the industry's total water usage has an annual growth of 10% through 2025. However, the average business growth of water treatment companies for the previous five years is below five percent, which could be very low for some companies. Thus, industrial water treatment companies must look at their competitive advantage to distinguish them from the competition. This research followed the influence of customer trust (CT) as moderating variable that affects the relation of business model innovation (BMI) to competitive advantage (CA). This thesis employed the SPSS v25 and SmartPLS 4 software to generate the structural model and analyze the 65-questionnaire. Data was collected from the firm's employees who worked at C-level and one layer under C-level at industrial water treatment companies, with growth below five percent done against ten industrial water treatment companies, their customers (end-user) who worked at C-level and one layer under C-level. The sampling period is from July to Aug 2022. The result showed that customer trust (CT) has a positive effect on moderating the relationship between business model innovation (BMI) and competitive advantage (CA). The finding contributes to the literature with the moderator variable of customer trust (CT). The practical implication of the study is to provide industrial water treatment companies' management with some guidance on the appropriate response strategy, which would increase their competitive advantage.

**Keywords:** Strategic Supply Chain Management, Competitive Advantage, Business Model Innovation, Customer Trust



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## **Increasing Farmer Income with Application of Organic and In-Organic Fertilizer at Oil Palm Seedling**

**Enita**

Graha Karya University Muara Bulian  
enita.rizal270664@gmail.com  
Orcid: 0000-0001-5944-8449

**Sri Harimurti**

Graha Karya University Muara Bulian

**Bangun Joko Laksono**

Graha Karya University Muara Bulian

### **ABSTRACT**

This study focuses on optimizing the use of inorganic and organic fertilizers in the palm seedling. There are numerous of research on inorganic fertilizers. Inorganic fertilizers are in great demand because they are easy to obtain and react quickly when applied to the soil. However, the case of continuous use of long-term inorganic fertilizers can reduce soil productivity because the soil becomes dense and disturbed. Currently, the high price of inorganic fertilizers and the side effects have made farmers start to reduce their use. Smart farmers choose to use a mixture of inorganic fertilizers and organic fertilizers. Organic fertilizers are starting to be noticed because they have no residue, are cheap, can be produced by themselves, are healthy, and increase soil productivity. Research on the use of 25-75% organic fertilizer + 25-75% inorganic fertilizer has been carried out and is proven to increase soil fertility due to an increase in soil pH and an increase in macro and micronutrients. However, there is still limited research focusing on the optimum combination of inorganic and organic fertilizers in a specific case in Nursery . The objective of this study is to determined the proper comparison of inorganic fertilizers and organic fertilizers for produced good quality and low cost oil palm seedling. This study used Randomized Block Design as different percentage of inorganic fertilizers and organic fertilizers and secondary data for oil palm seed farming business analysis. t. The result showed The high availability of nutrients due to the application of organic fertilizers has a positive effect on the growth of oil palm seedlings. The creation of quality seeds with low production costs will have a positive impact on farmers. Further comparative research from different areas will enrich this current research.

**Keywords:** Farmer Income, Organic /in-organik Fertilizer, Oil Palm Seedling



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## **Facebook: New Friend, Philosopher And Guide of A Woman**

**Asst. Prof. Piya Sinha**

Department of Political Science,  
Birbhum Mahavidyalaya, Suri, West Bengal, India  
psinha.cu@gmail.com  
Orcid: 0000-0002-1642-9640

### **ABSTRACT**

Social media today is a buzz word. Of all the social media platforms, Facebook is considered as one of the most largely used app of social media. Most of the people spend a part of their day surfing the walls of Facebook. Women are no exception. Starting from general entertainment to issues of public interests to the crucial ones like health care, entrepreneurship etc. draws the female attention every now and then. This paper seeks to analyse the usage of Facebook particularly by the female section of the population. Why Facebook has turned up as a women's friend, philosopher and guide is the issue of analysis in this particular paper. Some key areas have been selected for the study and the evaluation of the role of Facebook in a women's life. This paper is also an attempt to critically evaluate the functioning of the Facebook for its female users as they are the frequent users of the same.

**Keywords:** Women, Facebook, Online Engagement, Virtual Space, Entrepreneurship, Gender Gap, Fake News, Digital Literacy.



## **The Effectiveness of Technological Transfer in Indonesia Aquaculture Industry Case Study of Efishery Indonesia**

**Muhammad Luqman BESAR**

IPMI International Business School

luqman.besar@ipmi.ac.id

Orcid: 0000-0002-0914-0566

### **ABSTRACT**

According to the OECD-FAO, in 2022 Indonesia was classified as one of the top ten largest agricultural producers in the world. One of the agricultural sectors in Indonesia which contributes the largest is the aquaculture sector. Aquaculture production in Indonesia in the last 12 years is growing stably. However, the growth is too small, considering potential Indonesia has, so acceleration is needed to boost the growth & productivity. The implementation of the latest technology can be a solution in providing increased effectiveness and efficiency in the Indonesian aquaculture sector. But technology adaptation is still the main obstacle in this industry. The research will refer to eFishery company to assess and test the latest technological innovations in their recent business processes. By using qualitative analysis methods. In the process, this study used two data collection techniques: interviews and field observations. To obtain validity, a triangulation data analysis used as the primary data validation method, triangulation refers to the use of multiple methods or data sources in qualitative research to develop a comprehensive understanding of phenomena. Comparing three different frameworks for assessing the degree of congruence between parties, intervention process, and technology adjustment, some of the recent inefficiency and infectivity factors found in eFishery technology. This study also shows two significant factors in technological innovation: producer flexibility and technology user participation. It was also found that technology can be developed effectively when it represents a two-way communication process between its users and the producer of the technology. In conclusion, this research is expected to be an evaluation material for the technological innovation process in Indonesia's aquaculture sector, especially those run by eFishery.

**Keywords:** Technology Innovation Process, Aquaculture, Intervention Process, Knowledge Transfer, Technology Adjustment



## **The Effect of Digital Transformation and Product Innovation on Customer Engagement: The Mediating Role of Organizational Culture A Case Study at Beverage Company in Jakarta**

**Mr. Albert Yuda Sunanto**

IPMI International Busines School

albert.sunanto@ipmi.ac.id

Orcid: 0000-0002-7283-5563

**Mrs. Firdaus Basbeth**

University Binawaman

firdhab@gmail.com

**Mr. Samuel PD Anantadjaya**

IPMI International Busines School

samuel.anantadjaya@ipmi.ac.id

### **ABSTRACT**

Currently, competition between companies are becoming very tight, in beverage industries they must compete each other's to get many consumers so that their business continues to run and is in demand by consumers. According to data from the Badan Pusat Statistik, the growth of the beverage industry in the last 2 years has slowed due to the impact of the Covid-19 pandemic compared to its normal period (2019 and below). Where in 2020 the growth of the beverage industry only reached 1.58% then in 2021 the growth is still slow down by 2.54%. This phenomena indicate that there was a problem to recover the growth of beverage industries during pandemic situation to become like normal situation and there is a room for improvement in the company to growth same like in the normal situation. This study is investigating the effect of digital transformation and product innovation on customer engagement with mediating role of organizational culture at beverage company in Jakarta. The research collected two hundred (200) data at beverage company in Jakarta using quantitative approach by sending questionnaire with stratified sampling method. The result in the findings revealed that digital transformation has a significant effect on organizational culture, product innovation has a significant effect on organizational culture, organizational culture has a significant effect on customer engagement, organizational culture fully mediates the relationship between digital transformation and customer engagement and organizational culture fully mediates the relationship between product innovation and customer engagement. The strong organizational culture is the most important things for the company to winning to increase the customer engagement.

**Keywords:** Digital Transformation, Product Innovation, Organizational Culture, Customer Engagement, Covid-19 Pandemic, Beverage Company



## **Pengaruh Jumlah Penduduk terhadap Pertumbuhan Ekonomi Provinsi Jambi Periode 2017-2021**

**Kasiyati Yunita Wulansari, SE., MM**

Universitas Graha Karya Indonesia  
shekasih@gmail.com  
Orcid: 0000-0002-6408-9847

**Budi Darma, SE., MM**

91bdarma@gmail.com  
Universitas Graha Karya Indonesia  
Orcid: 0000-0002-2212-419X

**Miftahul Choiri, S.Sos.I., MM**

miptah595@gmail.com  
Universitas Graha Karya Indonesia  
Orcid: 0000-0002-1885-4587

### **ABSTRAK**

Pertumbuhan ekonomi menjadi salah satu tolak ukur kemajuan ekonomi suatu daerah. Provinsi Jambi merupakan salah satu provinsi yang sedang berkembang yang ada di Indonesia. Sebagai provinsi yang sedang berkembang, tentu saja mengalami pertumbuhan jumlah penduduk yang positif. Penelitian ini bermaksud untuk mengetahui pengaruh jumlah penduduk terhadap pertumbuhan ekonomi Provinsi Jambi. Metode yang digunakan dalam penelitian ini adalah penelitian deskriptif kuantitatif dengan melibatkan 11 kabupaten/kota yang ada di Provinsi Jambi. Analisa dilakukan dengan menggunakan Structural Equation Modeling (SEM) dengan pengaruh langsung dengan bantuan aplikasi SmartPLS 4.0. Hasil penelitian menunjukkan bahwa tiap kabupaten/kota yang ada di Provinsi Jambi memberikan pengaruh terhadap pertumbuhan ekonomi Provinsi Jambi secara positif. Hal ini dapat dilihat dari nilai koefisien parameter yang semuanya bernilai positif serta P values di bawah 0,05. Jumlah penduduk mempengaruhi pertumbuhan ekonomi sebesar 65,8%.

**Kata Kunci:** Jumlah Penduduk, PDRB, Pertumbuhan Ekonomi, Jambi



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## **Financial Performance Analysis and the Effect of Profitability and Market Return on the Stock Return of PT. Adaro Energy Indonesia Tbk - A Coal Mining Company in Indonesia**

**Benny Halim**

Executive MBA Student of IPMI International Business School  
benny.halim@ipmi.ac.id  
0000-0003-1328-7146

**Prof. Roy Sembel**

Professor and Senior Lecturer at IPMI International Business School  
roy.sembel@ipmi.ac.id  
0000-0002-9023-9976

**Dr. Melinda Malau**

Senior Lecturer at Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
0000-0002-6576-3063

### **ABSTRACT**

The aim of this study is to analyze the financial performance of a coal mining company listed in Indonesia Stock Exchange (IDX), PT. Adaro Energy Indonesia Tbk (ADRO). A financial ratio analysis is applied to compare ADRO financial performance position relative to its competitors and industry average; and to analyze factors affecting ADRO stock return and profitability. The selected ratios and indicators include ROA, DER, DAR, Asset Turnover, Current Ratios, Profit Margin, ROE, Market Return and Stock Return. This research uses quantitative research method, and purposive sampling technique in collecting the required data. The sample consists of 40 quarterly financial reports, from 2012 to 2021. ADRO's quarterly reports are then compared against ADRO's closest competitor, PT Indika Energy Tbk (INDY), and with the average coal mining industry metrics. Based on the financial performance analysis, ADRO has a relatively remarkable financial performance compared to its competitor and average industry in terms of profitability and liquidity. Despite positive trend on profitability and solvency, ADRO's asset-use efficiency is found to be fairly concerning. In terms of factors that predict ADRO stock returns, this research found that fundamental factors have statistically limited effect on stock returns. It also reveals that only profitability is affected by fundamental financial factors such as asset turnover and financial leverage. The findings in this study provide investors in the coal mining industry with key insights on how stock returns and financial performance of a coal mining company are affected by certain fundamental financial factors. The study also features potential macroeconomic variables as the determinants in predicting coal mining company stock return.

**Keywords:** Financial Analysis, Profitability, Stock Return, Coal Mining Company



## **Study of Customer Satisfaction and Service Quality in Post Merger Acquisition Situation in a Global Food Ingredient Company Located in Indonesia with Moderating Role of Integrated Product Portfolio Benefit**

**Mario Santoso, S.Si**

Sekolah Tinggi Manajemen IPMI (IPMI International Business School), Jakarta, Indonesia  
mario.santoso@ipmi.ac.id  
Orcid: 0000-0001-8048-1817

**Prof. Ir. H. M. Roy Sembel, MBA., Ph.D., CSA., CIB., CIIM**

Sekolah Tinggi Manajemen IPMI (IPMI International Business School), Jakarta, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. Melinda Malau, SE., MM., CPA., CBV., CFRM., CFA**

Universitas Kristen Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

Global activity of merger and acquisition (M&A) in 2021 increased 64% compared to 2020 based on Refinitiv data 2022. In food industry, extended clean label or additional portfolio of the products drove the M&A activities over the past year. However, in regard to the M&A activities, customer responses vary from positive to negative. This became important factor that the new merged company must consider. Most research focused on the effect of M&A on investor returns and overlook customer reaction. This study aimed to measure customer satisfaction through service quality in post M&A situation in food ingredient industry and gave insight for the corporate to determine path forward. Integrated product portfolio benefits were used as moderating role in service quality and customer satisfaction relationship. Food and beverage customers of a global food ingredient company located in Indonesia were used as population and sample in this study. This company that had been almost 2 years having post M&A situation since 2021. This study used a questionnaire survey spread to the R&D respondents and the data were processed with The Statistical Package for the Social Sciences (SPSS) and the Partial Least Square Structural Equation Model (PLS-SEM).

**Keywords:** Service Quality, Customer Satisfaction, SERVQUAL, Post M&A situation, Food Industry





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## Comparative Analysis of Oil Palm Smallholder' Income in Indonesia

**Dr. Firna Varina**

Universitas Graha Karya Muara Bulian  
firna.gani@gmail.com  
Orcid: 0000-0003-2090-5694

**Tukidi, SP.,MSi.**

Universitas Graha Karya Muara Bulian  
tukidi1970@gmail.com

**Ratna Dewi, SP.,MP.**

Universitas Graha Karya Muara Bulian  
dewir2880@gmail.com  
Orcid: 0000-0001-5076-455X

### ABSTRACT

Oil palm plantations is one of the estate commodities that gives a high return for farmers and became an economic driver in some rural areas of Indonesia. The main objective of the study was compared the income of oil palm smallholders by pattern management and by main islands in Indonesia. The secondary data was applied to 16,586 selected oil palm farmers from the results of the 2014 Estate Cultivation Household Survey by Statistics Indonesia. The analytical tool used in this study was farming income and comparative analysis. The result provided empirical evidence of differences in the income of farmers between independent farmers and supported farmers; and between farmers in Sumatera, Kalimantan and Sulawesi. Judging from the analysis of a Revenue Cost ratio, the farming of oil palm basically worth the effort because the average of all farmers has a value of R/C ratio was greater than one. The results may provide support for development policy of oil palm smallholder regionally and improvement of schemes in Indonesia.

**Keywords:** Income; Smallholder; Independent farmers; Supported farmers



## Green Entrepreneurship and Its Determinants- The Case of Poland

**PhD Anna Misztal**

Uniwersytet Łódzki  
anna.misztal@uni.lodz.pl

### ABSTRACT

The presentation presents research results dedicated to isolating factors influencing green entrepreneurship in Poland from 2008 to 2020. The theoretical part discusses selected problems related to green entrepreneurship (we focus on analysing green sectors of the economy) and its determinants. The practical part shows the research results. I use Pearson's R, the Ordinary Least Squares and the Vector Autoregression model (VAR) to verify our research hypothesis. We focus on factors which are crucial for entrepreneurship (OECD, 2011), including macroeconomic conditions (MacroCon), creation and diffusion of knowledge (CaDKnow), entrepreneurial skills and capabilities (CapEnt), regulations (RegFram), the expenditure on environmental protection (EnvProt). According to the OLS regression, there is a substantial variation in the impact of individual factors on green entrepreneurship in Poland from 2010 to 2020. Moreover, green is conditioned by a sequence of events, with the past determining the present values.

**Keywords:** Green Entrepreneurship, Sustainable Development, Environmental Economics, Ecological Development, Emerging Markets.



## Logistic Potential For Crisis Situations

**PhD Wojciech SOKOŁOWSKI**

Polish Naval Academy  
w.sokolowski@amw.gdynia.pl  
Orcid: 0000-0002-5377-4961

### ABSTRACT

The paper presents an outline of the issues of logistic management during crisis situations. At the beginning, the tasks and objectives of crisis management in the structure of public administration were discussed. Subsequently, the objectives and tasks of crisis logistics in the praxeological system of crisis management were presented, paying particular attention to the logistical needs of the injured population and the real possibilities of securing and logistical support. An important element of logistics management in a crisis situation is the potential (personnel, organizational, material, service) that are subject to strict balancing against the needs of the current scenario of logistics security for a specific crisis situation. In the conclusion, attention was drawn to the specific principles and importance of logistic management in each crisis situation and its fundamental importance in the comprehensive logistic protection of the injured population. The main thesis of the work indicates the decisive importance of effective logistic management in shaping high living standards of the population injured during a crisis situation.

**Keywords:** Crisis, Logistics, Reconstruction, Planning, Response, Prevention, Management



## The use of 3D Printing in Postural Defects in Children and Adolescents

**Izabela Turkowska**

Politechnika Białostocka  
turkowska.bioinvention.wm@gmail.com

**Ewa Andrzejewska**

**Martyna Brodowska**

**Władysław Lewandowski**

**Artur Weremczuk**

### ABSTRACT

3D printing is increasingly being used in biomedical applications and opens up huge opportunities for manufacturers of medical and orthopedic technology products. It is used to create implants, prostheses, medicines, tissues and artificial organs, among other things. The use of this method in orthopedics is an opportunity to change the current methods of treatment, as well as facilitate the process of creating selected products. Among other things, 3D models are used in orthopedic surgery, e.g. in planning treatment of multiple ankle fractures, cancerous lesions, etc. 3D printing of bone models is possible thanks to data obtained from computed tomography or magnetic resonance imaging. Based on the data obtained during the examination, 3D models of the patient's body are created. 3D prints of bone models are made to show details that are difficult to see on two-dimensional images. This allows specialists to better prepare for surgery with individual details. The technique shortens the time of surgery and there is less risk of error for the specialist performing the procedure. In case there is a defect in the bone, it is possible to design an individual implant that will fit exactly to the needs. Computer-aided design, such as CAD, is used to design the implant. The design of the implant can be facilitated by pre-printing a bone model reflecting the defect and, in the general case, incremental techniques can be used to print bone models that replicate the patient's anatomy.

**Keywords:** 3D Printing, Postural Defects, Children, Adolescents



## Áfram Islenska. Legal Language Protection- Icelandic Case

**Ph.D. Małgorzata BABULA**

WSPiA Rzeszowska Szkoła Wyższa

malgorzata.babula@gmail.com

Orcid: 0000-0001-5570-1814

### ABSTRACT

Between 2019 and 2022, Icelanders began implementing government measures to strengthen the position of the Icelandic language. Emphasis was placed on the importance of Icelandic as a living language in constant development and the main communication language of society. This awareness-raising, under the banner of *Áfram Icelandic*, covers most areas of national life. Icelanders make a lot of effort in order to preserve their language. They do not take up the English words too easily. The project creates rules for the use of Icelandic and other languages in information and promotional materials by both the government and the business sector. The aim of the article is to show the legal regulations protecting the Icelandic language.

**Keywords:** Icelandic Law, Icelandic Language, Icelandic Heritage, Áfram Icelandic



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## **Comparative Analysis of European and Polish Transport Policy From the Perspective of Aims and Their Compliance with the Sustainable Development Idea**

**Rafał Śpiewak BEng, PhD, Asst. Prof.**

rafal.spiewak@gmail.com

Ernest Czermański, PhD, DSc, Assoc. Prof.

Aleksandra Seroka, MSc

### **ABSTRACT**

The article analyzes European and Polish national transport policy. They have been considered from the perspective of their compliance with the idea of sustainable development. The work attempts to assess their consistency and identify the reasons for this state of affairs. The conducted research focused on the areas of impact on economic development, environmental protection and quality of life, which also took into account transport accessibility and safety. For the purposes of the research, it was decided to use the desk research method, focusing on the content of the most important documents about transport policy in the EU and Poland, supplemented with statistical data.

**Keywords:** European and Polish Transport, Compliance, Sustainable Development



## Magnetic Resonance Imaging of The Brain

### **Dagmara Fydrych**

Collegium Medicum im. Ludwika Rydygiera w Bydgoszczy  
dag.fydrych@gmail.com

### **Marta Gołębowska**

Collegium Medicum im. Ludwika Rydygiera w Bydgoszczy  
martagole31@gmail.com

### **Kinga Gawłowska**

Collegium Medicum im. Ludwika Rydygiera w Bydgoszczy  
kingagawlovskaa@gmail.com

### **Jakub Grudzowski**

Electroradiologist, NU-MED Diagnostyka obrazowa Elbląg  
jmgrudzowski@gmail.com

## ABSTRACT

The diagnosis of modern medicine is based on imaging studies. Computed tomography or magnetic resonance imaging examinations extend the scope of clinicians' activities. It is thanks to these examinations that they can easily and precisely select an effective treatment plan or identify most disease entities.

Magnetic resonance imaging (MRI) is an examination based on the use of an electromagnetic field. It is a non-invasive method and does not adversely affect our body. This method does not use harmful ionising radiation, compared to computed tomography (CT). MRI imaging is used to examine virtually the entire body. The examination can be performed in different sequences. Each change in parameters allows slightly different data to be obtained, giving different diagnostic possibilities. Magnetic resonance imaging of the brain is the most accurate method of reflecting the structures of the brain itself, or accurately determining the location of a disease entity. Through the use of modern technology and the selection of appropriate sequences by a specialised Electroradiologist, clinicians can gain a wealth of valuable information. A well-chosen examination protocol is the essence of success. Each planned sequence reflects its purpose, which equates to an expert diagnosis. Each examination is supervised by an Electroradiologist assisted by a Radiologist. Specialised staff are already half the battle to make the right diagnosis. A well-planned examination, appropriate selection of the protocol and including selected sequences with well-chosen parameters expand the margin of action. Basic examination sequences include acquired T1-weighted, T2-weighted, FLAIR and diffusion-weighted images. It is also possible to obtain specialised sequences such as spectroscopy or perfusion. We then obtain magnetic resonance spectra of the areas of the body under investigation, extending diagnostics, such as oncology.

**Keywords:** Magnetic, Resonance, Electroradiologist, Diagnosis, Brain



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## **The Relationship between Organizational Culture and Employee Commitment, Job Satisfaction, and Employee Retention Post Assets Acquisition A case study of Indonesian Oil and Gas Company**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

**Muhammad Satrio NURRAHMAN**

IPMI International Business Schools

satrio.nurrahman@ipmi.ac.id

Orcid: 0000-0001-7606-194X

### **ABSTRACT**

An Indonesian Company that has a subsidiary with the core business of the subsidiary company being exploration and production of Oil and Gas and providing products to many companies, which required hydrocarbon as fuel or raw materials. Since 2016, this company acquired three huge assets in total from two multinational companies, and it became challenging for the company to integrate the whole assets. Most organizations in recent mergers and acquisitions tend to fail in increasing organizational performance and enhancing their competitive advantage. Currently, organizational leaders and the integration task force are facing challenges to integrate the different cultures of acquired assets with the current company to maintain and enhance organizational performance with dimensions of employee commitment, job satisfaction, and employee retention. This paper is a conceptual paper developing a research framework based on the result of previous studies. This paper is expected to enhance understanding of the implications of merged culture from acquisitions toward employee commitment, job satisfaction, and employee retention. This paper's data collection is sourced from the employees of the company and the acquired assets. The company will have a framework as its consideration that will be used for integrating the organizational culture to enhance the organizational performance.

**Keywords:** Organizational Culture, Organizational Performance, Employee Commitment, Job Satisfaction, Employee Retention, Merger and Acquisition





## **Analisis Tingkat Kesehatan Bank Syariah dengan Metode CAMEL (Studi Kasus Bank Syariah Mandiri Periode 2016-2020)**

**Niki Kosasih**

Universitas Graha Karya Indonesia  
nikikosasih217@gmail.com  
Orcid : 0000-0003-4039-0245

**Akhmadi**

Universitas Graha Karya Indonesia  
h.akhmadijambi@gmail.com  
Orcid: 0000-0001-5285-4129

**Azwar Anas**

Universitas Graha Karya Indonesia  
azwarzayn@gmail.com  
Orcid : 0000-0002-1706-2633

### **ABSTRACT**

This study aims to determine and analyze the soundness of Bank Syariah Mandiri for the 2016-2020 period using the CAMEL method. This type of research is descriptive quantitative research. The type of data used in this research is secondary data. The method used to collect data is the documentation method. The data analysis method used is the CAMEL method. CAMEL method is a method used to measure the soundness of Islamic banks by using several aspects, namely aspects of Capital (Capital), aspects of Assets (Asset Quality), aspects of Management (Management), aspects of Earning (Rentability) and aspects of Liquidity (Liquidity). Each aspect has a different ratio, the capital aspect uses the Capital Adequacy Ratio (CAR), the asset quality aspect uses the Earning Asset Quality (KAP) ratio, the management aspect uses the Net Profit Margin (NPM) ratio, the profitability aspect uses the Return On Asset (ROA) ratio. , liquidity aspect using the ratio of Financing Deposit Ratio (FDR). The results of the study show that the CAR ratio of Bank Syariah Mandiri in 2016-2020 tends to increase every year. The KAP ratio of Bank Syariah Mandiri in 2016-2020 tends to decrease due to a decrease in the number of classified earning assets and an increase in total earning assets. The NPM ratio of Bank Syariah Mandiri in 2016-2020 fluctuated or fluctuated every year. The ROA ratio of Bank Syariah Mandiri in 2016-2020 tends to increase every year. Bank Syariah Mandiri's FDR ratio in 2016-2020 tends to decrease, but in 2019 it increased again and in 2020 it again decreased. The health level of Bank Syariah Mandiri is in the healthy category with a composite value of 72% in 2016 , in 2017 at 72%, in 2018 at 80%, in 2019 at 84%, in 2020 at 76%. Based on the results of the study, it can be said that the bank's soundness level using the CAMEL method at Bank Syariah Mandiri for the 2016-2020 period is in the healthy category.

**Keywords:** CAMEL Method (Capital, Asset, Management, Earning, Liquidity)



## **The Effect of Organizational Justice, Career Development and Work-life Balance on Turnover Intention and Job Satisfaction of Z Generation Employees in the Banking Industry**

**Kim Daewoong**

IPMI International Business Schools  
kim.daewoong@ipmi.ac.id  
Orcid: 0000-0003-3181-1255

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

### **ABSTRACT**

The Korean banking industry is facing a great change recently. The low growth and low birth rate of the Korean economy are making the banking business environment difficult, and the high-interest rate and high-exchange rate are expected to further deteriorate profitability. In the midst of this, as the digital formation of the global economy progresses, internet banks and big-tech companies have emerged as competitors to traditional banks, making the future of banking more uncertain. In particular, in a bank that is highly dependent on human resources, securing and maintaining competent employees who have acquired skills and knowledge is essential to gain a competitive advantage. In this context, the proportion of the Z generation in the workforce has continued to increase throughout the era of the Baby Boomer Generation's retirement. However, Z-generation employees, who tend to value themselves above all else, have higher turnover intentions than other generations. The high turnover intention is a serious problem that causes financial and psychological losses to both organizations and individuals. This paper is a conceptual paper developing a research framework based on the result of previous studies. The study aims to research the effects that organizational justice, career development, and work-life balance, which are important factors for Gen Z, have on job satisfaction and turnover intention in the Korean banking industry. Thus, this research is expected to be useful for banks to build a foundation to determine the relevant strategy for improving its Gen Z employee's job satisfaction and reducing turnover intention.

**Keywords:** Gen Z, Organizational Justice, Career Development Opportunity, Work-life Balance, Turnover Intention, Job Satisfaction



## **Dominant Factor Analysis That Affects The Income Level Of Palm Oil Farmers in Koto Boyo Village, Batin Xxiv District, Batang Hari District**

**Siti Marlina.AZ**

Universitas Graha Karya Indonesia  
Email : Sitimarlinaazz@gmail.com  
Orcid : 0000-0002-5101-2998

**Wahya Iffa Lubis**

Universitas Graha Karya Indonesia  
Email : Wahyalubis@yahoo.co.id  
Orcid : 0000-0002-2684-6915

**Fauziah**

Universitas Graha Karya Indonesia  
Email : Fauziahh.stiegk@gmail.com  
Orcid : 0000-0001-7223-5595

### **ABSTRACT**

Many individuals in Koto Boyo Village are working on palm oil plantations or are converting rubber plantations to palm oil. This enables them to raise the income level of oil palm farmers in Koto Boyo Village. The purpose of this study is to identify the dominant factors influencing the income level of palm oil farmers in Koto Boyo Village, Batin XXIV Batang Hari District. In addition, this study sought to ascertain how production costs, production yields, prices, and maintenance influenced the palm oil farmers' income level.

This research relates to the fields of economics. With respect to the approaches taken in the theories concerned with income, the factors that affect farmers' income are production costs, production yields, prices and maintenance. This research is a descriptive quantitative research with data sources came from primary and secondary data. Data collection techniques used interviews and questionnaires with a total sample of 49 people. Data analysis tools used in this study are the Likert Scale and Index Scale.

The obtained results of show the dominant factor influencing the level of income of palm oil farmers in Koto Boyo Village from the average price index scale range of 4.25, namely the price variable (X3).

**Keywords:** Production Costs, Production Yields, Prices, and Maintenance



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## **The Effect of Marketing Mix 7P and Buying Decision Process on Foreign's People Buying Decision's Behaviour towards Travelling Domestically in Indonesia**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

**Desfika Sukmawinata**

IPMI International Business Schools

desfika.sukmawinata@ipmi.ac.id

Orcid: 0000-0003-1010-8333

### **ABSTRACT**

We all know that Covid 19 was declared as a public health emergency of international concern on 30 January 2020, and a pandemic on 11 March 2020 by the world health organization or WHO. And it has been paralyzing lots of industries around the world for more than 2 years. Among industries around the world that has been devastatingly affected by it, the tourism industry is hit the hardest. As international travel restrictions have been imposed by many countries. And because of this situation caused a major shift in the attributes selections of people's buying decisions process, especially on some crucial things like the price, product, etc before traveling domestically post-pandemic. This paper is a conceptual paper developing a research framework based on the result of previous studies. The study is aiming at conducting research to understand the effect of marketing mix 7P and buying decision process on foreign people's buying decision behaviour towards traveling domestically in Indonesia. Thus, this research is expected to be useful for all businesses in the travel or leisure industry. The limitation is in the lack of empirical data, and it should be suggested as a future research.

**Keywords:** Marketing Mix 7P, Buying Decision, Buying Behaviour, Traveling Domestically, Indonesia

## Cara Pengolahan Bahan Olah Karet Dengan Pendapatan Usahatani Karet Rakyat Di Kabupaten Muaro Jambi

**Ms. Sophia**

Universitas Graha Karya  
sophiastipgk@com  
Orcid: 0000-0003-0727-1180

**Mr. Epit Erwandri**

Universitas Graha Karya  
epitkampus@gmail.com  
Orcid: 0000-0002-0530-5693

### ÖZET

Penelitian ini dilakukan untuk mengetahui cara pengolahan bokar yang dilakukan oleh petani karet rakyat di Kabupaten Muaro Jambi, menganalisis pendapatan usahatani karet rakyat di Kabupaten Muaro Jambi dan menganalisis hubungan antara cara pengolahan bokar dengan pendapatan usahatani karet rakyat di Kabupaten Muaro Jambi. Analisis data pada penelitian ini menggunakan analisis deskriptif kuantitatif untuk menganalisis cara pengolahan bokar dan pendapatan usahatani karet rakyat dan menggunakan analisis uji statistik non parametrik yaitu model Uji Chi-Square ( $X^2$ ) dengan kontingensi  $2 \times 2$  untuk menganalisis hubungan cara pengolahan bokar dengan tingkat pendapatan usahatani karet rakyat di Kabupaten Muaro Jambi. Hasil penelitian menunjukkan bahwa hanya terdapat 41,27 persen petani karet yang telah menerapkan cara pengolahan bokar sesuai SNI (SNI-1 dan SNI-2). Sedangkan 58,73 persen petani karet lainnya masih menerapkan cara pengolahan bokar Non-SNI. Hasil analisis dapat disimpulkan: Pada cara pengolahan bokar sesuai SNI dengan rata-rata pendapatan sebesar Rp. 9.810.491/ha/tahun terdapat 61,54 persen petani karet rakyat di Kabupaten Muaro Jambi tergolong dalam kategori pendapatan tinggi, dan 38,46 persen tergolong dalam kategori pendapatan rendah. Pada cara pengolahan bokar Non-SNI dengan rata-rata pendapatan sebesar Rp. 7.760.417/ha/tahun hanya terdapat 32,43 persen petani karet rakyat tergolong dalam kategori pendapatan tinggi dan 67,57 persen petani tergolong dalam kategori pendapatan rendah. Berdasarkan kriteria pengujian hipotesis yang digunakan dapat disimpulkan bahwa terdapat hubungan secara signifikan antara cara pengolahan bokar dengan tingkat pendapatan usahatani karet dengan hasil uji  $X^2 = 4,1266$  dan harga koefisien kontingensi  $C = 0,248$ . Artinya terdapat perbedaan pendapatan usahatani karet antara cara pengolahan bokar SNI dengan Non-SNI.

**Kata Kunci :** Bokar. Cara Pengolahan Bokar Sesuai SNI dan Non SNI, Pendapatan Usahatani Karet Rakyat.

## How to Process Rubber Processing Materials With The Income Of People's Rubber Farming in Muaro Jambi Regency

### ABSTRACT

This research was conducted to find out the processing of bokar by smallholder rubber farmers in Muaro Jambi Regency, to analyze the income of smallholder rubber farming in Muaro Jambi Regency and to analyze the relationship between how to process bokar and the income of smallholder rubber farming in Muaro Jambi Regency. Data analysis in this study used quantitative descriptive analysis to analyze bokar processing methods and smallholder rubber farming income and used non-parametric statistical test analysis, namely the Chi-Square Test model ( $X^2$ ) with a  $2 \times 2$  contingency to analyze the relationship between bokar processing methods and income levels smallholder rubber farming in Muaro Jambi Regency. The results showed that there were only 41.27 percent of rubber farmers who had implemented the bokar processing method according to SNI (SNI-1 and SNI-2). Meanwhile, another 58.73 percent of rubber farmers still apply non-SNI bokar processing methods. The results of the analysis can be concluded: In the way of processing bokar according to SNI with an average income of Rp. 9,810,491/ha/year There are 61.54 percent of smallholder rubber farmers in Muaro Jambi Regency belonging to



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the high income category, and 38.46 percent belonging to the low income category. In the Non-SNI bokar processing method with an average income of Rp. 7,760,417/ha/year, only 32.43 percent of smallholder rubber farmers belong to the high income category and 67.57 percent of farmers belong to the low income category. Based on the hypothesis testing criteria used, it can be concluded that there is a significant relationship between the processing of bokar and the income level of rubber farming with test results  $X^2 = 4.1266$  and the contingency coefficient price  $C = 0.248$ . This means that there is a difference in rubber farming income between SNI and Non-SNI bokar processing methods.

**Keywords:** Bokar, Processing Method Bokar accordance SNI and Non-SNI, Rubber Farming Income



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## **The Influence of Delegation Authority and Transformational Leadership on Individual Performance by The Existence of Individual Adaptability as Mediating Variable**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

**Teuku YUSUF**

IPMI International Business Schools

teuku.yusuf@ipmi.ac.id

Orcid: 0000-0001-6117-8038

### **ABSTRACT**

PLN Indonesia Power is a subsidiary of PT. PLN (a state-owned company) with core business is to providing electricity to all regions in Indonesia. PTPLN Indonesia Power is currently facing various challenges. It is common knowledge that today's business environment is changing very fast, and the characteristics are getting more volatile, more uncertain, more complicated and disruptive. External challenges come from various sources, including global target for PLN Group to accelerate the achievement of a larger portion of renewable energy in a short time. The Government hope to achieve 100% of Indonesian people enjoying electricity, changes in the supplier structure due to the entry of the private sector and the public in the supply of electrical energy, and the demands for utilizing new technologies to improve the efficiency of electricity supply and distribution. The internal challenge is the decreasing market share significantly from 48.92% in 2003 to 19.1% in 2021 based on data from the annual report of PLN Indonesia Power. This paper is a conceptual paper developing a research framework based on the result of previous studies. This research is expected to be useful for companies to be able to understand the influence of delegation authority and transformational leadership toward individual performance. It is argued that in order to accelerate company objectives there is the mediating effect of individual adaptability. The company will have a framework as a consideration that will be used in employees adaptability and leadership program developments to improve their performance.

**Keywords:** PLN Indonesia Power, Delegation Authority, Transformational Leadership, Individual Adaptability



## Effect of Marketing Myopia on the Streaming and Entertainment Industry

**Venkata Naga Sai Kiran Kolakaluri**

University of New Brunswick Saint John  
vnsaikiran.kolakaluri@unb.ca

**Prof. Dr. Emin Civi**

University of New Brunswick Saint John  
ecivi@unb.ca

### ABSTRACT

The concept of "marketing myopia," first introduced by Levitt (1960) and then expanded by Smith et al. (2010) to "new marketing myopia," is still around today, despite being responsible for the demise of several industries. Several other researchers have addressed the issue of marketing myopia, stressing the importance for businesses to put the needs of their customers first, prioritize innovation and technology, be flexible in the face of change, keep an eye on the competition, and hear the voices of all relevant stakeholders (Levitt, 1960; Levitt, 1979; Richard et al., 1992; Day, 1994; Brown et al. 2005; Levitt, 2008; Johnston, 2009; Smith et al., 2010; Bharadwaj, 2015; Meerja & Chatterjee, 2017; Freitas Delapedra & Domingues da Silva, 2021).

This paper aimed to investigate if Netflix is following in the footsteps of Blockbuster. Netflix became the market leader in the streaming sector as a result of its internet-based market transformation, which was also the main reason behind the demise of Blockbuster. Organizational inertia, disregard for competition, and Ignoring Technology were the key causes of Blockbuster's demise, weak leadership was also a factor (Peers & Ramachandran, 2013; Dunston, 2017; Birkinshaw, 2013; Tyler, 2017). Inadequate innovation and bad pricing practices also contributed to Blockbuster's collapse (Downes & Nunes, 2013; Viana, da Silva & Moro, 2016). Netflix's innovation is hindered by its success, even though it has enjoyed major competitive advantages over its rivals over the years and continues to do so owing to the distinctiveness of its content and its customer-centric focus. In this research, we investigate if Netflix has unique and customer-centric content. If so, why are they losing customers to their competitors, just as Blockbuster lost subscribers to Netflix? We approach this topic from a "New Modern Marketing Myopia" perspective in which organizations lose market share to competitors because of clouded innovation and success dystrophy.

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## **The Influence of Brand Image on Customer Experience and Actual Usage of Digital Health Applications: Case Study of Halodoc, Alodokter, and Klikdokter in Jakarta, Indonesia**

**Alvina Michaela CHRISTANTI**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia

alvina.christanti@ipmi.ac.id

Orcid: 0000-0002-9730-8938

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

Amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

**Dr. Rima AGRISTINA**

Sekolah Tinggi Manajemen IPMI

rima.agristina@ipmi.ac.id

Orcid: 0000-0001-8969-9767

### **ABSTRACT**

Indonesia is a rapidly digitizing country with over 270 million population in 2022 and more than 202.6 million internet users. Thus, the digital health industry is believed to be the next wave of digital disruption, with an expected growth rate of over 60% annually, with revenues will reach \$973 million by 2023 from \$85 million in 2017. Nevertheless, the penetration of digital health applications is still relatively low. Halodoc, a market leader in digital health applications in Indonesia only penetrated 8.9% of users in 2022. Brand image is one indicator that influences the customer experience using these applications. However, research to investigate the influence of brand image on the customer experience and thus lead to the actual usage of digital health applications is relatively limited. Hence, this paper proposed an alternative framework to fill the gap by employing the extension of the Technology Acceptance Model (TAM) approach. Brand image is believed to be able to influence the customer experience and the actual use of digital health applications. The limitation of this paper lies in the lack of empirical data. This paper is conceptual, and future research should be done empirically.

**Keywords:** Digital Health Applications, Technology Acceptance Model, Customer Experience, Actual Use of Digital Health Applications, Brand Image



## Digital Entrepreneurial Intention among Business Students in Jakarta

**Mr. Muhammad Ridho HAFIDZ**

Sekolah Tinggi Manajemen IPMI  
ridho.hafidz@ipmi.ac.id  
Orcid: 0000-0002-3295-8534

**Ms. Liza Agustina Maureen NELLOH**

Sekolah Tinggi Manajemen IPMI  
liza.nelloh@ipmi.ac.id  
Orcid: 0000-0002-8961-8979

**Mrs. Cut SJAHRIFA**

Sekolah Tinggi Manajemen IPMI  
rifa.zahirsjah@ipmi.ac.id  
Orcid: 0000-0002-6754-9378

### ABSTRACT

Recent days, the thought of boosting entrepreneurship in some sectors including higher education requires the application of modern digital technology. A new sort of entrepreneurship, such as digital entrepreneurship, may have emerged as a result of the Internet and technology, which may have altered the process of beginning a firm. However, the terminology of digital entrepreneurial intention has not been analysed further especially in the higher education sector. This research aims to test the antecedents of digital entrepreneurial intention such as attitude on entrepreneurship, digital competency and university's entrepreneurial environment. The study uses inner and outer model of SEM-PLS to achieve the procedural in SEM-PLS. The analytical tool to test the hypothesis was SmartPLS. Based on the results using SEM-PLS (with SmartPLS), toward 100 business students around Jakarta, Indonesia, the study profound that digital competency of business students is not significant on digital entrepreneurial intention. However, the other predictors such as attitude on entrepreneurship, university's entrepreneurial environment are significantly influence on the dependent variable. The implications of this study can be seen on the theoretical and practical sides especially for business school in Jakarta Indonesia. As the theoretical implications, the new model of UTAUT2 and Theory of Planned Behaviour have been selected with some modifications such as insignificant effect of digital competencies in the digital era for younger generation. Even the results surprisingly effect on the updated theories, but the practical implication for business school is to implement and improving the ambiance of entrepreneurship spirit among students.

**Keywords:** Digital Entrepreneurial intention, Digital Competencies, Attitude on Entrepreneurship, Entrepreneurship Environment



**Stock Performance and Analysis of Market Capitalization and Fundamental Factors of Socially Responsible Companies in Indonesia on Stock Return: A Study of SRI KEHATI Index**

**Dewi Haerani Kurniawati**

Sekolah Tinggi Manajemen IPMI  
dewi.kurniawati@ipmi.ac.id  
Orcid: 0000-0002-8921-4448

**Prof. Ir. MBA, Ph.D, CSA, CIB, CIIM. Roy Sembel**

Sekolah Tinggi Manajemen IPMI  
roy.sembel@ipmi.ac.id  
Orcid: 0000-0002-9023-9976

**Dr. SE, MM, CPA, CBV, CFRM, CFA. Melinda Malau**

Universitas Kristen Indonesia  
Melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

**ABSTRACT**

The COVID-19 pandemic has altered sentiment in the Indonesian capital market, which has affected investors' capacity to identify stocks that can deal with the storm. Socially responsible stocks are more stable than other stocks during the pandemic Covid-19. This study aims to analyze market capitalization and market return with other fundamental factors with Covid-19 as the moderating effect on stock return. A panel regression was used in this study analysis. 302 observations from fifteen companies that are constantly listed in the SRI-KEHATI Index for the Period October 2017 to September 2022 were used in the study as a sample. In this research on stock return, the testing of the hypothesis is carried out through the utilization of panel data regression analysis with the assistance of SPSS software. The result stated that the market return, interest rate, and covid-19 had a significant effect on the stock return. This study shows that COVID-19 only moderates the influence of market capitalization, interest rate, and company size on stock returns. The implication of this study is that the investor who intends to invest in the stock market socially responsible companies should consider the company's market return, and the interest rate in the country to get a better stock return.

**Keywords:** SRI Kehati, Stock Return, Market Capitalization, Fundamental Factor, Covid-19



## **The Moderating Role Of E-Customer Trust on The Relationship Between E-Customer Satisfaction and Perceived Website Quality toward Repurchase Intention: A Case Study in Semen Indonesia Official Store**

**Dede KUSNAWAN**

Sekolah Tinggi Manajemen IPMI, Jakarta, Indonesia  
dede.kusnawan@ipmi.ac.id  
Orcid: 0000-0003-1470-4538

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI  
amelia.naim@ipmi.ac.id  
Orcid: 0000-0001-9021-902X

**Dr. Rima AGRISTINA**

Sekolah Tinggi Manajemen IPMI  
rima.agristina@ipmi.ac.id  
Orcid: 0000-0001-8969-9767

### **ABSTRACT**

E-commerce payments in Indonesia are forecasted to rise further at a compound annual growth rate (CAGR) of 22.0% between 2021 and 2025, to reach IDR753.8 trillion (\$53.8bn) in 2025. Responding to rapid digitalization progress in Indonesia, many enterprises are trying to go digital by developing their digital transformation initiatives. Semen Indonesia, the biggest cement producer in Indonesia, is trying to capture the opportunity of growing e-commerce and opening Semen Indonesia's official store in Tokopedia in 2020. However, since it was launched in September 2020, the number of contributions of cement sales through e-commerce compared to traditional sales is still low, the contribution is less than 1% during 2020-2022 and the actual number of transactions is behind the target. In online shopping, a consumer only interacts with the website before they make the purchase. Thus, the quality of the online relationship is important and it's related to customer trust and satisfaction. Customer trust has a very important role in encouraging the occurrence of online transactions. There is still much controversy about the relationship between customer satisfaction and repurchase intention, and also the relationship between website quality and repurchase intention. This conceptual paper argues that customer trust is a moderating variable that can influence the relationship between customer satisfaction and website quality to repurchase intention based on the literature review. The limitation of this paper lies in the lack of empirical data. Further research should also be conducted empirically.

**Keywords:** E-commerce, Repurchase Intention, E-Customer Trust, E-Customer Satisfaction, Perceived Website Quality, Cement Product



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## **Influence of Customer Experience, Customer Satisfaction and Promotion Toward Customer Loyalty in Shopee E-Commerce: The Moderating Role of Live Chat Agent**

**Ariela Oktafira Lay**

IPMI International Business School  
ariela.oktafira@ipmi.ac.id  
Orcid: 0000-0003-0558-4116

**Rima Agristina**

IPMI International Business School  
rima.agristina@ipmi.ac.id  
Orcid: 0000-0001-8969-9767

### **ABSTRACT**

The function of customer experience, customer satisfaction, and promotion remain important factors to retain customer loyalty and attract new customers in e-Commerce/ Marketplace industry. However, as the interaction between customers and e-Commerce is limited due to the nature of e-Commerce, Live Chat agent feature plays an important role to overcome this limitation. This paper intends to measure and address Shopee e-Commerce declining quality service, quality of customer experience, customer satisfaction, and promotion as recently overtaken by Tokopedia in terms of customer visits and transactions. This paper is a conceptual paper, which aims to argue the influence of customer experience, customer satisfaction, and promotion toward customer loyalty in Shopee e-commerce, with the moderating role of the live chat agent feature.

The limitation of the paper lies in the lack of empirical data. Future research should be conducted in an empirical way quantitatively as well as qualitatively.

**Keywords:** Customer Experience, Customer Satisfaction, Promotion, Live Chat Agent, Customer Loyalty



## **The Impact of Social Network Marketing and Gen Z Customers' Perception on Purchase Intention: Evidence from Coffee Shops Industry in South Jakarta**

**Alessi Alamsjah**

Sekolah Tinggi Manajemen Ipmi

Alessi.alamsjah@ipmi.ac.id

Orcid: 0000-0003-0993-8268

**Yulita Fairina Susanti**

Sekolah Tinggi Manajemen Ipmi

yulita.susanti@ipmi.ac.id

Orcid: 0000-0001-9631-6047

**Sasotya Pratama**

Sekolah Tinggi Manajemen Ipmi

sasotya.pratama@ipmi.ac.id

Orcid: 0000-0001-5411-5549

### **ABSTRACT**

There is a change in the communication between business and customer. Businesses in the past used banners, billboards, magazines, and many more to advertise their business. Now they use social media as their platform to communicate with their customers. Social media is also used by coffee shops as their marketing platform, for example Starbucks uses social media such as Facebook, Instagram, and Tiktok to post their product, give information about their campaign, and spread out information about what is going on in the coffee shops, etc. Even though there are many studies that have tried to research and analyze the connection between social network marketing, and purchase intention, there is not much research between social network marketing, customer perception, and purchase intention in coffee shops. Therefore, The main purpose of this thesis is to get a better understanding and fill the gap from previous research of the impact of social network marketing and Gen Z customers' perception on purchase intention. Using the quantitative approach, primary data was gathered by distributing online questionnaires with a total of 103 respondents statistically analyzed in Smart PLS. According to the findings, Social Network Marketing has no significant effect on Purchase Intention. Customer Perception, on the other hand, plays a mediating role and has a positive influence on Purchase Intention. Furthermore, the outcomes of this study will add to previous research while also assisting coffee shops in applying the most efficient social network marketing tactics to boost product purchases.

**Keywords:** Social Network Marketing, Customer Perception, Purchase Intention, Coffee Shops, South Jakarta



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## **Digital Platform for Information Seeking Behaviour: Case Study of Parental Involvement in Children's Distance Learning During Covid-19**

**Gana Royana Putri, M.Hum**

Ipmi International Business School  
ana.gana31@gmail.com  
Orcid: 0000-0003-2345-2192

**Dwi Selviyana, S.IP**

Ipmi International Business School  
dwi.selviyana@ipmi.ac.id

### **ABSTRACT**

This research is about the use of Digital Platforms for information retrieval by parents who have elementary school level children during the covid-19 pandemic. This research was conducted in Jabodetabek City. A qualitative method with a phenomenological approach is used in this study. Data collection techniques using interviews, observation, and literature review. The data analysis techniques are data reduction, data presentation, and drawing conclusions. The results of this study reveal that the use of the Digital Platform is an obligation on the part of the school for explicit distance learning. In addition, the use of the Digital Platform is the main medium which is relatively easy for parents in distance learning assistants to find the materials or the information. The use of the Digital Platform type by accompanying parents in distance learning consists of WhatsApp, YouTube, Google, and the Apps Loc Live All this platform to support reading material searches, viewing teacher material instructions, collecting assignments from teachers, and discussing or asking questions with teachers and other students' parents. This study recommends that schools and the Education Office hold information literacy training for parents of distance learning assistants in using the Digital Platform for the online learning process to make it more effective and efficient.

**Keywords:** Digital Platform, Parental, Distance learning, Covid-19, Pandemic



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## **The Role of ESG in The Sustainability of Palm Oil Companies in Indonesia and the Effect on Performance and Stock Return**

**Abdurrahman Wahid**

Sekolah Tinggi Manajemen IPMI  
abdurrahman.wahid@ipmi.ac.id  
Orcid: 0000-0002-0217-0957

**Dety Nurfadilah**

Sekolah Tinggi Manajemen IPMI  
dety.nurfasilah@ipmi.ac.id  
Orcid: 0000-0002-9778-7094

**Ardo Ryan Dwitanto**

Sekolah Tinggi Manajemen IPMI  
ardo.dwitanto@ipmi.ac.id  
Orcid: 0000-0001-7040-3815

### **ABSTRACT**

Plantation sector, especially in the palm oil industry, is a large and growing sector in Indonesia, and is a part of the biggest supplier of palm oil in the world. The Indonesian palm oil industry started to gain attention from both national and international, which demanded that the palm oil industry in Indonesia should comply with environmental, social, and governance (ESG) regulations from the Indonesian government and international organizations. With tighter regulation, there are promised benefits in complying with the ESG. so to analyze whether this benefit exists using already listed in the market for more than five years and have five years of ESG disclosure. This study aims to analyze Indonesia's palm oil sector performance using seven Indonesian ESG palm oil companies during 2017-2021. The methodology used for this study is Purposive sampling method is used an Eviews statistical tool then financial ratio analysis, CAGR analysis, T-test analysis, and F-test analysis to examine the variables. The financial ratios are profitability, liquidity, operating return, multiples, and leverage. The T-test analysis is designed to find the mean difference between portfolio returns and market returns, while the F-test analysis is intended to find the variance difference. The results of this study show that the returns are statistically equal to market returns but ESG palm oil companies are riskier than the market. ESG palm oil companies show different financial performances but most have good liquidity, multiplier, and leverage. Then poor performance in profitability and operating return.

**Keywords:** Palm Oil Companies, ESG, Stock Return, Ratio Analysis





## **Factors That Influence Buying Decisions of Generation Z Towards Burger Delivery Restaurants in DKI Jakarta: A Case of GoFood**

**Ryan Rivaldi**

Sekolah Tinggi Manajemen Ipmi  
ryan.rivaldi@ipmi.ac.id  
Orcid: 0000-0002-9409-628X

**Yulita Fairina Susanti**

Sekolah Tinggi Manajemen Ipmi  
yulita.susanti@ipmi.ac.id  
Orcid: 0000-0001-9631-6047

**Dana Afriza**

Sekolah Tinggi Manajemen Ipmi  
dana.afriza@ipmi.ac.id  
Orcid: 0000-0001-7725-5245

### **ABSTRACT**

One of the most crucial things every human's needs is food, so there are many technology companies out there that can make every person's life easier by creating a platform that can make food come to you with a wide variety of it in the form of a food delivery service. One of the biggest food delivery companies in Indonesia is GoFood by Gojek. One of the most popular tenant choices is fast food restaurants, which mainly offer a wide selection of foods like fried chicken, burgers, and hotdogs. Because of the wide variety of choices of burger restaurants in GoFood, consumers have to pass several stages to be able to choose where to buy. Unfortunately, there are not many studies that focus on burger restaurants in GoFood. To fill this gap, this research aims to analyze the factors that influence the buying decision of Generation Z towards burger delivery restaurants in Jakarta for GoFood. The purpose of this research is to help the burger restaurants in Indonesia to identify the factors that drive the buying decision of their target market. The study uses the theory of 4Ps of Marketing Mix in order to identify the factors that influence buying decision of Generation Z in Jakarta on burger delivery restaurants available in GoFood and only limited to 4Ps of marketing mix theory. The components of the marketing mix are product, price, place, and promotion. This study is quantitative and gathers information from Jakarta-based consumers of burger restaurants available in GoFood who are aged 18 to 26 through the distribution of questionnaires. The results of this study's multiple regression analysis revealed that factors such as product, price, place, and promotion have a significant impact on Generation Z's buying decision to buy burgers in GoFood.

**Keywords:** Factors, Buying Decision, Generation Z, Burger Delivery Restaurants, GoFood.



## **The Impact of Perceived Usefulness and Perceived Ease of Use Toward Intention to Buy Food Online by Menu Informativeness as Moderator of Pizza Hut Indonesia Native Application**

**Dr. Ir. Amelia Naim INDRAJAYA**

Sekolah Tinggi Manajemen IPMI

amelia.naim@ipmi.ac.id

Orcid: 0000-0001-9021-902X

**Dwi Rendra Jaya**

IPMI International Business Schools

Rendra.Jaya@ipmi.ac.id

Orcid: 0000-0002-1865-1659

### **ABSTRACT**

PT Sarimelati Kencana, Tbk. as the Pizza Hut brand holder in Indonesia, always innovates to keep up with the times. The company launched the Pizza Hut Mobile Application. Currently customer preferences are shifting to buying products through mobile applications, so the launch of the Pizza Hut Application is a step that must be taken. In addition, the company's Technology with its super apps containing various services has become part of the customer's lifestyle. The Food Aggregator services of such apps help companies earn additional revenue. But on the other hand, the fees charged by Food Aggregators to companies are also likely to increase, and the development and maintenance of native apps also require substantial investment. As of the first quarter of 2022, it can be seen that sales from Food Aggregators still far dominate online sales. Sales from enterprise apps are only about 10% of the total online sales. This paper is a conceptual paper that develops a research framework based on previous research results. By analyzing the effect of perceived usefulness and perceived ease of use on online food purchase intention with menu informativeness as moderation, it is hoped that it will be able to contribute ideas for further research, especially in the field of marketing management related to the online food delivery model. The results of this study are expected to provide input to company management in increasing sales through providing online applications that are easy to use and provide benefits to users.

**Keywords:** Pizza Hut Indonesia, Perceived Usefulness, Perceived Ease of Use, Intention to Buy, Menu Informativeness



**The Effect of Management Information Systems (MIS), Work Environment, And Motivation on Employee Performance in PT Citra Bathara Bersaudara, South Tangerang Branch, Banten, Indonesia**

**Ivan Noviandrie Falisha**

Business Administration Faculty, IPMI International Business School, Indonesia  
ivannoviandrie94@gmail.com  
Orcid: 0000-0002-9595-6827

**Yulita Fairina Susanti, PhD**

Business Administration Faculty, IPMI International Business School, Indonesia  
yulita.susanti@ipmi.ac.id  
Orcid: 0000-0001-9631-6074

**ABSTRACT**

Strict protocol procedures have been adopted worldwide, to deal with the coronavirus (Covid-19) pandemic, PT. Citra Bathara Saudara is a company that is included in the essential sector. Must continue to operate as usual following government regulations, which will undoubtedly have a significant impact on the company's operational activity, especially employee performance. This study aims to determine the effect of information systems management, work environment, and motivation on employee performance. This research uses a quantitative approach and uses primary data through dissemination questionnaires to 59 respondents, employees of PT. Citra Bathara Bersaudara. The sampling technique used is simple random sampling. The data is processed through the SPSS version 25.0 program with analytical techniques parametric statistics, namely multiple linear regression analysis. The results of the partial t-test prove that partially the management information system (MIS) significant effect on employee performance with a value of significance of  $0.001 < 0.05$ , the work environment variable is not affecting on employee performance with a value of  $0.749 > 0.05$ , while motivation has a significant effect on employee performance which is indicated by the acquisition of a significant value of  $0.000 < 0.05$ . The F test results prove that the management information system (MIS), work environment, and motivation simultaneously have a significant effect on the performance of employees of PT. Citra Bathara Bersaudara with a value significance of  $0.000 < 0.05$ . The large contribution of the influence of information systems management (MIS), work environment, and motivation on work performance employees with Adjusted coefficient of determination Adjusted-R of 0.884 or 88.4% while the remaining 11.6% is affected by other factors which were not investigated in this study.

**Key Words:** Management Information System (MIS), Information Systems, Work Environment, Motivation, Employee Performance, Performance.



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## **The Effect of Fashion Brand CSR Program and Legitimacy Toward Purchasing Decision A case study of UNIQLO Indonesia**

**Yulita Susanti Ph.D.**

Sekolah Tinggi Manajemen IPMI

yulita.susanti@ipmi.ac.id

Orcid: 0000-0001-9631-6074

**Della Aprilia**

IPMI International Business Schools

della.aprilia@ipmi.ac.id

Orcid: 0000-0003-4602-7471

### **ABSTRACT**

Corporate Social Responsibility has been an application that highlights the responsibility that corporations have towards the society and environment in which they choose to operate. Initially, the objective of CSR was to preserve the world, and it paved the path for many modes of operation. However, some argue that Corporate Social Responsibility in commercial practice has had the opposite effect. Interestingly, as the fashion business developed, it got more social, and its evolution over time has thrown more light on how vital the concept of CSR is in this context.

Arguments claim that the industry has reached a breaking point, when overconsumption of earth's resources has resulted in the industry contributing to and destroying the environment and society aspects. The following research will analyse, evaluate, and investigate if CSR in the fashion sector is a realistic choice or a dead end for a brand. This study analyses the effect of corporate social responsibility (CSR) program on purchasing decisions of Uniqlo Indonesia as a fast fashion player, both directly and indirectly through the brand image intervening variable. The methodology used in the dissertation includes quantitative methods as well as research from practitioners and academics to demonstrate an understanding of the issue and to generate arguments and conclusions.

**Keywords:** Current Fashion Industry, Sustainable Business Model, Corporate Social Responsibility (CSR), Legitimacy, Purchasing Decision, Fashionable Society, Fast Fashion



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## **Does Graphic Design Elements on Product Packaging Affect Gen Z's Buying Decisions?: Evidence from Wellness Products**

**Lintang Tiara**

Sekolah Tinggi Manajemen IPMI  
Lintang.tiara@ipmi.ac.id

**Dety Nurfadilah (Corresponding authors)**

Sekolah Tinggi Manajemen IPMI  
Dety.nurfadilah@ipmi.ac.id  
Orcid: 0000-0002-9778-7094

**Liza Agustina Maureen Nelloh**

Sekolah Tinggi Manajemen IPMI  
Liza.nelloh@ipmi.ac.id  
Orcid: 0000-0002-8961-8979

### **ABSTRACT**

Today, brands are competing through product packaging as it has become a tool to win customers' approval. Yet, producers, especially SMEs, often lack the resources required to create packaging that can effectively capture customers' interest. This study tries to resolve the gap in previous studies as research that tries to portray the effects of design elements on consumer buying decisions is still scarce, specifically for Indonesian consumable wellness products. This research investigates the effect of Use of Colors, Typeface, and Image towards consumers' buying decisions. This research pursued the quantitative approach targeted at Generation Z between the age of 18-23 who lives in Jabodetabek area and are customers of consumable wellness products. This research relies on primary data collected through an online questionnaire and analyzed using SPSS statistics. This study found that out of 156 respondents, the Use of Colors and Typeface affect their buying decisions. On the other hand, Image does not have any significant effect. This research aims to theoretically and empirically verify which graphic design elements affect customers buying decisions, and to provide the basis for producers, especially SMEs, to develop their product packaging by giving them the latest customers insights on elements that influence their buying decisions the most.

