



OPENING CEREMONY

4th September 2024

Opening Ceremony– Alexander Moisiu University of Durres, Conference Hall

09:00-10:45 Registration

11:00-12:00 Opening Session - Welcome Speeches

12:00-12:30 Coffee Break

13:30-15:30 Session 1

15.30-16:00 Coffee Break

16:00-18:00 Session 2

20:00-22.00 Gala Dinner

ORAL PRESENTATION PROGRAM

4th September 2024 Session 1 – Room 4

Session Chair: Prof. Dr. Nurdan AKINER

Start	End	Id	Presentation Title
13:30	13:45	176	A Theoretical Approach to the Digital Colonialism in the Context of Media Imperialism Nurdan Akiner
13:45	14:00	112	The Impact of Artificial Intelligence on Modern Marketing Strategies H. Serhat Çerçi
14:00	14:15	5	Analysis of Property Tax in Turkey With Regard To Metropolitan Municipality: 2006-2023 Period Ceyda Şataf
14:15	14:30	84	Digital Competitiveness of Countries: Evaluation with SD and ARAS Methods Hasan Kürşat Güleş, Emel Gelmez
14:30	14:45	177	Active House Design Principles and Case Studies: The Example of Konya, Turkey Muhammed Ernur Akiner, İlknur Akiner
14:45	15:00	178	The Concept of Healthy Building and Factors Affecting Sick Building Syndrome in Dwellings İlknur Akiner, Muhammed Ernur Akiner
15:00	15:15	301	Volatility Spreads Between International Stock Exchange Indices And Bitcoin Ergin Kala
15:15	15:30	78	Evaluation of Innovation Performance of Countries Listed in European Innovation Scoreboard Report 2023 Using CRITIC and EDAS Methods Emel Gelmez, Hande Eren
15:30	15:45	80	Investigation of the Relationship Between Quality Perception of Health Services and Perceived Administrator Support Sümeyye Aksoy, Gözde Sunman
15:30	16:00	Coffee Break	

4th September 2024 Session 2 – Room 4

Session Chair: Prof. Dr. Nilüfer NEGİZ

Start	End	Id	Presentation Title
16:00	16:15	3	Human-Nature Relationship And Environment Nilüfer Negiz
16:15	16:30	4	Urban Politics And Development: Reading With A Special Focus On Local Elections Nilüfer Negiz
16:30	16:45	108	Green PR in the Digital Age: Sustainability Communication with the PESO Model Ümmü Özlem Çerçi
16:45	17:00	168	Assessing social science research on the girl child breast ironing in Cameroon Eyong Roland Ebai, Mohammadou Awah Arouna
17:00	17:15	169	Comparing Africa's Representation by Western News Media Operating in Different Press Systems: The Experiences of the US, Swedish and French News Media Mohammadou Awah Arouna, Eyong Roland Ebai
17:15	17:30	104	Brand Management in the Era of Social Media Waheed Akhtar
17:30	17:45	10	The effect of explicit metadiscourse instruction on students' writing performance Nuray Okumuş Ceylan
17:45	18:00	300	Relationship Between Mint And Brics Countries Stock Exchange Indices Ergin Kala

ORAL PRESENTATION PROGRAM

6 th September 2024 Session 3 – Room 2			
Session Chair: Assoc. Prof. Dr. Hamza Kandemir			
Start	End	Id	Presentation Title
10:00	10:15	298	Becoming a Global Brand as a Country in the Tourism Sector Murat Alkın, Rade Ratkoviç
10:15	10:30	287	Generative AI and Organizational Innovation Hamza Kandemir
10:30	10:45	296	Globalization and Tourism Maria Popoviç
10:45	11:00	337	Evaluation Of Management Approach In The Context Of Artificial Intelligence And Discontinuous Innovation Hamza Kandemir, Ali Emir Eren
11:00	11:15	336	Tourism as an International Trade Income Dragana Zecevic, Murat Alkın
11:15	11:30	321	Reflection of Digital Transformation on Tax Administration Recep Bozkurt, Ayşe Durgun Kaygisiz
11:30	11:45	318	Determination of The Factors Affecting Branded House Prices in Ankara with Hedonic Pricing Model Aybüke Yalçın
11:45	13:30	Coffee Break	

