



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 | Job Satisfaction In Nursing Management: A Key Factor For Organizational Success Daniela Bimi |
| 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

6th 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 Ratković |
| 10:15 | 10:30 | 287 | Generative AI and Organizational Innovation Hamza Kandemir |
| 10:30 | 10:45 | 296 | Globalization and Tourism Maria Popović |
| 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 | |

6th 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 | Applications And Impacts Of Artificial Intelligence In Teaching Turkish To Foreigners: New Methods And Technological Approaches In Language Learning Yılmaz Yeşil |
| 14:15 | 14:30 | 338 | Talent Management In Human Resources: An Evaluation From A Literature Perspective Dragana Zecevic |
| 14:30 | 14:45 | 244 | A Research On Manager Attitudes Towards Customer Complaints Management Furkan Yavaş, Kürşat Özdaşlı |
| 14:45 | 15:00 | 99 | Digital Transformation In The Context Of Postmodern Organization Theory: Dynamics Of New Structuring In Higher Education Gözde Sunman |
| 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, Ergin Kala |
| 15:45 | 16:00 | 80 | The Role Of The Culture Industry In Preserving And Transmitting The Common Culture Of The Turkic World 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 |