**Keywords:** Graphic Design, Buying Decisions, Colors, Typeface, Images.



## **The Effect of Hybrid working on Millennial's Employee Engagement and its' Effect on Turnover Intention A case study of Indonesian Financial non-Bank Company**

**Yulita Fairina Susanti, Ph.D**

Sekolah Tinggi Manajemen IPMI  
yulita.susanti@ipmi.ac.id  
Orcid: 0000-0001-9631-6074

**Troy Steve Kipuw**

IPMI International Business Schools  
Troy.kipuw@ipmi.ac.id  
Orcid: 0000-0003-1911-1520

### **ABSTRACT**

The COVID-19 pandemic has brought significant changes in every aspect of human behavior. Over the last few years, our behavior has needed to adapt to new habits or in the popular term what we called new normal. Sihombing (2020) mention that COVID-19 impacted everyone to behave beyond normal limits as usual, including the habits that related with working experience. Due to COVID-19, organizations need to work to handle disruptions that had the power to remake their workforces, or even challenge their very existence (Deloitte 2022). Employee well-being and safety first have been regulated by law in many economies and have even been set as the corporate goals for many organizations (Liu, 2019)

During COVID-19, many people have adapted and become more comfortable with their non-office work style. This phenomenon has created the opinion that combining working in the office and working from anywhere—called Hybrid working is remain relevant in the post-COVID-19 era. Technology improvements were one of the basic steps in setting the first pillar of teleworking, later described as a hybrid working model (Radonic 2021). After the effect of COVID-19 is diminish, some of peoples or workers are more comfortable to have Hybrid working. This phenomenon is become a game change for company to manage their employee satisfaction and turnover rate, especially their key people and future leader. Therefore, the company must embrace the benefits and opportunities of a hybrid work world to get larger pools of talent, the ability to retain workers through life changes, and to have more productive employees (Galub 2022). Company is also needed to define their strategy to manage the millennials employees. With their range age, they can be considered as short -long future leader for the company. The millennials is have a unique character compare with previous generation. Gallup (2016) described millennials as a group without attachments and tend to change jobs more often than do those any older generation. Companies need to

in key positions at the right time is important, as it affects sales, creativity, and organizational effectiveness. Company strategies on implementing Hybrid working may become one of key point to manage millennial employee engagement and their intention to stay n the company

**Keywords:** Hybrid Working, Millennials, Employee Engagement; Turnover Organizational Culture, Organizational behavior, Job Satisfaction, Employee Retention, Post COVID-19



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## **Effect of Violence Against Children in Tanzania: An Analytical Study on Social Issues**

**Research Scholar Tariq Abubakar ALLY**

Department of Law, Lovely Professional University  
tariqally333@gmail.com

**Dr. Ramesh KUMAR**

Assistant Professor Lovely Professional Universities  
ramesh.26092@lpu.co.in

### **ABSTRACT**

Violence against children is a global health and development issue. However, a problem that contributes to violence against children is gender inequality. Physical, sexual, and psychological child abuse is still the main problem in many countries (Hillis et al., 2017). Frequently, siblings, as well as parents, relatives, or neighbours who are closely involved in the child's upbringing and whom the child trusts, are among the ones who abuse their children. Many children suffer from psychological harm, which is caused by physical pain; hence, forced sexual contact remains a big issue (Winstok & Basheer, 2015). The effects and consequences of violence against children are highlighted in this study, along with various strategies for overcoming it. Recent published researches explain that preventing child abuse requires a multifaceted approach that involves important societal spheres like public health, the government, education, social services, and justice (Hillis et al., 2017). Current research has concluded that more research is needed to identify the causes, dynamics, and outcomes of violence against children, including media effects, and to articulate how different forms of such violence vary in outcomes depending on cultural context. The current study is entirely based on reviewing of secondary sources of data. Moreover, the study suggests that the best way to address the issue of violence against children is by reaching out to children to increase their awareness and provide them with useful safety advice.

**Keywords:** Child Abuse, Gender Inequality, Human Rights, Mental Health, Social Issues, Violence



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## **Analysis of Financial Performance and Special Notation To Stock Returns of Enterprises on Indonesia Stock Exchange For Periods of 2019-2022**

**Aswin Tresna NUGRAHA**

School of Business Management ITB, Indonesia  
agung.wirayogi@sbm-itb.ac.id  
Orcid: 0000-0003-0663-3530

**Wiwiek Mardawiyah DARYANTO**

Sekolah Tinggi Manajemen IPMI, Indonesia  
wiwiek.daryanto@ipmi.ac.id  
Orcid: 0000-0003-3582-5857

### **ABSTRACT**

According to the Association of Certified Fraud Examiners (ACFE) (2020), fraud is still a lot going on and has frequently debated in Indonesia. The three types of fraud that are most frequent and most costly in Indonesia are corruption, misuse of state or company assets, and fraud of financial statements. In various industries, especially the construction, transportation, and storage industries, as well as the communication and financial industries, there are still many cases of fraud (Beattie, 2020). In Indonesia, there are many cases of financial report fraud such as the financial statement fraud case of PT Garuda Indonesia (in 2018), and others. Fraud cases such as financial statement fraud that often occur in Indonesia raise questions about the causes of this fraud. This study analyzes listed companies on the Indonesia Stock Exchange. This study uses descriptive research with a quantitative approach. All the data are secondary data collected quarterly from the 1st Quarter of 2019 until the 2nd Quarter of 2022. The population of this research is 45% which is 364 out of 810 listed company that currently has a special notation mark.

**Keywords:** Special Notation, Fraud, Financial Health, Managerial Implication, Recommendation to Listed Companies.





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## **Company Ownership and Disclosure of Sustainability Report. Empirical Study on Companies in the Primary Consumer Goods sector that are Listed on the Indonesia Stock Exchange**

**Dr. Idel Eprianto, SE.MM,**

Faculty of Economics and Business, Bhayangkara Jakarta Raya University  
idel.eprianto@dsn.ubharajaya.ac.id

**Dr. Uswatun Khasanah, S.E., M.M., M.Ak**

Faculty of Economics and Business, Bhayangkara Jakarta Raya University  
uswatun.khasanah@dsn.ubharajaya.ac.id

**Dr. Dewi Puspaningtyas Faeni, SE.MBA**

Faculty of Economics and Business, Bhayangkara Jakarta Raya University  
dewi.puspaningtyas@dsn.ubharajaya.ac.id

### **ABSTRACT**

The purpose of this research is to prove the effect of institutional ownership, managerial ownership, and public ownership on Sustainability Report Disclosures in Primary Consumer Goods sector companies listed on the Indonesia Stock Exchange. The samples used were 23 companies during 2017-2020 so that a total of 92 data were observed. The type of data used is secondary data obtained from annual financial reports, annual reports, and sustainability reports. Hypothesis testing was tested using the SEM-PLS method. The results of this study indicate that institutional ownership, managerial ownership, and public ownership have no effect on sustainability report disclosure. This shows that institutions in Indonesia as shareholders tend not to pay attention to responsibility and concern for the environment and social as a benchmark in investing. The existence of relatively small managerial ownership and public ownership causes managers to not be able to maximize the value of the company and the public as shareholders do not have full authority in influencing the disclosure of the company's sustainability report.

**Keywords:** Institutional Ownership; Managerial Ownership; Public Ownership; Sustainability Report.



## **Price, E-Servqual Cose To Customer Satisfaction (Study Case of Online Application in Indonesia)**

### **Dewi Puspaningtyas Faeni**

Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya  
dewi.puspaningtyas@dsn.ubharajaya.ac.id  
Orcid: 0000-0002-1911-4425

### **Wastam Wahyu Hidayat**

Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya  
wastam.wahyu@dsn.ubharajaya.ac.id  
Orcid: 0000-0001-90702871

### **Ery Teguh Prasetyo**

Faculty of Economics and Business, Universitas Bhayangkara Jakarta Raya  
ery.teguh@ubharajaya.ac.id  
Orcid: 000-0001-7293-2729

### **Ratih Puspitaningtyas Faeni**

Lecturer of Faculty of Economics and Business, Universitas Budi Luhur  
ratih.puspitaningtyas@budiluhur.ac.id  
Orcid: 0000-0003-1552-5048

## **ABSTRACT**

Online transportation is a service provider that is becoming trend in Indonesia. Where the means of transport is harnessing technology smartphones so that everyone in Indonesia can download the application online for visitors. This application is a breakthrough for those who needs practical use of transportation, stay using the application will then be connected with a taxi driver and taxi driver online will come to the location of the caller. The caller's taxi online already gives the destination location in the applications and will calculate the cost and the caller can consider those costs. Unlike conventional transportation with conventional based practices, where we have to approach the taxi and asks the price to place the goals targeted also price that they have to bare. The location of the research are in nationwide in Indonesia because it is a precursor of the revolution of online application taxi transportation services in Indonesia. This study will examine whether price, E-Service Quality (e-SQ) and COSE will affect customer satisfaction online taxi.

**Keywords:** Online Taxi, Price, e-SQ, COSE, Customer Satisfaction



## **Feasibility Analysis of Dragon Fruit Agriculture In The Village of The River Buluh, Subdistrict of Muara Bulian Batanghari District**

**Ade Jermawinsyah Zebua, SE, MM**

Program Manajemen  
Universitas Graha Karya Muara Bulian  
adejermawinsyahzebua9@gmail.com

**Rusnani, S.Si, M.Si**

Program Studi Agribisnis  
Universitas Graha Karya Muara Bulian  
rusnanieko@gmail.com

**Uliya, S.Pt, M.Si**

Program Studi Agribisnis  
Universitas Graha Karya Muara Bulian  
uliyastip1974@gmail.com

### **ABSTRACT**

This research was conducted at Mr. H. Hendro Sudarto's dragon fruit agrotourism farming in Sungai Buluh Village, Muara Bulian District, Batanghari Regency. The area of Mr. H. Hendro Sudarto's dragon fruit agro-tourism farming area is 2 hectares and consists of ± 2,000 pillars supporting dragon fruit plants with a total of 6,000 plants. Mr. H. Hendro Sudarto's dragon fruit agro-tourism business began in 2016 until now. The research objectives based on the formulation of the problem can be concluded as follows (1) To find out the amount of costs in dragon fruit farming in Sungai Buluh Village, Muara Bulian District, Batanghari Regency. (2) Analyze the amount of farmers' income in dragon fruit farming in Sungai Buluh Village, Muara Bulian District, Batanghari Regency, and (3) Analyze the efficiency of dragon fruit farming in Sungai Buluh Village, Muara Bulian District, Batanghari Regency.

The research method used in this study is a quantitative descriptive research method, namely a research method that focuses on actual problems or phenomena at the time the research is carried out and then describes the facts about the problem being investigated as it is accompanied by a rational and accurate interpretation .

The results showed that: (1) the total cost of Mr. H. Hendro Sudarto's dragon fruit agrotourism business was Rp. 856,977,000,-. (2) The amount of dragon fruit agro-tourism farming income received by farmers is Rp. 140,523,000,-. (3) Mr. H. Hendro Sudarto's dragon fruit agro-tourism business is considered feasible based on the Revenue Cost Ratio (R/C) with a value of 1.16 because  $R/C > 1$ .

**Keywords:** Analisis Usahatani, Agrowisata Buah Naga, Biaya Total, Pendapatan, dan Efisiensi.



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## **Effects of Intellectual Capital and Corporate Social Responsibility on the Value of Go Public Banking Companies in Indonesia**

**Dr. Idel Eprianto, SE.MM**

Faculty of Economics and Business  
Bhayangkara Jakarta Raya University  
idel.eprianto@dsn.ubharajaya.ac.id

**Dr. Hadita, SE.MM**

Faculty of Economics and Business  
Bhayangkara Jakarta Raya University  
hadita@dsn.ubharajaya.ac.id

**Dr. Amor Marundha, SE., M.Ak., Ak., CA**

Faculty of Economics and Business  
Bhayangkara Jakarta Raya University  
amor.marundha@dsn.ubharajaya.ac.id

### **ABSTRACT**

The purpose of this research is to prove the effect of intellectual capital and corporate social responsibility on the value of bank companies going public in Indonesia. The sample was selected by purposive sampling method and obtained 37 bank companies that went public for 4 periods. The data used is secondary data in the form of annual reports and/or sustainability reports for the 2017-2020 period. Data analysis techniques using descriptive statistics, classical assumption test, multiple regression analysis, and hypothesis testing. The results of this study indicate that intellectual capital and corporate social responsibility practices partially have a significant negative effect on firm value. This shows that the greater the company's intellectual capital, it will not affect a measure of company value. From the CSR aspect, it appears that the company does not communicate its social responsibility appropriately so that it has not been considered as something that needs attention by interested parties. However, simultaneously intellectual capital and corporate social responsibility have a significant positive effect on firm value.

**Keywords:** Intellectual Capital; Corporate Social Responsibility; Corporate Value; Bank Public.



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## **The Effect of Employer Branding on Millennial's Job Hopping Behavior**

**Muhammad Reza SJAFIKA**

STM IPMI, Indonesia  
reza.sjafika@ipmi.ac.id

**Dr. Firdaus BASBETH**

Binawan University  
firdaus.basbeth@binawan.ac.id  
Orcid: 0000-0001-5544-4846

### **ABSTRACT**

The Millennials Generation has become the beacon to Accelerate economic growth—as they slowly becoming a majority for the working force & may become the country's future holder. Especially in Greater Jakarta. While there are advantages and disadvantages due to various aspects, Managing and Retaining Millennials seems more difficult because of their Job-Hopping Behavior as the employees may move to another company voluntarily within 2-5 years. This research examines the Millennials behavioral intention to do so in Job-Hopping, focusing on what drives them and hold their intention by utilizing extended Theory of Planned Behavior that consist of Perceived Behavior Control, Subjective Norm and Attitude Towards Behavior moderated by Employer Branding. A total of 214 questionnaires distributed by using online surveys, targeting people who are age 21-32 who has left their respective companies within 2 years that is living in the Greater Jakarta area. Data were analyzed using PLS-SEM method and SPSS. The result of this study is that Attitude towards Behavior, Subjective Norm, Perceived Behavioral Control, positively affect Job Hopping Intention. While Employer Branding negatively affects Job Hopping Behavior. The study found out that Employer Branding has no significant effect on Job Hopping Behavior.

**Keywords:** Employer Branding, Job Hopping Intention, Job Hopping Behavior, Theory of Planned Behavior



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## **A Simple Approach of Inflation's Growth Rate Cycles for the United States, Canada, and Mexico: What the Empirical Evidence Teach us for the last Forty Years?**

**Prof. Dr. Hernán E. Gil FORLEO**

Universidad de Buenos Aires  
(Faculty of Law)  
hgilforleo@uade.edu.ar

### **ABSTRACT**

In this paper we analyze the inflationary growth cycles of the United States, Canada, and Mexico from the early 1980s to the present. In the first part, we calculate the cyclical ups and downs of the growth cycle to arrive at the monthly periodic rate of inflation. Secondly, using the descriptive statistical analysis, we determine the intervals that allow us to classify the cycles according to whether they are high, medium-high, medium-low, low and stable, and negative inflation. Third, we measure equivalent inflation based on rising and falling phases. Fourth, an analysis of comparative probabilities. Finally, the conclusions compared for the three selected countries.

**Keywords:** Inflation Rate, Growth Cycle, CPI, Upswing, Downswing Cycles

JEL Code: E31, E32, E37



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## **Green Tourism in India: The Development of a Special Sustainable Way of Forest Management with Particular Reference to Assam**

**Mr. Souvik DASGUPTA**

PhD Research Scholar  
Presidency University, Kolkata  
souvik.jio29@gmail.com  
Orcid:0000-0002-7597-0031

### **ABSTRACT**

Travel and Tourism is a rapidly developing industry in India thanks to the massive amount of information and positive campaigning on social media nowadays. But uncontrolled tourism in recent years is creating excessive strain on the natural resources and environmental ecosystem of the sub-continent, particularly its forest. Forest encroachments in the name of tourism coupled by secret trophy hunting and animal poaching in the recent times have become a menace for the natural world. However, on the other hand, the conservation of such vast stretches of forest land requires a dim sum amount of monetary compulsion. Thus, neither the booming tourism industry could be waved off nor could it be given unprecedented entry within the forest premises. In the wake of such a dilemma, the development of Green tourism offers a sustainable way out of the problem. Green tourism is a type of tourism that focuses on responsible travel to natural places and environmental preservation. It is a type of sustainable tourism that allows visitors to observe nature in its purest form. Tourists participating in ecotourism activities are more likely to engage in activities that are less invasive or detrimental to the ecosystem, as well as more ecological and respectful of the residents' native culture. Since the introduction of the last Forest Conservation Act (1980) Green tourism at present holds a lot of potential in the sustainable development of Forest Conservation without hampering the growth of the Travel & tourism industry. Our paper will focus on this development of Green Tourism in India and its possible application with a special reference to the forest management policy in Assam.

**Keywords:** Green Tourism, Forest Management, Locals, Tigers, Etc.



## **Analysis of The Condition of The Dimensions of Service Quality on Patient Satisfaction at Puskesmas Maro Sebo ILIR District**

**Endang Meiliani**

Universitas Graha Karya Muara Bulian  
endangmeiliani840@gmail.com  
Orcid : 0000-0003-3187-5320

**Afriantoni**

Universitas Graha Karya Muara Bulian  
afriantonyuwas@gmail.com

**Sopian**

Institut Agama Islam Nusantara BatangHari  
sopiyanjmb614@gmail.com  
Orcid : 0000-0003-0130-3962

### **ABSTRACT**

This study describes the condition of the dimensions of service quality and its influence on patient satisfaction. The type of research used is qualitative research, where the data is not in the form of numbers or cannot be calculated in the form of numbers, and is obtained from the results of interviews and various information obtained from other parties related to the research problem. The data source used in this study used primary data obtained from the author through observation, or direct observation from the location at the Maro Sebo Ilir District Health Center. As for other data the author obtained by interviewing several patients or some of the surrounding community who had received treatment at the Maro Sebo Ilir District Health Center.

Methods of data collection carried out by the author there are several methods, namely; literature study, field study, observation, and interviews.

Qualitative data analysis method is a method that is widely used in research. The analytical method is an important step that needs to be applied to get the desired research results. In the qualitative data analysis method, an approach is needed from subjective data. Analysis with qualitative methods is not general in nature, because it is subjective, that is based on the understanding of each individual or researcher. Qualitative data can be in the form of images, text, and various symbols.

According to Miles and Huberman, the analysis is divided into several stages as follows: Data reduction is the stage of data simplification in accordance with the needs so that it is easy to get information. Data presentation is done to display reduced data in the form of graphs, charts, and others. Conclusion drawing is information obtained from data that has been compiled and grouped which is then presented using a certain technique. Conclusions can be placed at the end or as a cover so that the reader can find the conclusions of the entire research

Based on the results of the data acquisition, in the dimensions of service quality at the Maro Sebo Ilir District Health Center, it can be said that the atmosphere is very comfortable in the Puskesmas service room, and the officers provide convenience in the service process. The dimension of service quality is reliability. It can be said that Puskesmas staff are reliable in using tools properly and quickly, and Puskesmas staff are careful in serving patients. The dimension of service quality is in attention, it can be said that Puskesmas staff always prioritize the interests of patients and serve in a friendly manner, and pay attention to patients without distinguishing social status. The dimension of service quality in responsiveness, it can be said that Puskesmas officers respond appropriately to patient requests, and respond to every patient who wants to get service, are also able to handle patient complaints properly and appropriately. The dimensions of service quality in guarantees, it can be said that Puskesmas officers provide services skillfully, and provide timely guarantees for services, as well as provide guarantees of cost certainty in services quickly. So the authors can conclude that the Puskesmas has been able to provide good and optimal service to patients.

**Keywords:** Dimensions of Service Quality





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## **Intercultural and Transcultural Knowledge Management: Anthropology of Teaching**

**Dr. Muhammad Zia ur REHMAN**

Associate Professor of Management  
drziaofficial@gmail.com

**Ms. Nikita PATE**

Research Scholar, National Defence University, Pakistan.  
nikkita\_pate@gmail.com

**Sana SEHER**

Research Scholar Anthropology, Bahria University Islamabad Campus  
sanasehar@gmail.com

### **ABSTRACT**

It is universally acknowledged that there are two types of knowledge sharing and education: through formal education or knowledge management or through informal knowledge sharing or education. Whatever is the field of knowledge, various disciplines try to answer the questions of mankind, however anthropology as a body of knowledge tried to position itself in such a way that it answers some of the toughest questions related to education and knowledge management. Why is it so ? It is because it deals with the people, engages with their living styles, behaviors, activities, and civilization. In current environment, world has various different types of educational system to create, impart, and manage knowledge both formally as well as informally. The study focuses on various innovation-oriented knowledge management practices supported by the discipline of anthropology that not only help in imparting knowledge for example at classrooms level like in educational institutions or at social level like in community living in general. The importance of knowledge management through touch, feelings, sounds, and multiple other factors can tremendously enhance learning. Consequently, the amount of time, energy and cost can be reduced to the minimal level and efficiency can be enhanced to the maximum level in imparting knowledge. During COVID-19, the role of intercultural and transcultural knowledge management has become unavoidable. Current study used an approach of narrative analysis based on anthropological comprehension and proposes that such approaches even aid the organizations, businesses, educational systems, and community development, through socio and psychoanalysis based on the environmental and ecological changes. The results show that if anthropological principles are used in knowledge management, efficiency and effectiveness can really be augmented.

**Keywords:** Anthropology, Knowledge Management, International, Transcultural Environment



## Perceived Connectedness in Between Intention to Use And Actual Usage of Marketplace

**Fernanda CIANDRA**

STM IPMI, Indonesia  
Fernanda.ciandra@ipmi.ac.id

**Dr. Firdaus BASBETH**

Binawan University  
firdaus.basbeth@binawan.ac.id  
Orcid: 0000-0001-5544-4846

### ABSTRACT

The use of social media and instant messaging for fashion online shopping in Indonesia are as high as 55% and 94%. Meanwhile, the percentage of Indonesia people use e-marketplace for fashion online shopping is only 22% in 2020. Perceived ease of use, perceived usefulness, perceived connectedness and enjoyment are among the factors that affecting people to purchase fashion in marketplace or social media. However, little has been known about the role of perceived connectedness as a mediator in online buying fashion at marketplace. This study used the theory of The Technology Acceptance Model (TAM), which claims that the use of a system may be predicted based on user intention to use technology, perceived usefulness (PU), and perceived ease of use. The objective of the study is to analyse the mediating role of perceived connectedness in the Technology Acceptance Model (TAM). The population observed is the fashion online shopper in Greater Jakarta Area. The sampling technique utilized non-probability and purposive sampling. The sample size was 243 collected during the period of April 2021. The data was analysed using SPSS v25 and Smart PLS3. The result showed that Perceived Connectedness mediate the relationship between intention to use the marketplace and actual usage of marketplace. The finding contributes to theory especially in extended TAM model using Perceived Connectedness as a mediating variable. Practical Contribution of the study is giving insight to Marketplace platform on planning on business development strategy through app features, and how to engage consumers to use e-marketplace platform to shop fashion online

**Keywords:** Perceived Connectedness, Perceived Ease of Use, Perceived Usefulness, Intention to Use Marketplace, Technology Acceptance Model



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## **Lessons Learned and Best Practices about Online Teaching and Learning in the Time of the Pandemic: A Case Study from a University in Northern Thailand**

**Dr. Rey TY**

Payap University, Thailand

reyty1@gmail.com

Orcid: 0000-0002-9258-0318

### **ABSTRACT**

This paper problematized teaching and learning at the height of the COVID-19 pandemic from 2020 to 2021. This paper answered the following research questions: What are the lessons learned about online teaching and learning during the pandemic? What are the best practices in online teaching and learning during the pandemic? Literature that guided this research included information and communications technology (ICT) and online teaching and learning. This paper used a qualitative research design, engaging in an auto-ethnographic exchange of ideas with students and faculty in an undergraduate classroom setting as well as informal sharing by doctoral students at a university in northern Thailand, from which data analysis led to the development of a grounded theory. The findings revealed that there were snags as well as prospects in both online teaching and learning. Should online teaching and learning become inevitable, respondents recommended hybrid modality in teaching and learning henceforth.

**Keywords:** COVID-19 Pandemic, Education, Learning Modalities in the New Normal, OnlineTeaching and Learning, Remote Learning during a Pandemic



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## **Building Positive Educator-Student Relationship: Kaupapa Wananga Model of Practice (KWMP)**

**Prof. Dr. Siham EL-KAFAFI**

Arrows Research Consultancy Limited (ARCL) &  
Te Wananga o Aotearoa, Auckland, New Zealand  
selkafafi@gmail.com

Orcid: 0000-0002-5480-451X

### **ABSTRACT**

Building relationships between educators and students is vital for both parties as it impacts on the whole classroom environment, culture of interaction, classroom engagement, comprehension of the academic topic being studied, academic performance and overall development of the students.

This research discusses the importance of building positive educator-students' relationships through the application of the Kaupapa Wananga Model of Practice (KWMP) with the aim of enhancing their communication among themselves and their future students as adult educators. This research was a Classroom Action Research (CAR) done through 5 phases, where each phase included planning, implementation, observation and reflection.

Data collection was via classroom observations and documentation of students' activities, practicum work and final presentations of their teaching philosophy and Ako-Based Practice Framework. Data analysis was done via qualitative descriptive methods by utilising the three steps of data reduction, data presentation and drawing conclusions.

Research findings reports that: 1) quality of relationships formed between teachers and students are keys to successful teaching and learning, 2) A strong start, focusing on ensuring that students' initial engagement in the classroom fosters personal connections and enhances their chances of success, 3) Regular communication and timely constructive feedback to students helps in building positive educator-students' relationships, 4) flexibility in delivery i.e. both face-to-face and online increases opportunities for creating connections with students, 5) positive educator-students' relationship creates a culturally responsive classroom full of fun, enjoyment, engagement, responsiveness and achievements.

**Keywords:** Building Relationships, Educator-Students' Relationships, Class Action Research, Classroom Observations and Educator's Reflective Practice, Higher Education, Kaupapa Wananga Model of Practice.



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## **Emergent and Generative Grounded Theory for Practice-Based Applied and Professional Research**

**Dr. Rey TY**

Payap University, Thailand  
reyty1@gmail.com  
Orcid: 0000-0002-9258-0318

### **ABSTRACT**

This academic paper presented the problem regarding the gap among theory, research, and practice, as there is an over-emphasis on the use of empirical data for theory verification only. This article responded to the following questions: What is grounded theory? What are the debates regarding the use of grounded theory? What are the different variants of grounded theory? What are the general features of grounded theory? This paper is an integrative literature review that explored the different arguments regarding the use of grounded theory in research.

**Keywords:** Grounded Theory, Inductive Research, Qualitative Research, Research Methodology, Research Methods



## Notes on Educational Management For The Inclusion of Students With Disabilities

**Ms C. Deysi Turcas Robert Profesor Auxiliar**

deysit@uo.edu.cu

ORCID: 0000-0001-7658-7520

Profesora de la carrera Licenciatura en Educación Especial

Facultad Ciencias de la Educación

Universidad de Oriente, Cuba

**Dr. C. Niurka Tellez Rodríguez P.T**

ntellez@uo.edu.cu

ORCID: 0000-0001-7470-6311

Profesora

Universidad de Oriente, Cuba.

**Dr. C. Eduardo Nicolás Bonne Falcón P.T**

enbonnef@uo.edu.cu

ORCID: 0000-0002-6835-4302

Profesor

### ABSTRACT

Educational management, as theory and practice, has gone through various models and approaches since its emergence, in the 19th century, to the present in the 21st century; This epistemic figure has sparked debates at the international and national level about its forms of expression and scope within each education subsystem in line with the 2030 Agenda; However, its approach from the figure of the special education teacher, based on the process of social inclusion of the student with disabilities, is one of the least favored edges in the analyzes and evaluations carried out by the scientific community. Notwithstanding this, the present work exposes the theoretical constructs of the educational management of the special education teacher in the process of social inclusion of the student with disabilities. For the development of research supported from a dialectical-materialist approach; Different methods were used, such as analysis-synthesis, induction-deduction; transition from the abstract to the concrete; as well as the hermeneutic-dialectical and the triangulation of methods. As main results, it is noted that the Third Improvement of Special Education, confers on the figure of the Assistant Director of Labor Preparation, the responsibility of managing the inclusion of the student in a situation of disability; situation that has left the Special Education teacher at the limit of his functions, since most of the time little is involved in the external part of the process and the investigations that allude to the educational management of the special education teacher lack connotation the communicational component within it, an aspect that is so necessary in the process of dismantling the barriers that limit the social inclusion of students with disabilities..

**Keywords:** Educational Management, Communication, Teacher, Special Education, Social Inclusion And Students With Disabilities.



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## **The Fast Moving Consumer Good Industry Strategy To Increase Profitability to Facing Economic Contraction and Survive in The Covid-19 Pandemic Era**

**Student Diego Lana Setiawan, S.E., CHRP., LOAP.**

Business Administration, IPMI International Business School, Indonesia  
diego.setiawan@ipmi.ac.id  
Orcid: 20232016

**Lecturer Prof. Ir. Roy Sembel, MBA., Ph.D., CSA., CIB., CIIM**

Business Administration, IPMI International Business School, Indonesia  
roy.sembel@ipmi.ac.id  
Orcid:0000-0002-9023-9976

**Lecturer Dr. Melinda Malau, S.E., M.M., CPA., CBV., CFRM., CFA**

Business & Economic, Universitas Kristen Indonesia, Indonesia  
melinda.malau@uki.ac.id  
Orcid: 0000-0002-6576-3063

### **ABSTRACT**

Indonesia has taken aggressive and progressive actions in improving the economy through the Manufacturing Industry. The activities of the industrial sector have an important role in providing a broad influence on regional and national economic growth. The Non-Oil and Gas Processing Industry, especially in the Fast Moving Consumer Good Sector, is still the driving force for the national economy. National GDP for the period 2020 – 2021 experienced a Y-on-Y decline of 2,07%. The Non-Oil and Gas processing Industrial in total contributed 17,9% to the total economic sector. Measures to limit economic and social activities by the government resulted in the cessation of most economic activities and had an impact on the company's operational activities. This research uses studies on 8 FMCG Companies listed on The Indonesia Stock Exchange Quarterly from 2016 to 2021. The purpose of this study is to identify and find out how much influence cash turnover, account receivable turnover and inventory turnover have on profitability with leverage as the moderating variable. So that the result of this study can be used as a reference as one of the right steps in making decisions in the face of condition such as the current economic contraction.

**Keywords:** Cash Turnover, Inventory Turnover, Account Receivable Turnover, Profitability, and Leverage.



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## **From Insignificance to Paramountcy: The Gradual Rise and Eventual Fall of the ‘Turkish’ Bandagan in the Delhi Sultanate (1206-1266)**

**Ms. Kritika Pareek**

Department of History  
Shobhit University, Noida  
meet.kiki5@gmail.com

### **ABSTRACT**

This essay is aimed toward a comprehensive anatomization of the manner and circumstances under which the nature of Slavery under the Shansabanid and subsequently the Delhi Sultanate evolved with reference to its ‘Turkish’ element. Firstly, the essay would start of with some introductory remarks on the enmeshed interrelation between Islam and Slavery along with detailed analysis of the origin and identity formation of these slaves within the guiding principles of the new established Islamic Empires through psychological tactics. Secondly, the project would shift the study of the patterns and circumstances that led to the upliftment of an obscure Turkish Slave from an ordinary commander to the First independent Sultan of an empire and how the slave order around him gained sufficient power and authority to dominate politics and administration after his demise. Lastly, the project would highlight and analyse the circumstances and policies of his distant successor that consciously undermine and erode the supremacy of the ‘Turkish’ Bandagan thereby resulting in significant alterations in the administrative orders of his successors.

**Keywords:** Shamsabanid, Slavery, Turks, Bandegan, Delhi Sultanate





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## **Business Intelligence Strategy Wins Market Competition (Case Study on Video Streaming Platform Products)**

**Mr. Harsono**

Bhayangkara Jakarta Raya University, Indonesia  
harsonosap@gmail.com

**Mrs. Mega Aswiputri**

Bhayangkara Jakarta Raya University, Indonesia  
megaswiputri@gmail.com

**Mrs. Dewi Puspaningtyas Faeni**

Bhayangkara Jakarta Raya University, Indonesia

### **ABSTRACT**

The Business Intelligence strategy will win the market competition in the globalization era if it is carried out by a decision holder who really empowers his employees in accordance with the concepts and methods of business management strategies. Every company has recently been competing to find a concept that can capture market share, especially during a pandemic that is starting to resurface the virus. Not to mention the disease of being bored with the old product design. Decision Stakeholders must be in line with the company's vision and mission. old culture such as; eating the bones of friends, allowing employees to work not optimally, the absence of continuous training and the ineffectiveness of giving rewards and punishments make it a crystallized tradition. This can only be done by a managerial person who has Business Intelligence (BI) who is able to present accurate data related to breakthroughs in capturing market share and making fast and accurate decisions. In the Management Model, it is very appropriate to apply business intelligence because it knows exactly the actual conditions.

**Keywords:** Intelligence Business Strategy the Right Method to Seize the Market

## Yeni Ekonomik İlişkiler Şartlarında İnovasyon Yönetiminin Yeri ve Rolü

**Dr. Parviz RUSTAMOV HACI OĞLU**

Azerbaycan Devlet Ekonomi Üniversitesi (UNEC)

rustamovparviz77@yahoo.com

ORCID: 0000-0001-6325-1163

### ÖZET

Araştırma çalışmasının temel amacının Azerbaycan ve dünya bilim insanlarının inovasyon yönetimine katkı sağlaması olduğunu söyleyen profesör T. A. Guliyev, profesör K. A. Şahbazov, profesör H. S. Hasanov, profesör A. H. Taghiyev, profesör M. C. Atakişiyev, doçent M. H. Mammadov, doçent S. H. Abasova, ekonomi üzere felsefesi doktoru P. H. Rustamov, F. Taylor, A. Fayol, Y. Şumpeter, Y. P. Morozov, A. I. Prigozhin, B. Twiss, F. Nixon, B. Sonto ve diğerlerinin bu alandaki bilimsel-teorik yaklaşımlarını incelemektir. Çünkü bu yaklaşımların inovasyon yönetiminin organizasyonu, yönetimi ve gelişimi üzerinde büyük etkisi vardır. Bilimsel araştırma çalışmalarının temel uygulama önemi, elde edilen sonuçların Azerbaycan'da ve dünyada yenilik yönetiminin yönetiminde uygulanmasıdır. Bütün bunlar, inovasyon yönetiminin ekonomiye yenilikçi yaklaşımına, bu alanın sistematik gelişimine ve sürdürülebilir ve sürdürülebilir faaliyete yol açacaktır. Bilimsel araştırma çalışmalarının ana sonuçları - yenilik yönetiminin iyileştirilmesi, bu alandaki kavramsal teorik yenilikleri yansıtır. Araştırma sonuçları, ekonomik yönetim sisteminde yenilik yönetiminin uygulanmasına, o alanın iyileştirilmesine ve geliştirilmesine hizmet etmektedir. Bilimsel araştırmanın özgünlüğü ve bilimsel yeniliği, Azerbaycan ve dünya bilim adamlarının yenilik yönetiminin, profesör T. A. Guliyev, profesör K. A. Şahbazov, profesör H. S. Hasanov, profesör A. H. Taghiyev, profesör M. C. Atakişiyev, doçent M. H. Mammadov, doçent S. H. Abasova, ekonomi üzere felsefesi doktoru P. H. Rustamov, F. Taylor, A. Fayol, Y. Şumpeter, Y. P. Morozov, A. I. Prigozhin, B. Twiss, F. Nixon, B. Sonto ve diğerlerinin eserlerinde gösterilen bilimsel yaklaşımların ana bilimsel-teorik yönlerini, teorik-pratik yaklaşımları ve bu alanın bilimsel-pratik bir yön olarak oluşumuna ilişkin teorileri incelediler. İncelenmiş ve genellemeler yapılmış, gerekli bilimsel - teorik yönleri araştırılmıştır. Bu açıdan bakıldığında, yenilik yönetiminin endüstriyel işletmelerinin organizasyonu ve yönetiminde bilimsel yaklaşımların araştırılması açısından bilimsel araştırma çalışmaları takdire şayan sayılabilir.

**Anahtar Kelimeler:** İnovasyon Yönetimi, İnovasyon Yönetiminin Tarihçesi, İnovasyon Teorisi, İnovasyon Süreci, İnovasyona Bilimsel Yaklaşımlar.

## The Place And Role of Innovation Management In The Conditions Of New Economic Relations

### ABSTRACT

The main goal of the research work is the contribution of Azerbaijani and world scientists to innovation management, professor T. A. Guliyev, professor K. A. Shahbazov, professor H. S. Hasanov, professor A. H. Taghiyev, professor M. C. Atakishiyev, associate professor M. H. Mammadov, associate professor S. H. Abasova, doctor of philosophy in economics P. H. Rustamov, F. Taylor, A. Fayol, Y. Shumpeter, Y. P. Morozov, A. I. Prigogine, B. Twiss, F. Nixon, B. Sonto and others are to investigate the scientific-theoretical approaches in this field. It is to reveal and study the contributions of Azerbaijani and world scientists to innovation management. The main methodology of the research work - innovation management was developed by the scientists of Azerbaijan and the world, professor T. A. Guliyev, professor K. A. Shahbazov, professor H. S. Hasanov, professor A. H. Taghiyev, professor M. C. Atakishiyev, associate professor M. H. Mammadov, associate professor S. H. Abasova, doctor of philosophy in economics P. H. Rustamov, F. Taylor, A. Fayol, Y. Shumpeter, Y. P. Morozov, A. I. Prigogine, B. Twiss, F. Nixon, B. Sonto and to systematically and comprehensively investigate the scientific approaches of others. Because these approaches have a great influence on the organization, management and development of innovation management. The main application importance of scientific research work is to apply the obtained results in the management of innovation management in Azerbaijan and in the world. All this will lead to the innovative approach of the innovation management to the economy, the systematic development of this field, and sustainable and sustainable activity. The main results of scientific research work - improvement of innovation management, reflect conceptual theoretical innovations in this field. The results of the research serve



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the application of innovation management in the economic management system, the improvement and development of that field. The originality and scientific innovation of the scientific research is that innovation management of Azerbaijan and world scientists, Professor T. A. Guliyev, professor K. A. Shahbazov, professor H. S. Hasanov, professor A. H. Taghiyev, professor M. C. Atakishiyev, associate professor M. H. Mammadov, associate professor S. H. Abasova, doctor of philosophy in economics P. H. Rustamov, F. Taylor, A. Fayol, Y. Shumpeter, Y. P. Morozov, A. I. Prigozhin, B. Twiss, F. Nixon, B. Sonto and others have studied the main scientific-theoretical directions of the scientific approaches shown in their works, theoretical-practical approaches and theories about the formation of this field as a scientific-practical direction have been investigated and generalizations have been made, and its necessary scientific - theoretical aspects were investigated. From this point of view, scientific research work can be considered admirable from the point of view of researching scientific approaches in the organization and management of industrial enterprises of innovation management.

**Keywords:** Innovation Management, History Of Innovation Management, Innovation Theory, Innovation Process, Scientific Approaches To Innovation.



## **The relationship between illness and culture: A sociological analysis**

**Dr. Ziya Att Tamhid Ahmed Khan Pathan**

University Of Eswatini  
dr.zia4sociology@gmail.com

**Ms. Neliswa Nontsetselelo Hadzebe**

University of Eswatini

### **ABSTRACT**

The present research looks at how general illnesses such as hypertension, diabetes, asthma and arthritis to name a few leads to a person choosing one's relationships and how culture help these ill people to establish relationships with other people.

People with poor support system find it hard to deal with their illness and it becomes challenging to recover from their ailment. The tendency to panic soon after receiving their illness medical report and loosing hope in recovering due to lack of social contacts and a sound support system, there is always a need to express their feelings and emotions.

Ill people have close ties with other ill people as they are in the same state of mind. It is clear that illness has a great effect on a person especially when they lack family support it leads to living a miserable life or establishing new relationships with people suffering from similar ailment.

The reviewed literature establishes the fact that, culture brings some meaning to illnesses and the present study "The relationship between illness and culture: A sociological analysis" aims to determine how socio-cultural relations have an impact on illness. The present study investigates whether illness can be the cause of some relationships being cordial or non-cordial. This research tries to find out what is the cultural preference for ill people in choosing their relationships.

Descriptive analysis method is applied and the data is tabulated using simple percentage to analyze and derive scientific results and conclusion.

It derives that people use the knowledge acquired from school and create social relationships within their own environments to understand, treat and live with their illnesses. It shows people relying to what other people convey in relation to accepting their illness and consuming traditional food to heal or reduce the effect of illness. Illness plays a vital role in the establishment of socio-cultural relations. The present research also establishes that there are cordial relationships with those suffering from similar illnesses as compared to those with different illness, although they do have some social relations and contacts with them.

**Keywords:** Illness – Culture – Relationship – Cordial - Role

## Jeopolitik Riskin Uluslararası Ticarete Etkisi: Türkiye'nin İhraç Konteyner Hacminden Bulgular

**Asst. Prof. Dr. Kamil Özden EFES**

Piri Reis University  
koefes@pireis.edu.tr  
Orcid: 0000-0001-7087-5337

**Assoc. Prof. Dr. Abdullah AÇIK**

Dokuz Eylül University  
abdullah.acik@deu.edu.tr  
Orcid: 0000-0003-4542-9831

### ÖZET

Deniz taşımacılığı ile ekonomik aktiviteler arasında güçlü bir ilişki vardır. Talep yönlü modele göre, ekonomik aktivitelerdeki artışlar deniz taşımacılığına olan talebi arttırır ve deniz ticareti alt yapı yatırımlarında ve hacminde artışa neden olur. Diğer yandan arz yönlü modele göre ise sunulan deniz taşımacılığı hizmetleri ve altyapıları, daha fazla ekonomik aktiviteyi teşvik eder. Daha fazla servis hizmetinin sunulması, uluslararası ticaretin maliyetini düşürür ve daha uzak mesafelerle daha yüksek hacimde ticaret yapılabilmesini mümkün kılar. Bu nedenle ekonomik aktivitelerle deniz taşımacılığı arasında güçlü bir ilişki vardır. Böylece deniz taşımacılığı göstergeleri takip edilerek, ticaret hacmi hakkında fikirler edinilebilir. Bu durum uluslararası ticareti etkileyen her faktörün, deniz ticareti hacmini de etkilemesine neden olur. Uluslararası ticareti etkilediği düşünülen önemli bir durum da ülkelerin jeopolitik risk durumlarıdır. Jeopolitik risk ülkelerin coğrafi konumlarından kaynaklanan riskleri kapsar ve terörist saldırılar, savaş riskleri, iklimsel değişimler ve uluslararası anlaşmazlıklar gibi gerekçeleri olabilir. Bu risk faktörleri de tüketicilerin tüketim kararlarını ve şirketlerin yatırım kararlarını geciktirmelerine neden olabilir. Böylece jeopolitik riskin uluslararası ticarete etkisinin negatif olması beklenebilir. Bu doğrultuda, bu çalışmanın amacı, jeopolitik riskin uluslararası ticarete etkisini, Türkiye'nin ihraç konteyner hacmi üzerinden ampirik olarak belirlemektir. Ocak 2004 ve Temmuz 2021 dönemleri arasında kapsayan aylık frekansta 211 gözlem kullanılarak Granger nedensellik analizi uygulanmıştır. Böylece riskteki mevcut ve geçmiş değerlerin mevcut konteyner trafiğini anlamı bir şekilde etkileyip etkilemediği belirlenmiştir. Ön analizlerde, ADF ve PP testlerine göre ihraç konteyner değişkeninin I(1) ve jeopolitik risk değişkeninin I(0) oldukları belirlenmiştir. Bu durum Türkiye her ne kadar ortalama riskte dünyanın önde gelen ülkelerinden biri olsa da, riskteki şokların geçici olduğunu ve riskin uzun dönemde ortalamaya dönme eğiliminde olduğunu göstermektedir. Ancak diğer yandan riski düşürücü politikaların da etkin olmadığı sonucu da çıkmaktadır. Konteyner ticaretinde ise şoklar kalıcı etkiye sahiptir ve uygulanan politikalar etkilidir. Konteyner hacmindeki artan trend, Türkiye'nin ihracata dayalı büyüme politikalarının bir sonucu olarak yorumlanabilir. Sonrasında durağan değişkenler ile tahmin edilen VAR modeli için HQ bilgi kriterine göre 4 gecikmenin en uygun olduğu belirlenmiştir. Optimum gecikme kullanılarak uygulanan Granger nedensellik analizine göre, "Jeopolitik risk konteyner hacminin Granger nedeni değildir" boş hipotezi reddedilmiştir. Bu durum jeopolitik riskin Türkiye'nin uluslararası ticaretini anlamlı bir şekilde etkilediğini göstermektedir. Sonrasında uygulanan etki & tepki analizine göre, riskteki 1 standart sapmalı pozitif şok, konteyner ticaretinde öncelikle bir artışa daha sonraki dönemlerde ise düşüşe neden olmaktadır. Bu durum artan riske karşı gelecek daha büyük risklerden kaçınmak için kısa dönemde tüketimin artması, daha sonraki dönemlerde ise azalması ile açıklanabilir. Ancak yine de risk anlamlı bir etkiye sahiptir ve uluslararası ticareti istikrarlı bir hale getirmek için daha etkin politikaların uygulanması önemli ve gereklidir.

**Anahtar Kelimeler:** Risk, Uluslararası Ticaret, Tüketim, Konteyner Hacmi, Nedensellik Analizi.

## The Impact of Geopolitical Risk on International Trade: Evidence From Export Container Volume of Türkiye

### ABSTRACT

There is a strong relationship between maritime transport and economic activities. According to the demand-led model, increases in economic activities increase the demand for maritime transport and causes an increase in infrastructure investments and volume. On the other hand, according to the supply-led model, the maritime transport services and infrastructures offered encourage more economic activity. Offering more services lowers the cost of international trade and enables higher volumes of trade over longer distances. Therefore, there is a strong relationship between economic activities and maritime transport. Thus, by following the maritime transport indicators, ideas about the international trade volume can be obtained. This situation causes that every factor affecting international trade also affects the volume of maritime transportation. An important situation that is thought to affect international trade is the geopolitical risk situations of countries. Geopolitical risk includes the risks arising from the geographical location of countries and may have reasons such as terrorist attacks, war risks, climatic changes and international conflicts. These risk factors may cause delays in consumers' consumption decisions and companies' investment decisions. Thus, the impact of geopolitical risk on international trade can be expected to be negative. Accordingly, the aim of this study is to empirically determine the impact of geopolitical risk on international trade through Turkey's export container volume. Granger causality analysis was applied using 211 observations at a monthly frequency covering the period between January 2004 and July 2021. Thus, it has been determined whether the current and historical values at risk affect the current container traffic in a significant way. In the preliminary analysis, it was determined that the export container variable was  $I(1)$  and the geopolitical risk variable was  $I(0)$  according to the ADF and PP tests. This situation shows that although Turkey is one of the leading countries in the world in terms of average risk, shocks in risk are temporary and the risk tends to return to the average in the long run. However, on the other hand, it is concluded that the risk-reducing policies are not effective either. In container trade, on the other hand, shocks have a permanent effect and the policies implemented are effective. The increasing trend in container volume can be interpreted as a result of Turkey's export-led growth policies. Afterwards, it was determined that 4 lags were the most appropriate according to the HQ information criterion for the VAR model estimated with stationary variables. According to the Granger causality analysis applied using optimum lag, the null hypothesis of "Geopolitical risk does not Granger cause the container volume" is rejected. This shows that geopolitical risk significantly affects Turkey's international trade. According to the impulse & response analysis applied afterwards, a 1 standard deviation positive shock in risk causes an increase in container trade first and then a decrease in later periods. This situation can be explained by the increase in consumption in the short term and decrease in the later periods in order to avoid greater risks against the increased risk. However, these changes are minor changes. According to the variance decomposition analysis for the container volume variable, approximately 95% of the changes in the container volume up to 5 periods are due to their historical values, while only 5% are due to the geopolitical risk variable. This shows that geopolitical risk has a significant effect on trade, but this effect is very limited. Other factors affecting international trade, such as exchange rate and economic geography, are much more effective. However, geopolitical risk still has a significant impact and it is important and necessary to implement more effective policies to stabilize international trade.

**Keywords:** Risk, International Trade, Consumption, Container Volume, Causality Analysis

## Soft Power Discourses of Turkish Embassies: The Case of Paris, Madrid, Beijing

**Erdal BİLİCİ**

Sakarya University, Türkiye  
erdal.bilici1@ogr.sakarya.edu.tr  
Orcid: 0000-0001-9386-1624

**Simge ÜNLÜ**

Sakarya University, Türkiye  
simgeunlu@sakarya.edu.tr  
Orcid: 0000-0002-0137-4210

**Lütfiye YAŞAR**

Sakarya University, Türkiye  
lutfiye.yasar2@ogr.sakarya.edu.tr  
Orcid: 0000-0001-9008-6415

### ABSTRACT

In this study, the use of Twitter by Turkish embassies is discussed in terms of public diplomacy. This study is aimed to reveal the soft power elements in the Twitter accounts of the Madrid, Beijing, and Paris embassies. This study is essential for determining the soft power elements emphasized in the social media posts of Turkish Embassies. The posts between September 9 and November 9, 2021, have been analysed by discourse and content method in Maxqda program. The analysis result is as follows: The embassies use the public information model on Twitter. In order to promote, the embassies of Madrid, Beijing and Paris have shared the posts in terms of soft power. The content of Twitter shares is for education and cultural diplomacy. Scholarship programs, activities, country promotion and celebration-commemoration are sharing for these types of diplomacy. The frequency of sharing about country promotion, special days and activities for cultural diplomacy differs from each other. The topics covered by the embassies in terms of macro discourse are: activities, press releases and meetings. The shares of the embassies show a bilingualistic language structure. As a result; The embassies' posts on education and cultural diplomacy contribute to Türkiye's soft power diplomacy.

**Keywords:** Public Relations, Public Diplomacy, Twiplomacy, Soft Power, Twitter

## Türkiye Büyükelçiliklerinin Yumuşak Güç Söylemleri: Paris, Madrid, Pekin Örneği

### ÖZET

Bu araştırmada, kamu diplomasisi açısından Türk büyükelçiliklerinin Twitter kullanımları ele alınmaktadır. Çalışmada Madrid, Pekin ve Paris büyükelçiliklerinin Twitter hesaplarındaki yumuşak güç unsurlarını belirlemek amaçlanmaktadır. Çalışma, Türk Büyükelçiliklerin sosyal medya paylaşımlarında vurgulanan yumuşak güç unsurlarının tespit etmesi açısından önem arz etmektedir. Bu bağlamda 9 Eylül-9 Kasım 2021 tarihleri arasındaki paylaşımlar söylem ve içerik metoduyla Maxqda programında analiz edilmiştir. Analiz sonucunda elde edilen sonuçlar şu şekildedir: Elçilikler, Twitter kullanımında kamuoyu bilgilendirme modelini kullanmaktadır. Bu bağlamda Madrid, Pekin ve Paris büyükelçilikleri yumuşak güç kapsamında tanıma ve tanıma misyonuyla paylaşım yaptığı görülmektedir. Twitter paylaşımların içeriği eğitim ve kültür diplomasine yöneliktir. Bu diplomasi türlerine yönelik paylaşımları burs programları, etkinlikler, ülke tanıtımı ve kutlama-anma mesajları oluşturmaktadır. Eğitim diplomasisine yönelik en fazla paylaşımı Madrid büyükelçiliği yapmaktadır. Kültür diplomasisine yönelik ülke tanıtımı, özel günler ve etkinliklerle ilgili paylaşım frekansları gündeme bağlı olarak farklılık göstermektedir. Elçiliklerin makro söylem bağlamında yoğunlaştığı konularsa; etkinlikler, basın açıklaması ve toplantılardır. Büyükelçiliklerin paylaşımları, bilingualistik (iki dilli) bir dil yapısı göstermektedir. Sonuç olarak; büyükelçiliklerin eğitim ve kültür diplomasisine yönelik paylaşımları Türkiye'nin yumuşak güç diplomasisine katkı sağlamaktadır. Bu diplomatik dilde basit, anlaşılır, ikna edici ve bilgilendirmeye yönelik bir tutum bulunmaktadır.

**Anahtar Kelimeler:** Halkla İlişkiler, Kamu Diplomasisi, Twiplomasi, Yumuşak Güç, Twitter



## Aşçılık Öğrencilerinin Turizm Sektöründe Çalışmaya Yönelik Görüşleri

**Öğr. Gör. Dr. Hacı Ahmet ÇAKIR**

Muğla Sıtkı Koçman Üniversitesi

haciahmetcakir@gmail.com

Orcid: 0000-0001-7210-5897

**Rümeysa AKYÜZ**

Muğla Sıtkı Koçman Üniversitesi

rumeysakyuz35@gmail.com

Orcid: 0000-0003-3354-6993

### ÖZET

Bu çalışmada ön lisans düzeyinde aşçılık eğitimi alan öğrencilerin turizm sektöründe çalışmaya yönelik görüşleri değerlendirilmiştir. Bu amaç doğrultusunda çalışmada veri toplama aracı olarak anket kullanılmış ve Muğla Sıtkı Koçman Üniversitesi Aşçılık programlarında öğrenim gören 294 öğrenciye ulaşılmıştır. Verilerin yorumlanmasında betimleyici analizler, mutlak ve yüzde değerler kullanılmıştır. Araştırma sonuçlarına göre öğrencilerin büyük bir çoğunluğu aşçılık programını ilk sırada tercih ettiği anlaşılmaktadır. Öğrencilerin sektörde çalışmaya yönelik bakış açıları; işin doğası, sosyal statü, fiziksel şartlar, maddi olanaklar, terfi olanakları ve sektörel bağlılık olmak üzere altı farklı boyutta değerlendirilmiştir. Boyutlara ilişkin ortalamalar incelendiğinde en yüksek ortalamanın sektörel bağlılık en düşük ortalamanın ise maddi olanaklar boyutuna ait olduğu anlaşılmaktadır. Öğrenciler her ne kadar sektörün fiziki şartları ve maddi imkanları ile ilgili olumsuz görüş bildirmiş olsalar da gelecekte turizm sektöründe çalışmak istediklerini belirtmişlerdir. Araştırmadan elde edilen bulgular ışığında sektöre ve gelecekteki çalışmalara yönelik öneriler sunulmuştur.

**Anahtar kelimeler:** Aşçılık Eğitimi, Mesleki Tutum, Aşçılık Öğrencileri

## Perspectives of Cookery Students on Working in the Tourism Sector

### ABSTRACT

In this research, the perspectives of the students who received cookery education at the associate degree level about working in the tourism sector were evaluated. For this purpose, a survey was used as a data collection tool in the study and 294 students studying at Muğla Sıtkı Koçman University Cookery programs were reached. Descriptive analysis, absolute and percentage values were used in the interpretation of the data. According to the results of the research, it is understood that the majority of the students prefer the cookery program in the first choice. Students' perspectives on working in the sector; The nature of the job, social status, physical conditions, financial opportunities, promotion opportunities and sectoral commitment were evaluated in six different dimensions. When the averages of the dimensions are examined, it is understood that the highest average belongs to the sectoral commitment and the lowest average belongs to the financial opportunities dimension. Although the students expressed negative opinions about the physical conditions and financial opportunities of the sector, they also stated that they would like to work in the tourism sector in the future. According to the findings obtained from the research, suggestions for the sector and future studies were presented.

**Key words:** Cookery Education, Professional Attitude, Cookery Students



## Depresif Bozukluğu Olan Hastalarda İçselleştirilmiş Damgalanmanın Belirleyicileri

**Assoc. Prof. Dr. Pınar Ünal-Aydın \***

International Saraybosna University  
paydin@ius.edu.ba

Orcid: 0000-0002-2297-1057

**Assoc. Prof. Dr. Oryal Taşkın**

Celal Bayar University  
oryaltaskin@yahoo.com

Orcid: 0000-0001-6419-3647

\* Sorumlu Yazar

### ÖZET

Bu çalışmada, depresif bozuklukta hastalık şiddeti ve özelliklerinin, eşlik eden anksiyete varlığının, sosyodemografik özelliklerin ve benlik saygısının içselleştirilmiş damgalanma ile ilişkisinin araştırılması amaçlanmıştır. Hasta grubu Celal Bayar Üniversitesi Psikiyatri polikliniğine ayaktan başvuran Depresif Bozukluk tanısı alan, çalışmaya katılmaya gönüllü olan hastalardan oluşturulmuştur. Yapılandırılmış klinik görüşme sonucu depresif bozukluk saptanan hastalara Ruhsal Hastalıklarda İçselleştirilmiş Damgalanma Ölçeği, Rosenberg Benlik Saygısı Ölçeği ve Beck Depresyon Envanteri hasta tarafından doldurulmuştur. Sosyodemografik veri formu, hastalık veri formu, Hamilton Depresyon Derecelendirme Ölçeği, Hamilton Anksiyete Değerlendirme Ölçeği araştırmacı tarafından uygulanıp doldurulmuştur. Major Depresif Bozukluk tanılı hastaların içselleştirilmiş damgalanma puanları Başka Türü Adlandırılmayan Depresif Bozukluk tanılı hastalara göre anlamlı olarak daha yüksek saptanmıştır. Major Depresif Bozukluk epizodu içinde olanların içselleştirilmiş damgalanma puanları olmayanlara göre anlamlı olarak daha yüksek saptanmıştır. Depresyon ölçek puanları ile içselleştirilmiş damgalanma arasında anlamlı olarak pozitif ilişki saptanmıştır. Benlik saygısı ile içselleştirilmiş damgalanma arasında ters ilişki saptanmıştır. Depresyonlu hastalarda içselleştirilmiş damgalanma düzeyleri, kişinin kendisini damgaladığını gösteren davranışlarla (işten ayrılma, arkadaş ilişkilerinde bozulma, psikiyatrik hastalığını veya tedavisini gizleme gereksinimi gibi) ilişkilidir. Kuramsal açıdan depresyonun da kişiyi hem kendisini hem yaşamı hem de geleceği olumsuz değerlendirmeye eğilimli hale getirdiği için içselleştirilmiş damgalanmayı artıracak gibi artan içselleştirilmiş damgalanmanın da kişiyi daha depresif bir tabloya sokabileceği düşünülebilir. İçselleştirilmiş damgalanma yüksekliği benlik saygısı düşüklüğü ile anlamlı olarak ilişkili bulunmuştur. Başlangıçtaki benlik saygısı düşüklüğünün daha sonraki takipte artmış içselleştirilmiş damgalanma düzeyini öngördüğü de bildirilmiştir. İçselleştirilmiş damgalanma ruhsal hastalığa sahip bireylerin hayatlarındaki birçok alanı etkilemektedir.

**Anahtar Kelimeler:** İçselleştirilmiş Damgalanma, Depresyon, Benlik Saygısı

## The Determinants of Internalized Stigma in Patients with Depressive Disorder

### ABSTRACT

In this study, our aim is to investigate the relationship between symptom severity and characteristics of disease, presence of comorbid anxiety, sociodemographic variables and self-esteem in depressive disorders with internalized stigma. Patients, referred to Celal Bayar University Psychiatry Unit diagnosed with depressive disorder and voluntary for, were included to the study. First of all, clinical interviews were made to patient group and diagnosed accordingly. Then, sociodemographic data form and psychiatric disorder data form were applied. Hamilton Anxiety Scale, Hamilton Depression Scale were applied by the interviewer. Internalized Stigma of Mental Illness Scale, The Rosenberg Self-esteem Scale and Beck Depression Inventory were applied by self-



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reporting. People with major depression's internalized stigma was significantly higher of those with depressive disorder not otherwise specified. People in major depression episode's internalized stigma was significantly higher of those not in the episode. Depression scales and internalized stigma were significantly associated. There was a negative significant correlation between self-esteem and internalized stigma. . Internalized stigma is associated with higher depression symptom severity, anxiety level and lower self-esteem. Reduced self-esteem is a known consequence of higher internalized stigma. But as we know from the current studies there is bidirectional relationship between depression and internalized stigma; between internalized stigma and self-esteem. Internalized stigma worsens self-esteem, social relationships, treatment adherence, seek help for treatment and causes delay in the mental illness treatment. Internalized stigma is more useful and malleable while monitoring a person's clinic than public stigma or perceived stigma. Treatment approaches that focus on reducing internalized stigma may be able to reverse the negative outcomes of this concept.