6 th September 2024 Session 4 – Room 2			
Session Chair: Assoc. Prof. Dr. Hamza Kandemir			
Start	End	Id	Presentation Title
13:30	13:45	152	Salaries in The Public Sector in Kosovo Agim Berisha
13:45	14:00	163	Work-Life Balance: Social Impacts Of Remote Working Indrit Bimi
14:00	14:15	2	Job Satisfaction In Nursing Management: A Key Factor For Organizational Success Daniela Bimi
14:15	14:30	99	Cultural Identity And Globalization: Identity Crises In Modern Societies Milan Liješević
14:30	14:45	244	A Research On Manager Attitudes Towards Customer Complaints Management Furkan Yavaş, Kürşat Özdaşlı
14:45	15:00	338	Talent Management In Human Resources: An Evaluation From A Literature Perspective Dragana Zecevic
15:00	15:15	19	Examining The Factors Affecting Branded Housing Prices In Ankara Aybüke Yalçın
15:15	15:30	144	A Study On The Effect Of Covid-19 Pandemic Conditions On Burnout Levels Of Manufacturing Employees Fatma Ergün, Kürşat Özdaşlı
15:30	15:45	83	Access to Workers' and Employers' Rights Through Social Media: The Power of Next-Generation Solidarity Asena Erdoğan; Hamza Kandemir, Hüseyin Özgür Erol
15:45	16:00	80	The Role Of The Culture Industry In Preserving And Transmitting The Common Culture Of The Turkic World Yılmaz Yeşil
16:00	16:15	81	Applications And Impacts Of Artificial Intelligence In Teaching Turkish To Foreigners: New Methods And Technological Approaches In Language Learning Yılmaz Yeşil



ONLINE PRESENTATION PROGRAM

5th September 2024 Session 1

Session Chair: Dr. Hüseyin Başar Önem

ZOOM Meeting ID: 868 5682 5109

Password: iconsr2024

Start	End	Id	Presentation Title
17:30	17:40	117	The Role Of "Emotional Intelligence" Theory In Fine Arts Teaching Methodology Emil Ağayev
17:40	17:50	50	Technology and Cyber-Crimes: An Examination of Evolution of Cyber-Terrorism with Technology and its Implications for Turkey Mücahit Ergün, Gülşen Aydın
17:50	18:00	206	Perception of decentralized cooperation: a comparative study between Algeria and the European Union Ghania Azieze
18:00	18:10	302	Relationship between BIST Construction Sector Index and Türkiye Construction Data Hüseyin Başar Önem, Ergin Kala
18:10	18:20	303	Volatility Scattering of Tokens of Football Clubs with Bitcoin Hüseyin Başar Önem, Ergin Kala
18:20	18:30	139	Financial Analysis Of Insurance Companies Listed On Bist With Critic Based Topsis Method Okan Dağ

Please note that session presentations will take place at local time in Türkiye. Therefore, the participants in different time zones are commended to make their plans considering the time difference

**POSTER PRESENTATION LIST****4th September 2024, Hall 1 (13:30-15:30)**

Id	Presentation Title
151	Level of identification with the agile approach among Hungarian and Arab respondents Ágnes Csiszárík-Kocsir, János Varga, István Márk Tóth
161	Project-based education? - needs, expectations and facts through the example of secondary education Ágnes Csiszárík-Kocsir, Csaba Berényi
141	Perception and assessment of global challenges in the life of Hungarian and Slovak SMEs and their impact on competitiveness in relation to size and maturity János Varga, Enikő Kahler Korcsmáros, Ágnes Csiszárík-Kocsir
160	Online shopping habits and their risks in the virtual space Viktor Csiszárík