

# 9th World Conference of Business Economics Management



**Porto, Portugal**  
**01-03 October 2020**

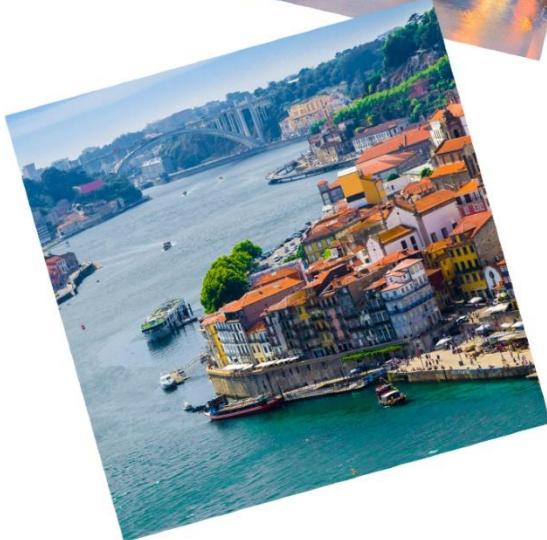
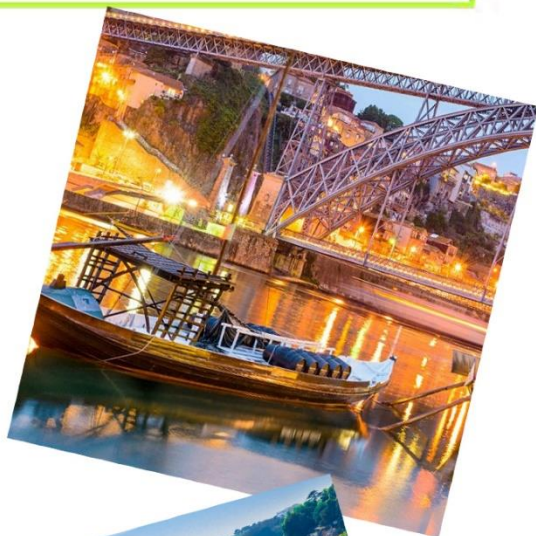
[www.wc-bem.org](http://www.wc-bem.org)

 / taegcenter  / taeg\_center  / taegcenter

## DRAFT PROGRAM

WCBEM - 2019

Participants Flags





9th World Conference of Business Economics  
Management  
(WC-BEM - 2020)

Porto, Portugal  
01-03 October 2020

# Draft Program

**Organization**  
The Academic Events Group

## Dear Participants

Thank you very much for you to participate **9th World Conference of Business Economics Management (WC-BEM 2020)** which will be held online at **01 – 03 October 2020**.

**The conference will be held online.** As you know, Coronavirus disease (COVID-19) has influenced the world.

It is prohibited in closed areas to hold meetings in Portugal. Therefore, it was decided by the conference organizing committee to hold the conference on **01 – 03 October 2020** online, considering your health.

Participation in the conference will be in the form of online. Within the scope of the program, the opening ceremony, keynote speeches, the speeches of the participants will be held online and interactively by everyone in the form of video, audio, or text chat. Likewise, participation and presentation certificates will be sent to you. In addition, abstract books and full papers will be published.

The **WC-BEM -2020 Draft Program** is published in our conference web site:

[https://www.globalcenter.info/wc-bem/?page\\_id=43](https://www.globalcenter.info/wc-bem/?page_id=43)

If your presentation is not available in the draft program, or you may withdraw your paper, please send the name of your article and its authors' names and ID number to [wcbem.info@gmail.com](mailto:wcbem.info@gmail.com) until **September 29, 2020, at 24:00 GMT+2**. Your paper will take or out place in the program in a short time.

Even if you have not submitted your full paper until now, you have still chance to take place in the conference program. Please send us an email stating your paper title for the conference program and also if it is ready attach last version of the abstracts until **September 29, 2020**.