**Keywords:** Internalized Stigma, Depression, Self-esteem

## ARCS Öğretim Tasarımı Modeli Temelinde İngilizce Dersi İçin Bir Öğretim Tasarımı Örneği

**PhD Student Turan PALABIYIK**

Dicle University  
turanpalabiyik@gmail.com  
Orcid: 0000-0003-3799-5008

**Prof. Dr. Behçet ORAL**

Dicle University  
oralbehcet@gmail.com  
Orcid: 0000-0002-6885-1683

### ÖZET

Öğrenme, bireyin çevresiyle etkileşime girmesini sonucunda elde ettiği kazanımlar olup kişinin hayatını etkileyen ve ömür boyu devam eden önemli bir süreçtir. Bu süreç, teknoloji, bireyin öğrenme ihtiyacı, öğretime sağlanan olanakların, öğrenen ve öğretmenin rolü gibi birçok değişkenden etkilenmekte ve akılcı, verimli, planlı bir öğretim tasarımını gerektirmektedir. İngilizce öğretiminde çok önemli olan isteklendirme, ilgi, dikkat çekme gibi durumları merkez odak noktasına alan ARCS öğretim tasarımı modeli temelinde örnek bir ünitenin hazırlanması bu çalışmanın amacı olarak belirlenmiştir. Bu nedenle ARCS öğretim tasarımı modeliyle ilgili alan yazın incelemesi yapıldıktan sonra modelin yapısı ve basamaklarıyla ilgili bilgi verilip, bu yapı ve basamaklara uygun olarak örnek bir ünite hazırlanmıştır. Bu çalışma, deneysel desen mantığına göre düzenlenmiş olup, öğrenme öğretme süreci dikkate alınarak uygulamaya konması hedeflenen öğretim tasarımı geliştirilmiştir. Ancak pandemi koşullarının getirdiği olumsuzluklar sebebiyle uygulama aşamasına geçilememiştir. Arcs öğretim tasarımı merkeze alarak yapılan çalışmaların sonuçlarına bakıldığında, motivasyonun yabancı dil öğretiminde oldukça önemli bir yere sahip olduğu görülmektedir. Arcs öğretim tasarımı modelinin duygusal ve sosyal etki açısından öğrencileri olumlu yönde etkilediği ve öğrencilerde öğretim motivasyonunu artırdığı sonucu elde edilmiştir. Bu çalışmada ele alınan ARCS öğretim tasarımı modeli, öğrencilerin İngilizce öğrenimi için motivasyonlarını artırıcı, özgüvenlerini ve çalışmak isteklerini destekleyici, ayrıca öğrencilere güven içinde öğrenme ihtiyaçlarını karşılayıcı bir öğretim sunması beklenmektedir.

**Anahtar Kelimeler:** Arcs Öğretim Tasarımı Modeli, İngilizce Dersi Öğretim Tasarımı, İngilizce Dersi Örnek Bir Ünite, Motivasyon

## Preparing a Unit for English Lesson Based on The ARCS Instructional Design Model

### ABSTRACT

Learning is the gains that an individual obtains as a result of interacting with his environment, and it is an important process that affects a person's life and continues throughout his life. This process is affected by many variables such as technology, the individual's learning needs, the opportunities provided for teaching, the role of the learner and the teacher, and requires a rational, efficient and planned instructional design. The aim of this study is to prepare a sample unit based on the ARCS instructional design model, which focuses on situations such as motivation, interest and attention, which are very important in English teaching. For this reason, after reviewing the literature on the ARCS instructional design model, information about the structure and steps of the model was given, and a sample unit was prepared in accordance with this structure and steps. This study has been organized according to the experimental design logic, and an instructional design aimed to be put into practice has been developed, taking into account the learning-teaching process. However, due to the negativities brought by the pandemic conditions, the implementation phase could not be started. When we look at the results of the studies that are based on Arcs instructional design, it is seen that motivation has a very important place in foreign language teaching. It was concluded that the Arcs instructional design model positively affected students in terms of



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emotional and social impact and increased the motivation of instruction in students. The ARCS instructional design model discussed in this study is expected to provide an education that will increase students' motivation for learning English, support their self-confidence and their willingness to work, and also meet students' learning needs with confidence.

**Answer Key:** Arcs Instructional Design Model, English Lesson Instructional Design, An Example Unit of English Lesson, Motivation

## Üniversite Öğrencilerinin Gönüllülük Çalışmalarına İlişkin Görüşleri: Bir Fenomenoji Araştırması

**Lecturer Yasemin İBİŞ**

Yozgat Bozok University

yasemin.ibis@yobu.edu.tr

Orcid: 0000-0001-9542-9288

### ÖZET

Bu araştırmada, bir devlet üniversitesinde gönüllülük çalışmaları dersi alan öğrencilerin gönüllülük çalışmalarına ilişkin görüş ve deneyimlerinin ortaya çıkarılması amaçlanmıştır. Araştırma nitel araştırma yöntemlerinden fenomenolojiye (olgubilim) dayalı olarak tasarlanmıştır. Araştırmanın çalışma grubu 2021-2022 eğitim öğretim bahar döneminde “Gönüllük Çalışmaları” dersini alan 25 üniversite öğrencisinden oluşmaktadır. Bu araştırmada seçkisiz olmayan örnekleme yöntemlerinden amaçsal örnekleme yöntemi kullanılmıştır. Araştırma kapsamındaki veriler açık uçlu sorulardan oluşturulmuş yarı yapılandırılmış görüşme formları kullanılarak elde edilmiştir. Araştırmadan elde edilen veriler içerik analiz tekniği ile analiz edilmiştir. Araştırma sonucunda, öğrencilerin gönüllülük kavramına ilişkin görüşlerinin; toplumsal hizmet ve karşılıksız yapılan iyilik ve olumlu duygularla ilgili olduğu tespit edilmiştir. Gönüllük çalışmalarının öğrencilerin yaşam doyumlarını artırma, öz değer geliştirmesi ve sosyalleşmesi gibi yararları olduğu bulunmuştur. Gönüllük çalışmalarına katılımda en fazla içsel motivasyonlarının etkili olduğu görülmüştür. Öğrencilerin gönüllük çalışmalarının yaygınlaştırılması ve tanıtımına yönelik öneriler geliştirilmiştir.

**Anahtar Kelimeler:** Gönüllülük, Gönüllük Çalışmaları, Farkındalık

## Opinions of University Students on Voluntary Studies: A Phenomenology Research

### ABSTRACT

In this research, it is aimed to reveal the opinions and experiences of the students who take a volunteer studies course at a state university. The research was designed based on phenomenology (phenomenology), one of the qualitative research methods. The study group of the research consists of 25 university students who took the "Volunteering Studies" course in the 2021-2022 academic year. Purposive sampling method, one of the non-random sampling methods, was used in this study. The data within the scope of the research were obtained by using semi-structured interview forms consisting of open-ended questions. The data obtained from the research were analyzed with the content analysis technique. As a result of the research, the opinions of the students on the concept of volunteering; It has been determined that it is related to social service and unrequited kindness and positive emotions. It has been found that volunteer work has benefits such as increasing students' life satisfaction, developing self-worth and socialization. It has been observed that internal motivations are the most effective in participation in volunteering activities. Developed suggestions for the dissemination and promotion of students' volunteer work.

**Keywords:** Volunteering, Volunteering, Awareness

## Kalite Yöneticilerinin Gözünden Yükseköğretimde Kalite Çalışmalarının Nedenleri

**Dr. Kürşat TAŞTAN**

Ordu University  
kursattastan@hotmail.com  
Orcid: 0000-0002-9476-4305

**Dr. Öğr. Üyesi Nalan SABİR TAŞTAN**

Ordu University  
nalantastan@hotmail.com  
Orcid: 0000-0002-5833-4498

### ÖZET

Yükseköğretim Kalite Kurulu (YÖKAK), Türkiye'nin yükseköğretim alanındaki ulusal kalite güvence ajansıdır. 2015 yılında kurulan YÖKAK, yükseköğretim kurumlarının dış değerlendirmesini yapmak, akreditasyon kurumlarının yetkilendirme ve tanıma süreçlerini koordine etmek ve Kalite Güvencesi kültürünün yükseköğretim kurumlarında içselleştirilmesini ve yayılmasını sağlamakla sorumludur. Çalışmada, yükseköğretim kurumlarında kalite yönetiminin uygulanmasından sorumlu en üst düzey yöneticilerin YÖKAK'ın ve görev yaptıkları kurumun kalite çalışmalarının nedenlerine yönelik algıları ve YÖKAK'ın çalışmalarını başarılı bulup bulmadıkları belirlenmeye çalışılmıştır. Çalışmanın verileri, 2020 yılında Türkiye'de faaliyet gösteren 155 üniversiteden 193 katılımcıdan kapalı ve açık uçlu soruların yer aldığı bir anket ile toplanmıştır. 2 kapalı, 2 açık uçlu olmak üzere toplam 4 soru bilgisayar destekli nitel veri analiz yazılımı MAXQDA Analytics Pro 2020 kullanılarak betimsel analiz yöntemi ile analiz edilmiştir. Sonuçlar, YÖKAK'ın ve üniversitelerin kalite çalışmalarının nedenlerinin genel olarak üniversitelerdeki kaliteyi artırmak ve Türk yükseköğretimini geliştirerek dünya standartlarına ulaştırmak olarak betimlenmiştir. Çalışmada, YÖKAK'ın yürüttüğü kalite çalışmaları genel olarak katılımcılar tarafından etkili ve verimli bulunurken, kalite çalışmalarının Türk Yükseköğretim Kurumlarını Avrupa standartlarında eğitim kurumlarına dönüştüreceği inancı ise oldukça yüksek düzeydedir.

**Keywords:** YÖKAK, Yükseköğretimde Kalite, Kalite Güvencesi, Yükseköğretim, Kalite Yönetimi

## Reasons for Quality Studies in Higher Education from the Perspective of Quality Managers

### ABSTRACT

Turkish Higher Education Quality Council (THEQC) is Türkiye's national quality assurance agency in the field of higher education. Founded in 2015, THEQC is responsible for external evaluation of higher education institutions, coordinating the authorization and recognition processes of accreditation institutions, and ensuring the internalization and diffusion of the Quality Assurance culture in higher education institutions. In the study, it was tried to determine the perceptions of the top-level managers responsible for the implementation of quality management in higher education institutions about the reasons for the quality studies of THEQC and their institutions, and whether they found the studies of THEQC successful. The data of the study were collected from 193 participants from 155 universities operating in Turkey in 2020, with a questionnaire including closed and open-ended questions. A total of 4 questions, 2 closed and 2 open-ended, were analyzed with the descriptive analysis method using the computer-aided qualitative data analysis software MAXQDA Analytics Pro 2020. The results are described as; the reasons for the quality studies of THEQC and universities are to increase the quality of universities in general and to improve Turkish higher education to world standards. In the study, while the quality studies carried out by THEQC are generally found to be effective and efficient by the participants, the belief that quality studies will transform Turkish Higher Education Institutions into educational institutions at European standards is at a very high level.

**Keywords:** THEQC, Quality in Higher Education, Quality Assurance, Higher Education, Quality Management



## Çağımızın Yeni Sorunu Teknoloji Bağımlılığı

**Assoc. Prof. Dr. Fadime DİLBER**

Karamanoğlu Mehmetbey University

fdilber@kmu.edu.tr

Orcid: 0000-0002-0935-2593

### ÖZET

Günümüzde teknolojik alandaki hızlı gelişmeler bireylerin yaşam şekillerinde çok etkili değişimler getirmiştir. Sosyal, ekonomik, siyasi vb. birçok alanda oluşan bu değişim birçok kolaylığı da beraberinde getirmiştir. Özellikle internet ve akıllı telefonların hayatımıza girmesi ile değişim daha da hızlanmıştır. Teknolojinin bize sunduğu kolaylıkların yanında bazı olumsuzlukları da beraberinde getirmiştir. Toplumda insan ilişkileri, sosyal yaşam tarzlarını, tüketim biçimlerini bile değiştirmiştir. Teknoloji ve internetin bilinçli olmayan, kontrolsüz bir şekilde kullanımına bağlı olarak ortaya çıkan davranışsal bağımlılıklar; aşırı teknoloji kullanımı kişisel, sosyal, ailevi, eğitimsel, mesleki ve diğer yaşamsal alanlarda dikkat çekici bazı bozulmalara yol açabilmektedir. Bu çalışmada bağımlılık, teknoloji bağımlılığı hakkında literatür taraması yapılarak teknoloji bağımlılığının nedenleri ve çözüm önerileri ortaya konmaya çalışılmıştır.

**Anahtar Kelimeler:** Teknoloji, Teknoloji Bağımlılığı, İnternet

## New Problem of Our Age Technology Addiction

### ABSTRACT

Today, rapid developments in the field of technology have brought very effective changes in the lifestyles of individuals. Social, economic, political etc. This change, which has occurred in many areas, has brought many conveniences. Especially with the introduction of the internet and smart phones into our lives, the change has accelerated. In addition to the conveniences that technology offers us, it has also brought some negativities. Human relations in society have even changed social lifestyles and consumption patterns. Behavioral addictions that arise due to the unconscious and uncontrolled use of technology and the internet; Excessive use of technology can lead to some remarkable deterioration in personal, social, family, educational, professional and other vital areas. In this study, the causes of technology addiction and solution suggestions were tried to be revealed by scanning the literature on addiction and technology addiction.

**Keywords:** Technology, Technology Addiction, Internet

## Türkiye’deki Lise Coğrafya Dersi Öğretim Programlarında ve Ders Kitaplarında İklim Değişikliği: Taksonomik Bir Analiz

**Prof. Dr. Eyüp ARTVİNLİ**

Eskişehir Osmangazi University

eartvinli@ogu.edu.tr

Orcid: 0000-0002-0502-5720

**Araş. Gör. Leyla DÖNMEZ**

Eskişehir Osmangazi University

leyladonmezogu@gmail.com

Orcid: 0000-0002-5785-2058

### ÖZET

Özellikle son zamanlarda gerek küresel ölçekte gerekse yerel ölçekte dünyadaki iklim değişikliği ön plana çıkmıştır. Buna paralel olarak iklim değişikliğine karşı alınmakta olan önlemler, kampanyalar, uluslararası antlaşmalar ve bunların getirdikleri tartışılmaktadır. İklim değişikliğinin bir boyutunu da eğitim oluşturmaktadır. Küresel anlamda iklim değişikliği eğitimi neyi hedeflemektedir, hangi materyal ve eğitimsel kanalları kullanmaktadır gibi sorular ilk akla gelenlerdir. Gerek ortaokul ve gerekse liselerde iklim değişikliği eğitiminin ele alınması gereken derslerden birisi de coğrafya dersidir. Bu çalışmanın amacı da lise coğrafya öğretim programlarında ve ders kitaplarında ne tür iklim değişikliği kazanımları ve etkinliklerinin yer aldığını araştırmak ve bu kazanım ile etkinliklerin bilişsel düzeyin hangi taksonomik basamaklarında yer aldığını tespit etmektir. Çalışma yürütülürken içerik analiz yaklaşımı kullanılmıştır. Araştırmanın veri kaynakları olarak lise coğrafya deri öğretim programı ve 2022-2023 yılı eğitim öğretim yılında okutulması uygun görülen lise coğrafya ders kitapları doküman incelenmesi yoluyla analiz edilmiştir. Elde edilen sonuçlara göre lise dersi coğrafya dersi öğretim programında “iklim değişikliği” kavramına veya “küresel ısınma” kavramına hiç yer verilmemiştir. Ancak “iklim değişikliği” kavramının işlenebileceği ve “iklim” kavramının yer verildiği değişik kazanımlara yer verilmiştir. Ancak bu kazanımlar ver lise dersi coğrafya ders kitaplarında yer verilen etkinliklerin çok büyük bir bölümü üst düzey bilişsel basamaklarda yer almayıp, daha ziyade alt düzey bilişsel düzey basamaklarında yer almaktadır. Bu nedenle lise coğrafya dersi öğretim programının güncellenmesi ve iklim değişikliğinin tüm boyutlarına yer verilen, ayrıca ülkemizin iklim değişikliğinden etkilenme konusundaki farklı bakış açılarına yer veren kazanımlar geliştirilmesi, ders kitaplarının da buna göre yeniden güncellenmesi önerilmektedir.

**Anahtar Kelimeler:** İklim Değişikliği, Lise Coğrafya Öğretim Programı, Lise Coğrafya Ders Kitapları, Bloom Taksonomisi, Türkiye

## Climate Change in High School Geography Curriculum and Textbooks in Türkiye: A Taxonomic Analysis

### ABSTRACT

Especially recently, climate change in the world has come to the fore both on a global and local scale. Parallel to this, the measures taken against climate change, campaigns, international agreements and their implications are discussed. One dimension of climate change is education. What does climate change education aim at in a global sense, which materials and educational channels it uses, are the first questions that come to mind. One of the courses that should be dealt with in climate change education in both secondary and high schools is geography. The aim of this study is to investigate what kind of climate change achievements and activities are included in high school geography curricula and textbooks, and to determine in which taxonomic steps of the cognitive level these achievements and activities take place. Content analysis approach was used while conducting the study. As





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the data sources of the research, the high school geography leather curriculum and the high school geography textbooks deemed appropriate to be taught in the 2022-2023 academic year were analyzed through document review. According to the results obtained, the concept of "climate change" or the concept of "global warming" was not included in the high school geography course curriculum. However, different achievements in which the concept of "climate change" can be processed and the concept of "climate" are included are included. However, most of the activities included in these acquisitions and high school geography textbooks do not take place in high-level cognitive levels, but rather in lower-level cognitive levels. For this reason, it is recommended to update the high school geography curriculum and to develop achievements that include all aspects of climate change, as well as different perspectives on the impact of climate change in our country, and to update the textbooks accordingly.

**Keywords:** Climate Change, High School Geography Curriculum, High School Geography Textbooks, Bloom Taxonomy, Türkiye

## İş Yaşamında Kadına Yönelik Psikolojik Şiddet: Kraliçe Arı Sendromu- Pembe Taciz

**Merve YILDIRIMOĞLU**

Necmettin Erbakan University  
merveduvarci@yahoo.com.tr  
Orcid: 0000-0002-5306-8610

**Assoc. Prof. Dr. Ebru ERTÜRK**

Necmettin Erbakan University  
ebruerturk@erbakan.edu.tr  
Orcid: 0000-0002-5256-2203

### ÖZET

Toplumun kadına ve erkeğe biçtiği roller sebebiyle eşitlik/eşitsizlik kavramları son dönemde oldukça vurgulanmakta, bu bağlamda “toplumsal cinsiyet kavramı” öne çıkmaktadır. Bireylerin cinsiyetçi rollerinin ön planda olduğu bir dünyada, iş hayatında cinsiyete dayalı mesleki ayrımcılıktan söz etmemenin imkanı bulunmamaktadır. Örgütsel basmakalıp yargılar nedeniyle psikolojik baskıya uğrayan kadınlar, yönetimde belirli bir kademeye gelebilmek veya bulunduğu konumu korumak gibi nedenlerle bazı olumsuz davranışlar sergilemektedir. Kadın çalışanların başka kadın çalışan ya da yöneticilerden gördükleri mobbing davranışları, "pembe taciz" olarak tanımlanmıştır. Otorite pozisyonundaki kadının astları olan kadınlara daha eleştirel yaklaşması olarak tanımlanan kavram ise “Kraliçe Arı Sendromu” olarak literatürde yer almaktadır. Bu sendrom bireysel ve profesyonel başarıya sahip olan kadınların, diğer kadınların kariyer yolunda ilerlemelerine engel olmasını ve kendi cinsiyetlerinden gelen rekabete tahammülsüz olma eğilimlerini ifade etmekte, hemcinslerine erkeklerden daha kötü davranan otorite veya güç sahibi kadınları kapsamaktadır. Bu kavramın tarihteki en önemli örneği olarak İngiltere'nin ilk kadın başbakanı Margaret Thatcher gösterilmektedir. Bu çalışmada, yönetici kadınların hemcinslerine uyguladığı olumsuz tutumlardan olan “Kraliçe Arı Sendromu” ve “Pembe Taciz” kavramları, nedenleri ve etkileriyle cinsiyet ayrımı çerçevesinde incelenmiştir.

**Anahtar Kelimeler:** Toplumsal Cinsiyet Ayrımı, Psikolojik Baskı, Mobbing, Kraliçe Arı Sendromu, Pembe Taciz

## Psychological Violence Against Women at Work: Queen Bee Syndrome-Pink Abuse

### ABSTRACT

The concepts of equality/inequality have been emphasized a lot lately due to the roles that society assigns to women and men, and in this context, the concept of "gender" comes to the fore. In a world where the sexist roles of individuals are at the forefront, it is impossible not to talk about occupational discrimination based on gender in business life. Women, who are subjected to psychological pressure due to organizational stereotypes, exhibit some negative behaviors for reasons such as reaching a certain level in the management or maintaining their position. The mobbing behaviors that female employees see from other female employees or managers are defined as "pink harassment". The concept, which is defined as the more critical approach of women in the position of authority to their subordinates, is included in the literature as "Queen Bee Syndrome". This syndrome refers to the tendency of women with personal and professional success to prevent other women from progressing in their career path and to be intolerant of competition from their own sex, and includes women with authority or power who treat their fellow women worse than men. Margaret Thatcher, the first female prime minister of England, is shown as the most important example of this concept in history. In this study, the concepts of "Queen Bee Syndrome" and "Pink Harassment", which are the negative attitudes of executive women towards their fellows, were examined within the framework of gender discrimination with their causes and effects.

**Keywords:** Gender Discrimination, Psychological Pressure, Mobbing, Queen Bee Syndrome, Pink Harassment



## Türkiye’deki Ortaokul Sosyal Bilgiler Dersi Öğretim Programlarında ve Ders Kitaplarında İklim Değişikliği: Taksonomik Bir Analiz

**Prof. Dr. Eyüp ARTVİNLİ**

Eskişehir Osmangazi University  
eartvinli@ogu.edu.tr  
Orcid: 0000-0002-0502-5720

**Araş. Gör. Leyla DÖNMEZ**

Eskişehir Osmangazi University  
leyladonmezogu@gmail.com  
Orcid: 0000-0002-5785-2058

### ÖZET

9 Ağustos 2021’de çevrim içi olarak yayınlanan Birleşmiş Milletler, Hükümetler Arası İklim Değişikliği Paneli (IPCC)’nin 6’ncı Değerlendirme Raporu’na göre iklim değişikliği yaygın şekilde görülmekte ve artarak hızla ilerlemektedir. Türkiye Sürdürülebilir Kalkınma Amaçları’ndan 13 numaralı sürdürülebilir kalkınma amacı olarak “İklim Eylemi” uygulamaya konmuştur. Bu eylemin 3 numaralı amacı olarak “İklim değişikliği azaltım, iklim değişikliğine uyum, etkinin azaltılması ve erken uyarı konularında eğitimin, farkındalık yaratmanın ve insani ve kurumsal kapasitenin geliştirilmesi” ne yer verilmektedir. Kuşkusuz böyle bir eğitimin öğrencilere erken yaşlarda verilmesi ve iklim değişikliğine karşı sağlam bir temele dayanan farkındalık oluşturmaları önemlidir. Bu çalışmanın amacı da iklim eylemi sürdürülebilir kalkınma amacına hizmet etmek üzere Türkiye’deki ortaokul sosyal bilgiler öğretim programlarında ve ders kitaplarında ne tür iklim değişikliği kazanımları ve etkinliklerinin yer aldığını araştırmak ve bu kazanım ile etkinliklerin bilişsel düzeyin hangi taksonomik basamaklarında yer aldığını tespit etmektir. Çalışma yürütülürken yöntem olarak nitel yaklaşımlardan içerik analizi kullanılmıştır. Araştırmanın veri kaynakları olarak ortaokul sosyal bilgiler öğretim programı ve 2022-2023 yılı eğitim öğretim yılında okutulması uygun görülen ortaokul sosyal bilgiler ders kitapları kullanılmıştır. Söz konusu kaynaklar doküman incelenmesi yoluyla analiz edilmiştir. Elde edilen sonuçlara göre ortaokul sosyal bilgiler dersi öğretim programında “iklim değişikliği” kavramına veya “küresel ısınma” kavramına hiç yer verilmemiştir. Ancak “iklim değişikliği” kavramının işlenebileceği ve “iklim” kavramının yer verildiği değişik kazanımlara yer verilmiştir. Ancak bu kazanımlar ile ders kitaplarında yer verilen etkinliklerin çok büyük bir bölümü üst düzey bilişsel basamaklarda yer almayıp, daha ziyade alt düzey bilişsel basamaklarda yer almaktadır. Bu nedenle ortaokul sosyal bilgiler dersi öğretim programının güncellenmesi ve iklim değişikliğinin tüm boyutlarına yer verilen, ayrıca ülkemizin iklim değişikliğinden etkilenme konusundaki farklı bakış açılarına yer veren kazanımlar geliştirilmesi, ders kitaplarının da buna göre yeniden güncellenmesi önerilmektedir.

**Anahtar Kelimeler:** İklim Değişikliği, Ortaokul Sosyal Bilgiler Öğretim Programı, Sosyal Bilgiler Ders Kitapları, Bloom Taksonomisi, Türkiye

## Climate Change in the Curriculum and Textbooks of Secondary School Social Studies Courses in Türkiye: A Taxonomic Analysis

### ABSTRACT

According to August 9, 2021, the 6th Assessment Report of the United Nations Intergovernmental Panel on Climate Change (IPCC), published online, climate change is widespread and Decelerating rapidly. “Climate Action” has been added to the application as sustainable development goal No. 13 of the Sustainable Development Goals of Türkiye. As the number 3 aim of this action, “Education, awareness-raising and development of humanitarian and institutional capacity on climate change mitigation, adaptation to climate change, mitigation of the impact and early warning” are included. Undoubtedly, it is important that such an education is given to students



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at an early age and that they form awareness based on a solid foundation against climate change. The aim of this study to serve the purpose of Sustainable Development, Climate Action, climate change in Türkiye, the secondary school social studies curriculum and textbooks, and investigate what kind of activities are located where the objectives and activities with this acquisition is to determine where the steps is located on the cognitive level, which is taxonomic. Content analysis from qualitative approaches was used as a method in the study. Secondary school social studies curriculum and secondary school social studies textbooks deemed appropriate to be taught in the academic year of 2022-2023 were used as data sources of the research. These sources have been analyzed through document analysis. According to the results obtained, the concept of “climate change” or the concept of “global warming” has never been included in the curriculum of the secondary school social studies course. However, the concept of” climate change“can be processed and various achievements in which the concept of ”climate“ is included are given. However, with these gains, a very large part of the activities included in textbooks are not on the high-level cognitive steps, but rather on the lower-level cognitive steps. For this reason, it is proposed to update the curriculum of the secondary school social studies course and to develop achievements that include all dimensions of climate change, as well as different perspectives on the impact of climate change on our country, and to update the textbooks.

**Keywords:** Climate Change, Secondary School Social Studies Course Curriculum, Social Studies Textbooks, Bloom Taxonomy, Türkiye



## Geleceğin Pazarlaması: Metaverse Pazarlama

**Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI**

Mersin University, Turkey  
inci.erdogan@mersin.edu.tr  
Orcid: 0000-0002-4101-7111

**Assist. Prof. Dr. Ramazan ASLAN**

Adıyaman University, Turkey  
ramazanaslan@adiyaman.edu.tr  
Orcid: 0000-0002-1427-8543

### ÖZET

Son zamanların moda terimleri arasında yerini alan “metaverse” kavramı, teknoloji endüstrisinin de hedefi haline gelmiştir. Dünyaca bilinen büyük markalar dahi bu fütüristik fikri benimseyerek yeniden markalaşma sürecine girmektedirler. İnternet, uygulamalar, donanım ve yazılımlar ile sosuz, birbirine bağlı ve içine girilebilecek bir sanal dünya olarak ifade edilen metaverse, kullanıcılara ikiz bir evrende sanal hayatlarını fiziksel hayatlarını yaşadıkları gibi yaşayabilme olanağı sunmaktadır. Bu yeniliklerin yanı sıra, metaverse teknolojisi pazarlama dünyasına da kısa bir süre öncesine kadar hayal dahi edilemeyen yenilikler getirmektedir.

Bu çalışmada metaverse teknolojisi ve vaat ettiği olanaklar ele alınarak metaverse pazarlamaya detaylı bir bakış yapmak, iş dünyasının ve kullanıcıların bu yeni teknolojiye hazır olup olmadıklarını tüm avantajları ve dezavantajları ile incelemek ve pazarlamanın yakın geleceğini ortaya koymak amaçlanmıştır.

**Anahtar Kelimeler:** Pazarlama, Dijital Pazarlama, Metaverse, Metaverse Pazarlama

## MARKETING OF THE FUTURE: METAVERSE MARKETING

### ABSTRACT

The concept of "metaverse", which has taken its place among the fashion terms of recent times, has also become the target of the technology industry. Even world-renowned big brands adopt this futuristic idea and enter the rebranding process. The metaverse, which is expressed as an endless, interconnected and accessible virtual world with the Internet, applications, hardware and software, offers users the opportunity to live their virtual lives in a twin universe as they live their physical lives. In addition to these innovations, metaverse technology brings innovations to the marketing world that were unimaginable until a short time ago.

In this study, it is aimed to take a detailed look at metaverse marketing by considering metaverse technology and the opportunities it promises, to examine whether the business world and users are ready for this new technology with all its advantages and disadvantages, and to reveal the near future of marketing.

**Keywords:** Marketing, Digital Marketing, Metaverse, Metaverse Marketing

## Rusya-Ukrayna Savaşı: Haber Görsellerinde Liderlerin Temsili

**Dr. Aydın KAYMAK**

Sivas Cumhuriyet Üniversitesi

aydin-kaymak@hotmail.com

Orcid: 0000-0001-8534-9516

**Dr. Öğr. Üyesi Aziz COŞKUN**

Bitlis Eren Üniversitesi

azizcosknn@hotmail.com

Orcid: 0000-0002-8486-8266

### ÖZET

Bu çalışmanın konusu, Rusya-Ukrayna savaşında haber görsellerinde liderlerin nasıl temsil edildiği ve bu temsille hangi mesajların verildiğidir. Konuyla ilgili olarak yapılan literatür taramasında, bu savaş özelinde liderlik mefhumunun medya organlarınca nasıl ele alındığına yönelik herhangi bir çalışmaya rastlanmamıştır. Çalışmanın amacı, bu önemden hareketle Rusya-Ukrayna savaşıyla ilgili haberlerde yer alan görsellerde liderlerin nasıl temsil edildiği, nasıl bir liderlik imajı yaratıldığı ve hangi mesajların verildiğinin deşifre edilmesidir. Belirlenen amaçlar doğrultusunda çalışmada yedi farklı haber sitesinden sekiz adet görsel, örneklem olarak seçilmiştir. Seçilen görseller, Amerikalı dilbilimci Charles Sanders Peirce'in görüntüsel gösterge, belirti ve simge kavramları esas alınarak göstergebilimsel analiz yöntemiyle incelenmiştir. Çalışma sonucunda, Rusya devlet başkanı Putin'in düşmanca ve saldırgan eğilimler gösterdiği, buna karşın Ukrayna devlet başkanı Zelenski'nin müzakereden yana olduğu, Putin'in saldırılarına karşı Zelenski'nin ülkesini kararlılıkla savunacağı şeklinde mesajlar verildiği tespit edilmiştir. İlgili görseller liderlik imajı açısından değerlendirildiğinde; Putin kendinden emin, tehditkâr, işgalci, saldırgan, sinsî, ruh hali karmaşık, hezimete uğramış, kin, nefret ve düşmanlık dolu, stratejik hedeflerinden başka bir şeyi gözü görmeyen, acımasız, müzakereye karşı olarak temsil edilmektedir. Zelenski ise kendinden emin, kararlı, sağduyulu, cesur, savaşçı ruhlu, samimi, halkının yanında, vatansever, müzakereci bir lider olarak ön plana çıkmaktadır.

**Anahtar Kelimeler:** Rusya-Ukrayna savaşı, Lider, liderlik imajı, Liderlerin temsili, Göstergebilim

## Monthly Automobile Sales Prediction In Russia-Ukraine War: Leaders' Representation In News Images

### ABSTRACT

The subject of this study is to examine how the perception of leadership is represented in the media in the Russia-Ukraine war through news images. In the literature review on the subject, no study was found on how the concept of leadership was handled by the media in this particular war. In light of this importance, the study aims to decipher how the leaders were represented in the images covered in the news reports about the Russia-Ukraine war, what kind of leadership image was created and what messages were given. For this purpose, eight images from seven different news sites were selected as samples. The selected images were examined using an indicative scientific analysis based on the visual indicator, symptom and symbol notions of American linguist Charles Sanders Peirce. The study revealed that Russian President Putin displayed hostile and aggressive tendencies, whereas Ukrainian head of state Zelenski favoured the negotiation, while messages were given that Zelenski would defend his country with determination against Putin's attacks. The relevant visuals were also evaluated in terms of leadership image. Accordingly; Putin was represented as self-assured, threatening, invasive, aggressive, devious, mood-complex, discouraged, hateful, hostile, unseeing anything other than his strategic goals, and cruel to negotiation. Zelenski stood out as a confident, determined, prudent, brave, warrior-spirited, sincere, being side of his people, patriotic and negotiating leader.

**Keywords:** Russia-Ukraine War, Leader, Leadership Image, Representation of Leaders, Semiology

## Ağızdan Ağıza Pazarlama Stratejisinin Üniversite Öğrencilerinin Mağaza Tercihlerine Etkisi Üzerine Bir Araştırma: Adıyaman Üniversitesi Örneği

**Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI**

Mersin University, Turkey  
inci.erdogan@mersin.edu.tr  
Orcid: 0000-0002-4101-7111

**Assist. Prof. Dr. Ramazan ASLAN**

Adıyaman University, Turkey  
ramazanaslan@adiyaman.edu.tr  
Orcid: 0000-0002-1427-8543

### ÖZET

İşletmeler gelişen teknoloji ile birlikte çevrimiçi satışlara yönelmelerine rağmen hala müşterilere en rahat ulaşabilecekleri yol mağazalardır. Artan mağaza sayıları tüketicilerin satın alma süreçlerinde kararsızlığa neden olmaktadır. Bu yüzden satın alma sürecinde tercih yaparken farklı bilgi kaynaklarına başvurumaktadırlar. Ağızdan ağıza pazarlama stratejisi, tüketicilerin bir işletme veya ürünle ilgili bilgilerini diğer tüketicilere aktarması olarak ifade edilmektedir. Ağızdan ağıza iletişim yoluyla çevrelerinden elde ettikleri bilgiler doğrultusunda mağaza tercihi yapmaktadırlar.

Günümüzde üniversite öğrencileri her ne kadar elektronik ortamdaki etkilenmeler de çevrelerinden de etkilenmekte ve bir mağaza tercihi yapmadan önce etrafındaki farklı bilgi kaynaklarına başvurumaktadırlar. Bu doğrultuda, ağızdan ağıza pazarlamanın üniversite öğrencilerinin satın alma karar süreçlerine etkisini ölçmek amacıyla Adıyaman Üniversitesinde eğitim gören 428 öğrenciye anket formu uygulanmıştır. Araştırmada elde edilen veriler SPSS istatistiksel veri analizi programı yardımıyla analiz edilmiş ve yorumlanmıştır. Çalışmadan elde edilen bulguların hem alana katkı sunması hem de perakende sektöründe faaliyet gösteren işletmelerin pazarlama stratejilerine ışık tutması beklenmektedir.

**Anahtar Kelimeler:** Pazarlama, Ağızdan Ağıza Pazarlama, Perakendecilik

## A Research on The Effect of Worth of World Marketing Strategy on Store Preferences of University Students: Adıyaman University Case

### ABSTRACT

Although businesses have turned to online sales with the developing technology, stores are still the most comfortable way to reach customers. Increasing number of stores causes indecision in the purchasing processes of consumers. Therefore, they refer to different sources of information while making a choice in the purchasing process. Word of mouth marketing strategy is expressed as consumers transferring information about a business or product to other consumers. Consumers choose stores in line with the information they obtain from their environment through word-of-mouth communication.

Today, although university students are affected by the electronic environment, they are also affected by their physical environment and consult different information sources around them before choosing a store. In this direction, a questionnaire was applied to 428 students studying at Adıyaman University in order to measure the effect of word of mouth marketing on the purchasing decision processes of university students. The data obtained in the research were analyzed and interpreted with the help of SPSS statistical data analysis program. It is expected that the findings obtained from the study will both contribute to the field and shed light on the marketing strategies of businesses operating in the retail sector.

**Keywords:** Marketing, Word of Mouth Marketing, Retailing.



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## Investigation of the Relationship Between Non-Residents' Stock Portfolio and CDS Premium by Econometric Methods

**Dr. Öğr. Üyesi Çağlar SÖZEN**

Giresun University  
caglar.sozen@giresun.edu.tr  
Orcid: 0000-0002-3732-5058

**Öğr. Gör. Dr. Onur ŞEYRANLIOĞLU**

Giresun University  
onur.seyranlioglu@giresun.edu.tr  
Orcid: 0000-0002-1105-4034

**Dr. Öğr. Üyesi Ferhat İSPIROĞLU**

Giresun University  
ferhat.ispiroglu@giresun.edu.tr  
Orcid: 0000-0003-4374-5988

### ABSTRACT

With globalization, a period has been entered in which trade and capital movements are free in the world. Along with this period, it is observed that investment alternatives, especially in financial markets, and capital flows to the financial markets of countries in search of returns have increased. Especially as of the 1990s, capital flows to developing countries have reached serious dimensions. It is also known that capital owners shape their investment plans by taking into account the risk factors in the invested country. One of the important indicators taken into account when forming investment plans is Credit Default Swap (CDS). It is a credit derivative instrument created by JP Morgan Chase and, in the simplest terms, in order to protect against the risk of non-repayment of a debt, the payee guarantees to a third party that he will receive it for a certain premium. It is known that the capital flows coming to Turkey from abroad and those who manage this capital are sensitive to changes in CDS indicators. In this respect, the relationship between non-residents' stock portfolios in Turkey and CDS has been examined. Engle-Granger and Johansen cointegration tests were applied to detect long-term relationships in the study, in which weekly data were used between August 2016 and February 2022. As a result of these tests, no long-term relationship could be detected between the two series. Considering that there may be a hidden cointegration relationship between the series, the hidden cointegration relationship was investigated by dividing the series into positive and negative components with the tests of Granger-Yoon and Hatemi-J-Irandoust. As a result of both tests, a hidden cointegration relationship could not be obtained. Finally, the causality relationship between the stock portfolios of non-residents and CDS was examined with the Toda-Yamamoto Causality Test. In the findings, one-way causality was determined from CDS to the stock portfolio of non-residents. In other words, changes in CDS cause changes in the stock portfolios of non-residents.

**Keywords:** CDS, Non-Resident Stock Portfolio, Hidden Cointegration Tests, Toda-Yamamoto Causality Test.



## Seçilmiş Afrika Ülkelerinde Türkiye'nin Pazar Payının Gelişimi

**Prof. Dr. Serkan DİLEK**

Kastamonu Üniversitesi,  
serkan.dilek@gmail.com  
ORCID: 0000-0002-0393-4509

**Doç. Dr. ALİ KONAK**

Karabük Üniversitesi,  
alikonak@karabuk.edu.tr  
ORCID: 0000-0003-1804-8339

### ÖZET

2000'li yılların başından itibaren Türkiye'nin Afrika ülkeleri ile olan siyasi ilişkilerinin arttığı, Afrika ülkelerinde yeni konsolosluklar açıldığı ve devlet başkanlığı düzeyinde görüşmelerin arttığı görülmektedir. Zaman içerisinde Türkiye ile Afrika ülkeleri arasındaki çeşitli konularda ilişkilerin artması, Türkiye'nin bölgeye olan ihracatının artış göstermesinde etkili olmuştur. Yeraltı kaynakları bakımından zengin olan Afrika ülkelerinin ekonomik büyüme oranının ve dolayısıyla da ithalatının artacağı tahmin edilmektedir. Bu çalışmanın amacı, Türkiye'nin Afrika ülkelerine olan ihracatında meydana gelen artışların tespitidir. Bu yapılırken Türkiye'nin, her bir Afrika ülkesine yönelik olarak gerçekleştirdiği ihracatın, yine her bir Afrika ülkesinin ithalatı içindeki payı, yani Türkiye'nin her bir ülkedeki pazar payı dikkate alınmıştır. Zaman içinde diğer ülkelerin ithalatında olduğu gibi Afrika ülkelerinin ithalatında da artışlar meydana gelmiştir. Afrika ülkelerinin ithalatındaki artışın etkisini dışlamak için pazar payı kullanılmıştır. Sonuç olarak Türkiye'nin Afrika ülkelerine olan ihracatının çok yüksek oranda artış gösterdiği, yani artan siyasi ilişkilerin Türkiye ihracatına olumlu yansımalarının olduğu tespit edilmiştir. Türkiye; Afrika pazarında Çin, Hindistan, ABD, Fransa gibi ülkeler ile rekabet halindedir. Dünyanın üretim merkezi olmayı hedefleyen Türkiye'nin, Afrika pazarına önem vermesi ve pazardaki payını artırmaya devam etmesi büyük bir önem ve zorunluluk arz etmektedir.

**Anahtar Kelimeler:** Türkiye İhracatı, Afrika Pazarı, Pazar Payı, Afrika İthalatı

## Development of Turkey's Market Share in Selected African Countries

### ABSTRACT

It is seen that Turkey's political relations with African countries have increased since the beginning of the 2000s, new consulates have been opened in African countries and negotiations at the presidential level have increased. The increase in relations between Turkey and African countries on various issues in this process has been effective in the increase in Turkey's exports to the region. It is estimated that the economic growth rate and thus imports of African countries, which are rich in underground resources, will increase. The aim of this study is to determine the increases in Turkey's exports to African countries. While doing this, Turkey's exports to each African country, the share of imports of each African country was taken into account. Over time, there has been an increase in the imports of African countries, as in the imports of other countries. Market share was used to exclude the effect of increase in imports of African countries. As a result, it has been determined that Turkey's exports to African countries have increased at a very high rate, that is, increasing political relations have positive effect on Turkey's exports. Turkey is in competition with countries such as China, India, USA and France in the African market. It has requires great important and imperative that Turkey, which aims to become the production center of the world, increases its interest in the African market and continues to increase its market share.

**Keywords:** Turkish Export, African Market, Market Share, African Import



## Ekonomik İşbirliği Örgütlerinin Türkiye'nin Dış Ticaret Ve Ekonomik Büyüme Performansı Üzerine Etkileri

**Doç. Dr. Ali KONAK**

Karabük Üniversitesi  
İktisadi ve İdari Bilimler Fakültesi  
ORCID: ID/0000-0003-1804-8339  
alikonak@karabuk.edu.tr

**YL Öğrencisi Ömer Faruk AYYILDIZ**

Karabük Üniversitesi  
Lisansüstü Eğitim Enstitüsü  
ORCID: ID/0000-0003-4933-9403  
omer.ayyildiz34@hotmail.com

### ÖZET

Gelişen dünyanın önemli ülkelerinden biri olan Türkiye'de Cumhuriyetin ilanından 1929 yılındaki büyük ekonomik burana kadar olan dönemde özel sektöre dayalı bir ekonomik model ile ekonomik büyüme hedeflenmiştir. Ancak 1929 yılında yaşanan ekonomik buhran ve bu buhranın küresel ölçekteki olumsuz ekonomik etkileri ülkelerin hem üretim yapılarının hem de ticari faaliyet şekillerinin değişmesine neden olmuştur. Doğal olarak Türkiye'de dünya ekonomisinde meydana gelen bu değişimden payını almış ekonomik açıdan önemli ölçüde olumsuz yönde etkilenmiştir. Ekonomik buhranın hemen ardından patlak veren İkinci Dünya savaşı, başta savaşan ülkeler olmak üzere bölge ülkelerinin ve savaşan ülkelerin ticari partnerlerinin, genel de makroekonomik özel de ise dış ticaret açısından olumsuz yönde etkilenmesine ve önemli parasal kayıpların yaşanmasına neden olmuştur. Bu süreçte doğal olarak Türkiye'nin dış ticareti de önemli ölçüde olumsuz yönde etkilemiş, savaş ortamında küresel piyasalardaki talep azalışları nedeniyle dış ticaret gelirlerinin önemli bir kısmını tarımsal ürünlerden sağlayan Türkiye'nin ihracatı, dolayısıyla da ihracat gelirleri önemli oranda azalmıştır. Ayrıca bu süreçte Türkiye'de ithalat odaklı sanayileşmeyi ön planda tutan bir dış ticaret politikası izlenmiş ancak artan döviz kuru nedeniyle dış ticaret açığı artmış ve ekonomik büyüme performansı bu gelişmelerden olumsuz yönde etkilenmiştir. İktisadi literatür detaylı bir şekilde incelendiğinde dış ticaret faaliyetlerinin ve gelirlerinin ekonomik açıdan büyümenin itici gücü niteliğinde olduğu görülmekte, dolayısıyla da ülkelerin ekonomik performansını artırıcı yönde bir etkiye sahip olduğu anlaşılmaktadır. Bu doğrultuda Türkiye, kalkınma ve büyüme dinamiklerini güçlü tutmak amacıyla ikinci dünya savaşı sonrasında yeni oluşan neo-liberal ekonomik düzende ülkelerin kendilerini toparlamak ve birbirileriyle olan ekonomik ve siyasi iş birliklerini arttırmak amacıyla kurulan uluslararası ekonomik iş birliği örgütlerine üye olmaya başlamıştır. Böylelikle bu yeni dönemde Türkiye'nin, dışa açılma yönünde önemli bir gelişme göstermiş olduğunu söylemek mümkündür. Her fırsatta ekonomik kalkınma ve refah seviyesini uluslararası ekonomik örgütlere entegre olmak suretiyle arttırmayı hedefleyen Türkiye, bu hedef doğrultusunda birçok uluslararası ve bölgesel örgütte ya kuruluşundan itibaren ya da çok kısa bir süre sonra üye olmuştur. Türkiye'nin bu örgüt ve kuruluşlar ile olan ilişkilerini özellikle bölgesel faktörleri göz önünde bulundurarak sürdürdüğü görülmektedir. Türkiye, tarihsel süreç içerisinde, 1960 yılında OECD (Ekonomik Kalkınma ve İşbirliği Örgütü)'nde yer almış, sonrasında coğrafi olarak doğusunda yer alan ülkelerle 1974 yılında İKB (İslam Kalkınma Bankası) ve ECO (Ekonomik İşbirliği Teşkilatı)'da bünyesinde çeşitli konularda işbirliği yapmış, hemen sonrasında 1976 yılında batısında yer alan Avrupa ülkeleri ile Gümrük Birliği'ni oluşturmuştur. Ayrıca G-20 de ve kuzeyinde yer alan ülkeler ile 1992 yılında kurulan KEİB (Karadeniz Ekonomik İş Birliği Örgütü)'de de kurucu üye olarak yer almıştır. Bu kapsamda Türkiye'nin gerek kurucu gerekse de üye olarak dahil olduğu birlik ve örgütlerin Türkiye'nin ekonomik performansı üzerindeki etkilerinin detaylı bir şekilde değerlendirilmesi büyük bir önem arz etmektedir. Bu amaç doğrultusunda hazırlanmış olan çalışmada, öncelikle dış ticaret ve ekonomik büyüme gibi temel kavramlar detaylı bir şekilde anlatılmış, daha sonra Türkiye'nin dahil olduğu uluslararası ekonomik iş birliği örgütleri ve Türkiye'nin bu örgütler içerisindeki önemi üzerinde durulmuş,

son olarak da bu örgütlerin Türkiye'nin dış ticaret hacmi ve ekonomik büyümesi üzerindeki etkileri detaylı bir şekilde açıklanmıştır.

**Anahtar Kelimeler:** Uluslararası Ekonomik Örgütler, Dış Ticaret, Ekonomik Büyüme, İhracat, İthalat.

## The Effects of Economic Cooperation Organizations on Turkey's Foreign Trade and Economic Growth Performance

### ABSTRACT

Turkey that one of the most important countries of the developing world, economic growth has been aimed with an economic model closed to the outside since the proclamation of the Republic. However, the Great Depression experienced in 1929 and the negative economic effects of this depression on a global scale caused the countries to change both their production structures and commercial activities. Naturally, Turkey has taken its share from this change in the world economy and has been negatively affected economically. The Second World War, which broke out after the Great Depression, caused the countries of the region, firstly the warring countries, and especially the commercial partners of the warring countries. In general, it has been negatively affected in terms of macroeconomic and foreign trade in particular and has caused significant monetary losses. In this process, naturally, In foreign trade of Turkey also had a significant impact, and due to the decrease in demand in global markets in the war environment, Turkey's export, which provides a large part of its foreign trade income from agricultural products, decreased significantly and also export revenues. In addition, in this process, a foreign trade policy that prioritized import-oriented industrialization was followed in Turkey, but due to the increasing exchange rate, the foreign trade deficit increased and the economic growth performance was adversely affected by these developments. When the economic literature is examined as detail, it is seen that external trade activities and incomes are the driving force of economic growth, and therefore it is understood that they have an effect on increasing the economic performance of countries. In this direction, in order to keep strong its development and growth dynamics strong, Turkey started to become a member of international economic cooperation organizations established in order to enhance the countries themselves and to increase their economic and political cooperation with each other in the neo-liberal economic which newly shaped after the second world war. Thus, in this new period, it is possible to say that Turkey has made a significant progress towards opening up to foreign countries. Aiming to increase the level of economic development and welfare with international economic integration at every opportunity, Turkey has become a member of many international and regional organizations either since its establishment or in a very short time in line with this goal. It is seen that Turkey maintains its relations with these organizations and institutions, especially due to considering regional factors. In the historical process, Turkey took place in the OECD (Organization for Economic Cooperation and Development) in 1960, and then cooperated with the countries in the east geographically in 1974 in IKB (Islamic Development Bank) and ECO (Economic Cooperation Organization) on various issues, also Turkey formed the Customs Union with the European countries located in the west in 1976. It has also been a founding member of the G-20 and the countries in its north and the BSEC (Black Sea Economic Cooperation Organization) established in 1992. In this direction, it is of great importance to evaluate as detail the effects of unions and organizations in which Turkey is involved, both as a founder and as a member, on Turkey's economic performance. In this study, which was prepared for this purpose, first of all, basic terms such as foreign trade and economic growth were explained in detail, then international economic cooperation organizations including Turkey and the importance of Turkey in these organizations were emphasized. Its effects on foreign trade volume and economic growth are explained in detail.

**Keywords:** International Economic Organizations, Foreign Trade, Economic Growth, Export, Import.



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## **Social and Solidarity Economy as a Bottom-up Strategy to Overcome Challenges in the Times of Uncertainty**

**Cemil YILDIZCAN**

Galatasaray University

cyildizcan@gsu.edu.tr

Orcid: 0000-0002-6086-9053

### **ABSTRACT**

In the face of the growing instability and uncertainty generated by the crises of capitalism today, diverse forms of solidarity are being invented and reinvented by human communities around the world to address social and environmental needs not adequately met by states and markets. Particular attention will be paid to examples of the social and solidarity economy (SSE) in the agri-food sector. SSE initiatives and practices in this field will be considered as politics from below in respect of values such as solidarity, cooperation, reciprocity and proximity in search of formation and empowerment of communities. In Post-Covid era, some governments have begun and also have been encouraged by the supranational institutions to integrate social and solidarity economies initiatives in their own emergency response strategies. This presentation will discuss the potential of these initiatives to cope with the vulnerabilities of communities and systems in the face of uncertainty and the challenges posed by the crisis of capitalism today.

**Keywords:** Social and Solidarity Economy, Agri-Food Sector, Uncertainty, Neoliberal Crisis, Grassroots Activism

## Yöneticilerin Yeşil Dönüşümcü Liderliğinin Firmanın Yeşil İmajına Etkisi: Yeşil Süreç İnovasyonunun Rolünü Anlamak

**Asst. Prof. Dr. Burcu ÖZGÜL**

İstanbul Topkapı University  
burcuozgul@topkapi.edu.tr  
Orcid: 0000-0001-8525-041X

### ÖZET

Bu araştırma, firmaların yeşil imajlarının öncüllerini keşfetmek için yöneticilerin yeşil dönüşümcü liderliği ile yeşil süreç inovasyonunu incelemeyi amaçlamaktadır. Literatürdeki önceki çalışmalar, yöneticilerin yeşil dönüşümcü liderliğinin firmanın yeşil imajı üzerindeki etkisini araştırmamıştır. Bu araştırma, doğal kaynak temelli görüş ile üst kademeler teorisini birleştirerek, bu araştırma boşluğunu doldurmak için özgün bir araştırma çerçevesi geliştirmiştir. Geliştirilen teorik model, Türkiye’de yüksek teknolojlili endüstrilerde faaliyet gösteren 134 firmadan toplanan veriler kullanılarak Smart PLS 3 analiz programı ile test edilmiştir. Çalışmanın bulguları, yöneticilerin yeşil dönüşümcü liderliği ile firmanın yeşil imajı arasında doğrudan pozitif bir ilişki olduğunu göstermiştir. Ayrıca, bu araştırma, yöneticilerin yeşil dönüşümcü liderliği ile firmanın yeşil imajı arasındaki ilişkide yeşil süreç inovasyonunun kısmi aracılık rolünü doğrulamıştır. Bu araştırma, doğal kaynak temelli görüş ve üst kademeler teorisini sentezleyerek, firmanın yeşil imajının öncüllerine dair anlayışımıza yeni bakış açıları sağlamaktadır.

**Anahtar Kelimeler:** Yeşil Dönüşümcü Liderlik, Yeşil Süreç İnovasyonu, Yeşil İmaj

## The Impact of Managers' Green Transformational Leadership on the Green Image of the Firm: Understanding The Role of Green Process Innovation

### ABSTRACT

This research aims to examine the green transformational leadership of managers and green process innovation to discover the antecedents of firms’ green images. Previous studies in the literature have not investigated the effect of green transformational leadership of managers on the green image of the firm. This research has developed an original research framework to fill in this research gap by unifying the natural-resource-based view and upper echelons theory. The developed theoretical model has been tested with the Smart PLS 3 analysis program using data collected from 134 companies operating in high-tech industries in Turkey. The findings of the study showed that there is a direct positive relationship between the green transformational leadership of managers and the green image of the firm. In addition, this research confirmed the partial mediating role of green process innovation in the relationship between the green transformational leadership of managers and the green image of the firm. This research provides new insights into our understanding of the antecedents of the firm's green image by synthesizing the natural resource-based view and upper echelons theory.

**Keywords:** Green Transformational Leadership, Green Process Innovation, Green Image



## Eğitim Fakültesi Öğrencilerinin Uzaktan Eğitime İlişkin Görüşleri

**Prof. Dr. Mehmet Nuri GÖMLEKSİZ**

Fırat University  
Faculty of Education  
Department of Educational Sciences  
Elazığ, Türkiye  
nurigomleksiz@yahoo.com  
Orcid: 0000-0002-8268-0163

**Guidance Counselor Elif CÜRO**

Çamdibi Kordonbirlik Secondary School,  
Bornova-İzmir, Türkiye  
e-curo@hotmail.com  
Orcid: 0000-0002-8421-7949

### ÖZET

Betimsel nitelikteki bu araştırmanın amacı Fırat Üniversitesi Eğitim Fakültesi'nde uzaktan eğitimi deneyimleyen öğrencilerin, öğrenme yönetim sisteminin özelliklerini de kapsayacak biçimde, uzaktan eğitime ilişkin görüşlerini belirlemektir. Bu çerçevede öğrencilerin uzaktan eğitime ilişkin erişebilirlikleri, kullanılabilirlikleri, tutumları, sahip oldukları teknolojik olanaklar ve özyeterliklerine ilişkin görüşlerini belirlemektir. Ayrıca uzaktan eğitim uygulamalarının öğrenciler üzerindeki olumlu ve olumsuz etkileri ile yaşanan olumsuzluklara dönük çözüm önerilerini ortaya çıkarmak amaçlanmıştır. Bu doğrultuda Eğitim Fakültesi öğrencilerinin uzaktan eğitimde erişebilirlik, kullanılabilirlik, tutumlar, teknolojik olanaklar ve özyeterliklerine ilişkin görüşlerinin cinsiyetleri, sınıf düzeyleri ve öğrenim gördükleri program değişkenleri açısından değişip değişmediği belirlenmiştir. Araştırmanın çalışma grubu 2022-2023 eğitim-öğretim yılında Fırat Üniversitesi Eğitim Fakültesi Matematik, Türkçe, Fen Bilgisi, Sosyal Bilgiler, Resim-İş, Okul Öncesi, Sınıf Öğretmenliği, Psikolojik Danışmanlık ve Rehberlik programları 3. ve 4. sınıflarında öğrenim gören öğrencilerden oluşmaktadır. Veri toplama aracı olarak Gökçe, Önal ve Çalışkan (2021) tarafından geliştirilen, 25 madde ve beş alt boyuttan oluşan beşli Likert tipi 'Uzaktan Eğitime Sürecini Değerlendirme' ölçeği kullanılmıştır. Ölçeğin açılımlayıcı ve doğrulayıcı faktör analizleri yapılmış, ölçeğin beş faktörlü yapısı ile toplam varyansın %70.479'unu açıklayabildiği belirlenmiştir. Ölçeğe ait cronbach alpha güvenilirlik katsayısı 0.954 olarak hesaplanmıştır. Ölçeğin alt boyutlarına ilişkin Cronbach Alpha güvenilirlik sonuçları sırasıyla; erişilebilirlik 0,876, kullanılabilirlik 0,913, tutum 0,902, teknolojik olanaklar 0,907 ve özyeterlik de 0,921 şeklinde hesaplanmıştır. Ölçek maddeleri kesinlikle katılıyorum, katılıyorum, kararsızım, katılmıyorum, kesinlikle katılmıyorum şeklinde derecelendirilmiştir. Verilerin analizinde aritmetik ortalama, standart sapma, bağımsız gruplar t testi ve varyans analizi kullanılmıştır. Araştırma ile öğretmen adaylarının uzaktan eğitime ilişkin görüşlerinin cinsiyetlerine, sınıf düzeylerine ve öğrenim gördükleri bölümlere göre farklılaştığı belirlenmiştir. Araştırma sonuçları doğrultusunda çeşitli önerilerde bulunmaktadır.

**Anahtar Kelimeler:** Eğitim Fakültesi, Öğretmen Adayı, Uzaktan Eğitim, Teknoloji



## Views of Education Faculty Students on Distance Education

### ABSTRACT

The aim of this descriptive study is to determine the views of the students who experience distance education at the Faculty of Education of Fırat University, regarding distance education, including the features of the learning management system. In this context, we aimed to determine the students' views on their accessibility, usability, attitudes, technological opportunities and self-efficacy regarding distance education. We also aimed to reveal the positive and negative effects of distance education applications on students and solutions for the negativities experienced. In this direction, it was determined whether the views of the Faculty of Education students regarding accessibility, usability, attitudes, technological opportunities and self-efficacy in distance education were differed in terms of their gender, grade level and program variables or not. The study group of the research consists of students studying in the 3rd and 4th grades of Fırat University Education Faculty Mathematics Education, Turkish Education, Science Education, Social Studies Education, Painting, Pre-school Education, Classroom Teaching, Psychological Counseling and Guidance programs in the 2022-2023 academic year. A five-point Likert-type 'Evaluation of the Distance Education Process' scale consisting of 25 items and five sub-dimensions, developed by Gökçe, Önal, and Çalışkan (2021), was used as the data collection tool. Explanatory and confirmatory factor analyzes of the scale were performed, and it was determined that the scale could explain 70,479% of the total variance with its five-factor structure. The Cronbach alpha reliability coefficient of the scale was calculated as 0.954. Cronbach Alpha reliability results for the sub-dimensions of the scale are respectively; accessibility 0.876, usability 0.913, attitude 0.902, technological possibilities 0.907 and self-efficacy 0.921. The scale items were graded as strongly agree, agree, undecided, disagree, strongly disagree. Arithmetic mean, standard deviation, independent groups t test and analysis of variance were used to analyze the data. With the research, it was revealed that students' opinions differed in terms of gender, grade level and department variables. Various recommendations are offered based on the results of the research.

**Key Words:** Faculty of Education, Prospective Teacher, Distance Education, Technology



## Tıbbi Dokümantasyon ve Sekreterlik Bölümü Öğrencilerinde E-Sağlık Okuryazarlığı

**Dr. Öğr. Üyesi Okan KOÇ**

Balıkesir Üniversitesi

okankocby@gmail.com

Orcid: 0000-0002-5356-5940

### ÖZET

Bilgi ve iletişim teknolojilerindeki gelişime paralel olarak internet, sağlıkla ilgili önemli bir bilgi kaynağı haline dönüşmüştür. Bu durum sağlık alanında yer alan bireylerin e-sağlık okuryazarlığı konusunda kendisini geliştirmesini zorunlu hale getirmektedir. Tıbbi dokümantasyon ve sekreterlik bölümü öğrencilerinin, gelecekte sağlık alanında aktif olarak yer alacak bireyler olması sebebiyle, çevrimiçi sağlık bilgilerini bulma, kullanma ve değerlendirme konusunda beceri sahibi olması gerekmektedir. Bu araştırmanın temel amacı, Tıbbi dokümantasyon ve sekreterlik bölümü öğrencilerinin e-sağlık okuryazarlığını değerlendirmektir. Bu kapsamla Balıkesir Üniversitesi'nde öğrenim gören 78 öğrenciye anket yapılmıştır. Araştırma sonucunda öğrencilerin e-sağlık okuryazarlık becerilerinin düşük seviyede olduğu tespit edilmiştir.

