



7TH



INTERNATIONAL CONFERENCE ON BUSINESS, FINANCE & ADMINISTRATIVE SCIENCES

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



PROGRAM BOOK

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

**ANTALYA
TURKEY**

13 - 15 MAY 2022

PROGRAM BOOKS

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Association for Human, Science, Natura, Education and Technology

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KEYNOTES

Prof. Dr. Sahure Gonca TELLİ

**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”

PROGRAM

IMPORTANT EVENTS

12.05.2022 14:00 – 16:00	Poolside Opening Cocktail (All Inclusive)	

12.05.2022 16:00 – 18:00	Networking (Lobby)	

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 10:00 – 10:30	Opening Ceremony	Mustafa Korucu Prof. Dr. Jesus Garcia Laborda, Prof. Dr. Hafize Keser	1

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 10:30 – 11:10 Keynote 1	“Digital Transformation”	Prof. Dr. Sahure Gonca TELLİ Doğuş University - Economics and Administrative Faculty of Sciences- (Dean)	1

11:10 – 11:30	Coffee Break	
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TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 11:30 – 12:10 Keynote 2	“Will be announced...”	Prof. Dr. Servet Bayram Medipol University, Dean of Faculty of Education, Istanbul, Turkey	1

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 12:10 – 13:00 Keynote 3	“The Effects of Flipped Learning Approach on Students’ Perception and Achievement in Engineering Education”	Blerta Prevalla, Computer Science Faculty, AAB College, Republic of Kosovo	1

13:00 – 14:00	Lunch
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TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 09:00 – 09:40 Keynote 4	“Digitalization and the Role of Information Technology Personnel in Business Administration”	Prof. Dr. Çetin BEKTAŞ Tokat Gaziosmanpaşa University Turkey	1

TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 09:40 – 10:10 Keynote 5	“Will be announced...”	Prof. Dr. Bekim Fetaji University “Mother Teresa”, North Macedonia	1

10:10 – 10:30	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 10:30 – 11:10 Keynote 6	“Preservice teachers virtual exchange and the development of teacher digital competence”	Dr. Camino Bueno Alastuey Public University of Navarra, Spain	1

TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 11:10 – 11:50 Keynote 7	“Enhancing critical thinking skills in an English for Specific Purposes class: new approaches and methodologies	Elena Alcalde Peñalver University of Alcalá, Spain	1

11:50 – 12:00	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 12:00 – 13:00 Keynote 8	“L2 Composing in the Digital Era: digital storytelling at its best”	Dr. Idoia Elola Professor of Spanish & Applied Linguistics & Second Language Studies Academic Director of Spanish program for the Texas Tech University Center in Seville Department of Classical & Modern Languages & Literatures Texas Tech University	1

13:00 – 14:00	Lunch
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14.05.2021 18:00 – 18:30	Closing Ceremony
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12/05/2022, Thursday

IMPORTANT EVENTS

12.05.2022 14:00 – 16:00	Poolside Opening Cocktail (All Inclusive)	

12.05.2022 16:00 – 18:00	Networking (Lobby)	

13/05/2022, Friday

IMPORTANT EVENTS

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 10:00 – 10:30	Opening Ceremony	Mustafa Korucu Prof. Dr. Jesus Garcia Laborda, Prof. Dr. Hafize Keser	1

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 10:30 – 11:10 Keynote 1	“Digital Transformation”	Prof. Dr. Sahure Gonca TELLİ Doğuş University - Economics and Administrative Faculty of Sciences- (Dean)	1

11:10 – 11:30	Coffee Break		
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TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 11:30 – 12:10 Keynote 2	“Will be announced...”	Prof. Dr. Servet Bayram Medipol University, Dean of Faculty of Education, Istanbul, Turkey	1

TIME	TITLE	SPEAKER	HALL NAME
13.05.2022 12:10 – 13:00 Keynote 3	“The Effects of Flipped Learning Approach on Students’ Perception and Achievement in Engineering Education”	Blerta Prevalla, Computer Science Faculty, AAB College, Republic of Kosovo	1

13:00 – 14:00	Lunch
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Session 1 14:00 – 16:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Financial Literacy: A Bibliometric Analysis for the Period of 1992-2021	Ayman Abadlmajeed Alsmadi; Jordan
2	ECONOMIC GROWTH AND THE ELASTICITY OF SUBSTITUTION	Ata Özkaya; Galatasaray University, Turkey
3	Conflict resolution in foreign investment	Maria João Mimoso; Portucalense University Oporto, Portugal
4	Banking Liquidity And Financing Of The Tunisian Economy: A Long-Term Co-Integration Approach	Azza Ziadi; UNIVERSITY TUNIS EL MANAR, Tunisia
5	Arbitration, foreign investment and social progress	Maria Rosário Anjos; Portucalense Institute for legal research, Portugal
6	Demand and supply forecasting in tourism using genetic programming – three Croatian counties case	Kristian Dokic, Svjjetlana Letinic, Verica Budimir; Polytechnic in Pozega, Croatia