### **Full Paper Publication**

- You may publish your article on a journal indexed by **Scopus** or **Web of Science (ESCI)** following a review process and by paying an additional registration fee. [For more information...](#)
- **Selected papers will be published in Supporting or other Journals: Clarivate Analytics Web of Science (SSCI or ESCI) or SCOPUS.**
- The Remain accepted full papers will be published as proceedings "**New Trends and Issues Proceedings on Humanities and Social Sciences**" (indexed in **Web of Science**, [www.prosoc.eu](http://www.prosoc.eu)) and also submitted to **SCOPUS**, **EBSCO** and **Clarivate Analytics Conference Proceedings Citation Index – CPCI (ISI Web of Science)** for evaluation for inclusion in the list. [For more information please click here...](#)

### **Full Paper Submission**

The full paper deadline will be extended **November 01, 2020** and the Camera-ready submission for publication at **November 15, 2020**. This mean you should participate the conference and present your full paper at the conference (oral or virtual) and after the criticism during the conference you will have chance to make your last changes in the last version of your full paper and submit again until November 01, 2020.

### **Poster or Virtual Presentation**

If you want to make POSTER or VIRTUAL PRESENTATION, please send us an email [wcbem.info@gmail.com](mailto:wcbem.info@gmail.com) about your presentation type until September 29, 2020. Thus, we can organize the presentations. The posters will be displayed on the conference web site. The participants may be writing their criticism about the poster.

There will be an online (Virtual) presentation rehearsal taking place **on September 28, 2020 at 14:00 (GMT+2, Athens) -16:00 (GMT+2, Athens)**

You will be present your papers at your own home. We will send an invitation to your email address. Thus, you will have started your presentation beforehand. During your presentation, you will have the chance to show your PowerPoint slats. Also, those who follow you will be able to ask you questions.

**Best Abstract and Poster Award and Poster Size:**

The poster size is A0, equals 118 cm height x 84 cm length, or smaller. Please choose upright format and keep in mind that the font sizes should be big enough to allow your poster to be read from some distance. We suggest using a font size of 22 – 24 pt for texts and 60 – 70 pt for headings. The conference will offer the Poster Award to the three best posters. Please read the guidelines below carefully. You may change to modify you abstract until **September 29, 2020**. Then send it to us [wcbem.info@gmail.com](mailto:wcbem.info@gmail.com).

**Registration**

Please visit these addresses to apply for:

- Conference registration [https://www.globalcenter.info/wc-bem/?page\\_id=47](https://www.globalcenter.info/wc-bem/?page_id=47)
- If you have difficulty paying, please write to us. Papers without payment will be removed from the program.

We would like you to fill the registration form completely below. This is necessary to make your registration. This form includes personal and paper details, your attendee role (status).

If you have any questions, please contact me. Thank you for considering this conference as a venue for your work.

All the conference members are working hard for your excellence and for the conference.,