**Anahtar Kelimeler:** Sağlık okuryazarlığı, e-sağlık okuryazarlığı, Tıbbi dokümantasyon,

## E-Health Literacy in Medical Documentation and Secretarial Students

### ABSTRACT

Parallel to the development in information and communication technologies, the internet has become an important source of information about health. This situation makes it necessary for individuals in the field of health to improve themselves in e-health literacy. Medical documentation and secretarial department students should be skilled in finding, using and evaluating online health information, as they are individuals who will be actively involved in the field of health in the future. The main purpose of this research is to evaluate the e-health literacy of the students of the Medical documentation and secretarial department. In this context, 78 students studying at Balıkesir University were surveyed. As a result of the research, it was determined that the students' e-health literacy skills were at a low level.

**Keywords:** Online library catalog, OPAC, Information retrieval systems, Health sciences



## Bebek Beşikte Çeyiz Sandıkta Deyimi Üzerine

**Dr. Mukadder GÜNERİ**

mukaddeguneri@gmail.com

Orcid ID: 0000- 0002-4384-6183

### ÖZET

Son üç yılda tüm insanlığın yüz yüze geldiği pandemi sorunu güvence hususunun; sağlık, korunma, eğitim, öğretim, beslenme ve mali boyutunun, günümüz dünyasında çok daha hayati olduğunu bir kez daha ön plana çıkarmıştır. Gelişen dünya koşullarına paralel olarak güvence hususu, her alanda kurumsallaşmış ve kurumsal çerçevede uygulamalar yapılmaktadır. Yalnız, Anadolu’da yüzyıllardır halk arasında bir deyim söylene gelir. “Bebek beşikte(kundakta), çeyiz sandıkta.” Bu deyim içeriği yüzyıllardır uygulanır gelir. Doğan bebek kız ise gelecekte kurulacak evle ilgili birikimler yapılır. Erkek ise daha çok gelecekte mali yönden nakite dönüştürülecek birikim yapılır. Ayrıca, büyüme süreçlerinde onlar hiç yalnız bırakılmaz. Sorunlarıyla yakından ilgilenilir. Daha da ilerisi, anne ve baba çocukları kaç yaşında olursa olsun, onlara karşı sorumluluklarını sürdürürler. Bu uygulama, köy yaşamında, kent yaşamında, günümüz dünyası site yaşamında, farklılıklar gösterir. Daha çok anne, baba ve aile büyüklerin sorumluluğunda yürütüle gelir. Türk toplumunda aile en küçük sosyal kurumdur. Anadolu’da yüzyıllardır uygulanır gelen bu uygulamanın günümüz dünyasında gelecek adına yeni bir boyut kazanması gerektiği hususuna dikkat çekmek amacı ile nerede, nasıl, hangi koşullarda doğarsa doğsun, tüm doğan bebeklerin anne, baba, ebebeyin ve devlet üçlüsü çatısı altında güvence hususu, klasik bir yöntemle incelenmiştir.

**Anahtar Kelimeler:** Aile, Anne-Baba, Bebek, Güvence, Pandemi.

## Onto Idiom of “Baby is in the Cradle Dowry is in the Coffin.”

### ABSTRACT

The pandemic problem that all humanity has faced in the last three years is the issue of assurance; has once again highlighted that health, prevention, education, training, nutrition and financial aspects are much more vital in today's world. In parallel with the developing world conditions, the issue of assurance is institutionalized in every field and practices are carried out within the institutional framework. However, an idiom has been said among the people for centuries in Anatolia. “The baby is in the cradle, the dowry is in the chest.” The content of this idiom has been used for centuries. If the baby is a girl, savings are made for the house to be built in the future. For men, savings are made that will be converted into cash in the future financially. Also, they are never left alone during their growth process. Their problems are taken care of. Moreover, parents remain responsible for their children, no matter how old they are. This practice shows differences in village life, urban life, and today's world site life. It is mostly carried out under the responsibility of mothers, fathers and family elders. Family is the smallest social institution in Turkish society. In order to draw attention to the fact that this practice, which has been practiced in Anatolia for centuries, should gain a new dimension in the name of the future in today's world, the issue of safety for all babies, no matter where, how or under what conditions they are born, under the umbrella of the mother, father, midwife and the state, is done with a classical method. examined.

**Keywords:** Anatolia, Assurance, Baby, Family, Pandemic.



## Eğitim Fakültesi Öğrencilerinin Sınıf Yönetiminde Yeterliklerine İlişkin Görüşleri

**Prof. Dr. Mehmet Nuri GÖMLEKSİZ**

Fırat University  
Faculty of Education  
Department of Educational Sciences  
Elazığ, Türkiye  
nurigomleksiz@yahoo.com  
Orcid: 0000-0002-8268-0163

**Guidance Counselor Elif CÜRO**

Çamdibi Kordon Birlik Secondary School,  
Bornova-İzmir, Türkiye  
e-curo@hotmail.com  
Orcid: 0000-0002-8421-7949

### ÖZET

Betimsel nitelikteki bu araştırmanın amacı Fırat Üniversitesi Eğitim Fakültesi'nde öğrenim gören öğretmen adaylarının sınıf yönetiminde yeterliklerine ilişkin görüşlerini belirlemektir. Bu çerçevede öğrencilerin sınıf yönetiminde ilişki yönetimi, öğretimin yönetimi, davranış yönetimi, fiziksel düzen yönetimi ve zaman yönetimine ilişkin görüşleri belirlenmiştir. Bu doğrultuda Eğitim Fakültesi öğrencilerinin sınıf yönetiminde ilişki yönetimi, öğretimin yönetimi, davranış yönetimi, fiziksel düzen yönetimi ve zaman yönetimine ilişkin görüşlerinin cinsiyetleri ve öğrenim gördükleri program değişkenleri açısından değişip değişmediği belirlenmiştir. Araştırmanın çalışma grubu 2022-2023 eğitim-öğretim yılında Fırat Üniversitesi Eğitim Fakültesi Matematik, Türkçe, Fen Bilgisi, Sosyal Bilgiler, Resim-İş, Okul Öncesi, Sınıf Öğretmenliği, Psikolojik Danışmanlık ve Rehberlik programları 4. sınıflarında öğrenim gören öğrencilerden oluşmaktadır. Çalışma evreninin tamamına ulaşılabildiğinden ayrıca örneklem seçimine gidilmemiş ve evrenin tamamı örneklem olarak alınmıştır. Veri toplama aracı olarak öğretmen adaylarının sınıf yönetiminde yeterliklerine ilişkin görüşlerini belirlemek için Elçiçek, Kinay ve Oral (2015) tarafından geliştirilen, 30 madde ve beş alt boyuttan oluşan "Sınıf Yönetimi Yeterlikleri" ölçeği kullanılmıştır. Ölçeğin açımlayıcı ve doğrulayıcı faktör analizleri yapılmış ve ölçeğin beş faktörlü yapısı ile toplam varyansın %52'sini açıklayabildiği belirlenmiştir. Ölçeğe ait Cronbach Alpha güvenilirlik katsayısı 0.87 olarak hesaplanmıştır. Ölçeğin alt boyutlarına ilişkin Cronbach Alpha güvenilirlik sonuçları sırasıyla; ilişki yönetimi 0,84, öğretimin yönetimi 0,84, davranış yönetimi 0,60, fiziksel düzen yönetimi 0,76 ve zaman yönetimi 0,57 şeklinde hesaplanmıştır. Ölçek maddeleri çok yeterliyim, yeterliyim orta düzeyde yeterliyim, yetersizim, çok yetersizim şeklinde derecelendirilmiştir. Verilerin analizinde aritmetik ortalama, standart sapma, bağımsız gruplar t testi ve varyans analizi kullanılmıştır. Araştırma sonucunda öğrencilerin sınıf yeterliklerine ilişkin görüşleri arasında cinsiyet ve öğrenim görülen program değişkenleri açısından farklılaşmanın olduğu ortaya konmuştur. Araştırma sonuçları doğrultusunda çeşitli önerilerde bulunmaktadır.

**Anahtar Kelimeler:** Eğitim Fakültesi, Öğretmen Adayı, Sınıf Yönetimi, Sınıf Yönetiminde Yeterlik



## Opinions of Faculty of Education Students on their Competence in Classroom Management

### ABSTRACT

The purpose of this descriptive study is to determine the opinions of prospective teachers studying at the Faculty of Education of Fırat University on their competence in classroom management. In this framework, students' views on relationship management, teaching management, behavior management, physical order management and time management in classroom management were determined. In this direction, we determined whether the views of the Faculty of Education students on relationship management in classroom management, management of instruction, behavior management, physical organization management and time management were differed in terms of their gender and program variables or not. The study group of the research consisted of students studying in the 4th grade of Fırat University Education Faculty Mathematics Education, Turkish Language Education, Science Education, Social Studies Education, Painting Education, Preschool Education, Classroom Teaching, Psychological Counseling and Guidance programs in the 2022-2023 academic year. Since the entire population of the study could be reached, no sample selection was made and the entire population was taken as a sample. As a data collection tool, the "Classroom Management Competencies" scale consisting of 30 items and five sub-dimensions, developed by Elçiçek, Kinay, and Oral (2015), was used to determine the opinions of pre-service teachers on their classroom management competencies. Explanatory and confirmatory factor analyzes of the scale were performed and it was determined that the scale could explain 52% of the total variance with its five-factor structure. The Cronbach alpha reliability coefficient of the scale was calculated as 0.87. Cronbach Alpha reliability results for the sub-dimensions of the scale are respectively; relationship management 0.84, instruction management 0.84, behavior management 0.60, physical order management 0.76 and time management 0.57. The scale items are rated as I am very competent, I am adequate, I am moderately sufficient, I am inadequate, I am very inadequate. Arithmetic mean, standard deviation, independent groups t test and analysis of variance were used to analyze the data. As a result of the research, it was revealed that students' opinions on their competence in classroom management differed in terms of gender and department variables. Various suggestions are made in line with the results of the research.

**Keywords:** Faculty of Education, Teacher Candidate, Classroom Management, Proficiency in Classroom Management

## Sağlık Bilimleri Öğrencilerinde OPAC Kullanımı: Balıkesir Üniversitesi Örneği

**Dr. Öğr. Üyesi Okan KOÇ**

Balıkesir Üniversitesi

okankocbby@gmail.com

Orcid: 0000-0002-5356-5940

### ÖZET

Bu araştırma ile Balıkesir Üniversitesi'nde öğrenim gören sağlık bilimleri öğrencilerinin OPAC kullanım alışkanlıklarının belirlenmesi amacıyla gerçekleştirilmiştir. Araştırma kapsamında sağlık bilimleri öğrencilerinin demografik özellikleri de göz önünde bulundurularak, OPAC kullanım sıklığı, yaşanan sıkıntılar ve kullanıcıların memnuniyet durumları ortaya konulmuştur. Katılımcılardan veriler anket yoluyla toplanmıştır. Temsili bir örnekleme ulaşmak için rastgele orantılı örneklem yöntemi benimsenmiştir. Balıkesir Üniversitesi'nde sağlık bilimleri alanında toplamda 3380 öğrenim görmektedir. 2022 yılı Ekim ayında Tıp Fakültesi, Sağlık Bilimleri Fakültesi, Veteriner Fakültesi, Sağlık Bilimleri Meslek Yüksekokulu olmak üzere toplamda dört birimden 322 kişiye anket uygulanmıştır. Doldurulan anketler basit tanımlayıcı istatistikler, yüzde ve frekans dağılımı kullanılarak analiz edilmiştir. Bununla birlikte katılımcıların OPAC kullanım durumları ve sıklıkları belirlenirken beşli Likert tipi ölçek kullanılmıştır. Araştırma sonucuna göre, sağlık bilimleri öğrencilerinin OPAC kullanım alışkanlıklarının düşük olduğu sonucuna ulaşılmıştır. Katılımcıların büyük çoğunluğu OPAC kullanımı konusunda olumsuz bir geri dönüş bildirmiştir. Bununla birlikte OPAC kullanımı konusundaki olumsuz durumun konuyla ilgili yeterli teknik beceriye sahip olunmadığından kaynaklandığı görülmektedir.

**Anahtar Kelimeler:** Çevrimiçi kütüphane kataloğu, OPAC, Bilgi erişim sistemleri, Sağlık bilimleri

## Use of OPAC in Health Sciences Students: The Example of Balıkesir University

### ABSTRACT

This research was carried out to determine the OPAC usage habits of health science students studying at Balıkesir University. Within the scope of the research, considering the demographic characteristics of health science students, the frequency of use of OPAC, the problems experienced and the satisfaction of the users were revealed. Data from the participants were collected through a questionnaire. Random proportional sampling method was adopted to reach a representative sample. A total of 3380 students are studying in the field of health sciences at Balıkesir University. In October 2022, a questionnaire was applied to 322 people from four units: Faculty of Medicine, Faculty of Health Sciences, Faculty of Veterinary Medicine, Vocational School of Health Sciences. The completed questionnaires were analyzed using simple descriptive statistics, percentage and frequency distribution. In addition, a five-point Likert type scale was used to determine the OPAC usage status and frequency of the participants. According to the results of the research, it was concluded that the OPAC usage habits of health science students were low. The vast majority of respondents reported a negative feedback on OPAC use. However, it is seen that the negative situation regarding the use of OPAC is due to the lack of sufficient technical skills on the subject.

**Keywords:** Online Library Catalog, OPAC, Information retrieval Systems, Health Sciences



## Kamu Denetçiliği Kurumu Kararlarında Yönetmel Şeffaflık

**Prof. Dr. Ramazan ŞENGÜL**

Kocaeli University  
ramazan.sengul@kocaeli.edu.tr  
Orcid: 0000-0002-3164-9676

**Arş. Gör. Cihan Necmi GÜNAL**

Kocaeli University  
cihan.gunal@kocaeli.edu.tr  
Orcid: 0000-0002-6541-623X

### ÖZET

Ombudsman olarak bilinen Kamu Denetçiliği Kurumu (KDK), hak arama kurumu olup Türkiye Büyük Millet Meclisi'ne bağlı olarak faaliyette bulunmaktadır. Ombudsman, yurttaşların resmî kurumlar ile yaşadıkları yönetmel işleyişe ilişkin tüm sorunlarda başvurabilecekleri bir kurumdur. Kendine özgü yapısıyla temel hak ve özgürlüklerin korunması ve kamu yönetiminde iyi yönetimin tesisine odaklanmaktadır. Kamu yönetimi üzerinde uyguladığı denetimle kamu kurumlarının eylem ve işlemlerinin hukuka ve hakkaniyete uygunluğunu gözetir. Yönetimden kaynaklanan şikayetleri dostça çözüm mekanizmaları yoluyla karara bağlamaya çalışması ombudsmanı diğer denetim mekanizmalarından ayırır.

Şeffaf yönetim iyi yönetimin temel bileşenleri arasında yer alır. Şeffaflık kamu yönetimi faaliyetlerinin toplum tarafından görünür ve bilinir hale gelmesidir. Şeffaflığın önemli bir bileşeni olan bilgi edinme hakkı ve özgürlüğü vatandaşların kamu kurum ve kuruluşlarının sahip olduğu bilgilere serbestçe ulaşımını ifade eder. Yönetimin bu konudaki yükümlülüğünü yerine getirip getirmediğinin denetiminde KDK önemli bir işlev üstlenmektedir. Mağduriyet yaratan ve başvuruya konu olan bireysel şikayetleri karara bağlarken ilgili kamu kurumunun yönetmel şeffaflıkla ilgili tutum ve davranışını inceler. Şikâyetin mahiyeti ve haklılığa bağlı olarak verdiği tavsiye veya kısmi tavsiye kararları ile yönetime yol gösterir. Nitel araştırma yönteminin uygulandığı çalışmamızın amacı KDK'nın yönetmel şeffaflık konusundaki bu işlevini ne derece yerine getirebildiğini ortaya koymaktır. Doküman analizi bağlamında bireysel başvurulara ilişkin kurumun aldığı kararlar içerik analizine tabi tutulmuştur.

**Anahtar Kelimeler:** Kamu Denetçiliği Kurumu, Şeffaflık, Bilgi Edinme Hakkı.

## Administrative Transparency in the Decisions of the Ombudsman Institution

### ABSTRACT

Kamu Denetçiliği Kurumu (KDK), known as the Ombudsman Institution of Türkiye, is a legal-seeking institution and operates under the Turkish Grand National Assembly. The Ombudsman is an institution that citizens can apply for all problems related to the administrative functioning they experience with official institutions. With its unique structure, it focuses on the protection of fundamental rights and freedoms and the establishment of good management in public administration. It monitors the compliance of the actions and transactions of public institutions with the law and equity through the supervision it exercises over the public administration. The attempt to decide complaints arising from management through friendly resolution mechanisms distinguishes the ombudsman from other control mechanisms.

Transparent management is among the basic components of good management. Transparency is making public administration activities visible and known by society. The right and freedom of information, which is an important component of transparency, refers to the free access of citizens to information owned by public institutions and organizations. KDK undertakes an important function in the supervision of whether the management fulfills its obligation in this regard. It examines the attitude and behavior of the relevant public institution regarding



## **5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress**

managerial transparency while deciding on the individual complaints that cause grievances and are the subject of the application. It guides the management with its recommendations or partial recommendations depending on the nature and justification of the complaint. The aim of our study, in which the qualitative research method was applied, is to reveal the extent to which the KDK can fulfill this function of managerial transparency. In the context of document analysis, the decisions taken by the institution regarding individual applications were subjected to content analysis.

**Keywords:** The Ombudsman Institution of Turkiye, Transparency, Right to Information.



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## The Effect of KOSGEB Supports and Additional Finance Options on the Success of the Start-up

**Res. Asst., Büşra ÖZDEMİR**

Atılım University  
busra.ozdemir@atilim.edu.tr  
Orcid: 0000-0002-4778-4485

**Yasemin KARABULUT**

Atılım University  
karabulut.yasemin@student.atilim.edu.tr  
Orcid: 0000-0003-3469-826X

**Dr. Burcu TOSUN**

Atılım University  
burcu.tosun@atilim.edu.tr  
Orcid: 0000-0002-8030-7066

**Assoc. Prof. Dr. Şule TUZLUKAYA**

Atılım University  
sule.tuzlukaya@atilim.edu.tr  
Orcid: 0000-0001-8244-6396

### ABSTRACT

The aim of this study is to examine the additional financing options applied by entrepreneurs benefiting from KOSGEB supports and to determine whether the preferred financing option has an effect on the success of the venture. Small and Medium Enterprises Development and Support Administration (KOSGEB) supports many start-ups every year. However, increasing costs and extra spendings to increase competitiveness often cause these payments to not fully finance a start-up project. Therefore, most entrepreneurs need different additional financing options in addition to KOSGEB supports in order to realize their business ideas. In the panel data set to be created in order to reduce the effect of systematic factors in the study, the end-of-year EBIT (earning before interest and tax) margins of 60 enterprises and the amount of support they provided from KOSGEB at the beginning will be used. Additional financing options will be separated into 0%-25% additional financing band, 25%-50% additional financing band and GARCH method will be used in order to analyze the effects. Findings from the study will measure the effect of the amount of support on the success of the entrepreneur and will benefit the legislator and supporting institutions within the framework of the effect of the increase or decrease of this amount or the diversification in additional financing resources on the success of the company. In the following studies, the effects of periodic systematic elements on support programs will be examined.

**Keywords:** KOSGEB, EBIT margin, GARCH

## Kurgulama Düzeyi Teorisi Perspektifinden Tüketicilerin Çevresel Sorunlara Yönelik Tutumlarına İlişkin Kavramsal Bir Tartışma

**Dr. Öğr. Üyesi Ali Emre AYDIN**

İzmir Bakırçay Üniversitesi

ali.aydin@bakircay.edu.tr

Orcid: 0000-0002-2340-8469

### ÖZET

Tüketim toplumunda, çevresel sorunların olumsuz etkileri gittikçe daha şiddetli bir şekilde deneyimlenirken tüketicilerin, çevresel sorunlara karşı tutumlarını anlamak ve olumlu yönde etkilemek hem araştırmacıların hem de uygulayıcıların üzerinde durduğu konulardan biri haline gelmiştir. Bu konunun birlikte ele alındığı teorilerden bir tanesi psikolojik mesafe kavramıyla ilişkili kurgulama düzeyi teorisidir. Psikolojik mesafe, bireylerin bir olay ve nesne gibi bir hedef ile doğrudan deneyimlerinin uzaklığına yönelik öznel değerlendirmeleri olarak ifade edilmekte ve uzaklık; zaman, mekân, sosyal mesafe ve varsayımsallık boyutlarından kurgulanmaktadır (Trope & Liberman, 2010). Kurgulama düzeyi teorisi ise psikolojik mesafenin, deneyimlerin zihinde temsil edilme şekillerini değiştirerek gelecekteki tepkileri etkilediği iddiasına dayanmaktadır (Trope ve Liberman, 2003). Kurgulama düzeyi teorisi ve üzerinde şekillendiği psikolojik mesafe kavramı, çevresel sorunlarla ilgili çalışmalarda kullanılsa da konu üzerine yapılan araştırmalar çoğunlukla iklim değişikliğiyle sınırlı kalmış ve farklı çevresel sorunlar bağlamında psikolojik mesafenin boyutları üzerinde yeterince durulmamıştır. Buradan hareketle, çalışmanın amacı, tüketicilerin çevresel sorunlara karşı tutumlarını anlamada ve etkilemede kurgulama düzeyi teorisinin rolünü tartışmaktır. Ayrıca çevresel sorunların farklı karakteristiklerinden hareketle, farklı bir bağlamda tartışarak kurgulama düzeyi teorisinin kapsamını genişletmek de hedeflenmektedir. Literatürde, bireylerin çevresel sorunlara yönelik algıladıkları psikolojik mesafe boyutlarının, tüketicilerin çevreyi korumaya yönelik tutumları ve tüketim davranışlarıyla bir ilişkisi olduğu ifade edilmekte ve özellikle iklim değişikliğine yönelik tutum üzerine çok sayıda çalışma olduğu görülmektedir. Ancak, yapısı ve sonuçları itibarıyla farklı çevre sorunlarının, bireyler tarafından farklı değerlendirilmesi mümkün görünmektedir. Örneğin, küresel ısınmanın yol açtığı sorunlar bireyler tarafından somut bir şekilde algılanmayabilir. Buna karşın, su kıtlığının, hava kirliliğinin ya da yeşil alanların azalmasının doğurduğu sonuçlar görünür olduğundan bireyler tarafından farklı değerlendirilebilir. Bu nedenle, tüketicilerin çevresel sorunlara ve bunların sonuçlarına yönelik kurgularının ve tutumlarının farklılaşmasını beklemek mümkündür. Bu kavramsal çalışmada, kurgulama düzeyi teorisinin farklı çevresel sorunlar bağlamında tartışılmasının gerekliliğine vurgu yapılmaktadır. Çalışmanın, çevresel sorunların psikolojik mesafe açısından farklılaşabileceğine yönelik varsayımlardan hareketle, tüketicilerin çevresel sorunlara yönelik tutumlarını anlama ve tüketim davranışlarını olumlu yönde etkileme konusuna dair önermelerde bulunarak katkı sunması beklenmektedir. Ayrıca çevresel sorunlar bağlamında psikolojik mesafe boyutlarına yönelik tartışmanın derinleştirilmesi mümkün olacaktır. Buradan hareketle psikolojik mesafe boyutlarının su kıtlığı, kirlilik, atık yönetimi gibi tüketiciler tarafından nedenleri ve sonuçları itibarıyla farklı değerlendirilebilecek konularda da araştırılması önerilmektedir.

**Anahtar Kelimeler:** Kurgulama Düzeyi, Psikolojik Mesafe, Çevresel Sorunlar, İklim Değişikliği, Tüketim



## **A Conceptual Discussion on Consumers' Attitudes Towards Environmental Issues From the Perspective of Construal Level Theory**

### **ABSTRACT**

In the consumer society, where the negative effects of environmental issues are being experienced more severely, understanding the attitudes of consumers towards environmental issues and influencing them positively has become an important topic that both researchers and practitioners focus on. One of the theories that this issue is discussed together is the construal level theory related to the concept of psychological distance. Psychological distance is explained as individuals' subjective evaluations of the distance of their direct experiences with a target such as an event or object, and distance is construed from the dimensions of spatial, social, temporal and hypothetical (Trope & Liberman, 2010). Construal level theory, on the other hand, is based on the claim that psychological distance influences future responses by changing the way experiences are represented in the mind (Trope ve Liberman, 2003). Although the construal level theory and the concept of psychological distance are used in studies on environmental issues, research on the subjects has been mostly limited to climate change, and the dimensions of psychological distance in the context of different environmental issues have not been sufficiently emphasized. In light of these, the main aim of the study is to assess the role of construal level theory in understanding and influencing consumers' attitudes towards environmental issues. Furthermore, this study aims to broaden the scope of construal level theory by considering theory in a different context, based on the unique characteristics of environmental issues. Previous studies showed that the dimensions of psychological distance perceived by individuals towards environmental issues are related to consumers' attitudes towards protecting the environment and their consumption behaviors, and most of these studies focus on attitudes towards climate change. However, it seems possible that different environmental issues can be evaluated differently by individuals due to their structure and results. For example, the problems caused by global warming may not be perceived concretely by individuals. On the other hand, the consequences of water scarcity, air pollution or lack of green spaces can be evaluated differently by individuals as they are visible. For this reason, it is possible to expect that consumers' construes and attitudes towards environmental issues and their consequences will differ. In this conceptual study, it is emphasized that construal level theory should be discussed in the context of different environmental issues. Based on the assumptions that environmental issues may differ in terms of psychological distance, current study is expected to contribute to understanding consumers' attitudes towards environmental issues and to positively affect their consumption behaviors. In addition, it will be possible to deepen the discussion on the dimensions of psychological distance in the context of environmental issues. Accordingly, psychological distance need to be examined in topics such as water scarcity, pollution and waste management, which can be evaluated differently by consumers in terms of antecedents and consequences.

**Keywords:** Construal Level, Psychological Distance, Environmental Issues, Climate Change, Consumption

## BIST Sürdürülebilirlik Endeksinde Döngüsel Performans Ölçümü<sup>1</sup>

**Murat SÜR MEN**

Karabük University  
muratsurmen61@hotmail.com  
Orcid: 0000-0002-0236-2836

**Dr. Öğr. Üyesi. Meltem ECE ÇOKMUTLU**

Karabük University  
meltemece@karabuk.edu.tr  
Orcid: 0000-0002-5260-3925

### ÖZET

Günümüzde doğrusal ekonomi (al-kullan-at) anlayışı nedeniyle dünya kaynakları büyük oranda tükenmekte ve israf edilmektedir. Bu ekonomi anlayışına kaşıit bir görüş olarak geliştirilen döngüsel ekonomi anlayışı ise kaynakları mümkün olduğunca uzun süre ekonomi içinde tutan, fiziksel kaynakların katma değerini koruyan, hammadde tüketimini, atığı ve değer zinciri risklerini en aza indirmeyi amaçlayan yeni bir ekonomi modelidir. Bu çalışmada, yeni ekonomi modeli olan döngüsel ekonominin ülkemizde farkındalığını ölçebilmek adına BIST Sürdürülebilirlik endeksinde yer alan imalat sanayi işletmelerinin 2018, 2019 ve 2020 yılları için döngüsel ekonomi performans karşılaştırması amaçlanmıştır. Mikro ölçekte belirlenen döngüsel ekonomi göstergeleri işletmelerin kurumsal raporlarından İçerik Analizi yöntemi ile toplanmıştır. Çalışmada performans ölçümü için ihtiyaç duyulan kriter ağırlıkları Entropi yöntemi ile elde edilmiş, performans sıralamaları TOPSIS yöntemi ile yapılmıştır. Her üç yılda da Coca Cola işletmesi en iyi döngüsel performansla sahip olan işletme olmuştur. Farklı senaryolar için gerçekleştirilen duyarlılık analizi sonuçlarında da Coca Cola işletmesi lider bir performans sergilemiştir.

**Anahtar Kelimeler:** Döngüsel Ekonomi Performansı, TOPSIS, Duyarlılık Analizi

## Circular Performance Measurement in the BIST Sustainability Index

### ABSTRACT

Today, due to the linear economy (take-use-dispose) understanding, world resources are being depleted and wasted to a large extent. The circular economy approach, which was developed as a counter to this understanding of economy, is a new economy model that keeps resources in the economy as long as possible, preserves the added value of physical resources, and aims to minimize raw material consumption, waste and value chain risks. In this study, it is aimed to compare the circular economy performance of the manufacturing industry enterprises included in the BIST Sustainability index for the years 2018, 2019 and 2020 in order to measure the awareness of the circular economy, which is the new economy model, in our country. Circular economy indicators determined at micro scale were collected from corporate reports of enterprises by Content Analysis method. In the study, the criteria weights needed for performance measurement were obtained by the Entropy method, and the performance rankings were made by the TOPSIS method. In all three years, the Coca-Cola business was the one with the best cyclical performance. In the results of the sensitivity analysis carried out for different scenarios, the Coca Cola company displayed a leading performance.

**Keywords:** Circular Economy Performance, TOPSIS, Sensitivity Analysis

<sup>1</sup> Bu çalışmada Karabük Üniversitesi Lisansüstü Eğitim Enstitüsü'nde Murat SÜR MEN tarafından hazırlanmakta olan yüksek lisans tez çalışmasından yararlanılmıştır.

## Mermer Sektöründe Bölgesel Kümelenme: Bilecik İlinde Mermer İşletmeleri Üzerine Nitel Bir Araştırma

**Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI**

Mersin University, Turkey  
inci.erdogan@mersin.edu.tr  
Orcid: 0000-0002-4101-7111

**Assoc. Prof. Dr. Bora GÖKTAŞ**

Bayburt University, Turkey  
boragoktas@bayburt.edu.tr  
Orcid: 0000-0003-2159-0241

### ÖZET

Rekabetin giderek artan önemiyle birlikte işletmeler, sadece ulusal rekabette değil küresel rekabette de sürdürülebilir rekabet avantajı sağlamak için farklı ve etkili yollar aramaya başlamıştır. Ülkeler geleneksel ticaret politikalarını değiştirerek uluslararası rekabette kümelenme politikasını uygulamaya başlamışlardır. Kümelenmeler, verimlilik, yenilik ve rekabet gücü üzerinde büyük önem taşımaktadır.

Bu çalışmada öncelikle Porter'ın Elmas modelinden ve modelin kümelenmeyi teşvikinden bahsedilmiş, kümelenmenin önemi ve sağladığı olanaklara değinilmiş, yaklaşıma yöneltlen eleştiriler incelenerek Dünya'da ve Türkiye'deki kümelenme yaklaşımları üzerinde durulmuştur. Çalışmanın uygulama kısmında ise Türkiye'nin uluslararası arenada en güçlü doğal taş rezervlerinden biri olan mermer alanında faaliyet gösteren işletmelerin yöneticileri ile derinlemesine mülakat yapılmıştır. Elde edilen bulgular ışığında mermer sektöründe bölgesel kümelenmenin önemi Porter'ın Elmas modeli ile açıklanmaya çalışılmıştır. Çalışma sonuçlarının hem akademik literatüre katkı sunacağı hem de sektörde faaliyet gösteren işletmelere sürdürülebilir rekabet avantajı sağlama yolunda yol gösterici olacağı düşünülmektedir.

**Anahtar Kelimeler:** Elmas Modeli, Kümelenme, Rekabet Avantajı, Mermer Sektörü, Doğal Taş Sektörü.

### REGIONAL CLUSTERING IN THE MARBLE INDUSTRY: A QUALITATIVE RESEARCH ON MARBLE BUSINESSES IN BİLECİK

#### ABSTRACT

With the increasing importance of competition, businesses have started to seek different and effective ways to provide sustainable competitive advantage not only in national competition but also in global competition. Countries have started to implement clustering policy in international competition by changing their traditional trade policies. Clusters are of great importance on efficiency, innovation and competitiveness.

In this study, first, Porter's Diamond model and the model's promotion of clustering are explained, the importance of clustering and the opportunities it provides are mentioned, the criticisms directed to the approach are examined and clustering approaches in the world and in Turkey are emphasized.

In the application part of the research, in-depth interviews were conducted with the managers of the enterprises operating in the field of marble, which is one of the strongest natural stone reserves of Turkey in the international arena. In the light of the findings, the importance of regional clustering in the marble sector has been tried to be explained with Porter's Diamond model. It is thought that the results of the study will both contribute to the academic literature and guide the businesses operating in the sector on the way to provide sustainable competitive advantage.

**Keywords:** Diamond Model, Clusters, Competitive Advantage, Marble Industry, Natural Stone Industry.

## Bölgesel Kalkınma Aracı Olarak Üniversiteler: Harran Üniversitesi Örneği

**Dr. İhsan KURAN**

Harran University

ihsankuran@gmail.com

Orcid: 0000-0001-7775-6226

### ÖZET

Bilimsel bilgiyi üreten ve yayan evrensel kurumlar olan üniversiteler, bölgesel bir aktör olarak kalkınma sürecinde önemli bir rol oynamaktadır. Bölgesel kalkınma teorisinde ve uygulamasında değişen anlayışın bir sonucu olarak üniversitelerin bölgesel kalkınmadaki önemi ve işlevi de her geçen gün giderek artmaktadır. 1980'den beri devam eden her ilde bir üniversite kurulması politikası ile Türkiye'de birçok yeni üniversite kurulmuştur. Yeni kurulan bu üniversitelerin kent, çevre şartları, toplumsal, kültürel ve ekonomik alanlarda birçok dönüşümün tetikleyicisi olduğu bilinmektedir. Harran Üniversitesi bilinen en eski üniversite olan Harran Okulu'nun bulunduğu coğrafyada 1992 yılında kurulmuştur. Harran Üniversitesi taşıdığı bu tarihi misyon nedeniyle yüzyıllar önce olduğu gibi günümüzde de evrensel bilgiye olduğu kadar bölgeye de katkı sağlaması beklenmektedir. Bu çalışmada Harran Üniversitesinin faaliyet gösterdiği Şanlıurfa iline katkıları ve bölge ile olan etkileşimi ele alınacaktır. Çalışma kapsamında öğrencilere, üniversite çalışanlarına ve Şanlıurfa'da yaşayanlara anket uygulanacaktır. Bu anketlerle üniversite şehir etkileşimi ve öğrenciler ile üniversite çalışanlarının bölgede gerçekleştirdikleri harcamaların dolaylı ve dolaysız etkileri tespit edilmeye çalışılacaktır. Anketlerden elde edilen verilerin analizi ile Harran Üniversitesi'nin Şanlıurfa iline olan sosyoekonomik katkıları belirlenecektir. Araştırma çıktılarının bölgedeki paydaşlarla paylaşılması ile üniversitenin bölgede benimsenmesi ve desteklenmesine de katkı sunulacağı düşünülmektedir. Böylece Harran Üniversitesi iç ve dış paydaşlarla işbirliğini geliştirerek yerel/bölgesel kalkınmada etkinliğini artırabilme imkânına kavuşacaktır.

**Anahtar Kelimeler:** Bölgesel Kalkınma, Yerel Kalkınma, Üniversiteler ve Yerel Ekonomi, Şanlıurfa, Harran Üniversitesi

### Universities as Regional Development Tools: The Case of Harran University

#### ABSTRACT

Universities, which are universal institutions that produce and disseminate scientific knowledge, play an important role in the development process as a regional actor. As a result of the changing understanding in regional development theory and practice, the importance and function of universities in regional development is increasing day by day. With the policy of establishing a university in every province since 1980, many new universities have been established in Turkey. It is known that these newly established universities are the trigger of many transformations in the city, environmental conditions, social, cultural and economic fields. Harran University was established in 1992 in the geography where the Harran School, the oldest known university, is located. Due to this historical mission, Harran University is expected to contribute to the region as well as to universal knowledge today, as it was centuries ago. In this study, the contributions of Harran University to the province of Şanlıurfa where it operates and its interaction with the region will be discussed. Within the scope of the study, a questionnaire will be applied to students, university staff and people living in Şanlıurfa. With these surveys, it will be tried to determine the direct and indirect effects of university-city interaction and the expenditures of students and university staff in the region. The socioeconomic contributions of Harran University to Şanlıurfa will be determined by the analysis of the data obtained from the questionnaires. It is thought that sharing the research outputs with the stakeholders in the region will contribute to the adoption and support of the university in the region. Thus, Harran University will have the opportunity to increase its effectiveness in local/regional development by developing cooperation with internal and external stakeholders.

**Keywords:** Regional Development, Local Development, Universities and Local Economy, Şanlıurfa, Harran University.



## Kültürel Bir Miras Olarak Malî İçerikli Türk Atasözleri ve Maliye Disiplini Üzerindeki Etkileri

**Assoc. Prof. Dr. Recep TEMEL**

Yozgat Bozok University  
recep.temel@bozok.edu.tr  
Orcid: 0000-0002-7566-9724

### ÖZET

Sosyal hayat iç içe ilişkilerden oluşur. Bu ilişkilerin düzenli bir şekilde sürdürülmesi kurallarla sağlanır. Bu kurallar da bir anda değil uzun yılların birikimleriyle oluşur. Nitekim atasözleri, uzun deneme ve gözlemlere dayalı olarak söylenmiş ve nesilden nesile aktararak kamu malî haline gelmiş sözlerdir. Bu atasözleri toplumun o konudaki düşünce ve değer yargılarını gösterir. Atasözleri içerik olarak hukuk kuralları gibi bağlayıcı olmasa da yol göstericidir. İçeriğine aykırı hareket edenler toplumdaki dışlanma ve aşağılama gibi yaptırımlara tabidir.

Her millet gibi Türk milletinin de tarihi ve sosyal gelişimine göre üretilmiş birçok atasözü vardır. Bu atasözlerinden bazıları malî yapıya ve ilişkilere aittir. Bu çalışmanın amacı dünden bugüne atasözü niteliği kazanmış malî içerikli Türk atasözlerini tespit etmektir. Yöntem olarak doküman analizi yöntemi kullanılmış ve malî içerikli Türk atasözleri belirlenmiştir. İçerik değerlendirmesi, bu atasözlerinden bazılarının günümüzün malî ilişkileri açısından anlamlı ve işlevsel olduğunu göstermiştir.

**Anahtar Kelimeler:** Atasözleri, Türk atasözleri, Malî ilişkiler

## Turkish Proverbs with Financial Content as a Cultural Heritage and Their Effects on Finance Discipline

### ABSTRACT

Social life consists of intertwined relationships. The regular maintenance of these relations is ensured by rules. These rules are formed not all at once, but with the accumulation of many years. As a matter of fact, proverbs are advising words that were said based on long trials and observations and became public property by being passed down from generation to generation. These proverbs show the thoughts and value judgments of the society on that subject. Proverbs are guiding even if they are not binding like legal rules in terms of their content. Those who act contrary to their content are subject to sanctions such as exclusion from society and humiliation.

Like every other nation, the Turkish nation has many proverbs produced according to its historical and social development. Some of these proverbs belong to financial structure and relationships. The aim of this study is to identify Turkish proverbs with financial content, which have gained the quality of proverbs from past to present. Document analysis method was used as a method and Turkish proverbs with financial content were determined. Content evaluation has shown that some of these proverbs are meaningful and functional in terms of today's financial relations.

**Keywords:** Proverbs, Turkish proverbs, Financial relations





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of companies. To do so, we use the emissions data that are obtained from sectors with high and low carbon emissions. The distance to default was obtained by the Merton model and we use the Black-Scholes option pricing model for the assets of the companies. Carbon data of companies and other indicators added to the model were obtained from Thomsons Reuters and Worldscope databases. In the study, businesses from sectors with high and low carbon emissions were selected and the significant and negative effects of emissions data on the distance of businesses to default were examined. The results show that the carbon emissions of the companies have a significant impact on the default risk. Moreover, enterprises with high carbon emissions have higher default risk. For this reason, we suggest that carbon management and reduction should be considered in the decisions of companies.

**Keywords:** Merton Model, Risk of Default, Carbon Emission.

## Maliye Biliminin Öznesi Olarak “Şehir” ve “Şehir Maliyesi”

**Assoc. Prof. Dr. Recep TEMEL**

Yozgat Bozok University  
recep.temel@bozok.edu.tr  
Orcid: 0000-0002-7566-9724

### ÖZET

Sosyal ve ekonomik yaşamın dinamizmi sadece yeni bilim dalları doğurmaz, mevcut bilim dallarını da genişletir, zenginleştirir. Nitekim 21. yüzyılda iletişim ve ulaşım teknolojilerinde yaşanan hızlı gelişmeler geleneksel ekonomik ilişkilerin giderek terk edilmesine, bu ilişkilerin dijital ortamlara taşınması suretiyle küreselleşmesine neden olmuştur. Bu gelişmeler dünyada kimi şehirleri (New York, Londra, Pekin, Tokyo, Zürih, Singapur, İstanbul vb.) küresel ekonominin önemli aktörleri haline getirmiştir. Bu gelişmeler sonucunda şehirlerin ekonomik yapısı ve işleyişi, ekonominin yeni bir alt disiplini olan 'Şehir Ekonomisi' başlığı altında incelenmeye başlanmıştır.

Ekonomik ve malî faaliyetler bir bütünün birbirini etkileyen parçalarıdır. Birindeki değişiklikler doğal olarak diğerini de etkiler. Şehir ölçeğindeki ekonomik ve malî faaliyetler de aynı etkileşim içerisinde. Bu etkileşim şehirlerin malî yapı ve işleyişlerinin araştırılmasında yenilikleri zorunlu kılmıştır. Bu bağlamda Şehir Maliyesi, şehirlerin malî yapılarının ve ilişkilerinin geçmişte olduğu gibi "Yerel Yönetimler Maliyesi" başlığı altında değil, "Şehir Maliyesi" başlığı altında farklı, özgün ve şehre özgü bir yaklaşımla incelenmesi anlamına gelmektedir.

Türkiye'deki şehirler, orta ve uzun vadede dünyadaki gelişmelerden ekonomik ve finansal yapıları ve işleyişleri açısından etkilenecektir. Ayrıca Türkiye'de illere özgü finansal yapı ve uygulamalar da çok çeşitlidir. Farklı işlevleri olsa da hem merkezi yönetim birimleri hem de yerel yönetim birimleri şehirde malî faaliyetlerde bulunmaktadır. Şehirlerdeki malî yapı ve ilişkilerin çeşitliliği ve karmaşıklığı, şehrin malî yapısı ve işleyişine bütüncül bir bakış açısını ifade eden 'Şehir Maliyesi' disiplinini zorunlu kılmaktadır.

Bu çalışmada nitel bir araştırma yöntemi olan doküman analizi yöntemi kullanılmıştır. Bu yöntemle Türk yerel yönetim mevzuatı incelenmiştir. Bu yolla 'Şehir Maliyesi' bilimini zorunlu kılan nedenlerin belirlenmesi amaçlanmıştır. Elde edilen sonuçlar hem 'Şehir maliyesi' bilim disiplininin gerekliliğini hem de çalışmanın önemini ortaya koymuştur.

**Anahtar Kelimeler:** Maliye Bilimi, Şehir, Şehir Maliyesi, Yerel Yönetimler Maliyesi

## “City” and “City Finance” as the Subject of Finance Science”

### ABSTRACT

The dynamism of social and economic life not only gives birth to new branches of science, but also expands and enriches existing ones. As a matter of fact, rapid developments in communication and transportation technologies in the 21st century have led to the abandonment of traditional economic relations and the globalization of these relations by transferring them to digital environments. These developments have transformed some cities in the world (New York, London, Beijing, Tokyo, Zurich, Singapore, Istanbul, etc.) into important actors of the global economy. As a result of these developments, the economic structure and functioning of cities began to be examined under the title of 'Urban Economy', a new sub-discipline of economy.

Economic and financial activities are parts of a whole that affect each other. Changes in one naturally affect the other. City-scale economic and financial activities are also in the same interaction. This interaction necessitated innovations in the investigation of the financial structure and functioning of the cities. In this context, City Finance means investigating the financial structure and relations of cities with a different, original and city-specific approach under the title of "City Finance", not under the title of "Local Governments Finance" as in the past.

Cities in Turkey will be affected by the developments in the world in the medium and long term in terms of their economic and financial structure and functioning. In addition, the city-specific financial structure and practices in Turkey are also very diverse. Although they have different functions, both central government units and local government units have financial activities in the city. The diversity and complexity of the financial structure and





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relations in the cities necessitate the discipline of 'City Finance', which expresses a holistic perspective on the financial structure and functioning of the city.

In this study, the document analysis method, which is a qualitative research method, was used. With this method, Turkish local government legislation has been examined. In this way, it is aimed to determine the reasons that make the 'City Finance' science obligatory. The results obtained revealed both the necessity of the 'City Finance' science discipline and the importance of the study.

**Keywords:** Finance Science, City, City Finance, Local Government Finance

## Exploring The Relationship Between Supply Chain Analytics Technology Capability and Firm Performance: The Mediating Role of Supply Chain Resilience<sup>1</sup>

**Assoc. Prof. Dr. Murat Çemberci**

Yıldız Teknik University  
cemberci@yildiz.edu.tr  
Orcid: 0000-0001-8569-4950

**Tuğba Karagülle**

Yıldız Teknik University  
tubika@gmail.com  
Orcid: 0000-0003-0112-7241

### Özet

Son teknolojik gelişmeler, hali hazırda belirsizlik ve kesintilerle mücadele etmekte olan firmalara veri-zengini (büyük veri) bir çevre sunarken, tedarik zincirlerinin mevcut dijital dönüşüme uyum sağlaması için yeni kabiliyetler geliştirmesi gerekliliği ortaya çıkmıştır. Ayrıca, dünyadaki krizler, doğal afetler, ekonomik belirsizliklerin önümüzdeki yıllarda da devam edebileceği, bunların da firmaların devamlılıkları ve performansları üzerinde büyük bir tehdiye sebep olabileceği tahmin edilmektedir. Dolayısıyla özellikle son yıllarda, firmalar tedarik zincirlerinde teknoloji yatırımına ağırlık vermektedirler. Ancak yöneticiler “teknolojiden kabiliyete” bakış açısına sahip olmazlarsa bu yatırımlar firmalara zarar verebilir. Bilgi teknolojileri kullanımı ve etkileri çok kez incelenmiş olmasına rağmen, bilgi teknolojileri kabiliyetinin özel bir türü olarak analitik teknoloji kabiliyetini inceleyen araştırmalar henüz yeterli değildir. Bu çalışma ile, firmaların uçtan uca tüm süreçlerini daha iyi yönetebilmesi ve üstün firma performansına ulaşabilmesi için ihtiyaç duyduğu “tedarik zinciri analitiği teknoloji kabiliyeti”ne odaklanılmıştır. Çalışmada, mevcut literatür incelenmiş ve tedarik zinciri analitiği teknoloji kabiliyetinin firma performansına etkisinde tedarik zinciri dayanıklılığının aracılık rolü bilgi işleme teorisi ışığında araştırılmıştır.

**Anahtar Kelimeler:** Tedarik Zinciri, Büyük Veri Analitiği, Teknoloji Kabiliyeti, Dayanıklılık, Bilgi İşleme Teorisi

### Abstract

As recent technological developments led organizations to operate in data-rich (big-data) environments in which uncertainty and disruptions have taken place already, the necessity to develop new capabilities within supply chains arose to adapt to digital transformation. Moreover, the worldwide crisis, natural disasters, and economic uncertainties are anticipated to be continuous in the following years causing a big threat to global supply chains and the sustainable performance of organizations. Therefore, organizations focus on investments in technology within their supply chains, especially last years. However, all these investments might destroy organizations if they do not acquire the “technology to capability” perspective. Although the investigations on the usage of information technologies and their effects have been presented many times, the studies on analytics technology capability, which is a specific type of information technology capability, are still insufficient. The focus of this study is the supply chain analytics technology capability that is required to manage end-to-end operations smoothly for superior firm performance. The existing literature is examined and the effect of supply chain analytics technology capability on firm performance and the mediating role of supply chain resilience is explored under the light of information processing theory.

**Keywords:** Supply Chain, Big Data Analytics, Technology Capability, Resilience, Information Processing Theory



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## Türkiye’deki Çevresel Bozulmada Finansal Sektör Gelişiminin, Temiz Enerji Tüketiminin ve Beşeri Sermayenin Rolü

**Öğr.Gör.Dr. Pınar AVCI**

Tekirdağ Namık Kemal Üniversitesi  
pavci@nku.edu.tr  
Orcid: 0000-0001-9480-8016

**Öğr.Gör. Esra YAŞAR**

İstanbul Şişli Meslek Yüksekokulu  
esra.yasar@sisli.edu.tr  
Orcid: 0000-0002-0313-9126

**Doç Dr. Sevgi SÜMERLİ SARIGÜL**

Kayseri Üniversitesi  
ssumerli@kayseri.edu.tr  
Orcid: 0000-0002-3820-6288

### ÖZET

Çevre kalitesi, iklim değişikliği ve çevresel bozulmalar ülkeler açısından çözüm aranan bir problem haline gelmiştir. Özellikle gelişmekte olan ülkeler için sürdürülebilir çevre kalitesi hayati bir ihtiyaçtır. Dolayısıyla bu çalışmanın amacı, gelişmekte olan bir ülke olarak Türkiye’deki çevresel bozulmalarda finansal sektör gelişiminin, temiz enerjinin ve beşeri sermayenin etkisini 1990-2015 döneminde incelemektir. Çalışmada öncelikle, değişkenlerin durağanlık özelliklerinin sınaması için klasik birim kök testlerinden olan Phillips-Perron testi ile kırılmalı olan Vogelsang-Perron birim kök testi uygulanmaktadır. Sonrasında, ARDL sınır testi aracılığıyla bağımlı ve bağımsız değişkenler arasında eşbütünleşme varlığı incelenerek, ARDL modeliyle de bağımsız değişkenlerin uzun dönem katsayıları saptanmaktadır. Son olarak, VECM Granger nedensellik testi ile değişkenler arasındaki kısa ve uzun dönemli nedensellik sınanmaktadır. Ampirik bulgular, ekolojik ayak izi ile finansal sektör gelişimi, beşeri sermaye, temiz enerji ve fosil yakıt tüketimi arasında eşbütünleşme olduğunu göstermektedir. Ayrıca bulgulara göre, finansal sektör gelişimi, temiz enerji ve fosil yakıt tüketimi çevresel bozulmayı arttırırken beşeri sermaye ise azaltmaktadır. Granger nedensellik bulguları da, temiz enerji ve fosil yakıt tüketimi ile çevresel bozulma arasında uzun dönemli çift yönlü nedensellik olduğunu ve finansal sektör gelişimi ile beşeri sermayeden çevresel bozulmaya doğru uzanan uzun dönemli tek yönlü nedensellik olduğunu göstermektedir. Böylece, bulgular çevrenin bozulması ve çevre kalitesinin gelişimine yönelik politika yapıcılara önemli tavsiyeler sunmaktadır.

**Anahtar Kelimeler:** Çevresel bozulma, Finansal sektör gelişimi, Temiz Enerji tüketimi, Beşeri Sermaye.

## The Role of Financial Sector Development, Clean Energy Consumption and Human Capital in Environmental Degradation in Turkey

### ABSTRACT

Environmental quality, climate change and environmental degradation have become a problem sought for solutions for countries. Especially for developing countries, sustainable environmental quality is a vital need. Therefore, the aim of this study is to examine the impact of financial sector development, clean energy and human capital on environmental degradation in Turkey as a developing country in the period 1990-2015. In the study, first of all,



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the Vogelsang-Perron unit root test, which is broken by the Phillips-Perron test, which is one of the classical unit root tests, is applied to test the stationary properties of the variables. Then, the presence of cointegration between dependent and independent variables is examined through the ARDL boundary test and the long-term coefficients of the independent variables are determined by the ARDL model. Finally, the VECM Granger causality test tests the short- and long-term causality between variables. Empirical findings suggest that there is a co-integration between the ecological footprint and financial sector development, human capital, clean energy and fossil fuel consumption. In addition, according to the findings, financial sector development, clean energy and fossil fuel consumption increase environmental degradation while human capital decreases. Granger's causality findings also show that there is a long-term two-way causality between clean energy and fossil fuel consumption and environmental degradation, and that there is a long-term one-way causality that extends from financial sector development and human capital to environmental degradation. Thus, the findings offer important recommendations to policymakers on environmental degradation and improving environmental quality.

**Keywords:** Environmental degradation, Financial sector development, Clean energy consumption, Human capital.

## Mobil Alışveriş Uygulamalarında Hizmet Kalitesinin Müşteri Bağlılığı Üzerindeki Etkisi

**Dr. Öğr. Üyesi Nur ÖZER CANARSLAN**

Anadolu Üniversitesi Açıköğretim Fakültesi

nurozer@anadolu.edu.tr

orcid: 0000-0003-3091-6012

### ÖZET

Günümüzde akıllı telefonların kullanımındaki artışla beraber mobil alışveriş uygulamaları da yaygınlaşarak elektronik alışverişteki payını artırdığı görülmektedir. Bu çalışmada Türkiye’de online alışveriş sitelerinin mobil uygulamaları tarafından verilen hizmetin kalitesinin, müşteri bağlılığına etkisini incelemek amaçlanmıştır. Bu doğrultuda, Parasuraman vd. (2005) tarafından geliştirilen E-S-QUAL ölçeği kullanılarak, mobil alışveriş deneyimine sahip müşterilere online teknoloji forumları aracılığıyla ulaşılmış ve anket yöntemi ile veriler toplanmıştır. Elde edilen 189 kullanılabilir anket SPSS 24 programı ile analiz edilmiştir. Analiz sonuçlarına göre mobil alışveriş uygulamalarında müşteri bağlılığını m-hizmet kalitesi boyutlarından etkinlik ve gizlilik boyutlarının anlamlı şekilde yordadığı, işlemi gerçekleştirme ve sistem uygunluğunun ise istatistiksel olarak anlamlı bir etkiye sahip olmadığı ortaya çıkmıştır.

**Anahtar Kelimeler:** M-hizmet kalitesi, Müşteri Bağlılığı, e-S-QUAL, Mobil alışveriş

### ABSTRACT

Today, with the increase in the use of smart phones, it is seen that mobile shopping applications have become widespread and increased their share in electronic shopping. In this study, it is aimed to examine the effect of the quality of service provided by mobile applications of online shopping sites on customer loyalty in Turkey. Accordingly, Parasuraman et al. (2005) using the E-S-QUAL scale, customers with mobile shopping experience were reached through online technology forums and data were collected by survey method. The 189 usable questionnaires obtained were analyzed with the SPSS 24 program. According to the results of the analysis, it was revealed that the efficiency and privacy dimensions of the m-service quality dimensions significantly predicted customer loyalty in mobile shopping applications, while the transaction realization and system suitability did not have a statistically significant effect.

**Keywords:** M-service quality, Customer Loyalty, e-S-QUAL, Mobile shopping

## Avrupa Enerji Krizi ve Türkiye'ye Olası Etkileri

**Dr. Öğr. Üyesi Fatma Merve EKİZ**

Iskenderun Technical University

merve.ekiz@iste.edu.tr

Orcid: 0000-0002-5558-3181

### ÖZET

Covid-19 pandemisinin küresel etkileri henüz atlatılmamışken, Rusya-Ukrayna Savaşı sonrası küresel enerji krizi patlak vermiş; doğal gaz, kömür ve petrol gibi temel enerji kaynaklarının fiyatları rekor seviyelere ulaşmıştır. Başta Amerika Birleşik Devletleri ve Avrupa Birliği ülkeleri olmak üzere birçok ülkenin Rusya'ya yaptırımları ve savaş nedeniyle alınan tedbirler, Rusya tarafından enerji ve gıda tehditlerini beraberinde getirmiştir. Doğal gaz ihtiyacının çok büyük bir bölümünü Rusya'dan sağlayan Avrupa'da yaşanan enerji krizi; yüksek enflasyon, ekonomik resesyon ve işsizlik oranlarında artış ile uzun dönemli siyasi sonuçlar şeklinde yorumlanabilir. Petrol ve doğal gaz olmak üzere birçok enerji kaynağında büyük oranda dışa bağımlı olan Türkiye'nin bu krizdeki yeri ve güvenliği de tartışma konusudur. Ülkemizde mevcut konjonktürde kısa dönemde Avrupa'ya kıyasla tedarik ve yer altı doğal gaz depoları ile ilgili belirgin bir sorun yaşanması beklenmemektedir. Bununla birlikte Avrupa ülkelerine sağlanan doğal gaza ilişkin alternatif enerji hatlarının ülkemizden geçmesi, Türkiye'nin jeopolitik konumu ve uluslararası arenadaki rolü Avrupa enerji arz güvenliği için oldukça önemlidir. Bu çalışmada Avrupa enerji krizi genel hatlarıyla ele alınmakta, enerji arz güvenliği ve krizin Türkiye'ye olası etkilerine değinilmektedir.

**Anahtar Kelimeler:** Enerji, Dışa Bağımlılık, Doğal Gaz

## The European Energy Crisis and Its Possible Effects on Turkey

### ABSTRACT

While the global effects of the Covid-19 pandemic have not yet been overcome, the global energy crisis broke out after the Russia-Ukraine War; the prices of basic energy resources such as coal and oil, especially natural gas, have reached record levels. The sanctions against Russia by many countries, especially the United States of America and the European Union countries, and the measures taken due to the war brought energy and food threats by Russia. The energy crisis in Europe, which supplies a large part of its natural gas need from Russia; high inflation, economic recession and increase in unemployment rates can be interpreted as long-term political consequences. Turkey's place and security in this crisis, which is highly dependent on foreign sources in many energy sources, including oil and natural gas, is also a matter of debate. In the current conjuncture in our country, it is not expected that there will be a significant problem in the short term regarding supply and underground natural gas storages compared to Europe. However, alternative energy lines for natural gas supplied to European countries pass through our country, Turkey's geopolitical position and its role in the international arena are very important for European energy supply security. In this study, the European energy crisis is discussed in general terms, energy supply security and the possible effects of the crisis on Turkey are mentioned.

**Keywords:** Energy, Foreign Dependency, Natural Gas



## Enerji Tüketiminin Hisse Senedi Fiyatlarına Etkisi; OECD Ülkeleri İçin Panel Veri Analizi

**Assoc. Prof. Dr. Şahin BULUT**

Aydın Adnan Menderes University

sbulut@adu.edu.tr

Orcid: 0000-0002-3462-6381

### ÖZET

Enerji son dönemlerde adından fazlasıyla söz ettirse de aslında, sanayi devrimindeki kömür-buhar bileşimiyle gündemdeki yerini almaya başlamıştır. İlerleyen yıllarda petrol-dizel araç kullanımıyla önemi giderek artmış ve günümüzde doğalgaz, elektrik, güneş, rüzgâr ve nükleer enerji çeşitliliğiyle daha da önemli hale gelmiştir. Enerji üretimde kullanılan en önemli girdilerden birisi olmakla birlikte en temel bileşenlerden birisi olup maliyet unsuru olarak üretimin niteliğini ve fiyatını da belirlemektedir. Enerjiye olan erişimleri ve onu doğru kullanabilen firmalar bu anlamda önemli avantaj elde etmektedirler. Bu çalışmada enerji tüketiminin hisse senedi fiyatları üzerindeki etkisini seçilmiş OECD ülkeleri ve 2000-2022 dönemi için yıllık veriler kullanılarak panel veri yöntemiyle analiz edilecektir.

**Anahtar Kelimeler:** Enerji, Elektirik, Hisse Senedi, Panel Veri

## The Effect Of Energy Consumption On Stock Prices; Panel Data Analysis For OECD Countries

### ABSTRACT

Although energy has made a name for itself recently, it has started to take its place on the agenda with the coal-steam combination in the industrial revolution. In the following years, its importance has gradually increased with the use of petroleum-diesel vehicles, and today it has come to the forefront with diversity in production such as natural gas, electricity, solar, wind and nuclear energy. Although energy is one of the most important inputs used in production, it is one of the most basic components and also determines the quality and price of production as a cost element. Companies that have access to energy and can use it correctly gain significant advantages in this sense. In this study, the effect of energy consumption on stock prices will be analyzed by panel data method using annual data for selected OECD countries and the period 2000-2022.

**Keywords:** Energy, Electricity, Share Prices, Panel Data

## Tek Çocuklu ve Çok Çocuklu Annelerin Çocuklarına Yönelik Alışveriş Metaforları: Kelime Bulutu Analizi

Dr. Öğr. Üyesi Nur ÖZER CANARSLAN

Anadolu Üniversitesi Açıköğretim Fakültesi

nurozer@anadolu.edu.tr

ORCID: 0000-0003-3091-6012

### ÖZET

Bu araştırmanın amacı annelerin çocuklarına yönelik alışveriş yapmaya yönelik algılarını metaforlar aracılığıyla incelemek ve tek çocuklu ve çok çocuklu annelerin algılarını belirlediği metaforlar aracılığıyla kıyaslamaktır. Araştırma fenomenoloji deseninde yürütülmüştür. Araştırmaya sosyal medya anne gruplarına üye 304 anne katılmıştır. Annelere “Çocuklarıma yönelik alışveriş yapmak ..... gibidir. Çünkü .....” ifadesini tamamlamaları istenmiştir. Verilerin analizinde içerik analizi yönteminden yararlanılmıştır. Araştırma sonucunda tek çocuklu annelerin çocuklarına yönelik alışverişi daha çok keyifli, mutluluk verici, eğlenceli, oyun oynamak gibi metaforlarıyla ifade ettiği, çok çocuklu annelerin ise ihtiyaç, eğlence, terapi, zor, zorunluluk, işkence metaforlarıyla ifade ettiği tespit edilmiştir. Bu sonuç çocuk sayısının artmasıyla annelerin çocuklara yönelik alışveriş motivasyonlarının hedonikten faydacı alışverişe doğru bir evrilmeye işaret ettiğini göstermiştir ve gelecekte yapılacak çalışmalarda bu konuya odaklanılarak daha detaylı çalışmaların yapılması önerilmektedir.

