



## INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN COMMERCE

9-10 MAY 2022

**9 May 2022**

### **09.00-09.30 Opening Ceremony**

**Prof. Yücel Oğurlu** - Rector of Istanbul Ticaret University

**Prof. Figen Yıldırım** - Head of International Trade Department

### **09.30-10.30 Keynote Speaker**

**Prof. Kerem Alkin** - Ambassador; Permanent Representative of Turkey to the OECD

### **11.30-12.45 1<sup>st</sup> Session**

**Chair: Assoc. Prof. Ahmet Oğuz Demir**

**11.30-11.45 Prof. M.M.M. Najim**

*"Streamflow Modeling to Ensure Sustainable Water Resource Utilization in Commercial Activities"*

**11.45-12.00 İdris Onay**

*"Sustainability Concerns in the Fashion Clothing Industry; "The Rise of the Slow Fashion Movement"*

**12.00-12.15 Dr. Volkan Sezgin**

*"Analyzing the Impact of the Covid-19 on Textile and Automotive Supply Chains: An Exploratory Study from Turkey"*

**12.15-12.30 Ayşe İpek Sarıkabadayı**

*"Sustainability and Foreign Trade"*

**12.30-12.45 Demet Soylu**

*"What Is the Role of Environmental Uncertainty and Innovation in The Relationship Between Sustainable Supply Chain Management and Exporter Firm Performance?"*

### **13.00-14.30 2<sup>nd</sup> Session**

**Chair: Assoc. Prof. Uğur Yasin Asal**

**13.00- 13.15 Dr. Tezer Palacıoğlu**

*"African Potential at a Glance"*

**13.15-13.30 İtir Sinem Aykut**

*"In Search of Mutual Interest in Franco-Turkish Relations Between 2017-2020 - A Political Economic Dimension"*

13.30-13.45 **Meral Uslu**

*"Commercial Diplomacy in The Context of Export Sophistication: The MIKTA Case"*

13.45-14.00 **Dea Fajria Tatarizqa Japal**

*"The Influence of Government Policies in Mitigation Efforts for Covid-19 on Profitability of Islamic Commercial Banks in Indonesia: A Comparative Study Before and During the Pandemic"*

14.00-14.15 **Dr. Ebru Orhan**

*"The Effects of the Russia - Ukraine War On Global Trade"*

14.15-14.30 **Şahin Yaman**

*"Mega Regional Trade Agreements and Services Exports Performance/Sophistication"*

**15.00-16.15 3<sup>rd</sup> Session**

**Chair: Assoc. Prof. Mustafa Emre Civelek**

15.00-15.15 **Atilla Demirbilek**

*"Comparison of Logistics and Supply Chain Management Approaches"*

15.15-15.30 **Edwin Camilo Hernandez Rodriguez**

*"The Surge of CRM Management Software for Marketing Purposes During the Pandemic"*

15.30-15.45 **Günseli Boşgelmez**

*"The Key to the Digital Transformation of International Trade: Digital Trade Networks"*

15.45-16.00 **Safiye Gizem Saydam**

*"Problems in Cross-Border E-Commerce and Development of Cross-Border E-Commerce Performance Scale"*

16.00-16.15 **Ömer Damlayıcı-Nazlıcan Dindarık**

*"The Effects of Covid-19 and Devaluation on the Office Furniture Industry"*

**10 May 2022**

**10.00-11.15 1<sup>st</sup> Session**

**Chair: Assist. Prof. Evrim İldem Develi**

10.00-10.15 **Omar Al-Dubai**

*"Green Marketing and its Impact on Consumer Buying Behavior"*

10.15-10.30 **Gözde Yılmaz- Assit. Prof. Damla Özekan**

*"The Effect of Politics on International Business a Descriptive Research of Turkey"*

10.30-10.45 **Ayman Garti**

*"Examining the Effect of TikTok on the Moroccan Consumer Buying Decision Process After the Pandemic"*

10.45-11.00 **Figen Şanlıer**

*"Importance and Effects of Service Export Insurance"*

11.00-11.15 **Moch Rizal Bayu Bakti Nugroho**

*"Financial Performance Analysis of Sharia Insurance Companies: Comparative Study Before and During the Covid-19 Pandemic"*

**11.30-13.00 2<sup>nd</sup> Session**

**Chair: Assist. Prof. Sabri Öz**

11.30-11.45 **Dr. Cengiz Akyıldız**

*"Occupational Health and Safety Risks of Employees Requiring Special Policy in Turkey and EU Countries: A Comparative Analysis"*

11.45-12.00 **Bhushan Yengade**

*"Changing phase of Global Food Supply Chains"*

12.00-12.15 **Tevfik Dönmez**

*"Route Selection for Duisburg-Wuhan Spice Trade in Belt Road Initiative: Critic-Promethee Analysis"*

12.15-12.30 **Rıdvan Yılmaz**

*"Foreign Trade Volume (FTV) On Metaverse vs Ftv of Metaverse"*

12.30-12.45 **Sabiha Bura Kelek**

*"International Logistics' Flows, During Pandemic 2020-2022, Affecting On Trade Relations"*

12.45-13.00 **Mücahit Civriz**

*"A New Approach with the Opportunities and the Threat of Industry 4.0 in the Process of A New Industrial Revolution: Neo-Ludism"*

**13.00-14.00 3<sup>rd</sup> Session**

**Chair: Prof. Necla Öykü İyigün**

13.10-13.15 **Zayneb Boukari**

*"The Relationship between Entrepreneurship Orientation and Export Performance: Evidence from Turkey"*

13.15-13.30 **Fatih Selamcı**

*"Porter's Competitive Advantage of the Nations and The Diamond Model: An Evaluation of Turkey in Terms of Textile Sector and Defense Industry"*

13.30-13.45 **Gizem Ateş**

*"Digital Transformation Enthusiasm of International Businesses"*

13.45-14.00 **Adem Kayar**

*"Digital Transformation Processes of Manufacturing Enterprises in Organized Industrial Zones: The Effect of Digital Transformation on Competitiveness in International Trade"*

**14.30-15.45 4<sup>th</sup> Session**

**Chair: Assoc. Prof. Adnan Veysel Ertemel**

**14.30-14.45 Assoc. Prof. Ebru Şensöz Malkoç – Assist. Prof. Zehra Badak**

*“Virtual General Assembly Meetings in Joint Stock Companies with Foreign Capital”*

**14.45-15.00 Fatima-Zahrae El Kssaimi**

*“Neuro-Marketing's Perspective on Consumer Behavior”*

**15.00-15.15 Mehmet Berkin Binay**

*“Profiling Customers Through Review Networks in Digital Commerce: A Semantic Network Based Review Importance Approach”*

**15.15-15.30 Kerim Tolgahan Narin**

*“The Effect of Technology Capacity Concept on Competitiveness in International Trade”*

**15.30-15.45 Zeynep Pektaş**

*“Measuring Digitalization and Consumer Behaviour with Neuroscience”*