With Respect,

**Prof. Dr. Ana Cláudia Carvalho Campina**  
Chair of the Conference

## **Organized by**

Universidade Portucalense, Porto, Portugal

## **Program Chair**

Prof. Dr. Ana Cláudia Carvalho Campina & Prof. Dr. Carlos Rodrigues

Universidade Portucalense, Porto, Portugal

## **International Program Committee**

Prof. Dr. Ana Cláudia Carvalho Campina, Universidade Portucalense, Portugal

Prof. Dr. Carlos Rodrigues, Universidade Portucalense, Portugal

Andreea Claudia Serban, Academy of Economic Studies, Romania

Angel Garrido, Universidad Nacional de Educación, Switzerland

Des Raj Bajwa, Kurukshetra University, India

Ergun Gide, CQ University Sydney, Australia

Gulzhanat Tayauova, Turan University, Kazakhstan

Fatma Duygu Gürbüz, Marmara University, Turkey

Jeffrey Soar, University of Southern Queensland, Australia

Jianming Cui, Shandong University of Science and Technology, China

Robert Wu, CQUniversity, Australia

Sónia Nogueira, Polytechnic Institute of Bragança, Portugal

Wenjian Zou, JiangXi Institute of Economic Administrators, China

Yunkang Yue, Business College of Shan Xi University, China

## **Organizing Committee**

Dr. Tahir Tavukçu, Cyprus Social Sciences University

Dr. Nihat Ekizoğlu, Ataturk Teacher Training Academy

Dr. Blerta Prevalla Etemi, AAB University

PhD Candidate. Beria Gökaydın, Near East University, Cyprus

PhD Candidate Nesli Bahar Yavaş, European University of Lefke

PhD Candidate Semih Çalışkan, Istanbul Aydın University

PhD Candidate Zeynep Genç, Istanbul Aydın University

PhD. Daniel Sekyere-Asiedu, Near East University, Cyprus

Florijeta Hulaj, AAB College

Lilia Trushko, Girne American University

Metin Berk Odabası, Warwick University, UK

## **Secretariat**

Pembe Mehmet, Cyprus International University, Cyprus

[wcbem.info@gmail.com](mailto:wcbem.info@gmail.com)

## **International Advisory Board**

Prof. Dr. Andrea Iacobuta, Alexandra Ioan Cuza University, Romania  
Prof. Dr. Laith J. Hnoosh, University of Kufa, Iraq  
Professor Anton Sorin Gabriel Alexandru Ioan Cuza University, Romania  
Prof. Dr. Erol Çakmak, Atatürk University, Turkey  
Prof. Dr. Foued KHLIFI, Higher Institute of Management Gabès, Tunisia  
Prof. Dr. Seval Kardeş Selimoğlu, Anadolu University, Turkey  
Prof. Dr. Sevgi A. Öztürk, Anadolu University, Turkey  
Prof. Dr. Gunes N. Zeytinoglu, Anadolu University, Turkey  
Prof. Dr. Mustafa Özer, Anadolu University, Turkey  
Prof. Dr. Hatice Doğanlı, Çukurova University, Turkey  
Prof. Dr. Canan Madran, Çukurova University, Turkey  
Prof. Dr. Ahmet Hamdi Aydın, Kahramanmaraş Sütçü İmam University, Turkey  
Prof. Dr. Azmi Yalçın, Çukurova University, Turkey  
Prof. Dr. Fatma Demirci Orel, Çukurova University, Turkey  
Prof. Dr. Aysu Insel, Marmara University, Turkey  
Prof. Dr. Muharrem Varol, İstanbul Gelisim University, Turkey  
Prof. Dr. Abdülkadir Buluş, Selcuk University, Turkey  
Prof. Dr. Salih Barişik, Gaziosmanpasa University, Turkey  
Prof. Dr. A. Suut Dogruel, Marmara University, Turkey  
Prof. Dr. Murat Kasimoglu, Turizm University, Turkey  
Prof. Dr. Bekir Kemal Ataman, Giresun University, Turkey  
Prof. Dr. Seval Kardeş Selimoğlu, Anadolu University, Turkey  
Prof. Dr. Nevin Coşar, Yıldız Teknik University, Turkey  
Prof. Dr. Ercan Eren, Yıldız Teknik University, Turkey  
Prof. Dr. Önder Barlı, Atatürk University, Turkey  
Prof. Dr. Yusuf Bayraktutan, Kocaeli University, Turkey  
Prof. Dr. Yakup Selvi, İstanbul Üniversitesi, Turkey  
Prof. Dr. Fatma Dogruel, Marmara University, Turkey  
Prof. Dr. Mahir Fisunoğlu, Çukurova University, Turkey  
Prof. Dr. Münir Şakrak, Marmara University, Turkey  
Prof. Dr. Turhan Korkmaz, Zonguldak Karaelmas University, Turkey  
Prof. Dr. Mehmet Tanyaş, Maltepe University, Turkey  
Prof. Dr. Suat Teker, İstanbul Technical University, Turkey  
Prof. Dr. Ayşe Can Baysal, İstanbul Kültür University, Turkey  
Prof. Dr. Atılhan Naktiyok, Atatürk University, Turkey  
Prof. Dr. Rezan Tatlıdil, Ege University, Turkey  
Prof. Dr. Erhan Ada, İzmir Economy University, Turkey  
Prof. Dr. Enar A. Tunç, Okan University, Turkey  
Prof. Dr. Hüseyin Araslı, Eastern Mediterranean University, North Cyprus  
Prof. Dr. Cengiz Erol, İzmir Economy University, Turkey  
Prof. Dr. Benan Orbay, Doğu University, Turkey  
Assoc. Prof. Dr. Gratiela Boca, North University of Baia Mare, Romania  
Assoc. Prof. Dr. Gulzhanat, Almaty Management University, Kazakhstan, Kazakhstan  
Assoc. Prof. Dr. Nabsiah Abdul Wahid, University of Sains Malaysia, Malaysia  
Roberto J. Santillán-Salgado, EGADE Business School (Monterrey Tec), Mexico  
Assoc. Prof. Dr. Tiberiu Socaciu, University of Suceava, Romania