**Anahtar Kelimeler:** Alışveriş motivasyonları, Anne alışverişçi, Metafor analizi, Çocuk sayısı

## Shopping Metaphors of Single Child and Multi-Child Mother's For Their Children: Word Cloud Analysis

### ABSTRACT

The aim of this research is to examine mothers' perceptions of shopping for their children through metaphors and to compare the perceptions of mothers with one child and mothers with multiple children through metaphors. The research was carried out in a phenomenological design. Members of social media mother groups 304 mothers participated in the research. “Shopping for my children is like ..... Because .....” were asked to complete the statement. Content analysis method was used in the analysis of the data. As a result of the research, it was determined that mothers with one child expressed shopping for their children with metaphors such as enjoyable, pleasing, entertaining, playing games, while mothers with many children expressed it with metaphors of need, entertainment, therapy, difficulty, necessity, torture. This result shows that with the increase in the number of children, mothers' shopping motivation towards children points to an evolution from hedonic to utilitarian shopping, and more detailed studies should be conducted by focusing on this issue in future studies.

**Keyword:** Shopping Motivation, Mother Shopper, Metaphor Analysis, Number of Child





## Örgütsel Güvenin Örgütsel Bağlılık Üzerine Etkisi: Çağrı Merkezi Çalışanlarına Yönelik Bir Araştırma

**Dr. Öğr. Üyesi Ahmet USLU**

Bingöl University  
ahmetuslu@bingol.edu.tr  
Orcid: 0000-0003-0273-0069

**Zavil Gültekin TUMA**

Bingöl University  
gultekinzavil@gmail.com

### ÖZET

Örgütlerin yoğun rekabet ortamında rakipleri ile mücadele etmeleri ve ekonomik anlamda güçlü kalabilmeleri için çalışanlarından maksimum düzeyde verim almaya çalışmaları gerekmektedir. Hizmet sektöründe bu verim daha çok önem taşımaktadır. Çünkü hizmet sektöründeki faaliyetlerin önemli bir bölümü insan kaynağı tarafından görülmektedir. Çağrı merkezleri hizmet sektöründe hizmet sektöründe faaliyette bulunan önemli sektörler arasında yer almaktadır. Türkiye’de ve Dünya’da çağrı merkezi sektörü gittikçe genişlemektedir. Bu sektörde faaliyette bulunan örgütler yoğun bir işgören istihdamı sağlamakta olup verimlilikleri ise tamamen çalışanların performanslarına bağlı olmaktadır. Çalışanların performanslarını artıran birçok faktör bulunmaktadır. Bu faktörler arasında örgütsel güven ve örgütsel bağlılıkta yer almaktadır. Bu çalışmada örgütsel güvenin örgütsel bağlılık üzerine olan etkisi araştırılmıştır. Araştırmanın evrenini Bingöl ilinde bulunan çağrı merkezi çalışanları oluşturmaktadır. Araştırma kapsamında oluşturulan anket formu ile toplanan veriler analiz edilerek raporlanmıştır. Analiz neticesinde örgütsel güvenin örgütsel bağlılık üzerinde bir etkisinin olup olmadığı, bu etkinin al boyutlar düzeyinde olup olmadığı ile ilgili sonuçlara yer verilmiştir.

**Anahtar Kelimeler:** Örgütsel Güven, Örgütsel Bağlılık, Verimlilik

## The Effect of Organizational Trust on Organizational Commitment: A Study on Call Center Employees

### ABSTRACT

Organizations need to try to get maximum efficiency from their employees in order to fight their rivals and stay economically strong in an intense competitive environment. This efficiency is more important in the service sector. Because a significant part of the activities in the service sector is seen by human resources. Call centers are among the important sectors operating in the service sector in the service sector. The call center sector is gradually expanding in Turkey and in the world. Organizations operating in this sector provide intense employment and their productivity depends entirely on the performance of their employees. There are many factors that increase the performance of employees. Among these factors are organizational trust and organizational commitment. In this study, the effect of organizational trust on organizational commitment was investigated. The universe of the research consists of call center employees in Bingöl. The data collected with the questionnaire form created within the scope of the research were analyzed and reported. As a result of the analysis, the results about whether organizational trust has an effect on organizational commitment and whether this effect is at the level of sub-dimensions are given.

**Keywords:** Organizational Trust, Organizational Commitment, Efficiency

## Duygusal Bulaşma: Örgütsel Yansımaları, Yapılmış Çalışmalar ve Gelecek Araştırmalar için Öneriler

**Sefa GÜLTEPE**

Kütahya Dumlupınar University  
sefagultepe@gmail.com  
Orcid: 0000-0002-3559-0755

**Assoc.Prof.Dr.N.Derya ERGUN ÖZLER**

Kütahya Dumlupınar University  
derya.eozler@dpu.edu.tr  
Orcid: 0000-0001-9020-0206

### ÖZET

İnsanları diğer varlıklardan ayıran en önemli belirleyicilerden birisi duygulardır. Bireyler yaşadığı olumlu veya olumsuz duyguları sosyalleşme süreci ile birlikte etkileşim içerisinde buldukları diğer bireylere aktarmaktadırlar. Bazı düşünür ve bilim adamları duygunun etkisi altında olmayanları bilge olarak adlandırırken, bazıları duygu ile mantığın bir arada değerlendirilmesi gereken kavramlar olduklarını belirtmişlerdir. Geçmişten günümüze dek birçok farklı bilim dalı içerisinde duygu ve duygu ile ilgili konuları içeren birçok çalışmanın yapıldığı görülmektedir. Duygu ile ilgili konulardan birisi olan duygusal bulaşma kavramının son yıllarda birçok farklı disiplinlerde yapılan çalışmalarda yoğun bir şekilde ele alınmaya başladığı dikkati çekmektedir. Duygusal bulaşma, en basit şekilde duyguların ya da ruh halinin bir bireyden diğerine aktarılması olarak tanımlanmaktadır. Bireylerin iletişim içerisinde olmaları zamanla duygu alışverişi içerisinde girmeleri ve birbirlerinin duygularından etkilenmeleri sonucunu beraberinde getirmektedir.

Duygusal bulaşmanın örgütsel yaşamda ayrı bir yeri ve öneminin olduğu açıktır. Şöyle ki örgütler içerisinde yer alan birçok birey sürekli birlikte aynı ortamda çalıştıkları için, yaşadıkları tüm duyguları birbirlerine yansıtmakta diğer bir ifade ile bulaştırmaktadırlar. Bu çalışmanın temel amacı duygusal bulaşmanın örgütsel yansımaları üzerinde durmak, yerli ve yabancı yazında duygusal bulaşma ile ilgili yapılmış çalışmalar ile bu çalışmalarda elde edilen sonuçları özetlemek ve özellikle yerli literatürde oldukça az çalışılmış ve tez konusu yapılmış olan duygusal bulaşma konusu ile ilgili gelecekte çalışacaklara önerilerde bulunarak onlara yol göstermeye çalışmaktır.

**Anahtar Kelimeler:** Duygu, Bulaşma, Duygusal Bulaşma

## Emotional Contagion: Organizational Reflections, Literature Review and Suggestions for Future Research

### ABSTRACT

Emotions are one of the most important determinants that distinguish humans from other creatures. Individuals transfer their positive or negative emotions to other individuals with whom they interact through the socialization process. According to some thinkers and scientists, those who are not under the influence of emotion are called wise, while others stated that emotion and logic are the concepts that should be evaluated together. From the past to the present, it is seen that many studies have been carried out in many different disciplines of science, concerning emotions and issues related to emotion. In recent years, it is noteworthy that the concept of emotional contagion, which is one of the issues related to emotion, has begun to be discussed intensively in studies conducted in many different disciplines in recent years. Emotional contagion is simply defined as the transmission of emotions or mood from one individual to another. The fact that individuals are in communication brings with it the result that they exchange emotions over time and are affected by each other's emotions.



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Emotional contagion has a distinct place and importance in organizational life. Namely, since many individuals in organizations work together in the same environment, they reflect all the emotions they experience on to each other, in other words, they emotionally infect each other. The main purpose of this study is to focus on the organizational reflections of emotional contagion, to summarize the studies on emotional contagion in literature and try to guide the researchers who intend to study emotional contagion, which has been largely omitted in Turkish literature.

**Keywords:** Emotion, Contagion, Emotional Contagion



## **Analysis of the Interaction Between Exchange Rates and Selected Indicators with ARDL method: The case of Turkiye**

**Prof. Dr. Ahmet ŞENGÖNÜL**

Sivas Cumhuriyet University  
asengonul@cumhuriyet.edu.tr  
Orcid: 0000-0002-4999-1461

**Asst. Prof. Dr. Esengül SALİHOĞLU**

Sivas Cumhuriyet University  
esalihoglu@cumhuriyet.edu.tr  
Orcid: 0000-0002-2005-1986

### **ABSTRACT**

The stability of the real effective exchange rate is an important barometer for economies and interacts with many macroeconomic indicators. This study analyzes the case of Turkiye as a representative of emerging markets. The effects of the Central Bank of the Republic of Turkiye (CBRT) foreign exchange reserves, the FX deposit ratio of the banking sector, the CBRT money supply, the FX position of the banking sector, export volume, import volume, and petroleum price on the real effective exchange rate (REER) are analyzed. The time series of the variables included in the analysis consist of 140 observations between June 2010 and January 2022. As a result of the analysis using the ARDL method, a long-run cointegration relationship was found between the variables. In the long run, CBRT foreign exchange reserves and export volume positively affected the REER. On the other hand, the change in the FX deposit ratio, foreign exchange position, import volume, money supply, and petroleum prices were estimated to have a negative effect on the REER. However, it is found that the independent variables have an effect on the REER in the short run. According to the analysis results, the REER is influenced by the selected macroeconomic indicators in both the short and long run.

**Keywords:** Banking Sector, Exchange Rate, CBRT Reserve, ARDL Model.



## The Effect of the Covid-19 Pandemic Distress on the Visits of Psychiatry Polyclinics of Children Under 18: A Case of Sivas

**Asst. Prof. Dr. Hatice GENÇ KAVAS**

Sivas Cumhuriyet University  
hkavas@cumhuriyet.edu.tr  
Orcid: 0000-0002-6813-529X

**Prof. Dr. Ahmet ŞENGÖNÜL**

Sivas Cumhuriyet University  
asengonul@cumhuriyet.edu.tr  
Orcid: 0000-0002-4999-1461

### ABSTRACT

The Covid-19 pandemic brought along a significant number of new cases and a frightening number of deaths, negatively affecting the daily routine behaviors of individuals and hospital visits of patients. In addition, the use and spread of the vaccine developed against the pandemic caused a partial increase in hospital visits of patients. Theberath et al. (2022) stated that survey studies on child and adolescent mental health during the COVID-19 period caused psychological symptoms such as anxiety, depression, loneliness, stress and tension in these patients. The present study aimed to investigate whether pediatric patients under the age of 18 in Sivas are worried about visiting psychiatry polyclinics due to the fear of COVID-19 by being affected by the Covid related distress in Turkey. In the study, data on the number of patients under the age of 18 obtained from health institutions in Sivas between September.2019 and August 2021 were used. Autoregressive Distributed Lag: ARDL and econometric time series method were used for model estimation. First, the existence of long-term cointegration among the variables was determined. Accordingly, both short-term and long-term effects of the explanatory variables in the model on the dependent variable were estimated. Conclusions: While the increase in the number of new cases did not affect the number of visits to psychiatry polyclinics of patients under the age of 18, the increase in the number of vaccinations positively affected the number of visits and the increase in the number of deaths negatively affected the number of visits.

**Keywords:** Covid-19, Health Economics, Pediatrics, Psychiatry, Patient Behavior

## Yönetmel Özyeterlik Aracılıęıyla Otantik Liderlik ve Etkileşimsel Adalet Psikolojik Performansı Etkiler mi?

**Yüksek Lisans Öğrencisi Hatice YILAR**

Nevşehir Hacı Bektaş Veli Üniversitesi, Türkiye  
haticeyilar.22@gmail.com  
Orcid: 0000-0001-6644-9183

**Prof. Dr. Şevki ÖZGENER**

Nevşehir Hacı Bektaş Veli Üniversitesi, Türkiye  
sozgener@nevsehir.edu.tr  
Orcid: 0000-0002-9290-0596

### ÖZET

Bu araştırmanın amacı, otantik liderlik ve etkileşimsel adaletin psikolojik performansa etkisinde yönetmel öz yeterlięin aracı rolünü ortaya koymaktır. Araştırmanın örneklemini, Nevşehir ili ve ilçelerinde faaliyet gösteren yiyecek-içecek işletmeleri çalışanları oluşturmaktadır (n=357). Çalışmada veriler, Walumbwa ve diğerlerinin (2008) otantik liderlik, Niehoff & Moorman (1993)'in etkileşim adaleti, Van Vianen (1999)'in yönetmel özyeterlik ve Lehr (1986)'in psikolojik performans ölçeklerinden oluşan bir anket yardımıyla toplanmıştır. Doğrulayıcı faktör analizi yardımıyla dışsal modelin uygunluğu farklı uyum indeksleri ile değerlendirildikten sonra araştırmanın model ve hipotezlerini test etmek için Yapısal Eşitlik Modellemesi ve Preacher ve Hayes (2008) tarafından önerilen BC Bootstrap yöntemi uygulanmıştır.

Araştırmanın bulgularına göre, otantik liderlięin psikolojik performansı pozitif ama anlamlı olmayan şekilde etkiledięi ortaya konmuştur. Buna karşın, hem etkileşimsel adaletin hem de yönetmel özyeterlięin psikolojik performans üzerinde pozitif ve anlamlı etkiye sahip olduęu tespit edilmiştir. Ayrıca otantik liderlięin yönetmel özyeterlięi pozitif ama anlamlı şekilde etkiledięi belirlenmiştir. Fakat etkileşim adaletinin yönetmel özyeterlięi pozitif ve anlamlı şekilde etkiledięi gözlenmiştir. Öte yandan yönetmel özyeterlik, etkileşimsel adaletin psikolojik performansa etkisine aracılık etmektedir. Buna karşın yönetmel özyeterlik, otantik liderlięin psikolojik performansa etkisine aracılık etmemektedir. Son olarak, bu çalışmada sonuçlara ilişkin tartışmalar ve sınırlılıklar, yiyecek ve içecek işletmelerinin çalışanları ile ilgili teorik ve uygulamaya yönelik çıkarımlar ve gelecekteki araştırmalar için bazı öneriler sunulmaktadır.

**Anahtar Kelimeler:** Otantik Liderlik, Etkileşimsel Adalet, Psikolojik Performans, Yönetmel Özyeterlik.

## Do Authentic Leadership and Interactional Justice Affect Psychological Performance Via The Mediating Role of Managerial Self-Efficacy?

### ABSTRACT

The aim of this study is to reveal the mediating role of managerial self-efficacy in the effects of authentic leadership and interactional justice on psychological performance. The sampling of the study consists of employees of food and beverage enterprises operating in Nevşehir province and districts (n=357). In the study, the data were collected with the help of a questionnaire consisting of Walumbwa et al.'s (2008)' authentic leadership scale, Niehoff & Moorman's (1993) interactional justice scale, Van Vianen's (1999) managerial self-efficacy scale and Lehr's (1986) psychological performance scale. After the appropriateness of the outer model was evaluated with different fit indices by means of confirmatory factor analysis, structural equation modelling were applied to test the model and hypotheses of the research.

According to the research findings, it was revealed that authentic leadership affects psychological performance in a positive but non-significant way. However, it was determined that both interactional justice and managerial self-efficacy affect psychological performance positively and significantly. Moreover, it has been determined that authentic leadership has a positive but significant effect on managerial self-efficacy. Nevertheless, it was observed that interactional justice had a positive and significant effect on managerial self-efficacy. On the other hand, managerial self-efficacy mediates the effect of interactional justice on psychological performance. However,



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managerial self-efficacy does not play a mediating role in the effect of authentic leadership on psychological performance. Finally, discussions and limitations of the results, theoretical and practical implications for employees of food and beverage businesses, and some suggestions for future research are presented in this study.

**Keywords:** Authentic Leadership, Interactional Justice, Psychological Performance, Managerial Self-Efficacy



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## Gerçek Zamanlı Pazarlamanın Potansiyeli Açısından İncelenmesi

**Dr. Durmuş KOÇAK**

Gazeteci-Bağımsız Araştırmacı

durmus.kocak@hotmail.com

Orcid: 0000-0001-8783-5112

**Prof. Dr. Deniz ZEREN**

Çukurova Üniversitesi İİBF İşletme Bölümü

dzeren@cu.edu.tr

Orcid: 0000-0003-1197-5375

### ÖZET

Gerçek zamanlı pazarlama, markaların, özellikle çevrim içi hedef kitleler arasında anlık olarak popülerleşen etkinlik, konu veya fikirleri özellikle sosyal medya paylaşımlarında yer vermesiyle meydana gelen dijital pazarlama uygulamalarıdır. Yarattığı etki dolayısıyla, düşük bütçeyle geniş kitlelere ulaşmayı sağlaması yönüyle öne çıkan güncel bir kavramdır. Uygulama kolaylığı ve erişim gücü dolayısıyla araştırmacıların da ilgisini çeken gerçek zamanlı pazarlama kavramının incelenmesi bu çalışmanın temel amacını oluşturmaktadır. Bu amaçla literatür taraması yapılarak kavram tanımlanmış, özellikleri ortaya konmuş, işleyişi ve türleri incelenmiş ve örnekleri gözden geçirilerek değerlendirilmiştir. Bulgular, gerçek zamanlı pazarlamanın farklı sektörlerden markalara, geniş kitlelere erişim ve etkileşim açısından önemli fırsatlar yaratma potansiyelini ortaya koymaktadır.

**Anahtar Kelimeler:** Gerçek Zamanlı Pazarlama, Reklam, Pazarlama İletişimi

### Examining The Potential of Real Time Marketing

#### ABSTRACT

Real-time marketing is digital marketing applications that occur when brands include events, topics or ideas that becomes popular instantly among online target audiences. Due to the effect it creates, it is a current concept that stands out in terms of reaching large masses with a low budget. The main purpose of this study is to examine the concept of real-time marketing, which attracts the attention of researchers due to its ease of application and access power. For this purpose, the concept was defined by literature review, its features were revealed, its functioning, types of real time marketing were examined, and its examples were reviewed and evaluated. The findings reveal the potential of real-time marketing to create significant opportunities for brands from different industries to reach and interact with large audiences.

**Keywords:** Real Time Marketing, Advertising, Marketing Communication





## Sosyal Sürdürülebilirlik Kaygısı ve Lojistik Süreci

**Dr. Öğretim Üyesi İpek ÖZENİR**

Hatay Mustafa Kemal University

ipekozenir@mku.edu.tr

ORCID: 0000-0002-0684-0938

**Doç. Dr. Gülsün NAKİBOĞLU**

Çukurova University

ngulsun@cu.edu.tr

ORCID: 0000-0002-6835-744X

### ÖZET

İşletmelerin veya tedarik zincirlerinin sürdürülebilirliği, hem uygulama hem de akademik olarak oldukça ilgi çeken alanlardan biridir. Tedarik zincirinin ve ticaretin bel kemiği süreçlerinden biri olan lojistik süreci de, sürdürülebilirliği açısından oldukça eleştirilmekte ve incelenmektedir. Lojistik süreçlerin sürdürülebilirliği incelendiğinde çoğunlukla ekolojik sürdürülebilirliğe dair geliştirme yapılmaya çalışıldığı veya ekolojik-ekonomik sürdürülebilirliğin dengelenmeye çalışıldığı görülmektedir. Ancak lojistik süreçlerin en önemli girdilerinden biri de (otonom araçlar ve robotlar 7/24 hayatımızda ve herkes tarafından erişilebilir oluncaya dek) insanlardır. Bu sebeple lojistik süreçlerde bütünsel bir sürdürülebilirlik yaklaşımının uygulanabilmesi için sosyal boyutun da dikkate alınması gereklidir. Literatürde genel olarak sürdürülebilirliğin sosyal boyutuna ilişkin çalışmaların oldukça az sayıda yer aldığı görülmektedir. Bu sebeple çalışmada lojistik süreçlerde sürdürülebilirliğin sosyal boyutuna odaklanılmakta, sosyal sürdürülebilirliğin lojistik sürecindeki yerine, sürdürülebilirlik performansına dair detaylara yer verilmektedir.

**Anahtar Kelimeler:** Sosyal sürdürülebilirlik, Lojistik süreçler, Sürdürülebilirlik kaygısı, Sürdürülebilir lojistik

## Social Sustainability Concern and Logistics Process

### ABSTRACT

Sustainability of businesses and supply chains is one of the areas that attracts a lot of attention, both practically and academically. The logistics process, which is one of the backbone processes of the supply chains and trade, is also highly criticized and examined in terms of its sustainability. When the sustainability of logistics is examined, it is seen that mostly efforts are made to improve ecological sustainability or try to balance ecological and economic sustainability. However, one of the most important inputs of logistics processes (until autonomous vehicles and robots are in our lives and accessible to everyone) are people. For this reason, it is necessary to consider the social dimension in order to implement a holistic sustainability approach in logistics processes. In the literature, it is seen that there are very few studies about the social dimension of sustainability. For this reason, this study focuses on the social dimension of sustainability in logistics processes, and the place of social sustainability in the logistics, social sustainability performance.

**Keywords:** Social sustainability, Logistics process, Sustainability concern, Sustainability logistics

## Havacılık Sektöründe İletişimin Önemi ve Vaka İncelemesi

**Emine Gül ŞAHİN**

Erciyes University  
4035030104@erciyes.edu.tr  
Orcid:0000-0001-9291-2354

**Zehra EĞİNKAYA**

Erciyes University  
4035030122@erciyes.edu.tr  
Orcid:0000-0003-0264-9949

**Büşra YILDIRIM**

Erciyes University  
4035030119@erciyes.edu.tr  
Orcid:0000-0003-4410-4656

### ÖZET

İletişim, örgüt ve bireylerin içinde buldukları toplumla ve toplumdaki diğer bireylerle etkileşimini sağlayan bir süreçtir. İletişimin etkin kullanılması, organizasyonel sistemde ve yönetsel performansta başarı sağlamaktadır. Yaşamın her alanında, büyük bir yere sahip olan iletişim söz konusu havacılık olunca hayati bir öneme sahiptir. Havacılık sektöründe emniyetli ve hızlı uçuş operasyonları, doğru iletişime bağlıdır. Havayolu taşımacılığında yaşanan kaza ve olayların birçoğunun insan faktörü ve etkisiz iletişimden kaynaklandığı bilinmektedir. Bu sebeple çalışmada, havacılık ve havacılık emniyetinde iletişimin önemine değinilmiş, örnek kaza incelemesi yapılmış ve havacılık ortamlarında etkili iletişim sürecinden bahsedilmiştir. Havacılık ortamlarındaki beş mesaj tipi, sözlü, sözlü olmayan, yazılı, sözel-görsel ve teknoloji kullanılarak gerçekleştirilen iletişim mesajları örneklerle incelenmiştir. Bu bağlamda çalışmanın amacı havacılık ortamlarında insan faktörü ve departmanlar arası iletişimin önemini vurgulamak, iletişim problemlerinin kazalar üzerindeki etkisini örnek olay incelemesi yardımıyla analiz etmek ve sektördeki iletişim problemlerinin nedenlerini tespit etmektir. Çalışmanın sonucunda havacılık operasyonundan sorumlu personellerin havacılık sektöründeki iletişim ile ilgili bilgi ve yeteneklerini geliştiren eğitimleri almasının gerekliliğine vurgu yapılmaktadır.

**Anahtar Kelimeler:** İletişim, Havacılıkta İletişim, Mesaj Tipleri, İletişim Problemleri

## The Importance of Communication in the Aviation Sector and Case Study

### ABSTRACT

Communication is a process that enables the interaction of organizations and individuals with the society they are in and with other individuals in the society. effective use of communication provides success in the organizational system and managerial performance. Communication has a great place in all areas of life and is of vital importance when it comes to aviation. Safe and fast flight operations in the aviation industry depend on the right communication. It is known that many of the accidents and incidents experienced in air transportation are caused by human factors and ineffective communication. For this reason, in the study, the importance of communication in aviation and aviation safety was mentioned, a sample accident investigation was made and effective communication process in aviation environments was mentioned. Five message types in aviation environments, verbal, non-verbal, written, verbal-visual and communication messages using technology were examined with examples. In this context, the aim of the study is to emphasize the importance of human factor and inter-departmental communication in aviation environments, to analyze the impact of communication problems on accidents with the help of case study and to determine the causes of communication problems in the sector. As a result of the study, it is emphasized that the personnel responsible for aviation operations should receive trainings that improve their knowledge and skills related to communication in the aviation sector.

**Keywords:** Communication, Communication In Aviation, Message Types, Communication Problem



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## Havacılık Sektöründe Risk Faktörü: Havacılık Sigortası Kapsamında Bir İnceleme

**Ayşe SUSUZ**

Erciyes University  
4035030120@erciyes.edu.tr  
Orcid: 0000-0002-5258-279X

**İlinay GÜLLÜ**

Erciyes University  
4035030115@erciyes.edu.tr  
Orcid: 0000-0003-0276-8606

**Sevim YILMAZ**

Erciyes University  
4035030102@erciyes.edu.tr  
Orcid: 0000-0001-7336-4348

**Sümeyye YAVUZ**

Erciyes University  
4035030110@erciyes.edu.tr  
Orcid: 0000-0002-1381-2812

### ÖZET

Havacılık sektöründeki ölümlü uçak kazalarının büyük bir kısmı insan faktörü sebebiyle gerçekleşmektedir. İnsan faktörü kaynaklı kazalar, öngörülme ve engellenme açısından mümkün görünmemektedir ancak oluşabilecek risklerin azaltılabilmesi için havacılıkta sigortacılık faaliyetleri önem arz etmektedir. Hava araçları hız ve konfor gibi faydalar sağlamasına karşın rizikosu ve maliyeti yüksek taşıtlardır. Hava araçlarının herhangi bir zarara uğrama tehlikesini minimize etmek amacıyla, havacılıkta sigorta kavramı ortaya çıkmıştır. Havacılıkta sigortacılığın kapsamı; hava araçları, havayolu işletmeleri, havalimanı işletmecileri ve üçüncü şahıslardır. Bunun aksine havacılık sigorta sözleşmesi, devlet ve askeri hava araçlarını, azami kalkış ağırlığı 500 kg altındaki hava araçlarını, ayak gücüyle iniş ya da kalkış yapan hava araçlarını ve uçuş eğitimi için kullanılan planörleri kapsamaz. Günümüz havacılık sektörü algısında, risk güvence altında tutulur, yaşanması muhtemel kazalar sigorta faaliyetleri ile azaltılır, yolculara güvenli bir uçuş hizmeti sunulur. Bu bağlamda bu çalışmanın amacı; havayolu taşımacılığı sektöründe sigorta faaliyetlerini değerlendirmek ve bu faaliyetlerin muhtemel riskleri ne ölçüde önleyebildiğini incelemektir.

**Anahtar Kelimeler:** Havacılık Sektörü, Havacılıkta Sigorta, Risk Faktörü

## Risk Factor in the Aviation Industry: A Review under Aviation Insurance

### ABSTRACT

Most of the fatal aircraft accidents in the aviation sector are caused by the human factor. Accidents caused by human factors do not seem possible in terms of prediction and prevention, but insurance activities in aviation are important in order to reduce the risks that may occur. Although air vehicles provide benefits such as speed and comfort, they are vehicles with high risk and cost. In order to minimize the danger of any damage to aircraft, the concept of insurance in aviation has emerged. Coverage of aviation insurance; aircraft, airline operators, airport



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operators and third parties. In contrast, the aviation insurance contract does not cover state and military aircraft, aircraft with a maximum take-off weight below 500 kg, aircraft landing or taking off with foot power, and gliders used for flight training. In today's aviation sector perception, risk is kept under assurance, possible accidents are reduced by insurance activities, and a safe flight service is provided to passengers. In this context, the aim of this study is; to evaluate insurance activities in the air transport sector and to examine the extent to which these activities can prevent possible risks.

**Keywords:** Aviation Sector, Insurance in Aviation, Risk Factor

## Türkiye’de Kentleşme Sürecinde Gecekondulaşma

**Assoc. Prof. Dr. Vedat YILMAZ**

Malatya Turgut Ozal University

Vedatyilmaz1977@gmail.com

Orcid: 0000-0003-4624-9824

### ÖZET

Kent, sosyal ve ekonomik gelişmeler başta olmak üzere insanların yaşam olanaklarının kıra göre yüksek olduğu yerleşim alanlarıdır. Kentlerde farklı kimlikteki insanlar birbirleri ile sürekli bir iletişim halinde yaşamlarını sürdürmektedir. Kentler kentleşme adı altında sürekli olarak kendilerini yenilemektedir. Kentleşme süreci sarsıcı ve yankılı bir süreçtir. Bu süreç çevreye zarar vermeden korunarak orantılı bir şekilde yürütülmesi gerekmektedir. Kentler her geçen gün artan nüfus ile birlikte daha karmaşık bir hal almaya başlamıştır. Bu durumu kontrol altına almayı amaçlayan Kentleşme süreci ise barınma, alt yapı, sanayileşme ile birlikte çevre ve havanın kirletilmesi, göç alma gibi farklı durumların ortaya çıkmasına neden olmuştur. Kentleşme, sanayileşme ve göç birbirlerinin sebebi ve sonuçları olma özelliği açısından ayrı ayrı düşünülemeyen kavramlardır. Bu kavramlar aynı zamanda bir süreci de ifade etmektedir. Bu sürecin doğru yönetilememesi kentsel mekânları çözülmesi güç sorunlarla karşı karşıya bırakmaktadır. Bu sorunların başında ise gecekondulaşma gelmektedir. Gecekondulaşma toplumun sosyo-ekonomik yaşantısının yansıması olarak değerlendirilmekle birlikte, kırdan kente göç eden dar gelirli bireylerin güvenlik ve ekonomik ihtiyaçlarının karşılanmasının ilk adımıdır. Gecekondulaşma ile mücadelede bu yapıların yıkılmasının gecekondulaşmayı bitirmediğinin anlaşılması bu soruna imar afları ile yaklaşılmasına yol açmıştır. Bu bağlamda literatür tarama ve gözleme dayalı hazırlanan bu çalışmada, Türkiye’deki kentleşme süreci içinde gecekondulaşmanın yeri başta olmak üzere kentleşme ve gecekondu kavramı ile Türkiye’de gecekondulaşma sürecinde üretilen politikalar hakkında bilgiler sunularak değerlendirme ve önerilerde bulunulmuştur.

**Anahtar Kelimeler:** Kentleşme, Göç, Gecekondulaşma, İmar Afları

### Slums in the Process of Urbanization in Türkiye

#### ABSTRACT

Urban areas are residential areas where people's living opportunities are higher than rural areas, especially social and economic developments. In cities, people with different identities continue their lives in constant communication with each other. Cities are constantly renewing themselves under the name of urbanization. The urbanization process is a staggering and reverberant one. This process should be carried out in a proportional manner without harming the environment. Cities have started to become more complex with the increasing population day by day. The urbanization process, which aims to control this situation, has led to the emergence of different situations such as housing, infrastructure, industrialization, pollution of the environment and air, and immigration. Urbanization, industrialization and migration are concepts that cannot be considered separately in terms of being the cause and effect of each other. These concepts also express a process. Failure to manage this process properly exposes urban spaces to problems that are difficult to solve. At the beginning of these problems is squatting. Although squatting is considered as a reflection of the socio-economic life of the society, it is the first step to meet the security and economic needs of low-income individuals migrating from rural to urban areas. Understanding that the demolition of these buildings in the fight against squatting did not end the squatting, led to approaching this problem with zoning amnesties. In this context, in this study, which was prepared based on literature review and observation, evaluations and suggestions were made by presenting information about the concept of urbanization and slums, especially the place of slums in the urbanization process in Turkey, and the policies produced during the squatting process in Turkey.

**Keywords:** Urbanization, Migration, Slums, Zoning Amnesty



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## Havacılık Sektöründe Zaman ve Stres Yönetiminin Personel ve Sektöre Etkisi

**Jale ERDEM**

Erciyes University  
4035030094@erciyes.edu.tr  
Orcid:0000-0001-7524-2862

**Emine Gül ŞAHİN**

Erciyes University  
4035030104@erciyes.edu.tr  
Orcid:0000-0001-9291-2354

**Zehra EĞİNKAYA**

Erciyes University  
4035030122@erciyes.edu.tr  
Orcid:0000-0003-0264-9949

**Büşra YILDIRIM**

Erciyes University  
4035030119@erciyes.edu.tr  
Orcid:0000-0003-4410-4656

### ÖZET

Stres vücudumuzun tehdit, zorluk ve belirsizliklere karşı verdiği bir cevaptır. Stresin olumsuz etkilerinin olumlu hale dönüşümü günümüzün organizasyonel problemleri arasındadır. Bu bağlamda stresin iyi yönetimi havacılık sektörüne de katma değer sağlamaktadır. Çalışmada stres hakkında genel bilgilendirme yapılmış, stres yönetiminin iş performansına etkisi ve zaman yönetiminin havacılık sektörü çalışanları üzerindeki rolü ve kârlılığına etkileri üzerine tez çalışmaları incelenmiştir. Çalışmanın amacı, havacılıkta en önemli unsur olan insanın stres yönetiminin önemini vurgulamak ve ayrıca yapılan tez incelemeleri ile stres ve zamanın etkili yönetimi ile sektörde kârlılığı sağlamaktır. Bu bakımdan şirketlerin, tüm birimlerindeki personelinin stres ve zaman yönetimini etkili şekilde yapmasının gerekliliğine vurgu yapılmaktadır.

**Anahtar Kelimeler:** Stres, Havacılıkta Zaman ve Stres Yönetimi, Karlılık

## The Effect of Time And Stress Management On Staff And Sector In The Aviation Sector

### ABSTRACT

Stress is our body's response to threats, challenges and uncertainties. Transforming the negative effects of stress into positive ones is among the organizational problems of today. In this context, good management of stress also provides added value to the aviation industry. In the study, general information about stress was given, the effect of stress management on work performance and the effects of time management on the role and profitability of aviation industry employees were examined. The aim of the study is to emphasize the importance of it and also to ensure profitability in the sector with the thesis examinations and effective management of stress and time. In this respect, it is emphasized that companies in all units should effectively manage stress and time.

**Keywords:** Stress, Time And Stress Management In Aviation, Profitability

## Türkiye’de Büyükşehir Belediyelerinin Tarihi Üzerine Bir Araştırma

**Assoc. Prof. Dr. Vedat YILMAZ**

Malatya Turgut Ozal University

vedatyilmaz1977@gmail.com

Orcid: 0000-0003-4624-9824

### ÖZET

Türkiye büyükşehir yönetimi konusunda belediye yönetimi gibi köklü bir tarihe sahip değildir. Türkiye’de büyükşehir belediye yönetimi dayanağını 1982 Anayasası’nın 127. Maddesinde yer alan “*Büyük yerleşim yerleri için özel yönetim biçimleri getirilebilir*” hükmü gereğince oluşturulmuştur. Bu gerekçe ile büyük yerleşim alanlarında büyükşehir belediyelerinin kurulmasının önü açılmıştır. Bu bağlamda ilk büyükşehir belediyesi 1984 yılında 3030 sayılı yasa ile Ankara, İstanbul ve İzmir illerinin büyükşehir belediyesi olması ile başlamıştır. Daha sonrasın hızlı nüfus artışı, büyüyen ve gelişen kentlerde ortaya çıkan barınma, çevre ve alt yapı, istihdam, plansız kentleşme gibi birçok sorunların artması ile birlikte ülkedeki büyükşehir belediye sayısı artmaya başlamıştır. 3030 sayılı kanun ile kurulan Ankara, İstanbul, İzmir illerinin ardından 1986 yılında 3306 sayılı yasayla Adana, 1987 yılında 3391, 3398 ve 3399 sayılı yasalarla sırasıyla Bursa, Gaziantep ve Konya illeri, 1988 yılında 3508 sayılı yasa ile Kayseri ili ve 1993 yılında çıkarılan 504. sayılı Kanun Hükmünde Kararname ile Antalya, Erzurum, Diyarbakır, Eskişehir, Kocaeli (İzmit), Mersin ve Samsun illerinin büyükşehir olması ile beraber büyükşehir belediye sayısı 15 olmuş ve 2000 yılında çıkarılan 593 sayılı Kanun Hükmünde Kararname ile Sakarya ilinin de büyükşehir belediyesi olmasıyla bu sayı 16 olmuştur. 2004 yılında büyükşehir belediyelerinde yaşanan sorunlara cevap verme konusunda yetersiz kalan 3030 sayılı yasanın yerine 5216 sayılı büyükşehir belediyesi yasası çıkarılmıştır. 2000 yılından sonra 2012 yılına kadar yeni büyükşehir belediyelerinin kurulması noktasında herhangi bir adım atılmamıştır. 2012 yılında çıkarılan 6360 sayılı “On Dört İlde Büyükşehir Belediyesi ve Yirmi Yedi İlçe Kurulması ile Bazı Kanun Hükmünde Kararnemelerde Değişiklik Yapılmasına Dair Kanun” ile Aydın, Balıkesir, Denizli, Hatay, Kahramanmaraş, Malatya, Manisa, Mardin, Muğla, Ordu (2013 tarih ve 6360 sayılı yasada yapılan 6447 sayılı yasa değişikliği ile), Tekirdağ, Trabzon, Şanlıurfa ve Van illeri büyükşehir belediyesi olmuş ve Türkiye’deki büyükşehir belediye sayısı 30’a yükselmiştir. Bu çalışmada Türkiye 1984 yılında Ankara, İstanbul ve İzmir illerinin büyükşehir belediyesi olması ile başlayan ülkedeki büyükşehir belediyelerinin tarihsel süreci ve gelişimi hakkında bilgiler sunulmuştur. Bu bağlamda 3030 sayılı yasa, 5216 sayılı yasa ve son olarak 5216 sayılı yasada yapılan 6360 sayılı yasa ile yapılan düzenlemeler hakkında özet bilgilere yer verilerek değerlendirilmelerde bulunulmuştur.

**Anahtar Kelimeler:** Büyükşehir, 3030 Sayılı Yasa, 5216 Sayılı Yasa, 6360 Sayılı Yasa

## A Research on The History of Metropolitan Municipalities in Türkiye

### ABSTRACT

Turkey does not have a deep-rooted history in metropolitan administration like municipal administration. The basis of metropolitan municipality administration in Turkey was established in accordance with the provision "Special forms of administration can be introduced for large settlements" in Article 127 of the 1982 Constitution. For this reason, the way for the establishment of metropolitan municipalities in large settlement areas has been paved. In this context, the first metropolitan municipality started in 1984 with the law numbered 3030, when Ankara, İstanbul and İzmir became metropolitan municipalities. Afterwards, with the rapid population growth, the increase in many problems such as housing, environment and infrastructure, employment, unplanned urbanization in growing and developing cities, the number of metropolitan municipalities in the country started to increase. Following the provinces of Ankara, İstanbul and İzmir, which were established with the law numbered 3030, Adana with the law numbered 3306 in 1986, Bursa, Gaziantep and Konya provinces with the laws numbered 3391, 3398 and 3399 in 1987, Kayseri province with the law numbered 3508 in 1988 and 504 provinces in 1993. With the Decree-Law No. has been. In 2004, the Metropolitan Municipality Law No. 5216 was enacted instead of the Law No. 3030, which was insufficient to respond to the problems experienced in the metropolitan municipalities. After 2000, no steps were taken to establish new metropolitan municipalities until 2012. Aydın, Balıkesir, Denizli,



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Hatay, Kahramanmaraş, Malatya, Manisa, Mardin, Muğla, Ordu (dated 2013 and With the amendment of the law numbered 6447 made in the law numbered 6360), the provinces of Tekirdağ, Trabzon, Şanlıurfa and Van became metropolitan municipalities and the number of metropolitan municipalities in Turkey increased to 30. In this study, information about the historical process and development of the metropolitan municipalities in the country, which started with the fact that Turkey became the metropolitan municipality of Ankara, İstanbul and İzmir in 1984, is presented. In this context, evaluations were made by giving summary information about the regulations made with the law numbered 3030, the law numbered 5216 and finally the law numbered 6360 made in the law numbered 5216.

**Keywords:** Metropolitan, Law No. 3030, Law No. 5216, Law No. 6360

\* Bu çalışma Vedat YILMAZ tarafından hazırlanan “6360 Sayılı Yasa ile Oluşturulan Yeni Büyükşehir Belediye Modelinin Uygulamadaki Yansımaları: Hatay, Malatya, Manisa ve Van Büyükşehir Belediyesi Örnekleri” başlıklı doktora tezinden türetilmiştir.





## **Innovation Orientation and Organizational Performance. How to measure the relation?**

**Ph.D Joanna RUDAWSKA**

Jan Kochanowski University in Kielce, Poland

E-mail joanna.rudawska@ujk.kielce.pl

Orcid: 0000-0003-1484-8283

### **ABSTRACT**

In the management sciences, orientation can be considered as values, a set of principles and guidelines to which an organization's management system is directed. Orientation at the organizational level is understood as a kind of attitude towards a certain point of reference. In the case of Innovation Orientation (IO), this point is innovation. Innovation Orientation in literature is a broader construct than the concept of innovation and innovativeness itself. IO reflects the organization's ability to bring new products, and processes to the competitive market, and open new markets by proper configuration of the strategic orientation with employees' innovation behavior and implemented processes. There is no consensus among researchers on the operationalization and conceptualization of the concept of innovation, innovativeness as well as IO which can be researched on the individual, group, and organizational level and treated as a uni or multi-dimensional construct.

The purpose of the study is to identify tools for measuring the Organizational Performance (OP) of the company determined by Innovation Orientation (OI). First, the essence of the terms such as orientation, innovation orientation, and its dimensions was recognized. Later, the author presented the results of the literature review identifying the most popular indicators of measuring entrepreneurs' performance (both financial and non-financial) used in studies of the relationship between IO and OP.

**Keywords:** Strategic Orientation, Innovation Orientation, Organizational Performance, Measurement



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## **Hidden Economic and Social value A Case Study on the Example of Redevelopment and Change of Use of two Historic Buildings in Warsaw.**

**MA Arch. Asst. Prof. Wojciech Godziński**

University of Technology and Economics, Warsaw, Poland

wojciech.godzinski@uth.edu.pl

Orcid: 0000-0001-8571-6929

### **ABSTRACT**

Between 2014 and 2021, the author designed and led the architectural and investment supervision of the conversion of two devastated historic buildings in Warsaw into small boutique office spaces. From the pure investment side, both projects showed a very low rate of return (if any return at all). In both cases, however, it turned out that the most underestimated, even overlooked aspect by real estate appraisers was the high value of the architecture and their embeddedness in the social space of Warsaw. The valuation applies the principle of comparative market prices in the assumed location. The comparative approach consists in determining the value of the property, assuming that the value corresponds to the prices obtained for similar properties that have been traded on the market. In the case of both buildings, there has been a significant increase in the value of the property after redevelopment compared to the appraisals, in addition, both locations, thanks to their historical uniqueness, are very popular with tenants despite the very demanding market today. The author's thesis is that the artistic value, the uniqueness of the property can often be the most overlooked and underestimated aspect of business plans.

**Keywords:** Historic building redevelopment, Value of the property, Boutique office spaces



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**E-Society of the 21st century.  
Managing the Sale of Products on the Internet and Communication is the  
Key to the Company's Success**

**Phd Maciej Sikorski**

Helena Chodkowska University of Technology and Economics  
maciej.sikorski@uth.edu.pl  
Orcid: 0000-0002-9401-3616

**ABSTRACT**

The dullness of people's lives in the 21st century is accelerating. This has a significant impact on needs and habits, the more efficiently something can be achieved the more it increases in value and it is not just about material things. It also has a huge impact on interpersonal relationships, both private and business. It is important to understand how today's society and its needs are changing and to adapt the company's policies to the market conditions. Only by improving its e-commerce can a company survive amidst such huge and diverse competition.

**Keywords:** Society, Communication, E-Commerce, Company, Management



## UAV

### Legal, Operational And Mental Issues

**PhD. Jacek KRAWCZYK**

Helena Chodkowska University of Technology and Economics in Warsaw  
jacek.krawczyk@uth.edu.pl  
Orcid: 0000-0001-6116-7099

**PhD. Andrzej WOJCIECHOWSKI**

Helena Chodkowska University of Technology and Economics in Warsaw  
andrzej.wojciechowski@uth.edu.pl  
Orcid: 0000-0003-3533-8258

**PhD. Leonard MILEWSKI**

Helena Chodkowska University of Technology and Economics in Warsaw  
leonard.milewski@uth.edu.pl  
Orcid: 0000-0002-3742-5198

#### ABSTRACT

The purpose of this article is to present regulations for UAV (Unmanned Aerial Vehicle) flight operations in airspace according to ICAO (International Civil Aviation Organization) classifications, UAV (Unmanned Aerial Vehicle) certification and the impact of performing air operations in war zones on UAV pilot behavior.

Current regulations allow UAV flights in shared airspace with manned aviation. However, for this to be possible, it is necessary to meet procedural requirements so that airspace users and air traffic services have adequate information about such flights. The limit of the airspace in which UAV can freely perform flight operations is the altitude range from GND (About Ground Level) to 120 AGL (Above Ground Level) or in segregated airspace elements.

Soldiers returning from war missions suffer from various types of illnesses. Most of them are mental illnesses. They have family and often legal problems, and as a consequence they cannot find their way in the family and professional environment. They are helped by their loved ones, superiors, colleagues and various types of Institutions.

So, how should we treat pilots who perform combat tasks using UAV in war zones however, staying in comfortable, sterile and friendly conditions, they do not endanger themselves and their loved ones. In addition, they do not see the direct effects of their activities.

**Keywords:** UAV, War Syndrome, UAV Regulation, Airspace Classes.



## Logistics as Indispensable Knowledge in Management Enterprise

**Ph.D, Andrzej Wojciechowski**

University of Technology and Economic  
andrzej.wojciechowski@uth.edu.pl  
Orcid: 0000-0003-3533-8258

**Ph D. Andrzej Woźniak**

University of Technology and Economic  
andrzej.wozniak@uth.edu.pl  
Orcid: xxxx-xxxx-xxxx-xxxx

### ABSTRACT

The paper presents some aspects of the logistics management concept of the economic systems, for their practical implementation. The main problems considered are: the subject of the logistics management, the basic rules of identification and structuring of logistics processes, the main levels of rationalisation of logistics processes.

Modern logistics has to administer chain of deliveries, in this way to enriched product or service by individual needs of customers. That appreciation of product depends on shortening of customer time of access to expected value which may be goods or logistic service. In this meaning logistics enters new strategy called Mass Logistics Customization.

NCW (Network Centric Warfare) theories considerably operate in military environment. They are particularly widespread in NATO, especially in United States Armed Forces. The NCW conceptions mentioned in this report have many applications in business logistics. In the immediate future NCW technologies could dominate logistics services market.

Underlines the importance of lean conception of reengineering of the processes in shaping of the logistics management concept and presents the idea of choice of the proper set of methods and tools, which are necessary in building the suitable logistics management system – the type of “logistics activity mix”, for specific needs of the economic organisations.

**Keywords:** Logistics, Transport, Management



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## Trafficking in Women for Sexual Exploitation - An Outline of the Issues

**Ph.D. Justyna Żylińska**

Helena Chodkowska University of Technology and Economics

justyna.zylinska@uth.edu.pl

Orcid: 0000-0002-1199-6275

### ABSTRACT

Human trafficking is a serious crime which dramatically violates the fundamental human rights and dignity. For many years this crime has been broadly concerned with the exploitation of women - prostitution, other sexual services, and pornography.

This situation necessitates making the prevention and combatting the process a priority. The undertaken actions are aimed at protecting and supporting the victims of human trafficking subject to an absolute respect for their fundamental rights as well as adequate compensation for the personal injury.

The paper discusses the system of support and aid to human trafficking victims.

**Keywords:** Human Trafficking, Victim, International Organised Crime Structures, Protecting And Supporting The Victims.



## **Digital Society as a Simulator of e-Government Implementation.**

**Krzysztof Gawkowski**

Uczelnia Techniczno-Handlowa  
Im. H.Chodkowskiej w Warszawie  
krzysztof.gawkowski@uth.edu.pl  
Orcid: 0000-0002-4025-5927

### **ABSTRACT**

The modern world is moving towards digitization, and the digital revolution in the area of public administration is spreading ever wider. For years, the demand for Internet services has been growing, which is reflected in the increasing availability of administrative services on the Internet. The operation of this mechanism is facilitated by the ease of obtaining information, the low cost of disseminating Internet services and their unlimited range. This results in a decrease in transaction costs. Ease of searching and comparing services and the ability to communicate quickly. The network has become an impulse for the creation of various platforms where millions of users have easier contact with the administration. This does not mean, however, that the state should abdicate from monitoring online security, on the contrary, it should strengthen it.

The digital society developing in the 21st century offers enormous opportunities for the development of administrative processes and their accessibility to the citizen, but it can also give rise to huge security problems. The process of digitization of society therefore requires responsible and reliable monitoring of the progress of digitization of administrative processes. This applies to both the information and IT side. The method of recording and transferring information becomes the most important node of the network and it is not important to leave it unprotected. Only the development of e-administration understood in this way will reliably serve the citizen and guarantee him full rights.

**Keywords:** Security, Technology, Digitization, E-administration



## Security of Local Communities- Legal Aspects

**Dr Artur Lis**

Katolicki Uniwersytet Lubelski Jana Pawła II  
Wydział Prawa, Prawa Kanonicznego i Administracji

**Instytut Nauk Prawnych**

Katedra Historii Ustroju i Prawa

ORCID: 0000-0003-4613-0671

arturlis@kul.pl

### ABSTRACT

Security of Local Communities is both leveling threats and estimating the risk of their occurrence in the immediate vicinity of a given community. Sometimes it is perceived only in the context of public security, but this is a significant narrowing of the problem and does not meet social demand. It should be focused on providing the local community of a sense of security covering all its stages, i.e. survival, identity and independence, a sense of confidence and peace, as well as the right of possession and development opportunities. The basic form of this process should be programming activities and their successive implementation in a satisfactory way of recipients, i.e. again a local community with one but fundamental distinguishing feature. Undoubtedly in the sphere of military security and in a situation of war threat, the security subject is not a community or society, but the state as a political organization. In this situation, the primacy of activities, also in the local environment, is the pursuit of its survival as a sovereign political existence. In other spheres of security, man and human community should be the subject of actions to ensure it. Ensuring a sense of security is the task of the state and its administrative structures. These assumptions are implemented with the help of preventive, preventive and protection programs, and their effectiveness depends on a skillful diagnosis of the state of security and factors creating the process of its evolution. Guided by this belief, in the process of decentralization of public authority, the central state administration bodies of the democratic states assign a significant part of the rights and tasks to the local level, while creating the possibility of fulfilling this task. Commonly ensuring the security of the local community is treated as the task of the public authorities of a given local government unit, while the parent authorities support or control the manner of their implementation.

The purpose of the process defined as ensuring the security of the local community is to obtain a satisfactory sense of lack of threats and the certainty of development (needs of the local community). Usually these expectations come down to ensuring universal security, sometimes archaically identified with the concept of Human Security, personal safety in public space and public order, as well as creating a belief in the possibilities of undisturbed development and functioning in a given environment. Local security should also include conducting activities aimed at ensuring the level of education adequate to their needs, expanding economic efficiency and compliance with the law by members of the local community towards them, including freedom.

**Keywords:** Internal Security, Public Safety, Law, Security of Local Communities





## **The Role of Prison Service Officers in Ensuring the Proper Course of Criminal Proceedings in Relation to the Use of Temporary Detention**

**mjr dr Paweł ŁUSZCZ**

Okręgowy Inspektorat Służby Więziennej w Krakowie  
Pawelmarkus1@wp.pl  
Orcid: 0000-0002-5308-2324

**ppor. Małgorzata KLIMEK**

Okręgowy Inspektorat Służby Więziennej w Krakowie  
gosiaklimek1230@gmail.com

### **ABSTRACT**

Preventive measures used in the Polish legal system include a number of activities and are directed to the attitude of the person against whom they are applied and the nature of the crime for which he is suspected. In this category of Wednesdays we can distinguish bail, social bail, police supervision, ban on leaving the country and the most stringent pre-trial detention. The use of pre-trial detention is in the form of temporary placement (up to 3 months, the duration of the stay may be extended) in a remand detention facility. Prison service officers are responsible not only for checking and verifying warrant documents for placing in a unit and applying temporary detention, but also for checking the identity of the person brought in. The very stay of such a person with the status of a temporary detainee (TA) is subject to a number of orders and prohibitions, the key role is to protect the prisoner in such a way that he could not influence the work of the authorities or the outcome of the investigation. Among the indicated tasks of the penitentiary staff, it is necessary to demonstrate not only the proper placement of such a person in the unit (separately from convicted prisoners and persons indicated by the authority, also partners), but also the exercise of rights related to telephone calls, visits with relatives, ending with bringing not only in places of religious worship (TA has the right to such practices under the Code), but also to officers of other services who are responsible for escorting this category of prisoners to adjudicating institutions. In order to properly perform the tasks entrusted to them, the officers must have not only the appropriate equipment related to, for example, the possibility of identifying documents, but also a number of procedures, operating instructions that affect the safety of not only the ongoing investigation, but also the inmate himself. Officers have a key role in applying the first preventive measure of pre-trial detention.

**Keywords:** Prison Service, Remand Prison, Temporary Detention, Officers' Tasks

## Pandemi Sürecinde Ergenlerdeki Gelecek Kaygısı ve Stresle Başa Çıkma Yöntemleri Arasındaki İlişkinin İncelenmesi

**Fulya GÖKÇELER**  
Sağlık Bilimleri Üniversitesi  
gokcelerfulya@gmail.com  
Orcid: 0000-0003-2492-9271

**Assoc. Prof. Dr. Esin SEZGİN**  
Sağlık Bilimleri Üniversitesi  
esin.sezgin@sbu.edu.tr  
Orcid: 0000-0002-9772-9855

### ÖZET

2019 yılı Aralık ayında Çin'de ortaya çıkan Covid-19 virüsü, dünyanın birçok ülkesine kısa bir süre içinde yayılmıştır. Dünyayı etkisi altına alan küresel salgın, bireyleri ve toplumu farklı açılardan etkilemiştir. Dünya üzerinde görülen salgın hastalıklar kişilerde ani biyolojik/ psikolojik değişikliklere sebep olmuştur. Değişimin ve gelişimin hızlı yaşandığı ergenlik döneminde umutsuzluk, gelecek kaygısı, başa çıkma yöntemleri parametreleri baz alınarak bu çalışma yürütülmüştür. Araştırma 2020 yılının ocak ayında pandemi döneminde yapılmış olup dünyayı etkisi altına alan küresel salgının ergenlerin başa çıkma yöntemlerine ve gelecek kaygısına etkisini araştırmak amaçlanmıştır. Araştırma için 14-18 yaş aralığındaki 300 ergene ulaşılmıştır. Araştırma kapsamına alınan öğrencilerin 14-18 yaş aralığındaki kız %66,3 (n=199) ve erkek %33,5 (n=101) olduğu tespit edilmiştir. Bu kapsamda 14-18 yaş aralığında olan ergenlere Kişisel Bilgi Formu, Stresle Başa Çıkma Ölçeği ve Beck Umutsuzluk Ölçeği uygulanmıştır. Araştırma için 14-18 yaş aralığında olan 300 ergene dijital platformlar üzerinden ulaşılmıştır. Ergenlerden elde edilen istatistiksel veriler Statistical Package for Social Sciences (SPSS) 22 yazılımı kullanılarak analiz edilmiştir. Yapılan analizler sonucunda öğrencilerin cinsiyetleri ile Beck Umutsuzluk Ölçeğinden aldıkları puanlar arasında istatistiksel olarak anlamlı düzeyde fark bulunmazken, Stresle Başa Çıkma Ölçeği alt boyutları olan Kaçınma, Problem Odaklı Başa Çıkma ve Sosyal Destek puanları arasında istatistiksel olarak anlamlı olduğu tespit edilmiştir. Ayrıca ergenlerin Covid-19 geçirme durumları ile Stresle Başa Çıkma ölçeğinden aldıkları puanlar arasında istatistiksel olarak anlamlı olduğu sonucuna ulaşılmıştır. Korelasyon analizi sonucunda, ergenlerin Beck Umutsuzluk Ölçeğinden aldıkları puanlar arttıkça, Stresle Başa Çıkma Ölçeği alt boyutları olan Problem Odaklı Başa Çıkma ve Sosyal destek puanları arasında pozitif yönde ilişki olduğu saptanmıştır. Ergenlerin problem odaklı başa çıkma becerilerinin rehberlik servisindeki uzmanlar tarafından desteklenmesi, üniversiteye hazırlık aşamasında olan ergenler için sosyal destek programlarının düzenlenmesi önerilmektedir.

**Anahtar Kelimeler:** Pandemi, Stres, Umutsuzluk

### Investigation of the Relationship Between Future Anxiety and Methods of Coping with Stress in Adolescents During the Pandemic Process

#### ABSTRACT

The Covid-19 virus, which emerged in China in December 2019, quickly spread to a large number of countries around the world. Individuals and society have been affected in a variety of ways by the global pandemic, which has engulfed the entire planet. Epidemic diseases observed throughout the world have precipitated sudden biological/psychological changes in humans. This study was conducted using the parameters of hopelessness, future anxiety, and coping strategies during adolescence, a period of rapid change and development. The research was conducted during the pandemic period in January 2020, and its purpose was to examine the impact of the worldwide epidemic on adolescents' coping strategies and future anxiety. 300 adolescents between the ages of 14 and 18 were recruited for the study. It was determined that 66.3% (n=199) of the 14-18-year-old students included in the study were female, while 33.5% (n=101) were male. 14-18 year old adolescents were administered the Personal Information Form, Coping with Stress Scale, and Beck Hopelessness Scale. 300 adolescents between the ages of 14 and 18 were contacted via digital platforms for the study. Statistical data collected from adolescents



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were analyzed using version 22 of the Statistical Package for the Social Sciences (SPSS). There was no statistically significant difference between the gender of the students and their scores on the Beck Hopelessness Scale; however, there was a statistically significant difference between the scores of Avoidance, Problem-Focused Coping, and Social Support, which are subdimensions of the Stress Coping Scale. In addition, it was determined that there was a statistically significant difference between the Covid-19 cases and the Coping with Stress scale scores. As a result of the correlation analysis, it was determined that there was a positive correlation between the Problem-Focused Coping and Social Support scores of the Stress Coping Scale sub-dimensions as the adolescents' scores on the Beck Hopelessness Scale increased. The problem-focused coping skills of adolescents should be supported by experts in the guidance service, and social support programs should be established for adolescents in the university preparation stage.

**Keywords:** Pandemic, Stress, Hopelessness



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## CEO Brand And CEO Branding: A Conceptual Framework

**Prof. Dr. Emet Gürel**

Ege Üniversitesi İletişim Fakültesi

emet.gurel@ege.edu.tr

ORCID ID: 0000-0002-5120-8042

**Arş. Gör. Azra K. Nazlı**

Ege Üniversitesi İletişim Fakültesi

azra.kardelen.nazli@ege.edu.tr

ORCID ID: 0000-0003-0565-1278

**Arş. Gör. Neslihan Özmelek Taş**

Ege Üniversitesi İletişim Fakültesi

ozmelek.neslihan@gmail.com

ORCID ID: 0000-0002-6348-2495

**Büşra Çetin**

busrasevimlicetin@gmail.com

ORCID ID: 0000-0001-9717-2287

### ABSTRACT

The acronym for the word 'Chief Executive Officer' the CEO is, in the simplest terms, the highest level officer of a company. Having a vital importance for the company in terms of their position and responsibilities, the CEO is accepted as a value in brand status in today's intensely competitive business environment. Terminologically, the CEO brand, which is under the concept of personal brand, is one of the notable concepts and practices of the modern world. The CEO brand, whose awareness and application is increasing day by day, gains importance in parallel with the spread of globalization and the acceleration of competition. Developments in communication technologies make CEO brand and CEO branding more common and visible. New media can be considered as a very convenient environment for creating a CEO brand and carrying out CEO branding studies. In this study the concept of CEO brand and CEO branding are discussed from a conceptual perspective. Within the scope of the study, the concept and practice of the CEO brand is discussed in the context of communication strategy, self-presentation, personal development and corporate identity reflection and evaluated in the light of current developments. It is thought that the study is important because the concept of CEO brand is relatively current in the literature and will contribute in shedding light on future studies.

