



7TH



INTERNATIONAL CONFERENCE ON BUSINESS, FINANCE & ADMINISTRATIVE SCIENCES

13-15 MAY 2022
GRAND PARK LARA HOTEL CONVENTION CENTER
ANTALYA - TURKEY



ABSTRACTS BOOKS

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**7th International Conference on Business, Finance and
Administrative Sciences
(ICOBAS-2022)**

**ANTALYA
TURKEY**

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ABSTRACTS BOOKS

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KEYNOTES

Prof. Dr. Sahure Gonca TELLI

**Doğuş University- Economics and Administrative
Faculty of Sciences-(Dean)**

Keynote Title: “Digital Transformation”

Abstract: After the Industrial Revolution with the introduction of mass media into the life of mankind, the questions that he faced with the structures developed by digital technologies began to differ gradually. The fact that digitalization affects the present and future of humanity necessitates careful evaluation of this issue.

In today’s world, where the fiction of the world and the future is transferred to digital environments, digitalization has become almost indispensable for individuals, societies and businesses. If we accept management as an orchestration, it should be kept in mind that practices should consist of melody but good-sounding melodies. Because orchestral layout requires a good composition, the inclusion of all orchestral elements and the harmonization of sounds from different instruments. Based on this, it can be observed from our environment how tiny touches motivate institutions and individuals within the existing density.

The necessity of examining the Digital Transformation process on the academic side is obvious. We are also faced with changes in the management side. In this case, digital transformation differentiates both business and social life. In fact, we witness this sometimes consciously and sometimes unconsciously. It is also clear that universities should focus on such new issues.

Transformations such as the transformation of thousands of years of development stages into seconds at some points or reaching thousands of people with a single click, encountering different places or characters with applications such as virtual reality such as holograms throw us into digital realities with the taste of fairy tales or mythology. It introduces issues such as the fact that some of them are still at the point of scenarios and that the course of some of these scenarios should be designed by universities and researchers.

That’s why I find it very valuable in the academic community that issues such as how this digital transformation is, how it develops, what technologies it includes, how it is handled in sectors such as communication, business and engineering, in a way that will be evaluated from the window of opportunity in Turkey.



Prof. Dr. Çetin BEKTAŞ

Tokat Gaziosmanpaşa University, Turkey

Keynote Title: “Digitalization and the Role of Information Technology Personnel in Business Administration”

Abstract: In this modern era, information and communication technologies are increasing day by day. This increase has greatly changed the way of doing business in the enterprise. In this era, which is also called Industry 4.0, businesses are shifting to digital methods due to intense competition. The use of digital data in business management has also led to the emergence of new business models. Digitalization of business requires a redesign of all business functions. All departments such as purchasing, production, marketing, finance, human resource management and R&D are experiencing dramatic changes with digitalization. As digitalization is known as one of the most important ways to be successful in the competitive market to follow environmental conditions and adapt to the external environment. Moreover, there is a great change in the external environment of the enterprise. There are also some basic factors that cause this change. Additionally, globalization at all levels become the rapid development of corporate partnerships and information technologies.

Information Technology (IT) personnel, is one who enables the rapid development of information and communication technologies. The only input that is effective among the production inputs in the enterprise is the information labor force. For this reason, businesses that employ an adequate level of IT personnel, naturally succeed in the competitive market. For this reason, digitalization and IT personnel play an important role in business management. In addition, we explain the advantages of digitalization to the business and the role of IT personnel in the businesses. On the other hand, business management also gains a competitive advantage by establishing digital management systems and employing sufficient IT personnel. Therefore, the business can achieve a competitive advantage by increasing its efficiency. In this way, the business will also be able to reach its profitability and sustainability targets more easily.

Bio: Çetin Bektaş graduated from Çukurova University, Faculty of Economics and Administrative Sciences in 1993. In 1996, he completed his master’s degree in Afyon Kocatepe University, Institute of Social Sciences, and Department of Business Administration. In 2000, he received his Ph.D. degree from the Department of Business Administration, Management and Organization. From 2001-2010, he worked for Uşak University, Faculty of Economics and Administrative Sciences, Department of Business Administration. In 2009, he received the title of associate professor in the field of Management and Organization. From 2010-2014, he worked at Erzincan Binali Yıldırım University in the faculty of Economics and Administrative Sciences. Since 2014, he has been working as a professor at Tokat Gaziosmanpaşa University in the department of Business Administration. Çetin Bektaş has published four books and many published articles in national and international journals. In addition, he has duties as an advisory board member at national and international conferences.



Prof. Dr. Bekim Fetaji
University “Mother Teresa”, North Macedonia

Keynote Title: “Will be announced”

Abstract: “Will be announced”

Financial Literacy: A Bibliometric Analysis for the Period of

Ayman Abdalmajeed Alsmadi, Al Zaytoonah University of Jordan

Abstract

Financial literacy can be defined as the ability to understand and effectively use various financial skills, including personal financial management, budgeting, and investing. Financial literacy is the foundation of your relationship with money, and it is a lifelong journey of learning. This paper analyses the publications on Financial literacy, and their intellectual structure and networking. The bibliometric data on Financial literacy research have been extracted from the Scopus database. This study finds the most productive countries, universities, authors, journals, and most prolific publications in Financial literacy, by examining the published works. Also, the study visualizes the intellectual network by mapping bibliographic coupling (BC) and co-citation. The study's essential contribution is the analysis of Financial literacy developments and trajectories that can help scholars and practitioners to appreciate the trend and future studies. Keywords: Financial literacy; systematic review; future research; bibliometric analysis.

ADDRESS FOR CORRESPONDENCE: Ayman Abdalmajeed Alsmadi, Al Zaytoonah University of Jordan

E-Mail Address: Ayman.smadi@zuj.edu.jo