## KEYNOTES



**Prof. Dr. Çetin Bektaş**

Tokat Gaziosmanpaşa University, Turkey

**Keynote Title:** “How to Reach Organizational Creativity Using Individual Skills in Management?”

**Abstract:** The concept of talent is usually a concept that identifies with people. Ability; it is the feature of reasoning in accordance with the knowledge, skills and experiences of the individual. There are some basic components that make up the skill. These; leadership, creativity, success and practical thinking skills. Effective use of individual skills will create new ideas and products in the organization. As it is known, one of the five basic inputs of production is the labor called “labor”. Unlike other production inputs, the workforce is the only production input with efficiency. Therefore, it is the primary responsibility of the human resources department to discover and reveal the individual talents of the staff. Organizational synergy will be achieved when the individual talents used effectively are brought together. The identification and evaluation of individual talents play an important role in ensuring organizational creativity. The emergence of individual ability is directly related to the individual’s knowledge, skill and job motivation. Individual talents alone are insufficient to provide organizational creativity. For this, the necessary resources must be provided to the individual talents. However, organizational motivation and management need to provide the appropriate working climate. Organizational creativity will be achieved when applications that reveal individual talents and creative management practices come together. Organizational creativity will contribute to increasing efficiency and efficiency in the business as it will create an environment for commercialized ideas. In addition, internal and external customer satisfaction will increase and the organization will gain competitive advantage in many areas.



**María Teresa Ballestar**

ESIC Business & Marketing School

**Keynote Title:** “Will automation and robotics increase knowledge and gender bias in companies?”

**Abstract:** As Smit et al. (2020) point out, the COVID-19 pandemic is going to increase the presence of automation and its relevance in industry, but its contribution is going to be heterogenous across regions and groups of population. This keynote speech aims are to shed light on which levels of education are going to benefit from this process and their impact according to gender. Higher education levels not related to STEM studies will possibly be one of the first casualties of these changes, especially in European countries, where the numbers of students in those areas, have been slowly going down over the last few decades.

**Bio:** María Teresa Ballestar is researcher at ESIC Business & Marketing School. She has developed her professional career in different sectors such as IT consultancy, banking, startups and pharma. She spent more than seven years as IT consultant and later more than eleven years in areas related with data analysis in banking, such as risk, finance, marketing and data science. She has been holding managing positions, driving digitalization, innovation and data analytics in start-ups and pharmaceutical companies. She is currently Associate Director of Data Analytics in Spain in one of the world's largest pharmaceutical firms.

She holds a B.A in Statistics and a M.Sc. in Marketing & Market Research, a M.A in Information and Knowledge Society and also a PhD. in Applied Economics. Her research focus on applying data science, big data and AI to understand, evaluate and predict customer behaviour in e-commerce, the impact of public policies on productivity, business and economic phenomena and the impact of digital transformation in companies, where she has published several papers in top tier journals within the last years.



**Sasa Drezgic, PhD**

Associate professor of Faculty of Economics  
University of Rijeka, Croatia

**Keynote Title:** "Will be announce"



**Prof. Dr. Ana Cláudia Carvalho Campina**

PhD Human Rights; Political Scientist; University Professor in Law Department; Researcher in IJP Portucalense Institute for Legal Research; Vocational Trainer; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair (BR).