**Keywords:** Personal Brand, CEO Brand, CEO Branding, Communication Studies.

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## Sağlık Çalışanlarının Yaşadığı Yengeç Sepeti Sendromunun Örgütsel Sinizm Algıları Üzerindeki Etkisi

**Nida SAK**

Selçuk University  
nidasak1996@gmail.com  
Orcid: 0000-0001-9566-5694

**Prof. Dr. Ali ERBAŞI**

Selçuk University  
aerbasi@selcuk.edu.tr  
Orcid: 0000-0001-5709-9775

### ÖZET

Bu araştırmanın amacı, yengeç sepeti sendromunun örgütsel sinizm üzerindeki etkisini sağlık çalışanları örnekleminde incelemektir. Araştırmanın evrenini Konya ilinde bulunan iki özel hastanenin 394 sağlık çalışanı oluşturmaktadır. Araştırmada yer alan hastanelere gidilerek yüz yüze tam sayım örnekleme yapılmaya çalışılmış, gönüllülük esasına bağlı olarak geri dönüş alınabilen 191 anket değerlendirmeye alınmıştır. Araştırmadan elde edilen verilerden yola çıkarak katılımcı sağlık çalışanlarının orta seviyede yengeç sepeti sendromu yaşadıkları ve düşük seviyede örgütsel sinizm algısına sahip oldukları görülmüştür. Basit doğrusal regresyon analizi bulgularına göre yengeç sepeti sendromunun örgütsel sinizmin alt boyutları olan bilişsel sinizm, duyuşsal sinizm ve davranışsal sinizm üzerinde istatistiksel açıdan anlamlı etkisi olduğu tespit edilmiştir. Alt boyutlar kapsamında yapılan çoklu doğrusal regresyon analizi bulgularına göre yengeç sepeti sendromuna ait davranışsal özelliklerin bilişsel sinizm, duyuşsal sinizm ve davranışsal sinizm üzerinde istatistiksel açıdan anlamlı etkisi olduğu belirlenmiştir. Buna göre yengeç sepeti sendromuna ait bilişsel ve duygusal özelliklerin bilişsel sinizm, duyuşsal sinizm ve davranışsal sinizm üzerinde istatistiksel açıdan anlamlı etkisi olmadığı görülmektedir.

**Anahtar Kelimeler:** Yengeç Sepeti Sendromu, Örgütsel Sinizm, Sağlık Çalışanları.

## The Effect of Crabs in a Bucket Syndrome Experienced by Healthcare Professionals on Organizational Cynicism Perceptions

### ABSTRACT

The aim of this study is to examine the effect of crabs in a bucket syndrome on organizational cynicism in a sample of healthcare professionals. The population of the research consists of 394 health workers operating in two private hospitals in Konya. Full count sampling was tried to be made by visiting the hospitals included in the research and using face-to-face method, and 191 questionnaires that could be returned on a voluntary basis were evaluated. Based on the data obtained from the research, it is seen that the participating health professionals experience moderate crabs in a bucket syndrome and have a low level of organizational cynicism perception. According to findings of the simple linear regression analysis, it was determined that the crabs in a bucket syndrome had a statistically significant effect on cognitive cynicism, affective cynicism and behavioral cynicism, which are the sub-dimensions of organizational cynicism. According to the findings of multiple linear regression analysis conducted within the scope of sub-dimensions, it was determined that behavioral features of crabs in a bucket syndrome had a statistically significant effect on cognitive cynicism, affective cynicism and behavioral cynicism. Accordingly, it is seen that the cognitive and affective features of the crabs in a bucket syndrome do not have a statistically significant effect on cognitive cynicism, affective cynicism and behavioral cynicism.

**Keywords:** Crabs in a Bucket Syndrome, Organizational Cynicism, Healthcare Professionals.

## Süreklilikten Sürdürülebilirliğe Entegre Düşünceden Değer Yaratmaya Geçişte Faaliyet Raporlarının Rolü: İmalat Sektörünün Ampirik Analiz Sonuçları

**Prof. Dr. Orhan ELMACI**

Kütahya Dumlupınar University

oelmaci@gmail.com

Orcid: 0000-0002-7137-6211

### ÖZET

50 yılı aşkın süredir, iş dünyası, hükümetler, uluslararası kuruluşlar, bilim dünyası ve sivil toplum örgütleri her yılın başında acil küresel sorunları ele almak ve çözüm üretmek üzere; kısa, orta ve uzun vadeli küresel risklerle içeren birçok rapor yayınlanmaktadır. Bu raporlar liderleri raporlama döngüsünün dışında yüzleşmeye ve “risk ile stratejiyi birbirine bağlayan” politikalar oluşturmak için düşünmeye teşvik etmektedir. Topluma verilen güçlü mesajların çoğu, geçmişte yapılan hataların tekrarlanmaması yönünde olmaktadır. Bu söylemler aslında, geçmiş yıllarda, uzun vadeli veya “soyut” olarak algılanan risk alanlarındaki seferberlik eksikliğini toplum olarak acı bir şekilde deneyimlediğimiz de bir itirafı. Bu nedendir ki, 2020’de görünüşte belirsiz pandemi riskinin gerçekleşmesi ile eylemsizliğin maliyetinin eylem maliyetinden ne kadar ağır bastığı gerçeğiyle yüzleşmek zorunda kaldık

Bu çalışma; mevcut ekosistemde artan riskler ile birlikte paydaş odaklılığı temel alan kurumların iş modelleri ve nasıl çalıştıkları konusunda Entegre Raporlamaya geçişte, imalat sektöründe yer alan şirketlerin faaliyet raporlarının içerik öğeleri ile Uluslararası Entegre Raporlama Çerçevesi içerik öğeleri karşılaştırılarak içerik analizi yapılmıştır. Bu içerik analizi ile Entegre Değer Yaratmaya geçişte faaliyet raporlarının yeterliliği, eksiklikleri ve entegre raporlamanın hedeflediği sürdürülebilir temel yetenek (sürdürülebilir değer yaratma) göstergelerine (İndikatörlere) uygunluğu test ederek şirketlerin entegre raporlamaya ve entegre bilgi yönetimine geçişini kolaylaştırmada bir yol haritası sunmayı hedeflemekte.

**Anahtar Kelimeler:** Kurumsal Sürdürülebilirlik, Entegre Raporlama, Faaliyet Raporları, Değer Yaratma yeteneği

## The Role of Annual Reports in The Transition to Corporate Sustainability and Integrated Value Creation: The Results of The Manufacturing Sector of The Empirical Analysis

### ABSTRACT

For more than 50 years, the business world, governments, international organizations, the scientific world and non-governmental organizations have been trying to address urgent global problems and find solutions at the beginning of each year; Many reports are published that include short, medium and long-term global risks. These reports encourage leaders to face outside the reporting cycle and think to create policies that “link risk and strategy.” Most of the strong messages given to the society are that mistakes made in the past should not be repeated. These statements are actually a confession that we, as a society, have painfully experienced the lack of mobilization in risk areas perceived as long-term or “abstract” in the past years. This is why we have had to confront the realization of the seemingly uncertain risk of pandemics in 2020 and how much the cost of inaction outweighs the cost of action. This work; In the transition to Integrated Reporting on the business models of institutions based on stakeholder focus and how they work together with the increasing risks in the existing ecosystem, a content analysis was made by comparing the content elements of the annual reports of companies in the manufacturing sector with the content elements of the International Integrated Reporting Framework. With this content analysis, it aims to present a roadmap in facilitating the transition of companies to integrated reporting and integrated information management by testing the adequacy and deficiencies of annual reports in the transition to Integrated Value Creation and compliance with the sustainable core capability (sustainable value creation) indicators (Indicators) targeted by integrated reporting.

**Keywords:** Corporate Sustainability, Integrated Reporting, Annual Reports, Value Creation ability

## Türkiye’de Erken Yaşta Evlilik Konulu Bilimsel Çalışmaların Bibliyometrik Analizi

**Fulya GÖKÇELER**  
Sağlık Bilimleri Üniversitesi  
gokcelerfulya@gmail.com  
Orcid: 0000-003-2492-9271

**Assoc. Prof. Dr. Esin SEZGİN**  
Sağlık Bilimleri Üniversitesi  
Hamidiye Sağlık Bilimleri Fakültesi  
Çocuk Gelişimi Bölümü  
esin.sezgin@sbu.edu.tr  
Orcid: 0000-0002-9772-9855

### ÖZET

Erken evlilik kavramı, “henüz evliliğin getireceği sorumlulukları üstlenebilecek gelişim düzeyinde olmayan kişilerin evliliklerini” ifade eder. Birleşmiş Milletler (BM) belgelerinde, “çocuk yaşta evlilik dahil erken evlilikler” ifadesiyle erken evliliğin sadece çocuk yaşta evliliği kapsamadığı görülmüştür. Geleneksel toplumsal cinsiyet rollerinin bir sonucu olarak ortaya çıkan erken ve çocuk yaşta evlilikler, toplumların refahı, kalkınması, sağlığı ve temel insan haklarının korunması gibi pek çok açıdan sosyal tehdit olarak karşımıza çıkmaktadır. Tüm dünyada olduğu gibi ülkemizde de erken yaşta evlilikler en önemli toplumsal sorunlar arasında yer almaktadır. TÜİK verilerine göre, 16-17 yaş grubunda evlenen kız çocukları aynı yaştaki erkek çocuklara kıyasla 27 kat daha fazla evlendirilmektedir. TÜİK 2020 yılı istatistiklerine göre 16-17 yaş grubunda olan kız çocuklarının resmi evlenmelerinin toplam resmi evlenmeler içindeki oranı %2,7’dir. 2018 yılında Türkiye’de 15-17 yaş grubunda 11 bin 636 çocuk anne olurken; 167 kız çocuğunun 15 yaşından küçük anne olduğu belirlenmiştir. Bu çalışmada, Türkiye’de erken yaşta evlendirilen çocuklara yönelik, 2008 – 2022 yılları yayımlanmış olan akademik çalışmaların sistematik olarak değerlendirilmesi amaçlanmıştır. Bu amaç doğrultusunda Google Akademik, Dergipark, Ulakbim TR Dizin, Yüksek Öğrenim Kurumu (YÖK) tez merkezi, uygun anahtar kelimeler ile birbirlerinden bağımsız iki araştırmacı tarafından taranmış ve 36 makale, 14 tez ve 2 bildiri incelenmiştir. Türkiye’de bu alanda yapılan araştırma konuları, yayın yılları, örneklem veya çalışma grubu, araştırma yöntemleri, veri toplama araçları, veri analiz yöntemleri belirlenerek araştırmacılara yol gösterilmeye çalışılmıştır. Araştırma sonucunda konu ile ilgili yapılan araştırmalar genellikle tarihsel süreç, ortaya çıkan bedensel, cinsel ve ruhsal sağlık, gebelik, beslenme, gelir dağılımı, bölgesel özellikler, evlilik uyumları, okul terki, insan hakları, hukuk ve farklı etnik gruplara yönelik konular ele alınmıştır. Metodolojik açıdan yapılan incelemede makaleler çoğunlukla nicel yönetime göre yapılmış, niteliksel araştırma modellerinden, örnek olay, fenomenoloji kullanıldığı görülmektedir. Çalışma grubu olarak da daha çok erken evlilik yapan kadınlar yer almıştır.

**Anahtar Kelimeler:** Erken yaşta evlilik, Ergen ebeveynler, Bibliyometrik analiz

## Bibliometric Analysis of Scientific Studies on Early Marriage in Turkey

### ABSTRACT

The concept of early marriage refers to the marriage of individuals who are not yet mature enough to assume the responsibilities of marriage. The phrase "early marriages including child marriage" has been observed in United Nations (UN) documents to refer to more than just child marriage. Child and early marriages, which are a result of traditional gender roles, pose a threat to society in a variety of ways, including in terms of society's welfare, development, health, and protection of fundamental human rights. As in the rest of the world, child marriage is one of the most pressing social issues in our country. TUIK data indicate that girls who marry between the ages of 16 and 17 are married 27 times more frequently than boys of the same age. According to TUIK 2020 statistics, the



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proportion of 16- to 17-year-old girls who are officially married is 2.7% of the total number of official marriages. In Turkey, 11,636 15- to 17-year-olds became mothers in 2018; 167 girls under the age of 15 gave birth to children. The purpose of this research was to conduct a comprehensive analysis of the academic studies published between 2008 and 2022 on children who were married at a young age in Turkey. Two independent researchers examined 36 articles, 14 theses, and 2 papers from Google Scholar, Dergipark, Ulakbim TR Index, and the Higher Education Institution (YOK) thesis center using relevant keywords. The topics of research in this field in Turkey, the publication years, the sample or study group, the research methods, the data collection instruments, and the data analysis techniques have been determined. As a result of the research, the majority of studies on the topic focus on the historical process, the emergence of physical, sexual, and mental health, pregnancy, nutrition, income distribution, regional characteristics, marital adjustment, school dropout, human rights, the law, and topics pertaining to various ethnic groups. In the methodological analysis, it was determined that the majority of the articles were created using the quantitative method, while case studies and phenomenology were employed as qualitative research models. Women who married at a younger age were included in the study group.

**Keywords:** Early marriage, Adolescent parents, Bibliometric analysis



## Azerbaycan'da Kùltür Turizminin Gelişmesi İçin Fırsatlar ve Onun Türk Halklarını Birbirine Yakınlaştırmada Rolü

**Assoc. Prof. Dr. Arzu Alim kızı Hüseyin**

Azerbaycan Turizm və Menecment Universitesi

a.huseyn@atmu.edu.az

Orcid: 0000-0002-3326-9159

### ÖZET

Türk Devletleri Teşkilatı'nın "Türk Dünyası 2040 Vizyonu" belgesi, kùltür turizmi de dahil olmak üzere turizmin gelişmesini hedefliyor. Bu amaçla üye ülkeler, turizm alanında çeşitli yenilikçi turizm programları ve projeleri ile bölgenin eski ve modern kùltürel mirasını ortaya çıkarmak için beraber çalışacak, paket turları ve kùltürel güzergahlar geliştirecek. Aynı zamanda, üye ülkelerin halklarını bir araya getiren film, müzik festivalleri ve kùltürel etkinliklerin güçlendirilmesine yönelik programlar gerçekleştirilecek. Kùltür turizminin gelişmesi ülke ekonomisine katkısının yanı sıra türk halklarını birbirine daha da yakınlaştırmada kilit rol oynayabilir. Bu bağlamda, Azerbaycan Cumhuriyeti'nde kùltür turizminin geliştirilmesi ve "Türk Dünyası 2040 Vizyonu"nun gerçekleştirilmesi önemlidir. Azerbaycan'ın kùltür turizminin gelişim potansiyeli yüksektir ve 2022-2026 yıllarını kapsayan sosyo-ekonomik kalkınma stratejisi, 2026 yılında turistik konaklama ve toplu yemek sektöründe yaratılacak katma değeri 2019 yılına göre 1,5 kat artırmayı hedefliyor. Bu makalede Azerbaycan'da kùltür turizminin mevcut durumu incelenerek gelişim yönleri belirtilmiştir. "Türk Dünyası 2040 Vizyonu"nda belirlenen turizmle ilgili hedeflerin Azerbaycan'da kùltür turizminin gelişmesine ve Türk halklarının bağlarının güçlenmesine etkisi değerlendirilmiştir. Aynı zamanda, kùltür turizminin ekonomik etkisi ve kùltür turizmi gelirlerini doğrudan etkileyen başlıca faktörler tespit edilmiştir.

**Anahtar Kelimeler:** Azerbaycan, Türk Dünyası, Kùltür Turizmi, Turist, Turizm Gelirleri, Hizmet İhracatı

## Opportunities for the Development of Cultural Tourism in Azerbaijan and its Role in Bringing The Turkic People Closer to Each Other

### ABSTRACT

The "Turkish World 2040 Vision" document of the Organization of Turkic States targets the development of tourism and cultural tourism. For this purpose, the member countries will work together to reveal the ancient and modern cultural heritage of the region with various innovative tourism programs and projects in the field of tourism and will organize various tourism packages, cultural routes, and tours. Also, measures will be taken to strengthen film, music festivals, and cultural activities to bring the people of the member countries together. In addition to the economic benefits of cultural tourism development, it can also play an exceptional role in bringing the Turkic peoples closer to each other. In this regard, the development of cultural tourism and the realization of the "Turkish World 2040 Vision" is important in the Republic of Azerbaijan. The development potential of cultural tourism in Azerbaijan is high, and the socio-economic development strategy covering the years 2022-2026 aims to increase the added value to be created in the tourist accommodation and catering sector by 1.5 times in 2026 compared to 2019. In this article, the current situation of cultural tourism in Azerbaijan is analyzed and directions of development are indicated. The impact of the tourism-related goals set in the "Turkish World 2040 Vision" on the development of cultural tourism in Azerbaijan and bringing the Turkic peoples closer to each other was assessed. Moreover, the economic impact of cultural tourism and the main factors that directly influence cultural tourism profit have been determined.

**Keywords:** Azerbaijan, Turkic World, Cultural Tourism, Tourist, Tourism Income, Service Export

## AR-GE’de Çalışan Araştırmacı Sayısı ve Patent Başvuruları Yenilenebilir Enerji Üretimini Teşvik Eder Mi? Türkiye’den Kanıtlar

Assoc. Prof. Dr. Betül ALTAY TOPCU

Kayseri University

altaytopcub@gmail.com

Orcid: 0000-0003-2044-4568

### ÖZET

Günümüzde inovasyon, sanayi, hizmet, tarım, bilgi teknolojileri ve finans sektörü gibi birçok sektörde önemi gittikçe artan bir kavram haline gelmiştir. İnovasyon ülkelerin rekabet gücünü artırarak ekonomik büyümeye katkıda bulunan önemli bir faktör olarak değerlendirilmektedir. AR-GE’ye ve patente dayalı teknolojik inovasyonun önemini kavrayan ülkeler, inovasyon politikaları çerçevesinde AR-GE faaliyetlerinde istihdam ettikleri araştırmacı sayılarını ve patent başvurularını her geçen gün artırarak uluslararası rekabet üstünlüğünü sağlamaya çalışmaktadır. Küresel bir sorun haline gelen iklim değişikliği ve karbon salınımının çevre üzerinde yaratmış olduğu olumsuz etkilerin azaltılmasında en önemli faktör yenilenebilir enerji kaynaklarının üretiminin ve kullanımının artırılmasıdır. Bu kapsamda AR-GE faaliyetlerinde bulunan araştırmacı sayısı ve patent başvurularının artması teknolojik inovasyona katkı sağlamaktadır. Teknolojik inovasyonun etkisiyle üretim ve sermaye maliyetleri düşmekte, verimlilik artmakta ve böylece yenilenebilir enerji üretimi teşvik edilmektedir. Bu çalışmanın amacı, Türkiye’de 1996-2020 döneminde teknolojik inovasyon göstergeleri olarak kullanılan AR-GE faaliyetlerinde bulunan araştırmacı sayısı ve patent başvurularının yenilenebilir enerji üretimi üzerindeki etkisinin ARDL, FMOLS, DOLS ve CCR Modelleri ile araştırılmasıdır. Analiz bulguları teknolojik inovasyon göstergelerinin yenilenebilir enerji üretimi üzerindeki etkisinin pozitif olduğunu göstermiştir. Dolayısıyla Türkiye’de yenilenebilir enerji üretiminin artırılarak çevre kalitesinin iyileştirilmesinde, teknolojik inovasyon önemli bir faktördür. Analiz sonuçları Türkiye ekonomisinde yenilenebilir enerji üretiminin teşvik edilmesi ve bu üretimin ekonomik kazanımları açısından önemli politika önerilerine sahiptir. Teknolojik inovasyonun ülkelerin rekabet edebilirliği ve büyümesinde önemli bir faktör olmasından dolayı, hükümetin AR&GE harcamaları, AR-GE’de çalışan araştırmacı ve teknisyen sayısı, patent başvuru ve tescil sayısı, ileri teknolojiye dayanan ihracat ve bilişim teknolojileri ihracatı gibi inovasyon göstergelerinin hükümet politikalarında yer alması ve desteklenmesi gerekmektedir.

**Anahtar Kelimeler:** AR-GE, Patent, Yenilenebilir Enerji Üretimi, Yapısal Kırımlı Birim Kök Testleri, ARDL Sınır Testi Yaklaşımı

## Do the Number of Researchers Working in R&D and Patent Applications Encourage Renewable Energy Production? Evidence from Turkey

### ABSTRACT

Today, innovation has become an increasingly important concept in many sectors such as industry, service, agriculture, information technologies and finance. Innovation is considered as an important factor contributing to economic growth by increasing the competitiveness of countries. Understanding the importance of R&D and patent-based technological innovation, countries try to provide international competitive advantage by increasing the number of researchers they employ in R&D activities and patent applications within the framework of innovation policies. The most important factor in reducing the negative effects of climate change and carbon emission, which has become a global problem, on the environment is to increase the production and use of



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renewable energy sources. In this context, the increase in the number of researchers in R&D activities and patent applications engaged contributes to technological innovation. With the effect of technological innovation, production and capital costs decrease, efficiency increases and thus renewable energy production is encouraged. The aim of this study is to investigate the effect of the number of researchers engaged in R&D activities and patent applications used as indicators of technological innovation on renewable energy production in Turkey for the period 1996-2020 with ARDL, FMOLS, DOLS and CCR Models. Analysis findings showed that the effect of technological innovation indicators on renewable energy production is positive. Therefore, technological innovation is an important factor in improving the environmental quality by increasing renewable energy production in Turkey. The results of the analysis have important policy recommendations in terms of promoting renewable energy production and the economic gains of this production in the Turkish economy. Since technological innovation is an important factor in the competitiveness and growth of countries, innovation indicators such as government's R&D expenditures, the number of researchers and technicians working in R&D, the number of patent applications and registrations, exports based on advanced technology and information technology exports are included in government policies and needs to be supported.

**Keywords:** R&D, Patent, Renewable Energy Generation, Unit Root Tests with Structural Breaks, ARDL Bounds Test Approach



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## Tahmin Algoritması Kullanılarak Yerel Yönetimlerin Katı Atık Toplama Maliyetlerinin Etkinleştirilmesi

**Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL**

Kayseri University  
sumerlisvg@gmail.com  
Orcid: 0000-0002-3820-6288

**Asst. Prof. Dr. Ramazan ALDEMİR**

Kayseri University  
raldemir@kayseri.edu.tr  
Orcid: 0000-0002-4279-3649

**Assoc. Prof. Dr. Betül ALTAY TOPCU**

Kayseri University  
altaytopcub@gmail.com  
Orcid: 0000-0003-2044-4568

### ÖZET

Atık yönetimi, Türkiye’de 1930’lardan itibaren çok sayıda yasal düzenlemeye konu olmuştur. Bu yıllardan itibaren çevre alanında işlev üstlenen kurumların sayısı da sürekli artmıştır. Ancak yeni kurumlar oluşturulurken mevcut kurumların yetki ve sorumluluk alanlarının değiştirilmemesi, ilgili kurumlar arasında yetki örtüşmelerine yol açarken, bu kurumlar arasında etkin bir işbirliği ve koordinasyonun bulunmayışı da, sistemin işlerliğini zayıflatmıştır. Ülkemizde tıbbi atıklar, tehlikeli atıklar, pil ve aküler, atık lastikler, atık elektrikli ve elektronik eşyalar, atık bitkisel yağlar, atık madeni yağlar, ömrünü tamamlamış lastikler, geri dönüşebilir atıklar ve ambalaj atıkları gibi her atık türü farklı yönetmeliklerle kaynağında ayrı olarak toplanıp yönetilebilmektedir. Atık yönetim sistemi maliyetinin %65 ila %80’nini atıkların toplanması ve taşınması oluşturmaktadır. Bugün sadece İstanbul’da atık toplama ve taşıma işletme maliyeti yılda yaklaşık 220 milyon dolardır. Günlük sunulan atık toplama hizmetlerinin yerel yönetimlere ciddi mali külfet oluşturduğu, bu kapsamda optimum bir yol belirlemek adına yerel yönetimlerce sorumlu buldukları alanın atık haritasını çıkarmaları faydalı olacaktır. Böylelikle, hangi alanda ne kadar ve ne türde atığın çıktığı bilgisine sahip olunacaktır. Bu durum, zaman ve maliyet unsurları dâhilinde en uygun toplama periyodu ve yönteminin geliştirilmesine yardım edecektir. Belirli bölgelerde oluşan atık miktarı ve içeriği bakımından daha sık toplama gerekliliği ortaya çıkabilecekken, bazı alanlarda da daha uzun dönemli (birkaç günde bir veya haftada bir veya birkaç haftada bir gibi) toplama yeterli olabilecektir. Bu da, katı atık yönetiminde oluşan maliyetin büyük bir kısmını temsil eden toplama kaleminde kazanç sağlayacaktır. Bu anlamda ilgili kurumlardan toplanan veriler MATLAB yazılımı (Versiyon 9.0.1, Mathworks, USA) kullanılarak aylık atık miktarlarının bir sonraki dönem için ne kadar olacağı %95 güven aralığı sınırlarında tahmin edilmiştir. Bu yapılan tahmin sonucu itibarıyla taşınacak ve toplanacak atık miktarı için gerekli araç-gerecin verimli bir şekilde kullanılması, iş gücü ve daha da önemlisi zaman kaybının önlenmesi mümkün olabilecektir.

**Anahtar Kelimeler:** Atık, Atık Yönetimi, Çevre

## Activation of Solid Waste Collection Costs of Local Governments by Using Estimation Algorithm

### ABSTRACT

Waste management has been the subject of numerous legal regulations in Turkey since the 1930s. Since these years, the number of institutions functioning in the field of environment has increased continuously. However, while the lack of changing the authority and responsibility areas of the existing institutions while creating new institutions led to overlaps of authority between the relevant institutions, the lack of effective cooperation and coordination between these institutions weakened the functioning of the system. In our country, each type of waste such as medical wastes, hazardous wastes, batteries and batteries, waste tires, waste electrical and electronic



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equipment, waste vegetable oils, waste mineral oils, tires that have completed their life, recyclable wastes and packaging wastes can be collected and managed separately at source with different regulations. Waste collection and transportation accounts for 65% to 80% of the cost of a waste management system. Today, the operating cost of waste collection and transportation in Istanbul alone is about 220 million dollars per year. In order to determine an optimum path in this context, where daily waste collection services pose a serious financial burden to local governments, it will be useful for local governments to draw up a waste map of the area they are responsible for. In this way, it will be possible to have information about how much and what kind of waste comes out in which area. This will help to develop the most appropriate collection period and method, within the elements of time and cost. While more frequent collection may be required in certain areas in terms of the amount and content of waste generated, in some areas more long-term collection (such as once a few days or once a week or once a few weeks) may be sufficient. This, in turn, will yield a profit in the collection item, which represents a large part of the cost incurred in solid waste management. In this sense, the data collected from the relevant institutions were estimated using MATLAB software (Version 9.0.1, Mathworks, USA) at 95% confidence interval limits to how much the monthly waste amounts would be for the next period. As a result of this estimate, it will be possible to use the necessary tools and equipment efficiently for the amount of waste to be transported and collected, and to prevent the loss of labor and more importantly, time.

**Keywords:** Waste, Waste Management, Environment

## Altın Susam

**Egem ZAĞRALI ÇAKIR**

Muğla Sıtkı Koçman Üniversitesi

Ortaca Meslek Yüksekokulu

egemzagrali@gmail.com

Orcid: 0000-0002-2419-6816

### ÖZET

Susam Ortadoğu'nun kadim bitkilerinden olduğu için içinde bulunduğumuz coğrafyada sözlü kültürün çeşitli alanlarında, masallarda, deyimlerde, bilmecelede kendini göstermektedir. Dillere pelesenk olan 'açıl susam açıl' sözü, bin bir gece masallarının unutulmaz replikleri arasındadır. İnsanlık tarihinde ilk evcilleştirilen yağlı tohumlardan biri olan susamın MÖ 3000li yıllarda Mısır'da yaygın olarak kullanıldığı bilinmektedir. Mezopotamya'ya tam olarak ne zaman geldiği bilinmemekle birlikte Anadolu coğrafyasında MÖ 3000'den itibaren yayıldığı Hitit metinlerinden anlaşılmaktadır.

Susam pek çok kültürün mutfağında tohumu, yağı ve tahin hali ile çok çeşitli şekillerde temsil edilmektedir. Susam tohumlarında ağırlığının yarısından fazla (%50-60) yağ bulunduran bir yağ bitkisidir. Haziran ayından Temmuz'un ilk haftasına kadar susam ekimi yapılabilmektedir. Toplam ekim alanının %48.6'sı Ege Bölgesindedir. Türkiye'de yıllık ortalama 16 ila 20 bin ton civarında üretim yapılmaktadır (Önel, 2022). Bu toplamın %16,51'ini, 3.079 tonluk (TÜİK, 2020) üretimi ile Muğla karşılamaktadır. Susam tarımının en zorlu süreci hasat harmanıdır. Tamamen el emeğine dayanan harmanı 3 hafta kadar sürmektedir.

Çalışma Gökova'da 'Altın Susam' adıyla yetiştirilen susamın geçmişten günümüze yolculuğu, üretim aşamaları ve kullanım alanları hakkında yapılmış nitel bir durum çalışmasıdır. Çalışmayla susamın üretim ve tüketim alanları, susamdan elde edilen ürünler ile geçmişte yapılan ama günümüzde unutulmaya yüz tutan lezzetlerin kayda geçirilmesi ve dolayısıyla gelecek nesillere aktarımı amaçlanmıştır. Bu doğrultuda alanyazın taranmış, mülakat yöntemi ile katılımcılardan veriler elde edilmiş ve bu veriler çalışmanın üç bölümünde detaylandırılmıştır.

**Anahtar Kelimeler:** Altın Susam, Gökova, Sesamum, Susam

## Golden Sesame

### ABSTRACT

Since sesame is one of the ancient plants of the Middle East, it shows itself in various fields of oral culture, tales, idioms and riddles in our geography. The phrase 'open sesame', which is a rosewood word, is among the unforgettable lines of the tales of one thousand and one nights. It is known that sesame, one of the first domesticated oil seeds in human history, was widely used in Egypt in 3000 BC. Although it is not known exactly when it came to Mesopotamia, it is understood from the Hittite texts that it spread in the Anatolian geography from 3000 BC.

Sesame is represented in the cuisines of many cultures in a wide variety of ways, with its seeds, oil and tahini form. It is an oil plant that contains more than half of its weight (50-60%) oil in sesame seeds. Sesame planting can be done from June to the first week of July. 48.6% of the total cultivation area is in the Aegean Region. Annual average production is around 16 to 20 thousand tons in Turkey (Önel, 2022). Muğla meets 16.51% of this total with a production of 3,079 tons (TUIK, 2020). Harvest threshing is the most challenging process of sesame farming. The blend, which is completely handcrafted, takes up to 3 weeks.

The study is a qualitative case study about the journey, production stages and usage areas of sesame grown under the name of 'Golden Sesame' in Gökova. The aim of the study is to record the production and consumption areas of sesame, the products obtained from sesame, and the flavors that were made in the past but are about to be forgotten today, and thus transfer them to future generations. In this direction, the literature was scanned, data were obtained from the participants by interview method and these data were detailed in three parts of the study.

**Keywords:** Golden Sesame, Gökova, Sesamum, Sesame



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## Self-Efficient Skills of Tourism Guidance Department Students for The Four Basic Language Skills of English

**Asst. Prof. Dr. Mehmet Veysi Babayıđit**

School of Foreign Languages, Batman University, Turkey.  
m.veysi.babayigit@gmail.com  
Orcid: 0000-0003-4136-7434

**Assoc. Prof. Dr. Mehmet Necati Cizreliogulları**

Faculty of Tourism, Cyprus Science University, TRNC (Turkish Republic of North Cyprus).  
mehmetcizreliogullar@csu.edu.tr  
Orcid: 0000-0002-9884-6084

### ABSTRACT

Tourism is one of the most developing sectors because it is a service-labor-oriented, and it creates a significant employment volume for its surroundings. The main aim of tourism guidance education schools is to train individuals with a great capacity for learning foreign languages and gaining knowledge and competency in the tourism sector. In this context, the aim of this study is to examine the self-efficacy skills of tourism guidance students for 4 basic language skills of English. In this study, case study design, one of the qualitative research methods, is used. As a result of the research, 13 students studying in the tourism guidance department have the ability to write a good paragraph and essays for the writing, able to listen and write reading texts appropriately due to the fact that they can visualize what they have read in their minds and meet the necessary needs in daily life. It is assumed that they have the ability to employ English correctly. This study is expected to serve as a base for further studies in the development of the professional English program aimed at improving the English language skills of the students of the Tourist guidance program worldwide.

**Key Words:** Language, Tourism, Tourist Guidance, Self-efficacy.



## Sivil Toplum Kuruluşlarında Otantik Liderlik Algısı Üzerine Bir Araştırma

**Abdulkadir TAŞKIN**

Sakarya University  
abdulkadir.taskin@ogr.sakarya.edu.tr  
Orcid: 0000-0003-4727-0780

**Assoc. Prof. Dr. Özlem BALABAN**

Sakarya University  
adiguzel@sakarya.edu.tr  
Orcid: 0000-0001-6830-5052

### ÖZET

Günümüz iş dünyasındaki teknolojik gelişmeler ve sosyo-ekonomik alandaki değişimler yönetim alanında yeni ihtiyaçları ve kurumları gündeme getirmiştir. Bu durum kamu ve özel sektörden sonra üçüncü bir alan olarak sivil toplum yapılarını öne çıkarmıştır. Sayıları her geçen gün artan sivil toplum kuruluşları üçüncü sektör olarak anılmaya başlanmış ve bireylerin kariyer planlarının bir parçası haline gelmiştir. Sivil toplum kuruluşları bireylerin kamu ve özel sektör dışında, bireysel çıkar beklentisi olmaksızın toplumsal fayda üretmeyi hedefledikleri yapılardır. Bu nedenle örgüt iklimi, tercih edilen yönetim biçimi, organizasyon şeması ve bireylerin hedeflenen faydayı üretmek için yöneticiye güven algısı diğer sektörlerden farklılık arz edebilmektedir. Sivil toplum kuruluşlarının faaliyet amacı, kariyer planlarında öncelikli yer edinmemiş olması, ortak hedefe inanç gerektirmesi ve finansal yapıları göz önüne alındığında faaliyetlerin sürdürülmesinde liderlik yaklaşımı etkin bir rol oynamaktadır. Otantik liderlik, liderlik yaklaşımları arasında ahlak, güven, içsel tutarlılık, iyimserlik, dürüstlük, pozitif enerji ile öne çıkmaktadır. Otantik liderlik bu yönleri ile sivil toplum kuruluşları örgüt iklimine uygun liderlik türlerinden biri olarak düşünülmektedir. Otantik liderliğin sivil toplum kuruluşlarında rol alan gönüllü veya profesyonel rol alanlar üzerine araştırılması sivil toplum çalışmalarına katkı sunacaktır. Bu kapsamda gerçekleştirilen çalışmada, Türkiye’de faaliyet gösteren 30 farklı dernek, vakıf ve sendikanın 200 üst yöneticileri ile görüşme sağlanmış ve katılımcıların otantik liderlik algısı incelenmiştir.

**Anahtar kelimeler:** Sivil Toplum Kuruluşları, Liderlik Tarzı, Otantik Liderlik, Otantik Liderlik Algısı.

## A Research on The Perception of Authentic Leadership in NGO's

### Abstract

The technological development in today’s business world and changes in the socio-economic field have brought up new needs and organizations to the agenda of management field. This situation has brought out NGOs as a third field after public and private sectors. NGOs, which have been increasing in number day by day, are started to be called as a third sector and became a part of the carrier plans of individuals. NGOs are the organizations where individuals aim for producing social benefit without any expectation of self-interest apart from public and private sectors. Therefore, organizational climate, preferred regime, organization chart and individual’s perception of trust in leaders for producing aimed benefit may differ form other sectors. Leadership approach has an effective role on the continuation of the activities of the NGOs considering the purpose of the activity, not being able to be preferred in carrier plans, requirement of believing in common goal and financial structure. Authentic leadership comes forward among other leadership approaches with morals, trust, internal consistency, optimism, honesty, and positive energy. With these aspects Authentic Leadership is considered as one of the suitable leadership





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approaches for organizational climate of NGOS. Researching Authentic Leadership on volunteers and professional staff of NGOs will contribute to civil society studies. In this research made within this framework, 200 top manager of 30 different NGOs based in Türkiye have been interviewed and authentic leadership perception of the participants has been examined.

**Key words:** Non-Governmental Organizations (NGO), Leadership Method, Authentic Leadership, Authentic Leadership Perception.



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## **Attitudes of Aviation Vocational School Students Towards English Classes: The Case of Civil Aviation Cabin Services**

**Asst. Prof. Dr. Mehmet Veysi Babayıđıt**

School of Foreign Languages, Batman University, Turkey.  
m.veysi.babayigit@gmail.com  
Orcid: 0000-0003-4136-7434

**Assoc. Prof. Dr. Mehmet Necati Cizreliogulları**

Faculty of Tourism, Cyprus Science University, TRNC (Turkish Republic of North Cyprus).  
mehmetcizreliogullar@csu.edu.tr  
Orcid: 0000-0002-9884-6084

### **ABSTRACT**

It is necessary to provide language education by meeting the interests and needs of the students of vocational schools, which are the most important branch of vocational and technical education. The significance of foreign language learning is increasing day by day in every sector, and has gained importance in Vocational School at a great rate. In this context, the aim of this study is to reveal the importance of compulsory foreign language education for students studying in the Civil Aviation Cabin Services program. Besides, a case study from the qualitative research method is conducted in the current. A semi-structured interview form was prepared for 27 students regarding the students' perspectives on foreign language education. Some questions were standardized and some questions were open-ended. As a result of the study, it was revealed that the group evaluations about the course implementation, resource use and exams in the program affected the students' perspectives on foreign language education.

**Key Words:** Vocational Schools, Foreign Language Education, Perspectives, Students.

## Banka Çalışanlarında İş Stresi: Türkiye Cumhuriyet Merkez Bankası Çalışanlarına Yönelik Bir Araştırma

**Sinan TEMUR**

Sakarya Üniversitesi İşletme Enstitüsü  
sinan.temur1@ogr.sakarya.edu.tr  
Orcid: 0000-0002-9894-6712

**Assoc. Prof. Dr. Özlem BALABAN**

Sakarya University  
adiguzel@sakarya.edu.tr  
Orcid: 0000-0001-6830-5052

### ÖZET

İş dünyasının yoğun ve stresli ortamı çalışanlar üzerinde çeşitli etkilere yol açarak, psikolojik sağlığı etkilemektedir. Günümüz çalkantılı ekonomik yapısı başta finans sektörü olmak üzere, birçok sektör çalışanlarının etkinlik ve verimlilik odaklı daha yoğun bir tempoda çalışmaya sevk etmektedir. Bilindiği gibi banka çalışanları yüksek stres altında çalışmakta ve iş yükü açısından yoğun çalışma sürelerine maruz kalmaktadırlar. Çalışanlarda bıkkınlık, tükenmişlik, iş- yaşam dengesizliği gibi birçok konu incelendiğinde iş ortamında etkinlik ve verimliliği azaltan stres kavramının ön plana çıktığı görülmektedir. İş stresinin, fiziksel ya da psikolojik nedenlere bağlı olarak ortaya çıkan ve bireyde gerilim yaratan durum olduğu dikkate alındığında, banka çalışanlarının maruz kaldığı stresli ortam, kurumun verimliliği açısından da önem taşımaktadır. Bu çalışmanın amacı, ülkemiz finans sektörünün önemli aktörlerinden biri olan Türkiye Cumhuriyet Merkez Bankası çalışanlarının iş stresi düzeylerini belirlemektir. Çalışma kapsamında İş Stresi Ölçeği ile toplanan veriler frekans, yüzde, ortalama, t testi ve varyans analizi ile analiz edilerek değerlendirilmiştir.

**Anahtar kelimeler:** Stres, İş Stresi, Banka Çalışanları.

## Job Stress in Bank Employees: A Study on The Central Bank Employees of the Republic of Turkey

### ABSTRACT

The intense and stressful environment of the business world causes various effects on employees and affects psychological health. Today's turbulent economic structure pushes the employees of many sectors, especially the finance sector, to work at a more intense pace focused on efficiency and productivity. As it is known, bank employees work under high stress and are exposed to intense working hours in terms of workload. When many issues such as boredom, burnout, work-life imbalance in employees are examined, it is seen that the concept of stress, which reduces efficiency and productivity in the work environment, comes to the fore. Considering that job stress is a situation that arises due to physical or psychological reasons and creates tension in the individual, the stressful environment that bank employees are exposed to is also important for the efficiency of the institution. The aim of this study is to determine the job stress levels of the employees of the Central Bank of the Republic of Turkey, one of the important actors of the financial sector in our country. Within the scope of the study, the data collected with the Work Stress Scale were analyzed and evaluated with frequency, percentage, mean, t-test and analysis of variance.

**Key words:** Stress, Job Stress, Bank Employees.



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## Organizational Culture Role on the Digital Transformation of Companies

**Lecturer Dr. Ebru KASNAK**

Ataturk Vocational School of Health Services,  
Afyonkarahisar Health Sciences University, Turkey  
ebrukasnak@gmail.com  
Orcid: 0000-0002-2489-6134

### ABSTRACT

Today, the acceleration of digital technologies completely changes the competitive conditions of companies. In this environment of change and digital transformation, it is becoming increasingly important for companies to integrate digitalization into their processes in order to survive and continue their activities. However, there are some difficulties in implementing and integrating digital transformation efforts into the business. One of these challenges is the organization's resistance to change. It is extremely important to develop an organizational culture that is compatible with digital processes in order to prevent resistance to change and successfully implement digital transformation throughout the organization. Therefore, the study underlines the role of organizational culture in the digitalization process. Within the scope of the study, the existing literature is examined and the relationship between the digitalization efforts of the enterprises and the creation of an appropriate organizational culture is evaluated. Studies in the literature show that creating an organizational culture related to digitalization makes a positive contribution to the digital transformation processes of businesses and supports the argument of this study.

**Key Words:** Organizational culture, Digital transformation, Innovation

## Tüketimde Sadelik Davranışının Sosyal Kimlik Kuramı Çerçevesinde İncelenmesi

**Dilara ŞATLI**

Çanakkale Onsekiz Mart Üniversitesi  
dilarasatli@hotmail.com  
Orcid: 0000-0001-5410-4081

**Asst. Prof. Dr. Güngör HACIOĞLU**

Çanakkale Onsekiz Mart Üniversitesi  
gungor.hacioglu@gmail.com  
Orcid: 0000-0003-0694-9607

### ÖZET

Bu araştırmanın amacı, bireylerin sade tüketime yönelimlerinde sosyal kimlik anlayışlarının ve sahip oldukları benlik saygısının etkisini ölçmektir. Böylece tüketimde sadeliğe yönelimin nedenlerinin yalnızca çevresel kirlilikle, küreselleşmenin getirdiği çeşitli problemlerle sınırlı olmadığı, grup dinamiği içinde araştırılması gereken ve tüketicinin sosyal çevre etkisinin bu yönelimle yakın ilişkili olduğunu ortaya koymak amaçlanmaktadır. Bu bağlamda 270 tüketiciden literatürde elde edilen ölçekler kullanılarak oluşturulan yapılandırılmış anket formu aracılığıyla elde edilen veriler analiz edilerek hipotezler test edilmektedir. Elde edilen veriler ışığında yapılan analizler, bu çalışmada kolektif benlik saygısı düzeyi ve tüketimde sadelik arasında doğru orantı olduğunu saptamıştır. Diğer yandan sosyal uyum kaygısı artışının bireylerin içinde buldukları sosyal çevre tarafından kabul edilme endişesi yarattığı dolayısıyla onları daha fazla tüketime yönelttiği sonucu elde edilmiştir.

**Anahtar Kelimeler:** Sosyal Kimlik, Sade Tüketim, Benlik Saygısı, Tüketici, Grup Dinamiği

## Investigation of Simplicity Behavior in Consumption Within the Framework of Social Identity Theory

### ABSTRACT

The aim of this research is to measure the effect of social identity understanding and self-esteem that individuals have on their simple consumption orientation. Thus, it is aimed to reveal that the reasons for the orientation towards simplicity in consumption are not limited to environmental pollution and various problems brought by globalization, but that the social environment effect of the consumer is closely related to this orientation, which should be investigated within the group dynamics. In this context, the hypotheses are tested by analyzing the data obtained through the structured questionnaire created by using the scales obtained in the literature from 270 consumers. The analyzes made in the light of the data obtained have determined that there is a direct proportionality between the level of collective self-esteem and simplicity in consumption in this study. On the other hand, it has been concluded that the increase in social cohesion anxiety creates the anxiety of being accepted by the social environment in which individuals live, and thus leads them to consume more.

**Keywords:** Social Identity, Voluntary Simplicity, Self Esteem, Consumer, Group Dynamics



## Covid 19 Salgınında İşletmelerin Karlılık Oranları Değişimi: Borsa İstanbul'da İşlem Gören İşletmeler Üzerine Bir Araştırma

**Assoc. Prof. Dr. Jale SAĞLAR**

Çukurova University  
jsaglar@cu.edu.tr

Orcid: 0000-0001-7152-9807

**Assoc. Prof. Dr. Elif N. DEMİRCİOĞLU**

Çukurova University  
elunal@cu.edu.tr

Orcid: 0000-0001-9711-2081

### ÖZET

2019 yılında Çin'in Wuhan şehrinde ortaya çıkan Covid 19 virüs salgınıyla birlikte tüm dünyada önemli değişimler yaşanmıştır. Türkiye'de 2020 yılı Mart ayı itibariyle etkisini göstermeye başlayan bu salgın, sağlık kurumlarının yanı sıra, eğitim kurumları, hizmet işletmeleri, imalat işletmeleri gibi birçok işletmeyi olumlu ya da olumsuz etkilemiştir. Bu durum işletmelerin likiditesi, finansal yapısı ve faaliyet verimliliklerini etkilediği gibi karlılık düzeylerini de etkilemiştir. Bu kapsamda bu çalışmanın temel amacı Türkiye'de faaliyet gösteren işletmelerin karlılıklarının Covid 19 salgını döneminde nasıl değiştiğini belirlemektir. Bu doğrultuda Borsa İstanbul'da işlem gören (finans kuruluşları dışında) işletmelerin finansal tabloları 2018-2021 yılları itibariyle oran analiz yöntemi ile incelenmiş ve sonuçta işletme karlılıklarının değişim yönü belirlenmiştir.

**Anahtar Kelimeler:** Covid 19, Oran Analizi, Karlılık Oranları, Borsa İstanbul.

## An Investigation on Profitability Rates of Businesses During and After the Covid 19 Epidemic

### ABSTRACT

Because of the Covid 19 pandemic which arises in 2019 in the city of Wuhan in China major changes have been appeared in whole of the World. This pandemic which occurs in Turkey on March 2020 has affected too many companies such as educational institutions, service companies, manufacturing companies besides of health institutions positively or negatively. This issue has effected companies' liquidity, financial position, efficiency of their activity besides of their profitability. In this respect, the main purpose of this study is to identify how profitability of companies which operate in Turkey is affected in the Covid 19 pandemic period. Accordingly, financial statements of companies which are traded in Borsa Istanbul except financial institutions have been examined by ratio analysis method for 2018-2021 years and consequently the changes in companies' profitability has been determined.

**Key Words:** Covid 19, Ratio Analysis, Profitability Rates, Borsa Istanbul.



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## **Change Management Approach for Digital Transformation in the Healthcare Organizations**

**Lecturer Dr. Ebru KASNAK**

Ataturk Vocational School of Health Services,  
Afyonkarahisar Health Sciences University, Turkey  
ebrukasnak@gmail.com  
Orcid: 0000-0002-2489-6134

### **ABSTRACT**

The innovations and opportunities offered by digital technologies provide important advantages and conveniences for health institutions as well as in many areas. All these advantages and conveniences promise solutions to the complexity and coordination problems in the administrative processes due to the multi-layered and stakeholder structure of healthcare services. This situation forces the healthcare services management to change. In order for healthcare institutions to successfully integrate digital innovations into their processes, it is very important for healthcare institution manager to adopt a change management approach. By analyzing the existing literature, this study's objective is to assess works on the relevant topic and to determine the factors that should be considered in order to successfully implement change management in healthcare institutions throughout the organization. With this aspect, the study will provide a perspective for the managers of healthcare institutions to apply the change.

**Key Words:** Change Management, Digital Transformation, Healthcare Sector

## Çok Kültürlü İş Ortamlarının Yönetimi: Stratejik Bir Araç Olarak Kültürel Zekâ

**Asst. Prof. Dr. Yusuf YILDIRIM**

Haliç University  
yusufyildirim@halic.edu.tr  
Orcid: 0000-0002-5393-999X

### ÖZET

Küreselleşmenin artması, iletişim teknolojilerinin gelişmesi ve işletmelerin yönetim anlayışlarının değişmesiyle birlikte iş ortamlarının çok kültürlülüğe evrildiğini görmek mümkündür. Çok kültürlülük; farklı kültürlerin aynı zamanda birlikte olmasını ifade eden bir kavramdır. Çok kültürlü iş ortamları ise birbirine benzemeyen, toplumsal olarak farklı yerlerden gelen bireylerin bir arada çalıştığı ve bünyesinde pek çok farklılığı bulunduran ortamlardır. Bu bağlamda kültürler arası farklılıkların ve kültürlerarası etkileşimlerin yoğun olarak hissedildiği günümüz küresel iş dünyasında farklılıkların yönetimi oldukça önemli bir konu haline gelmiştir. Kültürlerarası farklılıkların yönetiminde stratejik bir araç olarak ön plana çıkan kültürel zekâ kavramı; yönetici ve çalışan ilişkisinde bireylerin kültürel farklılıklarından doğan uyum yetisini ifade etmektedir. Bu çalışmada teorik olarak çok kültürlülük, çok kültürlü iş ortamlarının yönetimi ve kültürel zekâ kavramı incelenmiştir. Sonuç olarak, kültürel zekâ kavramının çok kültürlülüğten ileri gelen farklılıkları yönetme konusunda anahtar bir rol üstlendiği sonucuna varılmıştır.

**Anahtar Kelimeler:** Çok Kültürlülük, Kültürler Arası Farklılıklar, Kültürel Zekâ

## Management of Multicultural Business Environments: Cultural Intelligence as a Strategic Tool

### ABSTRACT

It is possible to see that business environments have evolved into multiculturalism with the increase of globalization, the development of communication technologies and the change in the management understanding of enterprises. multiculturalism; It is a concept that expresses the coexistence of different cultures at the same time. Multicultural work environments, on the other hand, are environments that are unlike each other, where individuals from socially different places work together and contain many differences. In this context, the management of differences has become a very important issue in today's global business world where intercultural differences and intercultural interactions are intensely felt. The concept of cultural intelligence, which stands out as a strategic tool in the management of intercultural differences; It refers to the adaptability of individuals arising from cultural differences in the manager-employee relationship. In this study, the concept of multiculturalism, management of multicultural business environments and cultural intelligence are examined theoretically. As a result, it was concluded that the concept of cultural intelligence plays a key role in managing the differences arising from multiculturalism.

**Keywords:** Multiculturalism, Cross-cultural Differences, Cultural Intelligence



## Tüketici Temelli Yeşil Marka Değerinin Gelişiminde Kilit Yeşil Tutum ve Davranış Eğilimlerinin Rolü

**Assoc. Prof. Dr. Mutlu UYGUN**

Aksaray University  
mutluuygun@gmail.com  
Orcid: 0000-0002-5878-8430

**Hande GÜLGEÇ**

Aksaray University  
hande.gulgec@gmail.com

### ÖZET

Günümüzde işletme başarısı açısından marka değerini (brand equity) güçlendirmenin önemi, pazarlama alanyazınındaki çok sayıda araştırma sonucuna yansıyan bir durum olarak öne çıkmaktadır. Bu çalışmalarda, marka değerinin işletme performansını artırmada ve tüketici tercihlerini şekillendirmede yaşamsal rol oynayan maddi olmayan bir işletme varlığı olduğu tartışılmaktadır. Son yıllarda, farklı bağlamlarda ele alınmış olsa da çeşitli çalışmalarda, alanyazında kritik tüketici tutum ve davranış eğilimleri olarak kabul edilen marka tatmini, sadakati, güveni ve markaya yönelik algılanan müşteri değeri gibi değişkenlerin çok boyutlu bir yapıya sahip marka değerinin gelişiminde belirleyici olabileceğine işaret eden sonuçlar dikkat çekmektedir. Ancak, 2010 yılından bu yana kavramsallaştırılmaya başlanan yeşil marka değeri konusunda hala ampirik çalışmaların sınırlı olduğu görülmektedir. Bu konuda az sayıda yürütülen araştırmanın da daha çok ABD ve bazı Avrupa ülkeleriyle sınırlı olduğu göze çarpmaktadır. Buna dayalı olarak bu çalışmada, Türkiye’deki bir il çerçevesinde “tüketicilerin bakış açısından yeşil marka değeri ile yeşil marka tatmini, sadakati, güveni ve markaya yönelik algılanan yeşil müşteri değeri (value) arasındaki ilişkiler” ele alınmıştır. Bu amaçla, nicel araştırma yaklaşımı esas alınarak, ilişkisel araştırma türünden ve alan araştırma deseninden (tarama modeli) yararlanılmıştır. Kolayda örnekleme yönteminden yararlanarak, yüz yüze ve online bir platform üzerinden Konya ilinde yaşayan 18 yaşın üzerindeki tüketicilerden, önceden alanyazında geçerlik ve güvenilirlikleri sınanmış bazı ölçeklerden uyarlanarak oluşturulan bir anket ile 400 kişiden veri toplanmıştır. Toplanan veri, Pearson Korelasyon yönteminden yararlanılarak analiz edilmiştir. Sonuçlar, tüketici temelli yeşil marka değeri ile yeşil marka tatmini, sadakati, güveni ve algılanan yeşil müşteri değeri arasında pozitif yönlü büyük etki düzeyinde anlamlı ilişkiler olduğunu ortaya koymuştur. Ayrıca, yeşil marka değerindeki belirleyiciliği açısından yeşil marka güveninin öne çıktığı ve bunu sırasıyla yeşil marka sadakati, algılanan yeşil müşteri değeri ve yeşil marka tatmininin izlediği de tespit edilmiştir. Elde edilen bu bulgular, alanyazınla da uyumlu görünmektedir. Sonuç olarak, bütüncül bir yaklaşımla yeşil marka değerinde belirleyici olan tüketici kilit yeşil tutum ve davranış eğilimlerine ilişkin ortaya koyduğu çerçeve ve bulgular yoluyla çalışmanın, gerek kavramsal alanyazına gerekse uygulama alanına katkı sağlayıcı bir nitelik taşıdığı düşünülmektedir.

**Anahtar Kelimeler:** Tüketici Temelli Yeşil Marka Değeri, Yeşil Marka Tatmini, Yeşil Marka Sadakati, Yeşil Marka Güveni, Algılanan Yeşil Müşteri Değeri

## The Role of Key Green Attitude and Behavioral Intentions in the Development of Consumer-Based Green Brand Equity

### ABSTRACT

Today, the importance of strengthening brand equity in terms of business success stands out as a situation reflected in the results of many researches in the marketing literature. In these studies, it is argued that brand equity is an intangible business asset that plays a vital role in increasing business performance and shaping consumer preferences. In recent years, although it has been discussed in different contexts, in various studies, the results



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pointing out that variables such as satisfaction, loyalty, trust and perceived customer value, which are accepted as critical consumer attitude and behavioral intentions in the literature, may be determinative in the development of brand equity, which has a multidimensional structure. However, empirical studies on green brand equity, which has been conceptualized since 2010, are still limited. It is striking that the few studies conducted on this subject are mostly limited to the USA and some European countries. Based on this, in this research, were discussed that “the relationships between green brand equity and green brand satisfaction, loyalty, trust and perceived green customer value from the consumers’ point of view” in the context of a province in Turkey. For this purpose, based on the quantitative research approach, relational research type and field study design (survey) were used. Using the convenience sampling method, data were collected from consumers over the age of 18 living in Konya, using a face-to-face and online platform, with a questionnaire adapted from some scales whose validity and reliability were tested in the literature before. The collected data were analyzed using the Pearson Product Moment Correlation method. The results revealed that there are significant positive correlations between consumer-based green brand equity and green brand satisfaction, loyalty, trust and perceived green customer value. In addition, it has been determined that green brand trust stands out in terms of determining green brand equity, followed by green brand loyalty, perceived green customer value and green brand satisfaction, respectively. These findings seem to be compatible with the literature. As a result, it is thought that the study contributes to both the conceptual literature and the field of application, through the framework and findings on consumer key green attitude and behavioral intentions that determine green brand equity with a holistic approach.

**Keywords:** Consumer-Based Green Brand Equity, Green Brand Satisfaction, Green Brand Loyalty, Green Brand Trust, Perceived Green Customer Value



## CEO Nasıl Başladı? İletişim, Ekonomi, Organizasyon Odaklı İlk Kongrenin Anatomisi

**Asst. Prof. Dr. Berna Turak KAPLAN**

Isparta Uygulamalı Bilimler University  
bernaturak@isparta.edu.tr  
Orcid: 0000-0001-6321-2981

**Assoc. Prof. Dr. Mehmet KAPLAN**

Isparta Uygulamalı Bilimler University  
mehmetkaplan@isparta.edu.tr  
Orcid: 0000-0002-1359-1028

### ÖZET

Bilimsel arařtırmalarda yapılan alıřmaların nitelik, nicelik ve yapısının tartıřıldıđı; sonuların eleřtirel bir yapı iinde deđerlendirildiđi ve zellikle gen bilim insanlarına yol gsterici niteliđi olan organizasyonlar olan kongreler de bilimsel bir arařtırma konusu olabilmektedir. Bu alıřmada ilk kongrenin anatomik yapısını belirlemek amacıyla kongrenin aılımina bađlı olarak iletiřim alıřmaları (C), ekonomi alıřmaları (E), organizasyon alıřmaları (O) kategorileřmesi ile kongreler deđerlendirilmiřtir. Deđerlendirme sonucunda yapılan tespitler bu yndeki alıřmalarla benzer sonular retmektedir. İnceleme sonucunda yapılan alıřmaların kongrenin geliřimine ynelik pozitif bir etki yarattıđı ve ilgili alanlara olumlu yansıdađı tespit edilmiřtir.

**Anahtar Kelimeler:** CEO Kongreleri, İletişim alıřmaları, Ekonomi alıřmaları, Organizasyon alıřmaları.

## How Did The Ceo Begin? Communication, Economy, Organization Focused Anatomy of The First Congress

### ABSTRACT

The quality, quantity and structure of the studies conducted in scientific research are discussed; Congresses, which are organizations where the results are evaluated in a critical structure and which are especially guiding for young scientists, can also be a subject of scientific research. In this study, in order to determine the anatomical structure of the first congress, the congresses were evaluated with the categorization of communication studies (C), economic studies (E), organizational studies (O) depending on the opening of the congress. The determinations made as a result of the evaluation produce similar results with the studies in this direction. As a result of the examination, it was determined that the studies carried out had a positive effect on the development of the congress and reflected positively on the relevant fields.

**Keywords:** CEO Congresses, Communication Studies, Economic Studies, Organization Studies.

## Petrolün Deniz Ortamı Üzerindeki Etkileri: Meksika Körfezi

**Dr. Öğr. Üyesi Ezgi KOVANI**

Adıyaman University  
ekovanci@adiyaman.edu.tr  
Orcid: 0000-0003-1434-2581

### ÖZET

Deniz kirliliği, suyun kalitesini değiştiren veya fiziksel ve biyolojik çevreyi etkileyen maddelerin (enerjinin) insanlar tarafından deniz ortamına doğrudan veya dolaylı olarak bırakılmasıdır. Kirlilik, insan sağlığına yönelik tehlikeler, deniz faaliyetlerinin engellenmesi - balıkçılık, deniz suyunun kullanım kalitesinin bozulması ve olanakların azalması gibi zararlı etkilere neden olabilir. Okyanusları kirleten petrolün içerisinde ağır metaller, sentetik organik kimyasallar gibi birçok farklı madde vardır. Meksika Körfezi, Alabama, Florida, Louisiana, Mississippi ve Teksas olmak üzere beş eyaleti bünyesinde barındırmaktadır ve Amerika Birleşik Devletleri'ndeki (ABD) nehir ağzlarının ve nehirlerin %60'tan fazlası Meksika Körfezi'ne dökülmektedir. Bölgede çok sayıda habitat bulunmaktadır; kıyı sulak alanları 5 milyon dönümü kaplamaktadır. Körfez yürüyen kuşlara, deniz kuşlarına, ticari ve sportif balıkçılığa, göçmen yabancı kümes hayvanlarına, şişe burunlu yunuslara ve birçok balığa ev sahipliği yapmaktadır. Meksika Körfezi'nde meydana gelen Deepwater Horizon olayıyla ilgili çok az bilimsel çalışma yapılmıştır ancak deniz ortamı üzerindeki olası etkileri ve bölgeye yakın insanların sağlık ve sosyo-ekonomik etkileri bu çalışmada değerlendirilecektir. Bu çalışmada petrolün deniz ortamı üzerindeki etkileri yakından incelenecektir.