16:00 – 16:20	Coffee Break
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Session 2
16:20 – 18:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Promoting Petchaburi Tourism Using the King Projects Trail Tourism Application	Attama Boonpalit; Silpokorn University, Thailand
2	Impact of Economic Indicators on Stock Market Performance: An Econometric Study on Dhaka Stock Exchange	Sayed Rafiqul Hasan Milon; Bangladesh
3	The effect of Public Expenditure on Justice in Portugal	Natacha Jesus Silva; Portugal
4	The effect of Property Taxes in Portugal	Natacha Jesus Silva; Portugal
5	Conflict resolution in foreign investment	Maria João Mimoso, Maria do Rosário Anjos; Portucalense University Oporto, Portugal
6	Net neutrality from legislative, technical and marketing perspection	Robert Idlbek, Robert Idlbek, Jasmina Mladenović; Croatia

End of the day...

14/05/2022, Saturday

IMPORTANT EVENTS

TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 09:00 – 09:40 Keynote 4	“Digitalization and the Role of Information Technology Personnel in Business Administration”	Prof. Dr. Çetin BEKTAŞ Tokat Gaziosmanpaşa University Turkey	1

TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 09:40 – 10:10 Keynote 5	“Will be announced...”	Prof. Dr. Bekim Fetaji University “Mother Teresa”, North Macedonia	1

10:10 – 10:30	Coffee Break
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TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 10:30 – 11:10 Keynote 6	“Preservice teachers virtual exchange and the development of teacher digital competence”	Dr. Camino Bueno Alastuey Public University of Navarra, Spain	1

TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 11:10 – 11:50 Keynote 7	“Enhancing critical thinking skills in an English for Specific Purposes class: new approaches and methodologies”	Elena Alcalde Peñalver University of Alcala, Spain	1

11:50 – 12:00	Coffee Break		
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TIME	TITLE	SPEAKER	HALL NAME
14.05.2022 12:00 – 13:00 Keynote 8	“L2 Composing in the Digital Era: digital storytelling at its best”	Dr. Idoia Elola Professor of Spanish & Applied Linguistics & Second Language Studies Academic Director of Spanish program for the Texas Tech University Center in Seville Department of Classical & Modern Languages & Literatures Texas Tech University	1

13:00 – 14:00	Lunch		
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Session 3
14:00 – 16:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Integration of internal management in organizations and creation of nanocorporation (on materials of small and medium business of Kazakhstan)	Khayrolla Kadyrsyzuly Mussapirov; Almaty Management University, Kazakhstan
2	The protection of foreign investors and the protection of human rights: the desirable balance of forces	Maria João Mimoso; Portugalense University Oporto, Portugal
3	Public-private partnership as a (financial) mechanism for urban development	Matej Niksic; Urban Planning Institute of the Republic of Slovenia
4	The Effect of a Diversified Accounting Strategy on Market Performance: An Oil and Gas Perspective	Calvin D Fogle; Western Governors University, USA
5	Effects of Entrepreneurial Orientation on the Performance of Small and Medium Enterprises : Evidence From SME in Malang, Indonesia	Agrin Syifarose Mulyadi, Umanto Umanto, Novita Ikasari; University of Indonesia
6		

16:00 – 16:20	Coffee Break
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Session 4
16:20 – 18:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Impact of IFRS on the Value Relevance of Other Comprehensive Income (OCI): Case Study of Indonesia	Aria Farah Mita; Faculty of Economics and Business, Universitas Indonesia
2	The management of excellence as an introduction to the development of the public institutes' performance in Egypt	Nelly Elsayed Ashour; Egypt
3	Leveraging Social Media for Development in Organisations	Abdul Haseeb Chaudhary; Pakistan
4	Cryptocurrency: Existing Regulatory Regime and Need For Future changes in India	Mahendra Kumar Bhandari; University MUMBAI India
5	FINANCING OF URBAN DEVELOPMENT: COMBINING PUBLIC AND PRIVATE FUNDS TO IMPROVE QUALITY OF LIFE IN URBAN CENTRES	Matej Niksic; Slovenia
6		

14.05.2021 18:00 – 18:30	Closing Ceremony
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