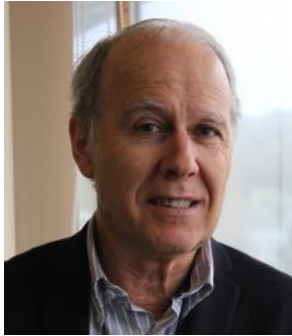
**Keynote Title:** "The influence of COVID-19 in the Social Wellbeing"

**Abstract:** Since the beginning of 2020 the emergence of the World Pandemic by Covid-19 has imposed on Humanity a period of sharp decline in living standards due to the paralysis of the world economy and which is visible from the abrupt fall in the GDP.

In order to demonstrate the global quality of life drop, we will analyze the influence of the drop-in world GDP through COVID-19, caused by unemployment, health, education and the level of increased poverty.

This Study is developed based on the logical deducted analyze through world statistics.





**Prof. Dr. Carlos Rodrigues**

PhD European Tax Law; University Professor in Law; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair (BR); Vocational Trainer; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.

**Keynote Title:** “The influence of COVID-19 in the Social Wellbeing”

**Abstract:** Since the beginning of 2020 the emergence of the World Pandemic by Covid-19 has imposed on Humanity a period of sharp decline in living standards due to the paralysis of the world economy and which is visible from the abrupt fall in the GDP.

In order to demonstrate the global quality of life drop, we will analyze the influence of the drop-in world GDP through COVID-19, caused by unemployment, health, education and the level of increased poverty.

This Study is developed based on the logical deducted analyze through world statistics.

# DRAFT PROGRAM

## IMPORTANT EVENTS

01.10.2020 10:00 – 10:15	<b>Prof. Dr. Hüseyin Uzunboylu</b> , <i>Higher Education Planning, Supervision, Accreditation and Coordination Board</i> , Nicosia, North Cyprus <b>Prof. Dr. Çetin Bektaş</b> Tokat Gaziosmanpaşa University, Turkey	
-----------------------------	---	--

TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 10:15 – 11:00 <b>Keynote 1</b>	“Will automation and robotics increase knowledge and gender bias in companies?”	<b>Teresa Ballestar</b> ESIC Business & Marketing School	1

11:00 – 11:20	<b>Coffee Break</b>
---------------	---------------------

TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 11:20 – 12:00 <b>Keynote 2</b>	“Will be announce”	<b>Sasa Drezgic, PhD</b> Associate professor of Faculty of Economics University of Rijeka, Croatia	1

12:00 – 13:00	<b>Lunch</b>
---------------	--------------

TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 09:30 – 10:10 <b>Keynote 3</b>	“The influence of COVID-19 in the Social Wellbeing”	<b>Prof. Dr. Ana Cláudia Carvalho Campina</b> , <i>PhD Human Rights; Political Scientist; University Professor in Law Department; Researcher in IJP Portucalense Institute for Legal Research; Vocational Trainer; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair (BR).</i> <b>Prof. Dr. Carlos Rodrigues</b> PhD European Tax Law; University Professor in Law; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair (BR); Vocational Trainer; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.	1

10:10 – 10:20	<b>Coffee Break</b>
---------------	---------------------

02.10.2020 19:00 – 19:20	<b>Closing Ceremony</b>	
-----------------------------	-------------------------	--

**01/10/2020, Thursday  
(Porto Time, GMT-2)**

**IMPORTANT EVENTS**

01.10.2020 10:00 – 10:15	<b>Prof. Dr. Hüseyin Uzunboylu</b> , <i>Higher Education Planning, Supervision, Accreditation and Coordination Board</i> , Nicosia, North Cyprus <b>Prof. Dr. Çetin Bektaş</b> Tokat Gaziosmanpaşa University, Turkey	
-----------------------------	---	--

TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 10:15 – 11:00 <b>Keynote 1</b>	“Will automation and robotics increase knowledge and gender bias in companies?”	<b>Teresa Ballestar</b> ESIC Business & Marketing School	<b>1</b>

11:00 – 11:20	<b>Coffee Break</b>
---------------	---------------------

TIME	TITLE	SPEAKER	HALL NAME
01.10.2020 11:20 – 12:00 <b>Keynote 2</b>	“Will be announce”	<b>Sasa Drezgic, PhD</b> Associate professor of Faculty of Economics University of Rijeka, Croatia	<b>1</b>