**Anahtar Kelimeler:** Deniz Kirliliği, Deepwater Horizon, Meksika Körfezi, Biyoçeşitlilik Kaybı.

## The Effects of Oil on the Marine Environment: Gulf of Mexico

### ABSTRACT

Marine pollution is the direct or indirect introduction by humans, of substances or energy into the marine environment that changes the quality of the water or affects the physical and biological environment. The pollution may result in deleterious effects such as hazards to human health, hindrance of marine activity- fishing, impairment of the quality for the use of seawater and reduction of amenities. There are many different substances which pollute the oceans including oil, heavy metals, synthetic organic chemicals, solid waste, and sewage. Thus far, very little scientific work has been done on the Deepwater Horizon incident but the possible effects on the marine environment and the health and socio-economic effects of the people near the area will be evaluated. The Gulf of Mexico embodies five states namely, Alabama, Florida, Louisiana, Mississippi and Texas and more than %60 of the estuaries and rivers in the United States of America (USA) drain into the Gulf of Mexico. There are many habitats located in the area; coastal wetlands cover 5 million acres. The Gulf is home to furbearers, wading birds, sea birds, commercial and sport fisheries, migrating wild fowl, bottlenose dolphins and many fish. In this essay the effects of oil on the marine environment will be closely examined.

**Keywords:** Marine Pollution, Deepwater Horizon, Gulf of Mexico, Habitat Loss.

## Covid 19 Pandemi Dönemi ve Sonrasında Havayolu Şirketlerinin Finansal Yapısı Üzerine Bir İnceleme

**Assoc. Prof. Dr. Jale SAĞLAR**

Çukurova University

jsaglar@cu.edu.tr

Orcid: 0000-0001-7152-9807

### ÖZET

Dünyada ilk olarak 2019 yılının Aralık ayında görüldüğü resmi kayıtlara geçen Covid 19 pandemisi ile birlikte salgının yayılımını önlemek amacı ile çeşitli tedbirler alınmaya başlanmıştır. İlk tedbirler ülkelerin kapılarını kapatması ve insanların virüsü yaymaması açısından getirilen seyahat kısıtlamaları olmuştur. Bu süreçte seyahat biletleri iptal olduğundan havayolu şirketlerinin olumsuz yönde etkilendiği hususunda pek çok değerlendirme yapılmıştır. Bu çalışmanın temel amacı Türkiye’de faaliyet gösteren havayolu şirketlerinin Covid 19 pandemi döneminden öncesinde, pandemi dönemi sırasında ve pandemi döneminden sonrasında finansal durumunu inceleyerek normalleşme sürecindeki durumunu değerlendirmektir. Bu amaç doğrultusunda finansal tablolarına ulaşılabilen dört hava yolu şirketinin 2018, 2019, 2020, 2021 ve 2022 yılı üçer aylık finansal tabloları oran analiz tekniğine göre incelenmiştir. 2018 ve 2019 yıllarında 8 dönem Covid 19 öncesi, 2020 ve 2021 yıllarında 8 dönem Covid 19 dönemi, 2022 yılında ise, 3 dönem Covid 19 pandemi sonrası olarak değerlendirilmiştir. Oran analiz kapsamında cari oran, likidite oranı, nakit oran, finansal kaldıraç oranı ve finansman oranları tespit edilmiş ve değerlendirmeye alınmıştır. Çalışma sonucunda, hava yolu şirketlerinin finansal verilerinin Covid 19 pandemi döneminde olumsuz etkilendiğini açıkça gösterdiği ancak hemen akabinde tekrar toparlanma evresine girdiği tespit edilmiştir. Ancak 2022 yılındaki döviz kurundaki ve enflasyondaki artışın bu süreçteki etkisinin de göz ardı edilmemesi gerekmektedir.

**Anahtar Kelimeler:** Covid 19 Pandemi, Havayolu şirketi, Oran analizi, Finansal durum

## A Study on the Financial Structure of Airline Companies during and After the Covid 19 Pandemic Period

### ABSTRACT

With the Covid 19 pandemic, which was officially recorded in the world for the first time in December 2019, various measures have been taken to prevent the spread of the epidemic. The first measures were travel restrictions in order to close the national borders and prevent people from spreading the virus. Many evaluations were made that airline companies were negatively affected, because travel tickets were cancelled in this process. The main purpose of this study is to evaluate the situation in the normalization process by examining the financial situation of airline companies operating in Turkey. This process divided three period as before the Covid 19 pandemic period, during the pandemic period and after the pandemic period. For this purpose, the quarterly financial statements of four airline companies at 2018, 2019, 2020, 2021 and 2022. Those financial statements were analyzed according to the ratio analysis technique. In 2018 and 2019, 8 financial statements were evaluated as pre-Covid 19. In 2020 and 2021, 8 financial statements were evaluated as Covid 19 periods. And in 2022, 3 financial statements were evaluated as after Covid 19 pandemic. Within the scope of ratio analysis, current ratio, liquidity ratio, cash ratio, financial leverage ratio and financing ratios were determined and evaluated. As a result of the study, it was determined that the financial data of the airline companies clearly showed that they were adversely affected during the Covid 19 pandemic period, but then entered the recovery phase again. However, the effect of the increase in the exchange rate and inflation in 2022 on this process should not be ignored.

**Keywords:** Covid 19 Pandemic, Airline Company, Ratio analysis, Financial Situation



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## Kariyer Uyum Yeteneklerinin Girişimcilik Niyetine Etkisinde Dışsal GÜdülenmenin Rolü

**Dr. Öğr. Üyesi Muhammet Ali ÇELEBİ**

Karamanoğlu Mehmetbey University

macelebi@kmu.edu.tr

Orcid: 0000-0003-3892-1879

### ÖZET

Bu çalışmada kariyer uyum yeteneklerinin girişimcilik niyetini etkileyip etkilemediği ve dışsal güdülenmenin bu etkileşimde rolünün ne olduğunun sorgulanması amaçlanmıştır. Araştırmanın örneklemini Karamanoğlu Mehmetbey Üniversitesinde okuyan 247 öğrenci oluşturmaktadır. Katılımcılardan anket yoluyla toplanan veriler çeşitli istatistiksel analizlere tabi tutulmuştur. Değişkenler arasındaki ilişkiler için korelasyon analizi ve hipotez testleri için yapısal eşitlik modelleri kurulmuştur. Bulgular öğrencilerin kariyer uyum yetenekleri içinde yer alan güven alt boyutunun girişimcilik niyetini etkilediğidir. Diğer bulgu ise bu etkide dışsal güdülenmenin kısmi aracılık rolü olduğunun tespit edilmesidir.

**Anahtar Kelimeler:** Kariyer Uyum Yetenekleri, Girişimcilik Niyeti, Dışsal GÜdülenme

## The Relation Between Entrepreneurship Intention and Career Adapt-Abilities: An Investigation of the Mediating Role of Extrinsic Motivation

### ABSTRACT

The main purpose of this study is to understand whether career adapt-abilities influences entrepreneurship intention and question which role the extrinsic motivation in the process. The sample of this study includes 247 students in Karamanoğlu Mehmetbey University. Statistical analysis is applied to the data collected from participants via questionnaires. The relationship between study variables was investigated by correlation and structural equation modeling analyses. The results showed that confidence sub-dimension of career adapt-abilities has an impact on entrepreneurship intention. Another finding is that extrinsic motivation has a partial mediating role in this effect.

**Keywords:** Career Adapt-Abilities, Entrepreneurship Intention, Extrinsic Motivation

## Çalışanların İçsel Pazarlama ve Yalın Üretim Uygulamalarına Yönelik Algıları Arasındaki İlişkiler

**Assoc. Prof. Dr. Mutlu UYGUN**

Aksaray University  
mutluuygun@gmail.com  
Orcid: 0000-0002-5878-8430

**Nermin ADAŞ**

Aksaray University  
nerminkaracaer@gmail.com

### ÖZET

Günümüzün modern iş ortamında yalın üretim uygulamaları, işletmelerin sürdürülebilir rekabet avantajı elde edebilmelerinde öne çıkan temel metodolojiler arasında sayılmaktadır. Her geçen gün gerek akademik gerekse uygulama alanında artan popülerliğine rağmen, birçok işletmenin hala uygulama sürecinde başarı düzeyinin düşük olduğuna ya da bazı zorluklarla karşılaştığına, başarılı ve kalıcı bir yalın uygulama zemini elde edebilmenin mücadelesini verdiklerine sıklıkla şahit olunabilmektedir. Bu açıdan, yalın üretim uygulamalarına ilişkin kritik başarı faktörleri önem kazanmakta; “yapıda, sistemde, süreçte ve çalışan davranışında”, belli değişimlerin gerekliliği öne çıkmaktadır. Ancak, alanyazında daha çok yalın üretim sisteminin teknik özelliklerine odaklanılırken, “insan” unsurunun büyük ölçüde göz ardı edildiği dikkatten kaçmamaktadır. Yalın düşüncenin özü, büyük ölçüde insanların katılımına dayandığından, her kademedeki çalışanların bu uygulamalara adanmışlığı ve katılımı kritik başarı faktörlerinin başında gelebilmektedir. Alanyazında örgütsel değişimin önündeki ilk on engelden dokuzunun insanlarla ilgili olduğu da sıklıkla tartışılmaktadır. Dolayısıyla bu çalışmada, yalın üretim uygulamalarının başarısı açısından “insan” unsuruna odaklanılmıştır. Bu, yalın üretim araçlarının aynı zamanda davranış değişikliklerine yönelik olduğuna ilişkin bir farkındalığı gerektirmektedir. Bu açıdan pazarlama ve örgütsel davranış alanlarında farklı bağlamlardaki çalışmalarda “içsel pazarlama” yaklaşımından sıklıkla yararlanıldığı dikkat çekmektedir. İşletmelerin temel amacı, tüm kademelerde örgütü benimsemiş, işine adanmış, tatminkar çalışanlara sahip olmak olup, bunu başarabilmelerinin etkili yollarından biri, içsel pazarlama uygulamalarını benimsemek olabilmektedir. Bu önemine karşın, alanyazında yalın üretim ve içsel pazarlama konuları ayrı bağlamlarda ele alınmış olup ikisini ilişkilendiren çalışmaya rastlanamamıştır. Dolayısıyla bu çalışmada, üretim işletmelerinde çalışanların çalıştıkları işletmedeki içsel pazarlama ve yalın üretim uygulamalarına yönelik algıları arasındaki olası ilişkileri belirlemek ve başarılı yalın uygulamaların gelişiminde algılanan içsel pazarlama uygulamalarının rolünü çalışanların bakış açısından incelemek amaçlanmıştır. Bu amaçla çalışmada, nicel araştırma yaklaşımı esas alınarak, ilişkisel araştırma türünden ve alan araştırması deseninden (tarama modeli) faydalanılmıştır. Alanyazında daha önce geçerlik ve güvenilirlikleri sınanmış ölçeklerden oluşturulan bir anket ile Aksaray’da faaliyet gösteren ve işletmelerinde yalın üretim uygulamalarına yer veren özel sektör imalat işletmelerindeki çalışanlardan kolayda örnekleme yöntemi ile toplamda 400 katılımcı verisi toplanmıştır. Toplanan veriler, Pearson Korelasyon Katsayıları hesaplanarak analiz edilmiştir. Sonuçlar; katılımcıların çalıştıkları işletmedeki içsel pazarlama uygulamalarının alt boyutlarından ‘üst yönetim rehberliği algısı’, ‘birim yöneticisi algısı’, ‘iletişim ve bilgi paylaşımı’, ‘soyut ve sosyal yarar algısı’ ve ‘somut yarar algısı’ ile yalın üretim uygulamalarına yönelik algısı arasında çoğunluğu büyük düzeyli pozitif yönlü anlamlı ilişkiler olduğunu ortaya koymuştur. Bu bulguların, başarılı yalın uygulamalar açısından içsel pazarlama yaklaşımının olumlu etkiler sağlayabileceğine işaret ederek, gerek kavramsal alanyazın gerekse uygulama ve gelecek araştırmalara bir zemin hazırlama açısından dikkate değer ipuçları içerdiği düşünülmektedir.

**Anahtar Kelimeler:** Yalın Üretim Uygulamaları, Kritik Başarı Faktörleri, İçsel Pazarlama

## The Relationships Between Employees' Perceptions of Internal Marketing and Lean Manufacturing Implementations

### ABSTRACT

In today's modern business environment, lean manufacturing implementations are considered among the main methodologies that come to the fore in achieving sustainable competitive advantage for businesses. Despite its increasing popularity in both academic and application fields, it can often be witnessed that many businesses still have low level of success or encounter some difficulties in the implementation process, and they struggle to obtain a successful and permanent lean application ground. In this respect, critical success factors for lean manufacturing implementations gain importance; the necessity of certain changes in "structure, system, process and employee behavior" comes to the fore. However, while the literature focuses on the technical features of the lean production system, the "human" element is largely ignored. Since the essence of lean thinking is largely based on people's participation, the dedication and participation of employees at all levels can be one of the critical success factors. It is frequently discussed in the literature that nine of the top ten obstacles to organizational change are related to people. Therefore, this study focuses on the "human" element in terms of the success of lean manufacturing implementations. This requires an awareness that lean production tools are also geared towards behavioral changes. In this respect, it is noteworthy that the concept of "internal marketing" is frequently used in studies in different contexts in the fields of marketing and organizational behavior. The main purpose of the businesses is to have employees who have adopted the organization at all levels, are dedicated to their work and are satisfied, and one of the effective ways to achieve this can be to adopt internal marketing implementations. Despite this importance, lean production and internal marketing issues have been discussed in separate contexts in the literature, and no study has been found that relates the two. Therefore, in this study, it is aimed to determine the possible relationships between the perceptions of the employees in manufacturing companies towards internal marketing and lean production implementations in the business they work and to examine the role of perceived internal marketing implementations in the development of successful lean implementations from the perspective of the employees. For this purpose, based on the quantitative research approach, relational research type and field study design (survey) were used in the study. A total of 400 participant data were collected from employees in private sector manufacturing businesses operating in Aksaray and employing lean production implementations in their enterprises, using the convenience sampling method, with a questionnaire formed from scales whose validity and reliability were tested before in the literature. The collected data were analyzed by calculating Pearson Correlation Coefficients. The results indicate that there are positive directional and significant relationships between the 'top management guidance perception', 'unit manager perception', 'communication and information sharing', 'abstract and social benefit perception' and 'concrete benefit perception' which are the sub-dimensions of internal marketing implementations, and the perception towards lean manufacturing implementations. It is thought that these findings contain remarkable clues in terms of both conceptual literature, practice and future research, pointing out that the internal marketing approach can provide positive effects in terms of successful lean implementations.

**Keywords:** Lean Manufacturing Implementations, Critical Success Factors, Internal Marketing





## Lisans Düzeyindeki Öğrencilerin Kinetik Sanata Olan Algılarının İncelenmesi

**Assoc. Prof. Dr. Süreyya Genç**

Bartın University  
sgenc@bartin.edu.tr  
Orcid: 0000-0001-7733-0006

**Sema Nur YÜCEL**

Bartın University  
16060518018@ogrenci.bartın.edu.tr  
Orcid: 0000-0001-7072-8089

### ÖZET

Bu araştırma lisans eğitimi düzeyindeki öğrencilerin kinetik sanata olan algılarının belirlenmesi amacıyla gerçekleştirilmiştir. Bu araştırma, nitel araştırma yöntemlerinden olan durum çalışması modeli uygulanarak Bartın Üniversitesi Eğitim Fakültesi Güzel Sanatlar Eğitimi Bölümü Resim-İş Eğitimi Ana Bilim Dalında 4. sınıfa devam eden 24 öğrenci arasından tesadüfi yöntemle seçilmiş olan 10 öğrenci ile yürütülmüştür. Çalışmanın verilerini toplamak için, yarı yapılandırılmış görüşme formu kullanılmış olup, 3 alan uzman görüşü alınarak amaca uygun sorular araştırmacı tarafından hazırlanmıştır.

Sonuçlar incelendiğinde, öğrencilerin kinetik sanat hakkındaki bilgilerinin alt yapı eksikliğine bağlı olarak yetersiz olduğu görülmüştür. Eğitim sistemimizde ilkökul, ortaokul, lise düzeyinde kinetik sanata neredeyse hiç süre ayrılmadığı, üniversitede ise yüzeysel olarak aktarıldığı görülmüştür. Öğrencilerin kinetik sanata genel olarak sadece heykel gözüyle baktıkları tespit edilmiş, kas gücü gerektirdiğini düşündükleri için zorlandıkları görülmüştür. Katılımcılar hareketin eslere dinamizm kattığını ve ilgi çekici olduğunu belirtmiştir.

**Anahtar Kelimeler:** Durum Çalışması, Kinetik Sanat, Eğitim, Sanat Eğitimi, Kinetik Uygulamalar

### Examination of Undergraduate Students' Perceptions of Kinetic Art ABSTRACT

This research done for determine the perception of undergraduate students to kinetic art. This research has been done with 10 students whose randomly selected from 24 students whose still continues to study at fourth grade from Bartın University, education faculty, fine arts department, art education for gathering the data of the research, semi-structured form have used addition to this goal oriented questions has been prepared by researcher with opinions and reviews of 3 experts from particular subject.

After analysis of the result, noticed that due to lack of infrastructure of the students about knowledge about kinetic art are insufficient. From primary school till university there has been almost no time spared for kinetic art so and so in universtiy knowledges transfered as superficial to them and that leads to student's point of view to the kinetic art is only as a making sculptures and they struggle to implement that because of thinking that it is requires muscles to do it. Participants have stated that movement gives dynamism and makes it interesting to the art works.

**Keywords:** Case Study, Kinetic Art, Education, Art Education, Kinetic Implementations

## Elektronik Perakende Sektöründe Tüketici Temelli Marka Değerinin Satın Alma Davranışına Etkisi

**Merve KARA**

Çanakkale Onsekiz Mart Üniversitesi  
Mevrekara545@gmail.com

**Assoc. Prof. Dr. Ümran ŞENGÜL**

Çanakkale Onsekiz Mart Üniversitesi  
umransengul@yahoo.com

### ÖZET

İnternet üzerinden alışverişe olan ilginin gün geçtikçe artmasıyla geleneksel perakende firmaları elektronik ortamlarda bulunarak ürün ve hizmetlerini internet aracılığıyla pazarlamaya başlamıştır. Sektörde yaşanan yoğun rekabet ortamında e- perakendecilerin mevcut konumunu koruması ve devamlılığını sağlayabilmesi için güçlü bir markaya sahip olmaları gerekmektedir. Güçlü bir marka ile sunulan ürün ve hizmete ilişkin farkındalık, imaj, sadakat ve kalite algısı yaratabilmektedir. Bu unsurlar marka değeri kavramını oluşturan varlıklardır ve güçlü bir marka tüketicinin satın alma davranışında bulunmasında önemli bir etkiye sahiptir. Bu çalışmada, tüketici temelli marka değeri boyutlarının satın alma davranışına etkisi elektronik perakendecilik kapsamında belirlenmeye çalışılmıştır. Araştırma sonucunda değişkenlerin tamamının birbiriyle anlamlı ve pozitif yönde ilişkili olduğuna ulaşılmıştır. Marka değeri boyutlarından marka çağrışımları ve marka sadakatinin satın alma davranışında etkili olduğu fakat algılanan kalite ve marka farkındalığı boyutlarının satın alma davranışında etkili olmadığı sonucuna ulaşılmıştır.

**Anahtar Kelimeler:** Elektronik Perakendecilik, Tüketici Temelli Marka Değeri, Tüketici Satın Alma Davranışı

## The Effect of Consumer-Based Brand Value on Purchasing Behavior in the Electronic Retail

### ABSTRACT

With the increasing interest in shopping over the internet, traditional retail companies have started to market their products and services via the internet by being in electronic environments. In the intensely competitive environment in the sector, e-retailers need to have a strong brand to maintain their current position and ensure its continuity. It can create awareness, image, loyalty, and quality perception regarding the product and service offered by a strong brand. These elements are the assets that make up the concept of brand equity, and a strong brand significantly impacts the consumer's purchasing behavior. In this study, the effect of consumer-based brand equity dimensions on purchasing behavior was tried to be determined within the scope of electronic retailing. As a result of the research, it was found that all the variables were significantly and positively related to each other. It was concluded that brand associations and brand loyalty, which are among the dimensions of brand value, are effective in purchasing behavior, but perceived quality and brand awareness dimensions are not effective in purchasing behavior.

**Keywords:** Electronic Retailing, Consumer-Based Brand Equity, Consumer Purchasing Behavior



## Herkes Geri Döndü Ama O(nlar) Dönmedi... İşyerine Geri Dönmeyen Mühendisler Üzerine Bir Araştırma

**Asst. Prof. Dr. Berna Turak KAPLAN**

Isparta Uygulamalı Bilimler University  
bernaturak@isparta.edu.tr  
Orcid: 0000-0001-6321-2981

**Assoc. Prof. Dr. Mehmet KAPLAN**

Isparta Uygulamalı Bilimler University  
mehmetkaplan@isparta.edu.tr  
Orcid: 0000-0002-1359-1028

### ÖZET

İş deneyimi kazanmak üzere bir üniversite mezununun işe girerek okulda kazandığı teoriyi uygulamaya yönelik pratik evresi olarak nitelenen ilk iş ve/veya ilk deneyim kişinin mesleğine yönelik pratik hünelerini sergilemeye başladığı zaman dilimi olarak ifade edilmektedir. Bu dönemde kişi doğru bildikleri ve/veya eksik kalan yönlerini geliştirmeye odaklanmaktadır. Bu çalışmada üniversite eğitimlerini tamamladıktan sonra teoride kazandıkları kavramsal/kuramsal ve temel pratikleri iş hayatında bizzat işletme içinde ya da pratikleri uygulama imkânı bulabilmek için zaman zaman asgari ücretle zaman zaman belki de asgari ücretin altında, ki kanunen yasak olmasına rağmen, çalışmak zorunda ve/veya pratik kazanarak öğrenme zorunda olan mühendislerin geri dönmeme hikayelerine odaklanmaktadır. İlk deneyim kazandıkları işletmelere geri dönmek istemeyen mühendislerin geri dönmeme nedenlerine yönelik çalışma bu yönde yapılan çalışmalara katkı sunmayı amaçlamaktadır.

**Anahtar Kelimeler:** İşyeri, Deneyim, Mühendisler.

## Everyone is Back But They Did Not... A Research on Engineers That Do not Return to The Workplace

### ABSTRACT

The first job and/or first experience, which is defined as the practical phase of applying the theory gained at school by a university graduate to gain work experience, is expressed as the time period when the person starts to exhibit his practical skills for his profession. In this period, the person focuses on improving the correct and/or missing aspects. In this study, after completing their university education, they have to work and/or practice the conceptual/theoretical and basic practices they have gained in theory in business life, in order to have the opportunity to apply the practices, sometimes with the minimum wage, sometimes even below the minimum wage, although it is prohibited by law. It focuses on the stories of engineers who have to learn by winning and not coming back. The study on the reasons why the engineers who do not want to return to the enterprises where they gained their first experience do not return, aims to contribute to the studies carried out in this direction.

**Keywords:** Workplace, Experience, Engineers.

## Stratejik Kalite Yönetimi Bağlamında Akademisyenlerin İşe Yönelik Memnuniyetlerinin Örgütsel Vatandaşlık Davranışına Etkisi ile Öz-Yeterliliğin Aracı Rolü Üzerine Bir Araştırma

Assist. Prof. Dr. Özlem ATAN

Halic University

ozlematan@halic.edu.tr

Orcid: 0000-0002-9667-4573

### ÖZET

Günümüzde Stratejik Kalite Yönetiminde, Toplam Kalite Yönetimi felsefesi ve ilkeleri önemli bir yere sahiptir. Dolayısıyla, stratejik kalite yönetiminin en önemli ilkelerinden birinin iç ve dış müşteri memnuniyeti olduğunu ifade edebiliriz. Bir örgütün çalışanları, aynı zamanda o örgütün iç müşterileridir. İçsel Pazarlama yaklaşımına göre de bir örgütte dış müşterilerin memnuniyeti iç müşterilerin memnuniyetinden geçmektedir. Yükseköğretim kurumlarında görev yapmakta olan akademisyenler de aynı zamanda bu kurumların iç müşterileridir. Akademisyenlerin iş memnuniyetlerinin sağlanması, çalıştıkları yükseköğretim kurumuna şevkle ve istekle hizmet etmelerini sağlayacaktır. Bu durum bir yandan akademisyenlerin bireysel performanslarını, diğer yandan örgütsel vatandaşlık davranışı sergileme eğilimlerini de pozitif yönlü etkileyecektir. Bu çalışmada, akademisyenlerin örgütsel vatandaşlık davranışı sergilemelerinde, sahip oldukları pozitif psikolojik sermaye ve unsurlarının da önemli bir role sahip olabileceği öngörülmektedir. Yapılan araştırmada, akademisyenlerin İşe Yönelik Memnuniyetlerinin Örgütsel Vatandaşlık Davranışına etkisi ile Pozitif Psikolojik Sermayenin unsurlarından Özyeterliliğin aracı rolü incelenmektedir. Araştırma modelini test etmek üzere hazırlanan anket formu, İstanbul'da bir üniversitedeki akademisyenler üzerinde uygulanmıştır. Toplanan veriler SPSS paket programı kullanılarak analiz edilmiştir.

**Anahtar Kelimeler:** Çalışan Memnuniyeti, Örgütsel Vatandaşlık Davranışı, Öz-Yeterlilik.

## A Research About the Effect of Academicians' Job Satisfaction on Organizational Citizenship Behavior and the Mediator Role of Self-Efficacy in the Context of Strategic Quality Management

### ABSTRACT

Today, the philosophy and principles of Total Quality Management have an important place in Strategic Quality Management. Therefore, we can state that one of the most important principles of strategic quality management is internal and external customer satisfaction. Employees of an organization are also internal customers of that organization. According to the Internal Marketing approach, the satisfaction of external customers in an organization passes through the satisfaction of internal customers. Academicians working in higher education institutions are also internal customers of these institutions. Ensuring the job satisfaction of academicians will enable them to serve the higher education institution they work with enthusiasm and desire. This situation will positively affect the individual performance of academicians on the one hand and their tendency to exhibit organizational citizenship behavior on the other. In this study, it is projected that the positive psychological capital and its elements may also have an important role in the organizational citizenship behavior of academicians. In this study, the effect of job satisfaction of academicians on Organizational Citizenship Behavior and the mediator role of Self-Efficacy, one of the elements of Positive Psychological Capital, are examined. The questionnaire form, which was prepared to test the research model, was applied to academicians at a university in Istanbul. The collected data were analyzed using the SPSS package program.

**Keywords:** Employee Satisfaction, Organizational Citizenship Behavior, Self-Efficacy.



5<sup>th</sup> International CEO Communication, Economics, Organization & Social Sciences Congress

## **Impact of Social And Ethical Values of Academia In Behavioural Economics**

**Ms. Shalini Jadiya**

Suresh Gyan Vihar University – Jaipur –Rajasthan - India  
Sjadiya12@gmail.com

**Dr. Swati Mishra**

Suresh Gyan Vihar University – Jaipur –Rajasthan - India  
Swati.mishra@mygyanvihar.com

### **ABSTRACT**

Researchers interest in behavioral economics and education have grown by leaps and bounds in the last few years, as a part fueled by advancements in behavioural economics the social and ethical values are changing in the education sector frequently. Concepts once restricted to the halls of academia are now common in business and even everyday life: terms like profit , loss, boom, framing bias, and anchor pricing have even been mentioned in movies like Crazy Rich Asians most of the popular talks of all time reference these topics more than any other. In this research to understand behavioral economics and social impact on academia and the whole education sector , we'll walk through the history and its traditional concepts, the core principles learned along the way, and the best books, videos, and courses that we know of to help those principles to create lasting change. We're not claiming to be the experts, but rather, we're going to point to the best possible resources based on the problem trying to solve by our education sector to merge the texts with professional and practical courses. Increasingly, nonprofit, corporate social responsibility, the civic and social impact sectors at large are using behavioral economics to launch better programs, policies, and services, and they are improving outcomes as a result.

**Keywords:** Social, Ethical, Education, Behavioural Economics



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## **A Study on Adolescent Girls for Socio-Economic Status & Education Challenges in Kota District**

**Dr Ashish JORASIA**

Career Point University, Kota, Rajasthan-INDIA  
ashishjorasia16@gmail.com  
Orcid: 0000-0003-1774-253X

**Dr Ashutosh KUMAR**

Career Point University, Kota, Rajasthan-INDIA  
ashutoshk.rao@gmail.com  
Orcid: 0000-0003-0256-497X

### **ABSTRACT**

The present study tries to explain the socio-economic status and educational problems of adolescent girls in the Kota District. The study adopted the SES Scale developed by R. L. Bhardwaj and Adolescent Girls' Educational Problem Scale developed by the investigator. A purposive sample of 400 adolescent girls studying in a government school was taken. Data collected was analyzed statistically using the percentage and coefficient of correlation techniques. Results revealed that 9.09% of adolescent girls are having Moderate Educational Problems and 90.90% are having Low Educational Problems. All adolescent girls fall under the middle-class socio-economic status category and SES affects the Educational Problems of adolescent girls. Due to several challenges like long distance, lack of transport facilities and security reasons parents do not send their girl child to school and very a smaller number of girls pursue education after secondary school The infrastructure of the school was not found satisfactory also the girls are not computer literate.

**Key Words:** Adolescence, Socio Economies Stars, Educational Problems.

## Türkiye'de Covid 19'un E-Ticaret Üzerindeki Etkileri

**Assoc.Prof. Dr. Gülşen AKMAN**

Kocaeli University  
akmang@kocaeli.edu.tr  
Orcid: 0000-0002-5696-2423

**İlyas Cem YILMAZ**

Kocaeli University  
icmylmz\_41@hotmail.com

**Arş.Gör. Çağın KARABIÇAK**

Kocaeli University  
cagink@kocaeli.edu.tr  
Orcid: 0000-0002-6520-7374

### ÖZET

Dünyanın her yerinden istenildiği zaman alışveriş yapılmasını sağlayan e-ticaret, Covid 19 Pandemisinden sonra büyüme ve kitlesel olarak genişlemesini hızlandırmıştır. Hastalık tehdidi, çeşitli kısıtlamalar ve kapanma kararlarıyla insanlar evlerinde daha fazla vakit geçirirken sosyal yaşantılarında da önemli değişiklikler yapmak zorunda kalmışlardır. Çeşitli aile ve arkadaş toplantılarını ertelemek ve azaltmak zorunda kalan insanlar alışverişlerinde de teması azaltmak durumunda kalmışlardır. Bu dönemde fiziki mağazalar çeşitli kısıtlamalardan dolayı uzun süre kapalı kalırken, bu mağazaların çok büyük bir bölümü sanal mağaza açma yoluna gitmişlerdir. Hali hazırda e-ticaret sektöründe de hizmet veren mağazalar hizmetlerine devam ederken e-ticaret sektörü için yeni mağaza açan işletme sayısında pandemi sonrasında büyük artış yaşanmıştır. Bu çalışmada e-ticaret sektörünün Covid 19 pandemisinden nasıl etkilendiği konusu araştırılırken bu konu ile ilgili bir anket çalışması gerçekleştirilmiştir. Anket çalışmasına 110 katılımcı katılırken, bu katılımcıların büyük çoğunluğu 18-26 yaş grubu arası kişilerdir. Anket sonucuna göre Covid 19 sonrası insanların satın alma davranışlarının değiştiği, online alışverişe yönelimin olduğu, web sitelerinin online alışverişte önemli olduğu ve online alışverişe güvenin olduğu sonuçları çıkarılabilmektedir.

**Anahtar Kelimeler:** E-Ticaret, Pandemi, Covid 19 Pandemisi, Online Alışveriş

## The Effects of Covid 19 on E-Commerce in Türkiye

### ABSTRACT

The internet, which is the largest e-commerce tool, is accessible almost everywhere in today's world. E-commerce, which enables shopping from anywhere in the world at any time, has accelerated its growth and massive expansion after the Covid 19 Pandemic. With the threat of illness, various restrictions and closure decisions, people had to make significant changes in their social lives while spending more time at home. People who had to postpone and reduce various family and friend meetings also had to reduce contact in their shopping. In this period, while physical stores were closed for a long time due to various restrictions, most of these stores started to open virtual stores. While the stores that currently serve in the e-commerce sector continue their services, there has been a great increase in the number of businesses opening new stores for the e-commerce sector after the pandemic. In this study, while investigating how the e-commerce sector was affected by the Covid 19 pandemic, a survey study was conducted on this subject. While 110 participants participated in the survey, the majority of these participants were between the ages of 18-26. According to the results of the survey, it can be concluded that people's purchasing behavior has changed after Covid 19, there is a tendency to online shopping, websites are important in online shopping and there is trust in online shopping.

**Keywords:** E-Commerce, Pandemic, Covid 19 Pandemic, Online Shopping



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## 9 Dec 2022, Friday- SESSIONS & MODERATORS

<https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel 1 Sessions</b>
<b>9:30-10:30</b>	<b>Opening Speeches</b> Assoc. Prof. Dr. Azer Dilanchiev, Congress Georgia Country Coordinator
<b>10:30-11:30</b>	<b>Keynote Speakers Session</b> Assoc. Prof. Dr. Duygu HIDIROĞLU- Türkiye
<b>11:30-12:30</b>	<b>Guest Speakers Session</b> Dr. Souvik Dasgupta, Presidency University, Kolkata – India
<b>12:30-14:00</b>	<b>Session 1</b> Yulita Susanti Ph.D Kerim Karadal
<b>14:00-15:30</b>	<b>Session 2</b> Dr. Dewi Puspaningtyas Faeni, MBA Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN
<b>14:00-15:30</b>	<b>Session 3</b> Dr. Firdaus Basbeth Dr. Muhammad Zia-ur-REHMAN
<b>15:30-17:30</b>	<b>Session 4</b> Liza Agustina Maureen Nelloh Dr. Muhammad Zia-ur-REHMAN
<b>15:30-17:30</b>	<b>Session 5</b> Assoc Prof. Dr. Leonard Ong, SE, M.Comm Dr. Afet SULEYMANOVA
<b>17:30-19:30</b>	<b>Session 6</b> Dr. Rey TY Dr. Muhammad Zia-ur-REHMAN



**10 Dec 2022 , Saturday - SESSIONS & MODERATORS**

<https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel 1 Sessions</b>
<b>08:30-11:30</b>	<b><u>Session 7</u></b> Sudarmawan Samidi, Lc., M. Mgt Prof. Dr. Muhammad Zia-ur-REHMAN Dr Ashutosh KUMAR
<b>11:30-13:00</b>	<b><u>Session 8</u></b> Assoc. Prof. Dr. Aksana CHMYHA Mr. Zohaib Hassan Sain
<b>11:30-13:00</b>	<b><u>Session 9</u></b> Prof. Sovik MUKHERJEE Amelia Naim INDRAJAYA
<b>13:00-14:30</b>	<b><u>Session 10</u></b> Dr. Amelia NAIM Assoc Prof. Dr. Leonnard Ong, SE, M.Comm
<b>13:00-14:30</b>	<b><u>Session 11</u></b> Prof. Dr. Roy Sembel Sanjib Kumar HALDAR
<b>14:30-16:00</b>	<b><u>Session 12</u></b> Dr. Muhammad Zia-ur-REHMAN Dr. Ir. Amelia Naim INDRAJAYA
<b>14:30-16:00</b>	<b><u>Session 13</u></b> Prof. Dr. Muhammad Zia-ur-Rehman Drant. Mehmet Metehan Çetintaş
<b>16:00-18:00</b>	<b><u>Session 14</u></b> Prof. Dr. Roy SEMBEL Dr. Souvik Dasgupta
<b>16:00-18:00</b>	<b><u>Session 15</u></b> Prof. Dr. Med. Manole COJOCARU Prof. Dr. Irene GUMIRAN
<b>18:00-19:30</b>	<b><u>Session 16</u></b> Nurlan ABBASOV Ph.D. Mariusz Tomczyk



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**11 Dec 2022 , Sunday - SESSIONS & MODERATORS**

<https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel 1 Sessions</b>
<b>08:00-10:00</b>	<b><u>Session 17</u></b> Dr. Melinda Malau Dr. Muhammad Zia-ur-Rehman
<b>10:00-11:30</b>	<b><u>Session 18</u></b> Prof. Dr. Wiwiek M DARYANTO Cemil YILDIZCAN
<b>11:30-12:30</b>	<b><u>Session 19</u></b> Prof. Dr. Wiwiek Mardawiyah DARYANTO Lecturer Dr. Ebru KASNAK
<b>12:30-13:30</b>	<b><u>Session 20</u></b> Prof. Ahmet SENGONUL Asst. Prof. Esengul SALIHOGLU
<b>13:30-15:00</b>	<b><u>Session 21</u></b> Dr. Amalia E MAULANA Ms. Bidisha HALDER
<b>15:00-16:30</b>	<b><u>Session 22</u></b> Assoc. Prof. Dr. Murat Çemberci Dr. Ir. Amelia Naim INDRAJAYA
<b>16:30-18:00</b>	<b><u>Session 23</u></b> Assoc. Prof. Dr. Şule TUZLUKAYA Asst. Prof. Dr. Sibani SARMAH
<b>18.00-19.00</b>	<b><u>Session 24</u></b> Amelia Naim INDRAJAYA Dr. Swati Mishra
<b>19.00-19.30</b>	<b><u>Closing Session</u></b> All congress participants are required to attend this session. The best paper award will be given.



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**9 Dec 2022, Friday- SESSIONS & MODERATORS**

<https://seu.zoom.us/j/5305888600>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel 2 Sessions</b>
<b>12:00-13:30</b>	<b><u>Session 1</u></b> Assoc.Prof. Dr. Gülşen AKMAN Assoc. Prof. Dr. Pınar Ünal-Aydın
<b>13:30-15:00</b>	<b><u>Session 2</u></b> Prof. Dr. Deniz ZEREN Assoc. Prof. Dr. Ali KONAK
<b>15:00-16:30</b>	<b><u>Session 3</u></b> Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL Assoc. Prof. Dr. Betül ALTAY TOPCU
<b>16:30-18:00</b>	<b><u>Session 4</u></b> Assoc. Prof. Dr. İnci ERDOĞAN TARAKÇI Dr. Öğr. Üyesi Nur ÖZER CANARSLAN
<b>18:00-19:30</b>	<b><u>Session 5</u></b> Assoc. Prof. Dr. Süreyya Genç Asst. Prof. Dr. Yusuf YILDIRIM



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**10 Dec 2022 , Saturday - SESSIONS & MODERATORS**

<https://seu.zoom.us/j/5305888600>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel <u>2</u> Sessions</b>
<b>08:30-10:30</b>	<b><u>Session 6</u></b> Prof. Dr. Eyüp ARTVİNLİ Assoc. Prof. Dr. Esin SEZGİN
<b>10:30-12:00</b>	<b><u>Session 7</u></b> Prof. Dr. Eyüp ARTVİNLİ Dr. Öğr. Üyesi Çağlar SÖZEN
<b>12:00-13:00</b>	<b><u>Session 8</u></b> Prof. Dr. Mehmet Nuri GÖMLEKSİZ Prof. Dr. Ramazan ŞENGÜL
<b>13:00-14:00</b>	<b><u>Session 9</u></b> Prof. Dr. Orhan ELMACI Assist. Prof. Dr. Özlem ATAN
<b>14:00-15:30</b>	<b><u>Session 10</u></b> Prof. Dr. Şevki ÖZGENER Prof. Dr. Özlem BALABAN
<b>15:30-17:00</b>	<b><u>Session 11</u></b> Assoc. Prof. Dr. Jale SAĞLAR Assoc. Prof. Dr. Mutlu UYGUN
<b>17:00-18:30</b>	<b><u>Session 12</u></b> Prof. Dr. Behçet ORAL Assoc. Prof. Dr. Mehmet KAPLAN



**11 Dec 2022 , Sunday - SESSIONS & MODERATORS**

<https://seu.zoom.us/j/5305888600>

<b>Time</b>	<b>CEO Congress Zoom Meeting Channel <u>2</u> Sessions</b>
<b>08:00-10:00</b>	<b><u>Session 13</u></b> EVA SETIA RINI DAMANIK S.E.,M.S.Ak
<b>10:00-11:00</b>	<b><u>Session 14</u></b> Wahya Iffa Lubis, Fauziah
<b>11:00-12:30</b>	<b><u>Session 15</u></b> Asst. Prof. Dr. Hatice GENÇ KAVAS Prof. Dr. Ahmet ŞENGÖNÜL
<b>12:30-13:30</b>	<b><u>Session 16</u></b> Dr. Muhammad Zia ur REHMAN Dr. Melinda Malau
<b>13:30-15:00</b>	<b><u>Session 17</u></b> Eka Sri Dana Afriza, MBA, CWM, CRM Hameed Ur REHMAN
<b>15:00-16:30</b>	<b><u>Session 18</u></b> Liza Agustina Maureen Nelloh Dana Afriza
<b>16:30-18:00</b>	<b><u>Session 19</u></b> Dr. Amelia NAIM Dr. Mehmet Metehan Çetintaş
<b>18.00-19.00</b>	<b><u>Session 20</u></b> Dr. İlhan Alyay Yulita Fairina Susanti, PhD
<b>18.00-19.00</b>	<b><u>Session 21</u></b> Dr. Ziya Att Tamhid Ahmed Khan Pathan Mr. Souvik Dasgupta
<b>17.00-19.00</b>	<b><u>Session 22</u></b> Dr. İlhan Alyay Mr. Souvik Dasgupta



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<b>OPENING CEREMONY</b>	
<b>Friday</b> <b>9 Dec 2022</b>  <b>9:30-10:30</b>	<b>Opening Speeches</b>  <b>Moderator:</b>  Assoc. Prof. Dr. Azer Dilanchiev, Congress Georgia Country Coordinator  <b>Speakers:</b>  National Anthem of the Republic of Turkiye National Anthem of the Republic of Indonesia  Kerim KARADAL, Coordinator  Prof. Ir. M. Aman Wirakartakusumah, Rector of IPMI International Business School (Sekolah Tinggi Manajemen IPMI)  Dr. Ir. Enita, M.Agr.Sc, Rector of Universitas Graha Karya Muara Bulian (Indonesia)  Assoc. Prof. Dr. Mehmet Naci EFE, Head of International University of Gorazde (Bosnia & Herzegovina)  Prof. Dr. Farhod AHROROV, Vice Rector of Samarkand Branch of Tashkent University of Economics, Uzbekistan, Co-Chair  Assoc. Prof. Dr. Tamara ISHCENKO, Alfred Nobel University, Congress Ukraine Country Coordinator  Prof. Dr. Sergii KHOLOD, Rector of Alfred Nobel University Dnipro, Ukraine, Co-Chair
<b>Channel Link:</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>





<b><u>Keynote Speakers Session</u></b>	
<b>Friday</b> <b>9 Dec</b> <b>2022</b>  <b>10:30-</b> <b>11:30</b>	<p style="text-align: center;"><b><u>Moderator:</u></b></p> <p>Assoc. Prof. Dr. <b>Duygu HIDIROĞLU- Türkiye</b></p> <p style="text-align: center;"><b><u>Keynote Speakers:</u></b></p> <p>Prof. Dr. <b>Siham EL-KAFAFİ</b>, Director of Arrows Research Consultancy, <b>New Zealand</b></p> <p>Prof. Dr. <b>Hernán E. Gil FORLEO</b>, University of Buenos Aires, <b>Argentina</b></p> <p><b>Carles Agustí I Hernández</b>, International Governance Consultant &amp; SDG Manager (Barcelona/Spain) <b>Spain</b></p> <p><b>Dr. Dewi Puspaningtyas Faeni, MBA, MHT</b>, Vice Dean Faculty of Economics and Business, <b>Indonesia</b></p> <p><b>Prof.Dr. Luís Miguel Cardoso</b>, Polytechnic Institute of Portalegre, <b>Portugal</b></p>
<b>Channel</b> <b>Link:</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>



<b><u>Guest Speakers Session</u></b>	
<b>Friday</b> <b>9 Dec</b> <b>2022</b>  <b>11:30-</b> <b>12:30</b>	<p style="text-align: center;"><b><u>Moderator:</u></b></p> <p>Dr. <b>Souvik Dasgupta</b>, Presidency University, Kolkata – <b>India</b></p> <p style="text-align: center;"><b><u>Keynote Speakers:</u></b></p> <p>Asst. Prof. Dr. <b>Ir. Amelia Naim Indrajaya</b>, MBA – Head of CSMSR, IPMI International Business School, Jakarta, <b>Indonesia</b></p> <p>Dr. <b>Bahrullah Safi</b>, Vice President International Acacia University, <b>Arizona, USA</b></p> <p><b>Asst. Prof. Dr. Sachin GUPTA</b>, Mohanlal Sukhadia University</p> <p>Assoc.Prof. <b>Murteza HASANOĞLU</b>, Azerbaijan State Administration Academy, <b>Azerbaijan</b></p>
<b>Channel</b> <b>Link:</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>



## CEO Congress Zoom Meeting Channel 1 9 Dec 2022, Friday

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>9 Dec 2022</b> <b>Session 1</b>	<b>12:30-</b> <b>14:00</b>	<b>Moderator</b>	<b>Yulita Susanti Ph.D</b> <b>Kerim Karadal</b>
<ol style="list-style-type: none"> <li>1. The Effect of Resources to Digital Culture Through Digital Leadership as A Mediator - <b>Desiree Magdalena RORING, Assoc Prof. Dr. Leonnard Ong, SE, M.Comm, Hasnul SUHAIMI</b></li> <li>2. The Impact of Covid-19 Pandemic on the Competitiveness of Footwear Industry between Indonesia and Vietnam, and How to improve Indonesia's Competitiveness in Footwear Industry for Export with Human Capital Management's Strategy and Innovation - <b>HyunJoo LEE, Dr. Ir. Amelia Naim INDRJAYA</b></li> <li>3. The Mediating Role of Digital Readiness on The Effect of Behavioral Intention to Use on Actual System Usage An Evidence at PT XYZ's Toll Road Maintenance Project - <b>Dyah Indra ARIANTI, S.T., Ir. Yulita F SUSANTI, M.Sc., Ph.D., Dr. Ir. Firdaus BASBETH, M.M., Dr. Ir. Rinaldi FIRMANSYAH, M.B.A.</b></li> <li>4. The Hostel Life and Behavioral Ethics of Teenagers – Investigating The Underlying Perspectives - <b>Zohaib Ahmed, Dr. Muhammad Zia-ur-Rehman, Muhammad Faheem Mangi</b></li> <li>5. Computer Technologies In Teaching Socio-Humanitarian Disciplines - <b>Abdukayum Abdukadirov, Sayfulla Alibekov, Daler Sharipov</b></li> <li>6. Self-Efficient Skills of Tourism Guidance Department Students for The Four Basic Language Skills of English - <b>Asst. Prof. Dr. Mehmet Veysi Babayiğit, Assoc. Prof. Dr. Mehmet Necati Cizrelioğulları</b></li> <li>7. The Effect of Fashion Brand CSR Program and Legitimacy Toward Purchasing Decision A case study of UNIQLO Indonesia - <b>Yulita Susanti Ph.D., Della Aprilia</b></li> </ol>			

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<b>9 Dec 2022</b> <b>Session 2</b>	<b>14:00-</b> <b>15:30</b>	<b>Moderator</b>	<b>Dr. Dewi Puspaningtyas Faeni, MBA</b> <b>Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN</b>
<ol style="list-style-type: none"> <li>1. Utilizing Business Intelligence for Decision Making in Winning Market Competition - <b>Alek Sudarso, Sri Wahono, Dewi Puspaningtyas Faeni</b></li> <li>2. Benefits And Constraints in Business Intelligence - <b>Eka Putri Primawanti, Tatin Rusmayanti Ardiyani, Dewi Puspaningtyas Faeni</b></li> <li>3. Business Intelligence Benefits Development at University - <b>Iin Indrawati, Suparman Hi Lawu, Mrs. Dewi Puspaningtyas Faeni</b></li> <li>4. Attitudes of Aviation Vocational School Students Towards English Classes: The Case of Civil Aviation Cabin Services - <b>Asst. Prof. Dr. Mehmet Veysi Babayiğit, Assoc. Prof. Dr. Mehmet Necati Cizrelioğulları</b></li> <li>5. Facebook: New Friend, Philosopher And Guide of A Woman - <b>Asst. Prof. Piya Sinha</b></li> <li>6. Social Interactivity of Brand Loyalty: A Customers' Perspective - <b>Muhammad Tahseen BAHOO, Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN</b></li> <li>7. Emotional Intelligence and Social Media Networks – A Narrative Analysis - <b>Muhammad Tahseen BAHOO, Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN</b></li> </ol>			



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<b>9 Dec 2022 Session 3</b>	<b>14:00- 15:30</b>	<b>Moderator</b>	<b>Dr. Firdaus Basbeth Dr. Muhammad Zia-ur-REHMAN</b>
<ol style="list-style-type: none"> <li>1. Business Intelligence Strategy Wins Market Competition (Case Study on Video Streaming Platform Products) - <b>Wayan Gede Endra Bratha, Mega Aswiputri, Dewi Puspaningtyas Faeni</b></li> <li>2. Ceo Overconfidence, Profitability, And Corporate Social Responsibility on Tax Avoidance - <b>Amor Marundha, Dewi Puspaningtyas Faeni</b></li> <li>3. Dynamics of Ambidexterity and its role towards Firm Performance - <b>Khalid MEHMOOD, Dr. Muhammad Zia-ur-REHMAN, Maria ZIA</b></li> <li>4. Integrating Islamic Traditions in Modern Psychology - <b>Mohammed IRSHAD</b></li> <li>5. Perceived Connectedness in Between Intention to Use And Actual Usage of Marketplace - <b>Fernanda CIANDRA, Dr. Firdaus BASBETH</b></li> <li>6. The Effect of Employer Branding on Millennial's Job Hopping Behavior - <b>Muhammad Reza SJAFIKA, Dr. Firdaus BASBETH</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>9 Dec 2022 Session 4</b>	<b>15:30- 17:30</b>	<b>Moderator</b>	<b>Liza Agustina Maureen Nelloh Dr. Muhammad Zia-ur-REHMAN</b>
<ol style="list-style-type: none"> <li>1. The Influence of Delegation Authority and Transformational Leadership on Individual Performance by The Existence of Individual Adaptability as Mediating Variable - <b>Teuku YUSUF, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. The Implication of Business Intelligence toward Organizational Performance with Moderating Variable of Culture and Capability a Case study of XYZ Company - <b>Affan Rizki INDRAJAYA, Prof. Ir. Roy SEMBEL, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>3. The Moderating Effect of Social Support and Transfer Design on The Relationship Between Knowledge Acquired and Transfer of Training - <b>Endah Nuraini, Wendra, Ronny Kountur</b></li> <li>4. Effect of Violence Against Children in Tanzania: An Analytical Study on Social Issues - <b>Research Scholar Tariq Abubakar ALLY, Dr Ramesh KUMAR</b></li> <li>5. Effect of Marketing Myopia on the Streaming and Entertainment Industry - <b>Venkata Naga Sai Kiran Kolakaluri, Prof. Dr. Emin Civi</b></li> <li>6. Humble Leadership and Organizational Performance: A Quantitative Analysis - <b>Khalid MEHMOOD, Dr. Muhammad Zia-ur-REHMAN, Maria ZIA</b></li> <li>7. The Mysore Sultanate: The Unique State Policy of Haider Ali &amp; Tipu Sultan - <b>Mr. Kunal DASGUPTA</b></li> </ol>			



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<b>9 Dec 2022</b> <b><u>Session 5</u></b>	<b>15:30-</b> <b>17:30</b>	<b>Moderator</b>	<b>Assoc Prof. Dr. Leonnard Ong, SE,</b> <b>M.Comm</b> <b>Dr. Afet SULEYMANOVA</b>
<ol style="list-style-type: none"> <li>1. Effect of Multi Brand Strategy, Digital Transformation and the Moderator Effect of Leadership Styles toward Competitive Advantages: an Evidence in Semen Indonesia - <b>Arief KURNIADY, Assoc Prof. Dr. Leonnard Ong, SE, M.Comm, Hasnul SUHAIMI</b></li> <li>2. The Impact of Macroeconomics on Stock Return with Moderating Variable of COVID-19 on Healthcare Companies Listed on Indonesia Stock Exchange 2018-2021 - <b>Argia Sinarta Ginting, Roy SEMBEL, Melinda MALAU</b></li> <li>3. Digital HR Management Transformation: Research on the application of HR Management with Technology in SEA Countries of Industrial Gas Company - <b>Yulia YUNUS</b></li> <li>4. Molecular analysis of Primary Microcephaly in Pakistani Population - <b>Ummara Rafi, Sohail Hameed, Shahid Baig, Uzma Abdullah, Mariam Awan</b></li> <li>5. Indispensable Factors for a Successful Life Management: Duo-Analysis of Pluralistic Ignorance and Individual Thoughtlessness - <b>Rubab Kamran Sharif, Dr. Muhammad Zia-ur-REHMAN, Rizwana SAGHAR</b></li> <li>6. Determinants of Lawyers' Intention to Adopt Technology: An Extended Technology Acceptance Model with the Moderating Role of Top Management Support - <b>Maya SAPTARI</b></li> <li>7. Implementation of a New Content and Technology Model of Pedagogical Education in Distance Education and the Results Obtained - <b>Dr. Afet SULEYMANOVA</b></li> <li>8. Online Violence against Women Journalists in Central Asia - <b>Assoc.Prof.Dr. Elira TURDUBAEVA, Victoria ORAZOVA</b></li> </ol>			



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<b>9 Dec 2022 Session 6</b>	<b>17:30- 20:00</b>	<b>Moderator</b>	<b>Dr. Rey TY Dr. Muhammad Zia-ur-REHMAN</b>
<ol style="list-style-type: none"><li>1. Descriptive Analysis of Interpersonal Communication in Teaching and Learning Activities between Teachers and Students in the Process of Developing Children's Character "BKB Paud Tunas Muda" - <b>Nurul Haniza, Bunga Aliyah Ananda</b></li><li>2. Analyzing the Development Based on Natural Resources and Institutional Quality. A Case Study of Pakistan - <b>Zohaib Kamran CHAUDHARY, Dr. Muhammad Zia-ur-REHMAN, Dr. Muhammad FAHEEM</b></li><li>3. Technical Efficiency of FDI Firms in the Indian Pharmaceutical Sector: A Non-Parametric Approach - <b>Ms. Tulika ROHILLA</b></li><li>4. The Impact of Corporate Culture on Organisational Success: Analysing the Underlying Paradigms - <b>Muhammad Shahbaz, Dr. Muhammad Zia-ur-Rehman, Adeem Barlas</b></li><li>5. UAV. Legal, operational and mental issues - <b>Ph.D. Jacek Krawczyk, Ph.D. Andrzej Wojciechowski, Ph.D. Leonard Milewski</b></li><li>6. Hidden economic and social value. A case study on the example of redevelopment and change of use of two historic buildings in Warsaw - <b>M.Sc. Wojciech Godziński</b></li><li>7. Comparative analysis of European and Polish transport policy from the perspective of aims and their compliance with the sustainable development idea - <b>BEng, Ph.D., Asst. Prof. Rafał Śpiewak; Ph.D., DSc, Assoc. Prof. Ernest Czermański; M.Sc. Aleksandra Seroka</b></li><li>8. The use of 3D printing in postural defects in children and adolescents - <b>Izabela Turkowska, Ewa Andrzejewska, Matyna Brodowska, Władysław Lewandowski, Artur Weremczuk</b></li><li>9. Áfram islenska. Legal language protection - Icelandic case - <b>Ph.D. Małgorzata Babula</b></li><li>10. Obrazowanie mózgowia w rezonansie magnetycznym (MAGNETIC RESONANCE IMAGING OF THE BRAIN) - <b>Dagmara Fydrych, Kuba Gruzdowski, Marta Gołębiowska, Kinga Gawłowska</b></li><li>11. Emergent and Generative Grounded Theory for Practice-Based Applied and Professional Research - <b>Dr. Rey TY</b></li><li>12. Lessons Learned and Best Practices about Online Teaching and Learning in the Time of the Pandemic: A Case Study from a University in Northern Thailand - <b>Dr. Rey TY</b></li></ol>			



## CEO Congress Zoom Meeting Channel 1 10 Dec 2022 , Saturday

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<b>10 Dec 2022</b> <b><u>Session 7</u></b>	<b>08:30-</b> <b>11:30</b>	<b>Moderator</b>	<b>Sudarmawan Samidi, Lc., M. Mgt</b> <b>Prof. Dr. Muhammad Zia-ur-REHMAN</b> <b>Dr Ashutosh KUMAR</b>
<ol style="list-style-type: none"> <li>1. The Public Preference of Public Transportation in Indonesia - <b>Cris Kuntadi, Humannisa Rubina Lestari, Siti Nurlaela</b></li> <li>2. The Influence of Shopping Experience and Perceived Value on Customer Satisfaction and the Impact of Customer Satisfaction on Customer Trust at Minimarket in Jakarta - <b>Dzaky Alfathan INDYANO, Ir. Sasotya PRATAMA, MTE., PMA, Alex Iskandar MUNAF, B.Sc., M.A</b></li> <li>3. Comparative Analysis of Oil Palm Smallholder' Income in Indonesia - <b>Dr. Firna Varina, Tukidi, SP.,MSi., Ratna Dewi, SP.,MP.</b></li> <li>4. The Determinants of Earnings Response Coefficient (ERC) Evidence From Consumer Goods Companies Listed in Indonesia Stock Exchange for Period of 2016 to 2018 - <b>Dety Nurfadilah, Wiwiek Mardawiyah Daryanto, Rizky Octoralie</b></li> <li>5. The Legal Status Of Permanent Single-person And Collegial Bodies Of Belarussian And Polish Parliaments: A Comparative Legal Aspect - <b>Assoc. Prof. Dr. Aksana CHMYHA</b></li> <li>6. The Impact of Geopolitical Risk on International Trade: Evidence From Export Container Volume of Türkiye - <b>Asst. Prof. Dr. Kamil Özden EFES, Assoc. Prof. Dr. Abdullah AÇIK</b></li> <li>7. Transgender Rights Under Bigotry and Ignorance - <b>Asst.Prof.Dr. Muhammad YASEEN</b></li> <li>8. The Effect of Human Capital Development, Transformational Leadership, Organizational Commitment towards Employee Work Performance: Case Study of PT. Multi Beneficial Centralindo - <b>Gilbert Putra Amos, Sudarmawan Samidi, Cut Sjahrifa</b></li> <li>9. Islamic Architectural Management: Aanalyzing the Diverse Perspectives - <b>Hamna AHSAN, Assoc. Prof. Dr. Muhammad Zia-ur-REHMAN</b></li> <li>10. The Impact of the Covid-19 Pandemic and the use of Social Media Towards the Changes of Farmer Behaviors on Purchasing Patterns – <b>Suhendi, Roy SEMBEL</b></li> <li>11. The Fast Moving Consumer Good Industry Strategy To Increase Profitability to Facing Economic Contraction and Survive in The Covid-19 Pandemic Era - <b>Diego Lana Setiawan,S.E.,CHRP.,LOAP., Prof. Ir. Roy Sembel, MBA.,Ph.D.,CSA., CIB., CIIM, Dr. Melinda Malau, S.E.,M.M.,CPA.,CBV.,CFRM.,CFA</b></li> <li>12. The Moderating Role of Religious Belief in Influencing Individual Donor Attitude in Jabodetabek: As Seen From The Evidence in an NGO in Indonesia - <b>Ilyana HABSJAH, Dr. Amelia NAIM</b></li> <li>13. A Study on Adolescent Girls for Socio-Economic Status &amp; Education Challenges in Kota District - <b>Dr Ashish JORASIA, Dr Ashutosh KUMAR</b></li> </ol>			



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<b>10 Dec 2022</b> <b>Session 8</b>	<b>11:30-13:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Aksana CHMYHA</b> <b>Mr. Zohaib Hassan Sain</b>
<ol style="list-style-type: none"> <li>1. The Relationship between Organizational Culture and Employee Commitment, Job Satisfaction, and Employee Retention Post Assets Acquisition A case study of Indonesian Oil and Gas Company - <b>Dr. Ir. Amelia Naim INDRAJAYA, Muhammad Satrio NURRAHMAN</b></li> <li>2. The Influence of Digital Literacy on Retail Garment Traders' Intention to Use and Actual Usage of Mobile Digital Application within Cipulir Thematic Market, Jakarta, Indonesia - <b>Ricky Teja Murti, B.Bus, Prof. Ir. H. M. Roy Sembel, MBA., Ph.D., CSA., CIB., CIIM, Dr. Melinda Malau, SE., MM., CPA., CBV., CFRM., CFA</b></li> <li>3. Disciplinary Responsibility Of Members Of Parliaments Of Belarus And Poland - <b>Assoc. Prof. Dr. Aksana CHMYHA</b></li> <li>4. Work-life Balance on Turnover Intention and Job Satisfaction of Z Generation Employees in the Banking Industry - <b>Dr. Ir. Amelia Naim INDRAJAYA, Kim Daewoong</b></li> <li>5. The Role of ESG in the Sustainability of Palm Oil Companies in Indonesia and the Effect on Performance and Stock Return - <b>Abdurrahman Wahid, Dety Nurfadilah, Ardo Ryan Dwitanto</b></li> <li>6. Insurance Sectors -- its Impacts on Socio-Economic Structure of Civic Society - <b>Gupta Amit</b></li> <li>7. Kashmir as a Regional State under Lalitaditya Muktapid in the Early Medieval Age - <b>Mr. Arindam PARUA</b></li> <li>8. Role of Artificial Intelligence (Ai) In Global Finance Related With Private Banking Sector - <b>Aaqib Danish</b></li> </ol>			

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<b>10 Dec 2022</b> <b>Session 9</b>	<b>11:30-13:00</b>	<b>Moderator</b>	<b>Prof. Sovik MUKHERJEE</b> <b>Amelia Naim INDRAJAYA</b>
<ol style="list-style-type: none"> <li>1. The Antecedents of Subscriber Intention of Indonesian Young Generations Upon Spotify - <b>Mr. Bagawan Kagurnita Krisatio SOENARJONO, Prof. Ir. M. Aman WIRAKARTAKUSUMAH, PhD., Ms. Liza Agustina Maureen NELLOH</b></li> <li>2. The Role of E-WOM In The Theory of Planned Behavior of Customer Intention to Purchase Lubricant at Shell Petrol Station - <b>Fadhillah Indra BUDI, Amelia Naim INDRAJAYA</b></li> <li>3. FDI, Economic Growth and Environmental Degradation Nexus: Evidence from BRICS - <b>Prof. Sovik MUKHERJEE</b></li> <li>4. Analysis of Financial Performance on Pt. Mitra Keluarga Karyasehat Tbk Before and During Pandemic Covid-19 - <b>Fauziyah Nafishah, Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b></li> <li>5. The Coping Mechanism by Yazidi Female Survivors and Their Problems Inside Camps-Duhok - <b>PhD student Jabbar Abdulrahman QAHAR</b></li> <li>6. The Obligation to Establish and Run a Limited Liability Company for Everyone who has the Passion to Build a Financial Economy, a Decent Living, Advanced Competitiveness at Family, Local, National, Regional, International Levels has Proven to Have a Fresh Impact on Civil Society - <b>Dr. Michael Mandang, MM, C. Fcs</b></li> </ol>			





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<b>10 Dec 2022</b> <b>Session 10</b>	<b>13:00-14:30</b>	<b>Moderator</b>	<b>Dr. Amelia NAIM</b> <b>Assoc Prof. Dr. Leonnard Ong, SE, M.Comm</b>
<ol style="list-style-type: none"> <li>1. Determining the Method of Calculating of Article 21 Income Tax in Tax Planning (Case Study at PT. Khatulistiwa) - <b>Defiani Nindasari, Tutty Nuryati, David Pangaribuan</b></li> <li>2. The Hidden Magnitude of Intimate Partner Violence: Its Prevalence on Health Among Women in Mainland Tanzania - <b>Research Scholar Tariq Abubakar ALLY, Dr Ramesh KUMAR</b></li> <li>3. Impact of Debt Policy, Corporate Activities and Risk Management Practices on Financial Distress (Empirical Study on Mining Companies Listed on the IDX for the 2019-2021 Period) - <b>David Pangaribuan, Sumarno Hidayat, Luthfi Nofriansyah</b></li> <li>4. Algorithms For Diagnostics of Technological States in Petrochemical Industry - <b>Siddikov I.Kx., Ganiev A.A.</b></li> <li>5. Corporate Social Responsibility and Financial Aspects Towards Stock Returns With Firm Size as Moderating Variable (Empirical Studies on Indonesia Telecommunication Companies Listed on Indonesia Stock Exchange 2016-2021) - <b>Rosada Tri ASNADA, Ir. Yulita Fairina SUSANTI, M.Sc, Ph.D</b></li> <li>6. The Effect of Perceived Value, Service Quality, Reputation, and Trust to Customer Loyalty on Independent Automotive Workshop in Greater Jakarta - <b>Huger Dhanu ANGGORO, Rima AGRISTINA, Assoc Prof. Dr. Leonnard Ong, SE, M.Comm</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>10 Dec 2022</b> <b>Session 11</b>	<b>13:00-14:30</b>	<b>Moderator</b>	<b>Prof. Dr. Roy Sembel</b> <b>Sanjib Kumar HALDAR</b>
<ol style="list-style-type: none"> <li>1. Comparative Analysis of Customer Handling Policies between Government and Private Banks - <b>Shilpi GANGULY</b></li> <li>2. Management for Solutions: Social Anthropology of Managers - <b>Sana SEHER, Dr. Muhammad Zia ur REHMAN, Ms. Nikita PATE</b></li> <li>3. Moderating Role of Financial Technology towards the Effects of Financial Performance, GCG and Macroeconomic on Stock Returns of Indonesia Category 4 Banks - <b>Melitta ARUAN, Roy SEMBEL, Melinda MALAU</b></li> <li>4. The Benefits of Blended Teaching - <b>Sanjib Kumar HALDAR</b></li> <li>5. MSME Loan Securitization and Bank Stability - <b>Arfan WIRAGUNA, Prof. Rofikoh ROKHIM, Ph.D, Dr. Buddi WIBOWO, Prof. Roy SEMBEL, Ph.D</b></li> </ol>			



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<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>10 Dec 2022</b> <b>Session 12</b>	<b>14:30-</b> <b>16:00</b>	<b>Moderator</b>	<b>Dr. Muhammad Zia-ur-REHMAN</b> <b>Dr. Ir. Amelia Naim INDRAJAYA</b>
<ol style="list-style-type: none"> <li>1. Factors that Motivate Women to Become Entrepreneurs in Digital Business: Empirical Evidence in Jabodetabek area, Indonesia - <b>Salsabila Nur Fadhilah, Shafa Iqlima Dzikro</b></li> <li>2. A Review on The Effect of Leadership Style on Employee's Behaviour - <b>Halima Ali AHMADA, Dr. Rubina FAKHR</b></li> <li>3. Effect of User Interface and User Experience on Customer Satisfaction to PT. RST – <b>Prof. Dr. Roy SEMBEL, Irwan Hamdi</b></li> <li>4. Understanding Communication Through Social Media Marketing Activities and Its Influence on Purchase Intention - <b>Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>5. Empirical Analysis of Leadership And Managership: Imperative Contribution of Emotional Intelligence - <b>Hamna AHSAN, Dr. Muhammad Zia-ur-REHMAN, Mrs. Maria Zia</b></li> <li>6. Juvenile delinquency:The Rising Phenomenon in Kebbi State, Nigeria - <b>Umar Farouk Mohammed PhD, Research Scholar Nelfar Ara</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>10 Dec 2022</b> <b>Session 13</b>	<b>14:30-</b> <b>16:00</b>	<b>Moderator</b>	<b>Prof. Dr. Muhammad Zia-ur-Rehman</b> <b>Drant. Mehmet Metehan Çetintaş</b>
<ol style="list-style-type: none"> <li>1. Measuring Financial Health Analysis Using Risk-Based Bank Rating (RRBR) Ratios: Evidence from Syariah Bank Listed on Indonesia Stock Exchange (IDX) For Periods Of 2018-2020. - <b>Agung WIRAYOGI, Oktofa Yudha SUDRAJAD, Wiwiek Mardawiyah DARYANTO</b></li> <li>2. Impact of Vessel Inspections to Vessel Operations and Business (Case Study: Indonesian Ship Owner) - <b>Tenggar M Siregar</b></li> <li>3. Emotional Exhaustion (EE) and its impact on Turnover Intention: The role of Organizational Commitment - <b>Maria Zia, Dr. Muhammad Zia-ur-Rehman, Syed Muhammad Wafa ur Rahman</b></li> <li>4. Paradigmatic Analysis of Diversity Management and Organizational Performance in the periphery of Developmental Projects - <b>Muhammad SHAHBAZ, Dr. Muhammad Zia-ur-Rehman, Mrs. Maria Zia</b></li> <li>5. Colonial Construction of the Subservient Gods of Tulunadu - <b>Shashiraja.P. Balakkila</b></li> <li>6. The Impact of Company Reputation, Service Quality and Customer Satisfaction toward Customer Loyalty: In an Indonesia Mining and Construction Supply Company - <b>Victor PAKPAHAN, Assoc Prof. Dr. Leonard Ong, SE, M.Comm, Tritjondro BASKORO</b></li> </ol>			



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<b>10 Dec 2022</b> <b>Session 14</b>	<b>16:00-</b> <b>18:00</b>	<b>Moderator</b>	<b>Prof. Dr. Roy SEMBEL</b> <b>Dr. Souvik Dasgupta</b>
<ol style="list-style-type: none"> <li>1. The Effect of Pre and Post-Merger and Acquisition Events (M&amp;As) on the Stock Performance Evidence on Banks Listed in Indonesia Stock Exchange for Periods 2011-2019 - <b>Wiwiek Mardawiyah DARYANTO, Shafa Iqlima Dzikro</b></li> <li>2. Shifting in Purchasing Behaviour at Online Food Delivery in Indonesia During and Post-pandemic from the Perspective of Theory of Consumption Value - <b>Astrid Zenia TANGGARA, Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b></li> <li>3. Business Process Improvement and Capital Budgeting Analysis to Develop the Digitalization Process of Loan / Financing in Bank Sumsel Babel - <b>Oktofa Yudha Sudrajad, Reza Rhamadany</b></li> <li>4. Empirical Analysis of the Impact of Individual Performance on Overall Organizational Success: Implications for Expatriates - <b>Dr. Muhammad Zia-ur-Rehman, Abid H. BHUTTA, Syed Muhammad Wafa Ur REHMAN</b></li> <li>5. Paradigmatic Evaluation of Quality of Service: A Case Study of Service Oriented Organizations at National Level - <b>Mrs. Maria Zia, Dr. Muhammad Zia-ur-Rehman, Syed Muhammad Wafa ur Rahman</b></li> <li>6. Child Punishment and Maltreatment in the Kurdistan Region of Iraq: Causes and Consequences. A Field Study in Erbil City - <b>Hakim Taha</b></li> <li>7. Exploring Colonial Architecture in India: A Comparative Study - <b>Shoumanya MUKHERJEE</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>10 Dec 2022</b> <b>Session 15</b>	<b>16:00-</b> <b>18:00</b>	<b>Moderator</b>	<b>Prof. Dr. Med. Manole COJOCARU</b> <b>Prof. Dr. Irene GUMIRAN</b>
<ol style="list-style-type: none"> <li>1. Determinants of Feminization of Poverty in North Western Ethiopia: The Case of Dejen District (Woreda), East Gojjam Zone of Amhara Regional State - <b>Eyayu Kasseye Bayu</b></li> <li>2. Conflict Management Styles of Deans of Public Higher Education Institutions: Bases For A Structural Ethical Conflict Management Model - <b>Prof. Dr. Irene GUMIRAN</b></li> <li>3. Cash Withdrawals Using Debit Cards at POS Terminals in Kosovo, a New Method of Payment - <b>PhD(s).Marigona LAHU</b></li> <li>4. Entrepreneur Video Essay - <b>Gheorghe GIURGIU, Prof. Dr. Med. Manole COJOCARU</b></li> <li>5. Economic Growth Performance and Economic Activities in Kosovo During The Covid-19 Pandemic in Kosovo - <b>Agim BERISHA</b></li> <li>6. Implications of Technological Human Resource Management (THRM) in IT &amp; ITES, India - <b>Ankita PRABHAKAR</b></li> <li>7. Social Tolerance with Non-Muslims and thoughts of Syed Attaullah Shah Bukhari (Analytical analysis in the light of the current Era) - <b>Dr. Ammara REHMAN</b></li> </ol>			



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<b>10 Dec 2022</b> <b>Session 16</b>	<b>18:00-</b> <b>19:30</b>	<b>Moderator</b>	<b>Nurlan ABBASOV</b> <b>Ph.D. Mariusz Tomczyk</b>
<ol style="list-style-type: none"><li>1. Historical Issues in The Epos of “Kitabi-Dada Gorgud” - <b>Nurlan ABBASOV</b></li><li>2. Evaluation of Corporate Non-Financial Performance: Evidence from India - <b>Dr. Shikha Gupta, Associate Professor</b></li><li>3. CBDC - (future) central bank digital currency? - <b>Ph.D. Mariusz Tomczyk</b></li><li>4. Digital society as a simulator of e-government implementation - <b>Ph.D. Krzysztof Gawkowski</b></li><li>5. Trafficking in women for sexual exploitation - an outline of the issues - <b>Ph.D. Justyna Żylińska</b></li><li>6. Logistics as indispensable knowledge in management enterprise - <b>Ph.D. Andrzej Wojciechowski, Ph.D. Andrzej Woźniak</b></li><li>7. Limbus of Sikkim - <b>Ms. Reendima GURUNG</b></li></ol>			



## CEO Congress Zoom Meeting Channel 1 11 Dec 2022 , Sunday

<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>11 Dec 2022</b> <b>Session 17</b>	<b>08:00-10:00</b>	<b>Moderator</b>	<b>Dr. Melinda Malau</b> <b>Dr. Muhammad Zia-ur-Rehman</b>
<ol style="list-style-type: none"> <li>1. The Influence of Brand Image on Customer Experience and Actual Usage of Digital Health Applications: Case Study of Halodoc, Alodokter, and Klikdokter in Jakarta, Indonesia - <b>Alvina Michaela CHRISTANTI, Dr. Ir. Amelia Naim INDRAJAYA, Dr. Rima AGRISTINA</b></li> <li>2. Digital Entrepreneurial Intention among Business Students in Jakarta - <b>Mr. Muhammad Ridho HAFIDZ, Ms. Liza Agustina Maureen NELLOH, Mrs. Cut SJHRIFA</b></li> <li>3. Social Marketing and its Influence on the Environment - <b>Rima BOSE</b></li> <li>4. Stock Performance and Analysis of Market Capitalization and Fundamental Factors of Socially Responsible Companies in Indonesia on Stock Return: A Study of SRI KEHATI Index - <b>S.T. Dewi Kurniawati, Prof. Ir. MBA, Ph.D, CSA, CIB, CIIM. Roy Sembel, Dr. SE, MM, CPA, CBV, CFRM, CFA. Melinda Malau</b></li> <li>5. Managing Human Resource Strategically: The Role of Supply Chain towards Flexibility Contingences and Organizational Fit - <b>Dr. Muhammad Zia-ur-Rehman, Abdullah NAEEM, Mrs. Maria ZIA</b></li> <li>6. Evaluate the Impact of Online Grocery Trend to PT Supra Boga Lestari Tbk (RANC) from Financial Perspective - <b>Roy SEMBEL, Fanny KARIADI</b></li> <li>7. Consumer Awareness Survey on Indonesian Digital Banks (Case study: LINE Bank of PT Bank KEB Hana Indonesia) - <b>Ira Fachira, Duhaeng Lee</b></li> <li>8. Challenges Faced To Online Education &amp; Learning In Pakistan During Covid-19 Pandemic - <b>Mr. Zohaib Hassan Sain</b></li> <li>9. Evaluation of Anti-money Laundering in Azerbaijan - <b>Dr. Gulnara SULEYMANOVA</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>11 Dec 2022</b> <b>Session 18</b>	<b>10:00-11:30</b>	<b>Moderator</b>	<b>Prof. Dr. Wiwiek M DARYANTO</b> <b>Cemil YILDIZCAN</b>
<ol style="list-style-type: none"> <li>1. Analysis of Bilateral Investment Agreements and their Impact on Cooperation Relations between Indonesia and Timor Leste - <b>Dr.Drs.Melkisedek N.B.C Neolaka,M.Si., Luigi Pio Leonardo Cavaliere, Diana San Tabun,S.Pd.,M.IP, Esrah D.N.A. Benu S. Sos., M. Si.</b></li> <li>2. Social and Solidarity Economy as a Bottom-up Strategy to Overcome Challenges in the Times of Uncertainty - <b>Cemil YILDIZCAN</b></li> <li>3. Gender and strategic Political: Opportunities and Challenges for Women and Youth in Political Parties in East Nusa Tenggara Indonesia - <b>Diana San Tabun,S.Pd.,M.IP, Esrah D.N.A. Benu S. Sos., M. Si., Dr.Drs.Melkisedek N.B.C Neolaka,M.Si., Luigi Pio Leonardo Cavaliere</b></li> <li>4. Role of NGOs in Rural Development in India: An Analytical Study - <b>Research Scholar Mohd Younis Mir</b></li> <li>5. The Effect of Direct-to-Consumer (D2C) Business Model to Consumer Satisfaction and its impact to Repurchase Intention in Fashion Industry - <b>Mitha Novenscha Vidya, Wiwiek Mardawiyah Daryanto</b></li> <li>6. Long-Term User Behavior Model to Understand The Beneficial Implementation of QR Code Payment (QRIS) in Indonesian Sharia Banking: A Structural Equation Modeling Approach - <b>Gilang Heru KENCANA, Eko Agus PRASETIO</b></li> <li>7. The Influence of Market-Based Assets and Marketing Capability Towards Sustainable Competitive Advantage and Its Effect on Company's Performance at Recycled Plastics Industry - <b>Frederick Ramadhani Samantha SAMAN, Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b></li> </ol>			



<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>11 Dec 2022</b> <b>Session 19</b>	<b>11:30-12:30</b>	<b>Moderator</b>	<b>Prof. Dr. Wiwiek Mardawiyah DARYANTO</b> <b>Lecturer Dr. Ebru KASNAK</b>
<ol style="list-style-type: none"> <li>1. The Role of Culture in Market Acceptance For New Products in Ice Cream Industry - <b>Giovani Shanti ELISABET, Wiwiek Mardawiyah DARYANTO, Roy SEMBEL</b></li> <li>2. Analysis of Kaizen Based on 3 Sigma Application to Reduce Cost of Production in PT.XYZ - <b>Tiarma Uli SIDAURUK, Wiwiek Mardawiyah DARYANTO</b></li> <li>3. Challenges In Quality Of Education In Higher Education Institutions (HEIs) Of Pakistan - <b>Mr. Zohaib Hassan Sain</b></li> <li>4. Financial Performance Analysis and Financial Distress Prediction of Indonesia State-Owned Enterprises in the Construction Industry Listed on IDX Before and During Economic Crisis in the Covid-19 Pandemic Era (Period 2019 - 2021) - <b>Raden Aswin RAHADI, Rachmadiosi MUHAMMAD</b></li> <li>5. Change Management Approach for Digital Transformation in the Healthcare Organizations - <b>Lecturer Dr. Ebru KASNAK</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>11 Dec 2022</b> <b>Session 20</b>	<b>12:30-13:30</b>	<b>Moderator</b>	<b>Prof. Ahmet SENGONUL</b> <b>Asst. Prof. Esengul SALIHOGLU</b>
<ol style="list-style-type: none"> <li>1. Organizational Culture Role on the Digital Transformation of Companies - <b>Lecturer Dr. Ebru KASNAK</b></li> <li>2. The Effect of Hedonic and Utilitarian Shopping Value to Impulsive Buying Behaviour to Airline Passenger Moderated by Digital Airport Experience at Soekarno Hatta International Airport, Jakarta - <b>Rizky PRIYANDANI, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>3. Intention To Buy Non-Prescription Medicine Via E-Health Platform Using TPB Theory With Product Knowledge As Moderator: A Case Study On Alodokter - <b>Fathur Bhakti NUGRAHA</b></li> <li>4. The Impact of Ore Export Ban and Macroeconomics Variables on Stock Returns of Nickel Mining Companies - <b>Adriansyah CHANIAGO, Roy SEMBEL, Melinda MALAU</b></li> <li>5. Power Supply Measurement For Investment Decision Using Capital Budgeting Analysis and Monte Carlo Analysis - <b>Mr. Alvan Sukmawijaya</b></li> <li>6. Analysis of the Interaction Between Exchange Rates and Selected Indicators with ARDL method: The case of Turkiye - <b>Prof. Ahmet SENGONUL, Asst. Prof. Esengul SALIHOGLU</b></li> </ol>			



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<b>11 Dec 2022</b> <b>Session 21</b>	<b>13:30-15:00</b>	<b>Moderator</b>	<b>Dr. Amalia E MAULANA</b> <b>Ms. Bidisha HALDER</b>
<ol style="list-style-type: none"> <li>1. State Support for the Development of Entrepreneurship in Azerbaijan - <b>Assoc. Prof. Dr. Murteza HASANOĞLU, Master's Student Aisha ALIYEVA</b></li> <li>2. Evaluation of the Differentiation Value, Brand Meaning and Stopping Power of Indonesia Higher Education Institutions' Taglines as the Marketing Communication Brand Element - <b>Amalia E MAULANA</b></li> <li>3. The Impact of Corporate Ownership and Dividend Policy to Risk Disclosure Practice and Stock Market Performance of Indonesian Public Listed Companies During Pandemic - <b>Tania Mentari DESRIYANI, Roy SEMBEL, Melinda MALAU</b></li> <li>4. The Effect of Employee Engagement on Turnover Intention: The Moderating and Mediating Role of Person-Organization Fit at Banks in Jakarta - <b>Mely PRIMAYANTY, Roy SEMBEL, Harris Turino KURNIAWAN, Melinda MALAU</b></li> <li>5. How to reduce work family conflict ? a methodological approach of employing the formula of organizational support and performance incentives - <b>Ribbat Khan, Phd Scholar-LMS., Assoc. Prof. Dr. Muhammad Zia-ur-Rehman</b></li> <li>6. Book Burning: Tracing the History of the Modern Information Warfare – <b>Ms. Bidisha HALDER</b></li> </ol>			

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>11 Dec 2022</b> <b>Session 22</b>	<b>15:00-16:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Murat Çemberci</b> <b>Dr. Ir. Amelia Naim INDRAJAYA</b>
<ol style="list-style-type: none"> <li>1. The Role of Innovativeness in Moderating Customer Purchase Intention to Buy Local Brand Perfume in DKI Jakarta - <b>Indana NABHAN, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. The Role of Knowledge Moderating a Farmer's Intention to Adopt Black Soldier Fly Farming: As Seen in the Evidence in the Luzon Region of the Philippines - <b>Camila Isabel LASTRILLA, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>3. Transformational Leadership and Employee performance – Empirical Analysis of Higher Education Institutions - <b>Ribbat Khan, Phd Scholar-LMS., Assoc. Prof. Dr. Muhammad Zia-ur-Rehman</b></li> <li>4. The Influence of NCT Dream's Credibility as the Brand Ambassador in Consumptive Behaviour for Lemonilo (A Survey toward @Lemonilo IG) - <b>Angelika Mandra, Retno Dyah Kusumastuti, Iswahyu Pranawukir</b></li> <li>5. Transitional Energy is an Opportunity for Indonesia in Global Competition in The G20, Especially in The Fields of Biomass and Energy Storage - <b>Dr. Erwin SUSANTO, Dr (cand). Endang SUSILOWATI</b></li> <li>6. Exploring The Relationship Between Supply Chain Analytics Technology Capability and Firm Performance: The Mediating Role of Supply Chain Resilience - <b>Assoc. Prof. Dr. Murat Çemberci, Tuğba Karagülle</b></li> <li>7. Factors Affecting Pemba's Adolescent's Psychological Health - <b>Halima Ali AHMADA, Dr. Rubina FAKHR</b></li> </ol>			



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<b>11 Dec 2022</b> <b>Session 23</b>	<b>16:30-</b> <b>18:00</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Şule TUZLUKAYA</b> <b>Asst. Prof. Dr. Sibani SARMAH</b>
<ol style="list-style-type: none"> <li>1. The Effect of Influencer Marketing on Consumer's Brand Trust and Purchase Intention - <b>Rachmat Tauhid UNO, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. Economic Feasibility Study of a Chemical Enhanced Oil Recovery Project in Indonesia Based on Conventional DCF And Real Option Valuation Model: Case Study at PT ABC. - <b>Junita Taskia AMIN, Oktofa Yudha SUDRAJAD</b></li> <li>3. Role and Status of Khasi Females with special reference to Customary Inheritance System - <b>Asst. Prof. Dr. Sibani SARMAH</b></li> <li>4. The Effect of KOSGEB Supports and Additional Finance Options on the Success of the Start-up - <b>Res. Asst., Büşra ÖZDEMİR, Yasemin KARABULUT, Dr. Burcu TOSUN, Assoc. Prof. Dr. Şule TUZLUKAYA</b></li> <li>5. Integration Of India: A Historical Study With Special Reference To Jammu &amp; Kashmir And Role Of Shri Golwalkar - <b>Miss. Prachi Prabha GAUTAM</b></li> <li>6. Analyzing the Effect of Risk-Based Bank Rating (RBBR) Ratio on Stock Returns: A Comparative Study between Bank BUKU III and BUKU IV in Indonesia - <b>Ms. Disotyani Nurrahma FITRI, Mrs. Wiwiek Mardawiyah DARYANTO, Mrs. Dety NURFADILAH</b></li> </ol>			

<b>Meeting Channel 1</b>		<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>	
<b>11 Dec 2022</b> <b>Session 24</b>	<b>18.00-</b> <b>19.00</b>	<b>Moderator</b>	<b>Amelia Naim INDRAJAYA</b> <b>Dr. Swati Mishra</b>
<ol style="list-style-type: none"> <li>1. A Study on the Intentions of Early Users of Metaverse As Learning Platforms Using the Technology Acceptance Model: As Seen From in the Evidence From PT. Markplus Institute - <b>Giovanni Alexander PANUDJU, Amelia Naim INDRAJAYA</b></li> <li>2. Indian Culinary/ Food Tourism- Past, Present and Future - <b>Gaurav Gomase, Dr. Charuta Gajbhiye, Merle Almeida</b></li> <li>3. A Co-integration and Vector Error Correction Analysis of the Relationship Between Inflation and GDP Per Capita Growth of Ghana - <b>Research Scholar Collins Adu Takyi</b></li> <li>4. Impact of Social And Ethical Values Of Academia In Behavioural Economics - <b>Ms. Shalini Jadiya, Dr. Swati Mishra</b></li> </ol>			





## CEO Congress Zoom Meeting Channel 2 9 Dec 2022, Friday

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
9 Dec 2022 Session 1	12:00- 13:30	Moderator	Assoc.Prof. Dr. Gülşen AKMAN Assoc. Prof. Dr. Pınar Ünal-Aydın
<ol style="list-style-type: none"><li>1. Üniversite Öğrencilerinin Gönüllülük Çalışmalarına İlişkin Görüşleri: Bir Fenomenoji Araştırması - <b>Lecturer Yasemin İBİŞ</b></li><li>2. Türkiye'de Covid 19'un E-Ticaret Üzerindeki Etkileri - <b>Assoc.Prof. Dr. Gülşen AKMAN, İlyas Cem YILMAZ, Arş.Gör. Çağın KARABIÇAK</b></li><li>3. Depresif Bozukluğu Olan Hastalarda İçselleştirilmiş Damgalanmanın Belirleyicileri - <b>Assoc. Prof. Dr. Pınar Ünal-Aydın, Assoc. Prof. Dr. Oryal Taşkın</b></li><li>4. Aşçılık Öğrencilerinin Turizm Sektöründe Çalışmaya Yönelik Görüşleri - <b>Öğr. Gör. Dr. Hacı Ahmet ÇAKIR, Rümeyza AKYÜZ</b></li><li>5. Türkiye Büyükelçiliklerinin Yumuşak Güç Söylemleri: Paris, Madrid, Pekin Örneği - <b>Erdal BİLİCİ, Simge ÜNLÜ, Lütfiye YAŞAR</b></li><li>6. Kalite Yöneticilerinin Gözünden Yükseköğretimde Kalite Çalışmalarının Nedenleri- <b>Dr. Kürşat TAŞTAN, Dr. Öğr. Üyesi Nalan SABİR TAŞTAN</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
9 Dec 2022 Session 2	13:30- 15:00	Moderator	Prof. Dr. Deniz ZEREN Assoc. Prof. Dr. Ali KONAK
<ol style="list-style-type: none"><li>1. Çağımızın Yeni Sorunu Teknoloji Bağımlılığı - <b>Assoc. Prof. Dr. Fadime DİLBER</b></li><li>2. Gerçek Zamanlı Pazarlamanın Potansiyeli Açısından İncelenmesi - <b>Dr. Durmuş KOÇAK, Prof. Dr. Deniz ZEREN</b></li><li>3. Sosyal Sürdürülebilirlik Kaygısı ve Lojistik Süreci - <b>Asst. Prof. Dr. İpek ÖZENİR, Assoc. Prof. Dr. Gülsün NAKİBOĞLU</b></li><li>4. Duygusal Bulaşma: Örgütsel Yansımaları, Yapılmış Çalışmalar ve Gelecek Araştırmalar için Öneriler - <b>Sefa GÜLTEPE, Assoc.Prof.Dr.N.Derya ERGUN ÖZLER</b></li><li>5. Seçilmiş Afrika Ülkelerinde Türkiye'nin Pazar Payının Gelişimi - <b>Prof. Dr. Serkan DİLEK, Assoc. Prof. Dr. Ali KONAK</b></li><li>6. Ekonomik İş Birliği Örgütlerinin Türkiye'nin Dış Ticaret ve Ekonomik Büyüme Performansı Üzerine Etkileri - <b>Assoc. Prof. Dr. Ali KONAK, Ömer Faruk AYYILDIZ</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
9 Dec 2022 Session 3	15:00- 16:30	Moderator	Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL Assoc. Prof. Dr. Betül ALTAY TOPCU
<ol style="list-style-type: none"> <li>1. İş Yaşamında Kadına Yönelik Psikolojik Şiddet: Kraliçe Arı Sendromu-Pembe Taciz - <b>Merve YILDIRIMOĞLU, Assoc. Prof. Dr. Ebru ERTÜRK</b></li> <li>2. Türkiye’deki Çevresel Bozulmada Finansal Sektör Gelişiminin, Temiz Enerji Tüketiminin ve Beşeri Sermayenin Rolü - <b>Öğr.Gör.Dr. Pınar AVCI, Öğr.Gör. Esra YAŞAR, Doç Dr. Sevgi SÜMERLİ SARIGÜL</b></li> <li>3. Tahmin Algoritması Kullanılarak Yerel Yönetimlerin Katı Atık Toplama Maliyetlerinin Etkinleştirilmesi - <b>Assoc. Prof. Dr. Sevgi SÜMERLİ SARIGÜL, Asst. Prof. Dr. Ramazan ALDEMİR, Assoc. Prof. Dr. Betül ALTAY TOPCU</b></li> <li>4. AR-GE’de Çalışan Araştırmacı Sayısı ve Patent Başvuruları Yenilenebilir Enerji Üretimini Teşvik Eder Mi? Türkiye’den Kanıtlar - <b>Assoc. Prof. Dr. Betül ALTAY TOPCU</b></li> <li>5. Havacılık Sektöründe Risk Faktörü: Havacılık Sigortası Kapsamında Bir İnceleme - <b>Ayşe SUSUZ, İlinay GÜLLÜ, Sevim YILMAZ, Sümeyye YAVUZ</b></li> <li>6. Havacılık Sektöründe İletişimin Önemi ve Vaka İncelemesi - <b>Emine Gül ŞAHİN, Zehra EĞİNKAYA, Büşra YILDIRIM</b></li> <li>7. Havacılık Sektöründe Zaman ve Stres Yönetiminin Personel ve Sektöre Etkisi - <b>Jale ERDEM, Emine Gül ŞAHİN, Zehra EĞİNKAYA, Büşra YILDIRIM</b></li> </ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
9 Dec 2022 Session 4	16:30- 18:00	Moderator	Assoc. Prof. Dr. İnci ERDOĞAN TARAĞCI Dr. Öğr. Üyesi Nur ÖZER CANARSLAN
<ol style="list-style-type: none"> <li>1. Geleceğin Pazarlaması: Metaverse Pazarlama - <b>Assoc. Prof. Dr. İnci ERDOĞAN TARAĞCI, Assist. Prof. Dr. Ramazan ASLAN</b></li> <li>2. Ağızdan Ağıza Pazarlama Stratejisinin Üniversite Öğrencilerinin Mağaza Tercihlerine Etkisi Üzerine Bir Araştırma: Adıyaman Üniversitesi Örneği - <b>Assoc. Prof. Dr. İnci ERDOĞAN TARAĞCI, Assist. Prof. Dr. Ramazan ASLAN</b></li> <li>3. Mermer Sektöründe Bölgesel Kümelenme: Bilecik İlinde Mermer İşletmeleri Üzerine Nitel Bir Araştırma - <b>Assoc. Prof. Dr. İnci ERDOĞAN TARAĞCI, Assoc. Prof. Dr. Bora GÖKTAŞ</b></li> <li>4. Maliye Biliminin Öznesi Olarak “Şehir” ve “Şehir Maliyesi” - <b>Assoc. Prof. Dr. Recep TEMEL</b></li> <li>5. Kültürel Bir Miras Olarak Malî İçerikli Türk Atasözleri ve Maliye Disiplini Üzerindeki Etkileri - <b>Assoc. Prof. Dr. Recep TEMEL</b></li> <li>6. Mobil Alışveriş Uygulamalarında Hizmet Kalitesinin Müşteri Bağlılığı Üzerindeki Etkisi - <b>Dr. Öğr. Üyesi Nur ÖZER CANARSLAN</b></li> <li>7. Tek Çocuklu ve Çok Çocuklu Annelerin Çocuklarına Yönelik Alışveriş Metaforları: Kelime Bulutu Analizi - <b>Dr. Öğr. Üyesi Nur ÖZER CANARSLAN</b></li> </ol>			



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<b>Meeting Channel 2</b>	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
<b>9 Dec 2022</b> <b>Session 5</b>	<b>18:00-</b> <b>19:30</b>	<b>Moderator</b>	<b>Assoc. Prof. Dr. Süreyya Genç</b> <b>Asst. Prof. Dr. Yusuf YILDIRIM</b>
<ol style="list-style-type: none"><li>1. Örgütsel Güvenin Örgütsel Bağlılık Üzerine Etkisi: Çağrı Merkezi Çalışanlarına Yönelik Bir Araştırma - <b>Dr. Öğr. Üyesi Ahmet USLU, Zavil Gültekin TUMA</b></li><li>2. Çok Kültürlü İş Ortamlarının Yönetimi: Stratejik Bir Araç Olarak Kültürel Zekâ - <b>Asst. Prof. Dr. Yusuf YILDIRIM</b></li><li>3. Kariyer Uyum Yeteneklerinin Girişimcilik Niyetine Etkisinde Dışsal Güdülenmenin Rolü - <b>Dr. Muhammet Ali ÇELEBİ</b></li><li>4. Lisans Düzeyindeki Öğrencilerin Kinetik Sanata Olan Algılarının İncelenmesi - <b>Assoc. Prof. Dr. Süreyya Genç, Sema Nur YÜCEL</b></li><li>5. Altın Susam- <b>Egem ZAĞRALI ÇAKIR</b></li><li>6. Petrolün Deniz Ortamı Üzerindeki Etkileri: Meksika Körfezi - <b>Dr. Öğr. Üyesi Ezgi KOVANCI</b></li><li>7. Rusya-Ukrayna Savaşı: Haber Görsellerinde Liderlerin Temsili - <b>Dr. Aydın KAYMAK, Dr. Öğr. Üyesi Aziz COŞKUN</b></li></ol>			



**CEO Congress Zoom Meeting Channel 2**  
**10 Dec 2022 , Saturday**

<b>Meeting Channel 2</b>	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
<b>10 Dec 2022</b> <b>Session 6</b>	<b>08:30-</b> <b>10:30</b>	<b>Moderator</b>	<b>Prof. Dr. Eyüp ARTVİNLİ</b> <b>Assoc. Prof. Dr. Esin SEZGİN</b>
<ol style="list-style-type: none"><li>1. Türkiye'deki Ortaokul Sosyal Bilgiler Dersi Öğretim Programlarında ve Ders Kitaplarında İklim Değişikliği: Taksonomik Bir Analiz - <b>Prof. Dr. Eyüp ARTVİNLİ, Araş. Gör. Leyla DÖNMEZ</b></li><li>2. CEO Brand And CEO Branding: A Conceptual Framework - <b>Prof. Dr. Emet Gürel, Araş. Gör. Azra K. Nazlı, Araş. Gör. Neslihan Özmelek Taş, Büşra Çetin</b></li><li>3. Tıbbi Dokümantasyon ve Sekreterlik Bölümü Öğrencilerinde E-Sağlık Okuryazarlığı - <b>Dr. Öğr. Üyesi Okan KOÇ</b></li><li>4. Sağlık Bilimleri Öğrencilerinde OPAC Kullanımı: Balıkesir Üniversitesi Örneği - <b>Dr. Öğr. Üyesi Okan KOÇ</b></li><li>5. Karbon Emisyonunun İşletmelerin Temerrüt Riski Üzerindeki Etkisi - <b>Dr. Öğr. Üyesi Selin ÖZEN, Dr. Öğr. Üyesi Meltem ECE ÇOKMUTLU</b></li><li>6. Pandemi Sürecinde Ergenlerdeki Gelecek Kaygısı ve Stresle Başa Çıkma Yöntemleri Arasındaki İlişkinin İncelenmesi - <b>Fulya GÖKÇELER, Assoc. Prof. Dr. Esin SEZGİN</b></li><li>7. Türkiye'de Erken Yaşta Evlilik Konulu Bilimsel Çalışmaların Bibliyometrik Analizi - <b>Fulya GÖKÇELER, Assoc. Prof. Dr. Esin SEZGİN</b></li></ol>			

<b>Meeting Channel 2</b>	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
<b>10 Dec 2022</b> <b>Session 7</b>	<b>10:30-</b> <b>12:00</b>	<b>Moderator</b>	<b>Prof. Dr. Eyüp ARTVİNLİ</b> <b>Dr. Öğr. Üyesi Çağlar SÖZEN</b>
<ol style="list-style-type: none"><li>1. Investigation of the Relationship Between Non-Residents' Stock Portfolio and CDS Premium by Econometric Methods - <b>Dr. Öğr. Üyesi Çağlar SÖZEN, Öğr. Gör. Dr. Onur ŞEYRANLIOĞLU, Dr. Öğr. Üyesi Ferhat İSPIROĞLU</b></li><li>2. Bölgesel Kalkınma Aracı Olarak Üniversiteler: Harran Üniversitesi Örneği - <b>Dr. İhsan KURAN</b></li><li>3. Portföyü Yarı Varyansa Göre Düzenlemek Mantıklı mı? - <b>Kartal SOMUNCU</b></li><li>4. Avrupa Enerji Krizi ve Türkiye'ye Olası Etkileri - <b>Dr. Öğr. Üyesi Fatma Merve EKİZ</b></li><li>5. Türkiye'deki Lise Coğrafya Dersi Öğretim Programlarında ve Ders Kitaplarında İklim Değişikliği: Taksonomik Bir Analiz - <b>Prof. Dr. Eyüp ARTVİNLİ, Araş. Gör. Leyla DÖNMEZ</b></li></ol>			



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Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
10 Dec 2022 Session 8	12:00- 13:00	Moderator	Prof. Dr. Mehmet Nuri GÖMLEKSİZ Prof. Dr. Ramazan ŞENGÜL
<ol style="list-style-type: none"><li>1. Bebek Beşikte Çeyiz Sandıkta Deyimi Üzerine - <b>Dr. Mukadder GÜNERİ</b></li><li>2. Eğitim Fakültesi Öğrencilerinin Uzaktan Eğitime İlişkin Görüşleri - <b>Prof. Dr. Mehmet Nuri GÖMLEKSİZ, Guidance Counselor Elif CÜRO</b></li><li>3. Eğitim Fakültesi Öğrencilerinin Sınıf Yönetiminde Yeterliklerine İlişkin Görüşleri - <b>Prof. Dr. Mehmet Nuri GÖMLEKSİZ, Guidance Counselor Elif CÜRO</b></li><li>4. Kamu Denetçiliği Kurumu Kararlarında Yönetimsel Şeffaflık - <b>Prof. Dr. Ramazan ŞENGÜL, Arş. Gör. Cihan Necmi GÜNAL</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
10 Dec 2022 Session 9	13:00- 14:00	Moderator	Prof. Dr. Orhan ELMACI Assist. Prof. Dr. Özlem ATAN
<ol style="list-style-type: none"><li>1. Süreklilikten Sürdürülebilirliğe Entegre Düşünmeden Değer Yaratmaya Geçişte Faaliyet Raporlarının Rolü: İmalat Sektörünün Ampirik Analiz Sonuçları - <b>Prof. Dr. Orhan ELMACI</b></li><li>2. Kurgulama Düzeyi Teorisi Perspektifinden Tüketicilerin Çevresel Sorunlara Yönelik Tutumlarına İlişkin Kavramsal Bir Tartışma - <b>Dr. Öğr. Üyesi Ali Emre AYDIN</b></li><li>3. BIST Sürdürülebilirlik Endeksinde Döngüsel Performans Ölçümü - <b>Murat SÜRMEEN, Dr. Öğr. Üyesi. Meltem ECE ÇOKMUTLU</b></li><li>4. Stratejik Kalite Yönetimi Bağlamında Akademisyenlerin İşe Yönelik Memnuniyetlerinin Örgütsel Vatandaşlık Davranışına Etkisi ile Öz-Yeterliliğin Aracı Rolü Üzerine Bir Araştırma - <b>Assist. Prof. Dr. Özlem ATAN</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
10 Dec 2022 Session 10	14:00- 15:30	Moderator	Prof. Dr. Şevki ÖZGENER Prof. Dr. Özlem BALABAN
<ol style="list-style-type: none"><li>1. Yönetimsel Özyeterlilik Aracılığıyla Otantik Liderlik ve Etkileşimsel Adalet Psikolojik Performansı Etkiler mi? - <b>Yüksek Lisans Öğrencisi Hatice YILAR, Prof. Dr. Şevki ÖZGENER</b></li><li>2. Azerbaycan'da Kültür Turizminin Gelişmesi İçin Fırsatlar ve Onun Türk Halklarını Birbirine Yakınlaştırmada Rolü - <b>Assoc. Prof. Dr. Arzu Alim kızı Hüseyin</b></li><li>3. Sağlık Çalışanlarının Yaşadığı Yengeç Sepeti Sendromunun Örgütsel Sinizm Algıları Üzerindeki Etkisi - <b>Nida SAK, Prof. Dr. Ali ERBAŞI</b></li><li>4. Sivil Toplum Kuruluşlarında Otantik Liderlik Algısı Üzerine Bir Araştırma - <b>Abdulkadir TAŞKIN, Assoc. Prof. Dr. Özlem BALABAN</b></li><li>5. Banka Çalışanlarında İş Stresi: Türkiye Cumhuriyet Merkez Bankası Çalışanlarına Yönelik Bir Araştırma - <b>Sinan TEMUR, Assoc. Prof. Dr. Özlem BALABAN</b></li><li>6. Tüketimde Sadelik Davranışının Sosyal Kimlik Kuramı Çerçevesinde İncelenmesi - <b>Dilara ŞATLI, Asst. Prof. Dr. Güngör HACIOĞLU</b></li></ol>			



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Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
10 Dec 2022 Session 11	15:30- 17:00	Moderator	Assoc. Prof. Dr. Jale SAĞLAR Assoc. Prof. Dr. Mutlu UYGUN
<ol style="list-style-type: none"><li>1. Covid 19 Salgınında İşletmelerin Karlılık Oranları Değişimi: Borsa İstanbul'da İşlem Gören İşletmeler Üzerine Bir Araştırma - <b>Assoc. Prof. Dr. Jale SAĞLAR, Assoc. Prof. Dr. Elif N. DEMİRCİOĞLU</b></li><li>2. Covid 19 Pandemi Dönemi ve Sonrasında Havayolu Şirketlerinin Finansal Yapısı Üzerine Bir İnceleme - <b>Assoc. Prof. Dr. Jale SAĞLAR</b></li><li>3. Tüketici Temelli Yeşil Marka Değerinin Gelişiminde Kilit Yeşil Tutum ve Davranış Eğilimlerinin Rolü - <b>Assoc. Prof. Dr. Mutlu UYGUN, Hande GÜLGEÇ</b></li><li>4. Çalışanların İçsel Pazarlama ve Yalın Üretim Uygulamalarına Yönelik Algıları Arasındaki İlişkiler - <b>Assoc. Prof. Dr. Mutlu UYGUN, Nermin ADAŞ</b></li><li>5. Elektronik Perakende Sektöründe Tüketici Temelli Marka Değerinin Satın Alma Davranışına Etkisi - <b>Merve KARA, Assoc. Prof. Dr. Ümran ŞENGÜL</b></li><li>6. Yeni Ekonomik İlişkiler Şartlarında İnovasyon Yönetiminin Yeri ve Rolü - <b>Dr. Parviz RUSTAMOV HACI OĞLU</b></li></ol>			

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10 Dec 2022 Session 12	17:00- 18:30	Moderator	Prof. Dr. Behçet ORAL Assoc. Prof. Dr. Mehmet KAPLAN
<ol style="list-style-type: none"><li>1. Herkes Geri Döndü Ama O(nlar) Dönmedi... İşyerine Geri Dönmeyen Mühendisler Üzerine Bir Araştırma - <b>Asst. Prof. Dr. Berna Turak KAPLAN, Assoc. Prof. Dr. Mehmet KAPLAN</b></li><li>2. Ceo Nasıl Başladı? İletişim, Ekonomi, Organizasyon Odaklı İlk Kongrenin Anatomisi - <b>Asst. Prof. Dr. Berna Turak KAPLAN, Assoc. Prof. Dr. Mehmet KAPLAN</b></li><li>3. Türkiye'de Kentleşme Sürecinde Gecekondulaşma - <b>Assoc. Prof. Dr. Vedat YILMAZ</b></li><li>4. Türkiye'de Büyükşehir Belediyelerinin Tarihi Üzerine Bir Araştırma - <b>Assoc. Prof. Dr. Vedat YILMAZ</b></li><li>5. Yöneticilerin Yeşil Dönüşümcü Liderliğinin Firmanın Yeşil İmajına Etkisi: Yeşil Süreç İnovasyonunun Rolünü Anlamak - <b>Asst. Prof. Dr. Burcu ÖZGÜL</b></li><li>6. Enerji Tüketiminin Hisse Senedi Fiyatlarına Etkisi; OECD Ülkeleri İçin Panel Veri Analizi - <b>Assoc. Prof. Dr. Şahin BULUT</b></li><li>7. ARCS Öğretim Tasarımı Modeli Temelinde İngilizce Dersi İçin Bir Öğretim Tasarımı Örneği - <b>PhD Student Turan PALABIYIK, Prof. Dr. Behçet ORAL</b></li></ol>			



## CEO Congress Zoom Meeting Channel 2

### 11 Dec 2022, Sunday

<b>Meeting Channel 2</b>	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
<b>11 Dec 2022</b> <b>Session 13</b>	<b>08:00-10:00</b>	<b>Moderator</b>	<b>EVA SETIA RINI DAMANIK S.E.,M.S.Ak</b>
<ol style="list-style-type: none"> <li>1. The Relationship of Level of Competence and Communication on the Job Satisfaction: A Case Study of Regional Government Legislative, or DPRD of the Batang Hari Regency Secretariat Employees - <b>EVA SETIA RINI DAMANIK S.E.,M.S.Ak, SRI ROSMAWATI S.E.,M.Si, SITI MAISARAH S.Pd.I.M.Pd</b></li> <li>2. Increasing Farmer Income with Application of Organic and In-Organic Fertilizer at Oil Palm Seedling – <b>Enita, Sri Harimurti, Bangun Joko Laksono</b></li> <li>3. Pengaruh Jumlah Penduduk terhadap Pertumbuhan Ekonomi Provinsi Jambi Periode 2017-2021 - <b>Kasiyati Yunita Wulansari, SE., MM, Budi Darma, SE., MM, Miftahul Choiri, S.Sos.I., MM</b></li> <li>4. Analisis Tingkat Kesehatan Bank Syariah dengan Metode CAMEL (Studi Kasus Bank Syariah Mandiri Periode 2016-2020) - <b>Niki Kosasih, Akhmadi, Azwar Anas</b></li> <li>5. Comparative Analysis of Oil Palm Smallholder' Income in Indonesia - <b>Dr. Firna Varina, Tukidi, SP.,MSi., Ratna Dewi, SP.,MP.</b></li> <li>6. The Influence of Price and Product Quality on Consumer Purchase Intention: Empirical Evidence on “Sumber Rezeki” Aluminum/Glass Shop - <b>Dra. Muryati,M.Si, Nadiatul Khoiroh,S.Pd,MM, Ratna,SE,MM</b></li> </ol>			

<b>Meeting Channel 2</b>	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
<b>11 Dec 2022</b> <b>Session 14</b>	<b>10:00-11:00</b>	<b>Moderator</b>	<b>Wahya Iffa Lubis, Fauziah</b>
<ol style="list-style-type: none"> <li>1. Dominant Factor Analysis That Affects The Income Level Of Palm Oil Farmers in Koto Boyo Village, Batin Xxiv District, Batang Hari District - <b>Siti Marlina.AZ, Wahya Iffa Lubis, Fauziah</b></li> <li>2. How to Process Rubber Processing Materials With The Income of People's Rubber Farming in Muaro Jambi Regency - <b>Ms. Sophia, Mr. Epit Erwandri</b></li> <li>3. Analysis of The Condition of The Dimensions of Service Quality on Patient Satisfaction at Puskesmas Maro Sebo ILIR District - <b>Endang Meiliani, Afriantoni, Sopian</b></li> <li>4. Feasibility Analysis of Dragon Fruit Agriculture In The Village of The River Buluh, Subdistrict of Muara Bulian Batanghari District - <b>Ade Jermawinsyah Zebua, SE, MM, Rusnani,S.Si,M.Si, Uliya, S.Pt,M.Si</b></li> </ol>			



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Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 15	11:00- 12:30	Moderator	Asst. Prof. Dr. Hatice GENÇ KAVAS Prof. Dr. Ahmet ŞENGÖNÜL
<ol style="list-style-type: none"> <li>1. The Effect of the Covid-19 Pandemic Distress on the Visits of Psychiatry Polyclinics of Children Under 18: A Case of Sivas - <b>Asst. Prof. Dr. Hatice GENÇ KAVAS, Prof. Dr. Ahmet ŞENGÖNÜL</b></li> <li>2. Building Anti-Corruption Characteristics by Using the Pentahelix Approach Model at Children's Forum in Indonesia - <b>Putri Hergianasari,S.IP.,M.IP, Rizki Amalia Yanuartha,S.I.Kom.,M.Sos., Novriest Umbu Walangara Nau,S.Hub.Int., M.A, Luigi Pio Leonardo Cavaliere</b></li> <li>3. Creating History &amp; Culture: Perspectives on the Punjabi Diaspora in United Kingdom - <b>Dr. Harry</b></li> <li>4. The Effect of Customer Trust in Moderating Business Model Innovation on Competitive Advantage: A Case of Industrial Water Treatment Companies in Indonesia - <b>Bayu Rachmanul Hakim, Ir Yulita Fairina Susanti, M.Sc, Ph.D., Dr. Ir. Firdaus BASBETH, M.M., Prof. Dr. Ir Dedi Fardiaz, M.Sc.</b></li> <li>5. Women in Stem: A Multimodal Analysis - <b>Ravindra Singh</b></li> </ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 16	12:30- 13:30	Moderator	Dr. Muhammad Zia ur REHMAN Dr. Melinda Malau
<ol style="list-style-type: none"> <li>1. The Effectiveness of Technological Transfer in Indonesia Aquaculture Industry Case Study of Efishery Indonesia - <b>Muhammad Luqman BESAR</b></li> <li>2. The Effect of Digital Transformation and Product Innovation on Customer Engagement: The Mediating Role of Organizational Culture A Case Study at Beverage Company in Jakarta - <b>Mr. Albert Yuda Sunanto, Mrs. Firdaus Basbeth, Mr. Samuel PD Anantadjaya</b></li> <li>3. Financial Performance Analysis and the Effect of Profitability and Market Return on the Stock Return of PT. Adaro Energy Indonesia Tbk - A Coal Mining Company in Indonesia - <b>Benny Halim, Prof. Roy Sembel, Dr. Melinda Malau</b></li> <li>4. Intercultural and Transcultural Knowledge Management: Anthropology of Teaching - <b>Dr. Muhammad Zia ur REHMAN, Ms. Nikita PATE, Sana SEHER</b></li> </ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 17	13:30- 15:00	Moderator	Eka Sri Dana Afriza, MBA, CWM, CRM Hameed Ur REHMAN
<ol style="list-style-type: none"> <li>1. Business Intelligence Strategy Wins Market Competition (Case Study on Video Streaming Platform Products) - <b>Mr. Harsono, Mega Aswiputri, Dewi Puspaningtyas Faeni</b></li> <li>2. Price, E-Servqual Cose To Customer Satisfaction (Study Case of Online Application in Indonesia) - <b>Dewi Puspaningtyas Faeni, Wastam Wahyu Hidayat, Ery Teguh Prasetyo, Ratih Puspitaningtyas Faeni</b></li> <li>3. Company Ownership and Disclosure of Sustainability Report. Empirical Study on Companies in the Primary Consumer Goods sector that are Listed on the Indonesia Stock Exchange - <b>Dr. Idel Eprianto, SE.MM, Dr. Uswatun Khasanah, S.E., M.M., M.Ak, Dr. Dewi Puspaningtyas Faeni, SE.MBA</b></li> <li>4. Logistique Urbaine et Mobilité Urbaine Dans la Ville de Yaoundé - <b>Julien Grégoire ONGUENE ATEBA</b></li> <li>5. The Role of Gold Nanoparticles For The Photo Thermal Cancer Therapy - <b>Uzma AYAZ, Hameed Ur REHMAN</b></li> <li>6. Metaverse and Generation Z: How the Fusion of Virtual and Real Worlds will Affecting Digital Residents - <b>Eka Sri Dana AFRIZA</b></li> </ol>			





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Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 18	15:00- 16:30	Moderator	Liza Agustina Maureen Nelloh Dana Afriza
<ol style="list-style-type: none"> <li>1. The Impact of Perceived Usefulness and Perceived Ease of Use Toward Intention to Buy Food Online By Menu Informativeness as Moderator of Pizza Hut Indonesia Native Application - <b>Dwi Rendra Jaya, Dr. Ir. Amelia Naim INDRAJAYA</b></li> <li>2. Factors That Influence Buying Decisions of Generation Z Towards Burger Delivery Restaurants in DKI Jakarta: A Case of GoFood - <b>Ryan Rivaldi, Yulita Fairina Susanti, Dana Afriza</b></li> <li>3. Digital Platform for Information Seeking Behaviour: Case Study of Parental Involvement in Children's Distance Learning During Covid-19 - <b>Gana Royana Putri, M.HUM, Dwi Selviyana, S.IP</b></li> <li>4. Does Graphic Design Elements on Product Packaging Affect Gen Z's Buying Decisions?: Evidence from Wellness Products - <b>Lintang Tiara, Dety Nurfadilah, Liza Agustina Maureen Nelloh</b></li> <li>5. Analysis of Financial Performance and Special Notation To Stock Returns of Enterprises on Indonesia Stock Exchange For Periods of 2019-2022 - <b>Aswin Tresna NUGRAHA, Wiwiek Mardawiyah DARYANTO</b></li> <li>6. Effects of Intellectual Capital and Corporate Social Responsibility on the Value of Go Public Banking Companies in Indonesia - <b>Dr. Idel Eprianto, SE.MM, Dr. Hadita, SE.MM, Dr. Amor Marundha, SE., M.Ak., Ak., CA</b></li> <li>7. The Effect of Management Information Systems (MIS), Work Environment, And Motivation on Employee Performance in PT Citra Bathara Bersaudara, South Tangerang Branch, Banten, Indonesia - <b>Ivan Noviandrie Falisha, Yulita Fairina Susanti, PhD</b></li> </ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 19	16:30- 18:00	Moderator	Dr. Amelia NAIM Dr. Mehmet Metehan Çetintas
<ol style="list-style-type: none"> <li>1. Study of Customer Satisfaction and Service Quality in Post Merger Acquisition Situation in a Global Food Ingredient Company Located in Indonesia with Moderating Role of Integrated Product Portfolio Benefit - <b>Mario Santoso, S.Si, Prof. Ir. H. M. Roy Sembel, MBA., Ph.D., CSA., CIB., CIIM, Dr. Melinda Malau, SE., MM., CPA., CBV., CFRM., CFA</b></li> <li>2. The Effect of Marketing Mix (7p) and Buying Decision Process on Foreign's People Buying Decision's Behaviour towards Travelling Domestically in Indonesia - <b>Dr. Ir. Amelia Naim INDRAJAYA, Desfika Sukmawinata</b></li> <li>3. The Moderating Role Of E-Customer Trust on The Relationship Between E-Customer Satisfaction and Perceived Website Quality toward Repurchase Intention: A Case Study in Semen Indonesia Official Store - <b>Dede KUSNAWAN, Dr. Ir. Amelia Naim INDRAJAYA, Dr. Rima AGRISTINA</b></li> <li>4. Influence of Customer Experience, Customer Satisfaction and Promotion Toward Customer Loyalty in Shopee E-Commerce: The Moderating Role of Live Chat Agent - <b>Ariela Oktafira Lay, Rima Agristina</b></li> <li>5. The Effect of Hybrid working on Millennial's Employee Engagement and its' Effect on Turnover Intention A case study of Indonesian Financial non-Bank Company - <b>Yulita Fairina Susanti, Ph.D, Troy Steve Kipuw</b></li> <li>6. The Implementation of Marketing Mix With 7p For a Coffee Shop Surviving The Pandemic Situation - <b>Baby Brenda FRIEDA, Dr. Ir. Amelia Naim INDRAJAYA, Ir. Sasotya PRATAMA, MTE.,PMA</b></li> </ol>			



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Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 20	18.00- 19.00	Moderator	Dr. İlhan Alyay Yulita Fairina Susanti, PhD
<ol style="list-style-type: none"><li>1. The Impact of Social Network Marketing and Gen Z Customers' Perception on Purchase Intention: Evidence from Coffee Shops Industry in South Jakarta - <b>Alessi Alamsjah, Yulita Fairina Susanti, Sasotya Pratama</b></li><li>2. Effect of reward and punishment on employee performance of PT Cahaya Merah Delima (A case study on injection department employees of Cahaya Merah Delima) - <b>Dian Sudiantini, Kardinah Indrianna Meutia, Bintang Narpati</b></li><li>3. Green Marketing Strategy And Green Supply Chain Management On Green Purchase Intention: Empirical Study Of Semarang Municipality - <b>Kesi Widjajanti Eviatiwi, Kusumaningtyas Sugiyanto</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 21	18.00- 19.00	Moderator	Dr. Ziya Att Tamhid Ahmed Khan Pathan Mr. Souvik Dasgupta
<ol style="list-style-type: none"><li>1. Green Tourism In India: The Development Of A Special Sustainable Way Of Forest Management With Particular Reference to Assam - <b>Mr. Souvik Dasgupta</b></li><li>2. "The Relationship Between İllness And Culture: A Sociological Analysis" - <b>Dr. Ziya Att Tamhid Ahmed Khan Pathan, Ms. Neliswa Nontsetselelo Hadzebe</b></li><li>3. Notes on Educational Management For The Inclusion of Students With Disabilities - <b>Ms C. Deysi Turcas Robert Profesor Auxiliar, Dr. C. Niurka Tellez Rodríguez P.T, Dr. C. Eduardo Nicolás Bonne Falcón P.T</b></li><li>4. From Insignificance to Paramouncy: The Gradual Rise and Eventual Fall of the 'Turkish' Bandagan in the Delhi Sultanate (1206-1266) - <b>Ms. Kritika PAREEK</b></li></ol>			

Meeting Channel 2	<a href="https://seu.zoom.us/j/5305888600">https://seu.zoom.us/j/5305888600</a>		
11 Dec 2022 Session 22	17.00- 19.00	Moderator	Dr. İlhan Alyay Mr. Souvik Dasgupta
<ol style="list-style-type: none"><li>1. Green entrepreneurship and its determinants- the case of Poland - <b>Ph.D. Anna Misztal</b></li><li>2. Logistic potential for crisis situations - <b>Ph.D. Wojciech Sokolowski</b></li><li>3. Innovation Orientation and Organization Performance. How to Measure the Relation? - <b>Ph. D. Joanna Rudawska</b></li><li>4. E-Społeczeństwo XXI wieku. Zarządzanie sprzedażą produktów w Internecie i komunikacją kluczem do sukcesu firmy - <b>Ph.D. Maciej Sikorski</b></li><li>5. Security of local communities - legal aspects - <b>Ph.D. Artur Lis</b></li><li>6. Rola funkcjonariuszy Służby więziennej w zapewnieniu prawidłowego toku postępowania karnego w odniesieniu do stosowania tymczasowo aresztowania - <b>Major Ph.D. Paweł Łuszcz, Lieutenant Małgorzata Klimek</b></li><li>7. The worrying problem of recurrent repression in Polish criminal law - <b>M.Sc. Małgorzata Czerwińska</b></li></ol>			



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**5th CEO Congress English Channel**  
**11 Dec 2022 , Sunday**

<b>Meeting Channel 1</b>	<a href="https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09">https://us02web.zoom.us/j/5995309057?pwd=aS84T3EzSU5oaTJNTWxqV2J0TEhwZz09</a>		
<b>11 Dec 2022</b> <b>Closing Session</b>	<b>19.00-</b> <b>19.30</b>	<b>Moderator</b>	<b>Prof.Dr. Wiwiek Mardawiyah DARYANTO</b> <b>Prof. Dr. Şevki ÖZGENER</b>
<b>Closing Session</b> All congress participants are required to attend this session. The best paper award will be given.			