12:00 – 13:00	<b>Lunch</b>
---------------	--------------

**Session 1  
13:00 – 15:00**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	New Challenges in Teaching and Learning of Administrative Studies – Digitalisation and Innovative Pedagogies	Oana Iucu, <i>University of Bucharest</i> , Romania
2	Perceptions of The Impact of Transformational Leadership on Human Capital Within the Disruptive Business Environment of Academia	Ayman Abu-Rumman, <i>Ahliyya Amman University</i> , Jordan
3	Tourist Routes and User Profiling in Recommender Systems: An Analysis of Northern Portugal Visitors	Sara Araújo, Filipa Brandão, Zélia Breda, <i>Polytechnic Institute of Porto</i> , Portugal
4	Consumers' Attitudes Towards Discount Stores' Private Brands	Tamer Baran, Ahmet Bardakci, <i>Pamukkale University</i> , Turkey
5	The Transformative Role of Human Resources (Hr) In the Digitalisation of Companies: A Study on How Game-Based Assesments Can Attract More Talent in The Recruiting Processes	Uğur Gürbüz, Mine Afacan Fındıklı, Şebnem Özdemir, <i>Bahçeşehir University</i> , Turkey
6	Enhancing Employee Retention in Supervisory Support Context: Role of Person-Organizations Fit and Career Commitment	Hafiz Ghufuran Ali Khan, <i>International Islamic University</i> , Islamabad Pakistan

15:00 – 15:20	<b>Coffee Break</b>
---------------	---------------------

**Session 2**  
**15:20 – 17:00**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Evolving Understanding of Bureaucracy and The Developments in Management Accounting	Helena Costa Oliveira, Lúcia Lima Rodrigues, <i>Polytechnic of Porto</i> , Portugal
2	The Value of Insolvency: Liquidation Value and Creditors Recovery	Eduarda Duarte, Cristiana Cerqueira Leal, <i>EEG - University of Minho</i> , Portugal
3	Assessment Of Factors Determining VAT Gap – Lithuania	Egidijus Bikas, Gabija Malikonyte, <i>Vilniaus university</i> , Lithuania
4	Participatory Budgeting From The Perspective Of The Budget and Finances of The Municipality of Mirandela	Sónia P. Nogueira, Lucas Maciel, <i>University of Minho</i> , Portugal
5	Identifying the Environmental Impact of Public Private Partnership Projects in Nigeria	Afeez Sanni, <i>University of Jos</i> , Nigeria
6	Generation Expression and Identification in Lithuania	Gita Šakytė-Statnickė, <i>Klaipėda State University of Applied Sciences</i> , Lithuania

02/10/2020, Friday  
(Porto Time, GMT-2)

**IMPORTANT EVENTS**

TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 09:30 – 10:10 <b>Keynote 3</b>	“The influence of COVID-19 in the Social Wellbeing”	<b>Prof. Dr. Ana Cláudia Carvalho Campina</b> , <i>PhD Human Rights; Political Scientist; University Professor in Law Department; Researcher in IJP Portucalense Institute for Legal Research; Vocational Trainer; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair (BR).</i>  <b>Prof. Dr. Carlos Rodrigues</b> <i>PhD European Tax Law; University Professor in Law; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair (BR); Vocational Trainer; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.</i>	<b>1</b>

10:10 – 10:30	<b>Coffee Break</b>
---------------	---------------------

### Session 3 10:30 – 12:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Strategic Environmental Assessment (Sea) Process for Business Economics and Management in Industry 4.0 Towards Sustainable Development	Vijayan Gurumurthy Iyer, India
2	Determination of Factors Affecting the Amount of Particulate Matter (PM10): Example of Eskişehir City Center	Hüseyin Gürbüz, Halime Arslan Gürdal, Hasan Durmus, Turkey
3	The Level of Entrepreneurship in Polish Regions and The State of The Business Cycle	Paweł Zasadzki, Łukasz Markowski, Damian Opalach, <i>University of Warmia and Mazury in Olsztyn</i>
4	The Role of Implementing Kpis To the Faculty Members in Enhancing Higher Education Quality in Lebanon	Moetaz Soubjaki, Radwan Choughri, Hussein Al Jardali, <i>Jinan University, Lebanon</i>
5	The Enhancers of The Internationalization Strategy and Its Relation with Business Performance – The Portuguese Case	Carla Azevedo Lobo, Carla Santos Pereira, Natércia Durão, <i>Universidade Portucalense Infante D.Henrique, Portugal</i>
6	Determinants, Entry Mode Choice and Barriers to The Internationalisation Of Tourism Companies: The Case Study of Two Portuguese Hotel Groups	Rui Vieira, Zélia Breda, Filipa Brandão, <i>University of Aveiro, Portugal</i>

13:00 – 14:00	Lunch
---------------	-------

TIME	TITLE	SPEAKER	HALL NAME
02.10.2020 14:00 – 14:40 <b>Keynote 3</b>	“The right to decide the moment of ending life: the political duty of create the need conditions”	<p><b>Prof. Dr. Ana Cláudia Carvalho Campina</b>, <i>PhD Human Rights; Political Scientist; University Professor in Law Department; Researcher in IJP Portucalense Institute for Legal Research; Vocational Trainer; Lecturer of UNESCO Chair in Youth, Education and Society; Lecturer of Gonçalves Dias Chair (BR).</i></p> <p><b>Prof. Dr. Carlos Rodrigues</b> <i>PhD European Tax Law; University Professor in Law; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair (BR); Vocational Trainer; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.</i></p>	1

### Session 4 14:40 – 16:40

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Fintech Companies: A Bibliometric Analysis	Gencay Tepe, Umut Burak Geyikci, <i>Manisa Celal Bayar University, Turkey</i>
2	Automation of Accounting Processes: Case Study of The Companies in Lithuanian	Neringa Slavinskaite, <i>Vilniaus kolegija/Applied Sciences of the University, Lithuania</i>
3	Changes in Perception of Business Risks Regarding the Threat of Corporate Bankruptcy Due To COVID-19	Martin Cepel, <i>Pan-European University in Bratislava, Slovakia</i>
4	Neo-Bureaucracy in Portuguese Public Sector Enterprise Health Care Management – An Institutional Logic Perspective	Helena Costa Oliveira, Lúcia Lima Rodrigues, <i>Polytechnic of Porto, Portugal</i>
5	An Analysis on Bist30 Index During Covid-19 Pandemic in Turkey: The Effects of Bond, Usd Currency and Vix Index	Hakan Kum, Melek Kidemli, Zeynep Evin Topaloğlu, <i>Nevşehir Hacı Bektaş Veli University, Turkey</i>

16:40 – 17:00	Coffee Break
---------------	--------------

**Session 5**  
**17:00 – 19:00**

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Examining High Context Communication - Low Context Communication Discrimination Using Confirmatory Factor Analysis (CFA): A Study on University Students	Asli Güner, Hüseyin Gürbüz, <i>Eskişehir Osmangazi University, Turkey</i>
2	Digital HR: A Study on How Game-Based Assessments Can Attract More Talent	Uğur Gürbüz, Mine Afacan Fındıklı, Şebnem Özdemir, <i>Turkish Economy Bank, Turkey</i>
3	Comparison of Foreign and Domestic Companies in Terms of Investment Measurement and Management	Martina Kánová, <i>Technical University in Zvolen, Slovakia</i>
4	Determining the Effective Factors influencing the Entrepreneurship and Sustainable Development of Maramureş Region	Gratiela Dana Boca, Rita Toader, Diana Ighian, Cezar Toader, <i>Technical University of Cluj Napoca, Romania, Switzerland</i> Diana Cezara Toader, <i>The University of Lausanne, Switzerland</i>
5	Digital Marketing for Sustainable Market Using Online Customers Respond	Diana-Cezara Toader, <i>The University of Lausanne in Lausanne, Switzerland</i> Grațîela Boca, Rita Toader, Mara Măcelaru, Cezar Toader, Diana Ighian, <i>Technical University Cluj Napoca, CUNBM</i>

02.10.2020 19:00 – 19:20	Closing Ceremony
-----------------------------	------------------