

3rd ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES AICSS 2017

26 OCTOBER 2017 THURSDAY

08.30 – 12.30 REGISTRATION

10.00 – 10.30 OPENING CEREMONY (Murat Demircioğlu Conference Hall)

Prof. Bahri Şahin - Rector, Yildiz Technical University

Prof. Kenan AYDIN - Dean, Faculty of Economics and Administrative Sciences, Yildiz Technical University

10.30 – 12.00 KEYNOTE SPEECH (Murat Demircioğlu Conference Hall)

Prof. Asaf Savaş Akat – Istanbul Bilgi University, Turkey

12.00 – 13.00 LUNCH

13.00 – 17.00 REGISTRATION

13.00 – 15.00 PARALLEL SESSIONS 1

CHAIR: Prof. Remzi Altunışık

Session 1 Consumer Behavior ROOM: Z-15

1 **Mustafa Alarcin & İbrahim Kircova** The Effect of Perceived Value on Consumer Style Inventory: A Research on GSM Operators' Users

2 **Tevfik Yoldemir & Şakir Erdem & Aypar Uslu & Serdar Pirtini** On the impact of service quality and perceived service value on customer satisfaction and loyalty : Case of Healthcare Institution

3 **Meilisa Andini & Jono M. Munandar** The Comparison of Theory of Planned Behavior and Product Competitiveness toward Buying Decision of Marketing Process

4 **Bilsen Bilgili & Kenan Aydın & Songül Bilgili Sülük** SMEs' Structural Difficulties in Technological Innovation Development Process and the Relationship of Customer Relations Management

CHAIR: Prof. Gonca Telli Yamamoto

Session 2 International Trade & Business I ROOM: Z-16

1 **Umut Erksan Şenalp** Export Behavior of Turkish Firm

2 **Abdulkadir Wahab Aman & Zeynep Kaplan** Turkey's FDI Positions in Africa: a Gravity Model Analysis of its Distribution and Determinants

3 **Meral Uzunöz & Fergül Özgün** Global Competitiveness of Turkish Electronics Sector

4 **Ayşe Demirhan & Mehmet Çağlar** Comparison of Countries by Global Competitiveness Index

CHAIR: Prof. Melike Bildirici

Session 3 Labor Economics **ROOM: Z-ETUT**

- 1 **Oya Kent & Sinem Sefil Tansever** Education and Wage Inequality: Quantile Regression Evidence from Turkey
- 2 **Selçuk Özaydın** Income Distribution in European Football and Estimation of Lorenz Curves
- 3 **Yıldırım Beyazıt Çiçen** Unemployment hysteresis in Turkey in period of global crisis; Evidence from nonlinear time series analysis
- 4 **Sofyan Syahnur** A Dynamic Effect of Input Transformation on Absorption of Industries' Labor in Indonesia

CHAIR: Prof. Nevin Coşar

Session 4 Topics in Politics & Economics **ROOM: Z-03**

- 1 **Muharrem Kutluşad Seferoğlu** Politics and Economic Growth: The Case of Turkey Between 1980 - 2016
- 2 **Lacın Idil Oztig & Kenan Aydın** The AKP, Religious Freedom and Non-Muslim Minorities
- 3 **Özge Kama Masala & Hüseyin Taştan & Tolga Aksoy** Explaining Voter Turnout Rates in Turkey
- 4 **Burak Ünveren & Kazım Baycar** Tracing Anchoring Effect in the Ottoman Real Estate Market

15.00 – 15.30 COFFEE BREAK

15.30 – 17:30 PARALLEL SESSIONS 2

CHAIR: Prof. İbrahim Kircova

Session 5 Digital Transformation of Marketing **ROOM: Z-15**

- 1 **İbrahim Kircova & Gül Yazıcı** Investigating Social Media Usage by B2B Firms: A Qualitative Research
- 2 **Lubna Zaheer** Marketing Analysis of Brand Awareness, Association and Equity toward Agriculture Oriented President's Candidates (Case Study in Indonesia)
- 3 **Kenan Aydın & Hayat Ayar Şenturk** "Follow Me and Like My Stories!": Parasocial Interactions via Storytelling on Social Media
- 4 **Arzu Karaman Akgül & Gonca Yılmaz Elbaşı** Role of Brand Pages Created in Social Media on the Product Innovation: A Case Study
- 5 **Saleh Albarashdi** Trademarks Protection in Oman A Study of the Basic Concepts in Industrial Property Rights Law of 2008

CHAIR: Prof. Burcu Candan

Session 6 International Trade & Business II ROOM: Z-16

- 1 Ceren Erdin Gündoğdu & Gökhan Özkaya** The Performance Evaluation of the ASEAN Countries and Turkey in the Sustainable Development Index Framework with the TOPSIS Method
- 2 Hakan Akdağ & Esin Can** A Structural Model Affecting Internationalization Process Of Turkish SMEs: A Qualitative Research On The Importance Of Sectoral Foreign Trade Companies and Suggestions For Decision Makers
- 3 Muhammad Mohsen Liaqat & Bella Gulshan** Challenges of international new ventures Evidence from surgical instrument manufacturing cluster, Sialkot, Pakistan
- 4 Sri Nur Amalina Hasyati & Jono M. Munandar** Brand Equity of Globose Teakwood (*Tectona Grandis Lf*) of Perum Perhutani, Co (Case Study on Klender Jakarta)

CHAIR: Prof. Ercan Eren

Session 7 Macroeconomics ROOM: Z-03

- 1 Seçkin Sunal & Senem Çakmak Şahin** Some Remarks on the New GDP Series
- 2 Sırrı Emrah Üçer** Net Neutrality Policy in the United States and Insights for Turkish Policy
- 3 Ali Hakan Büyüklü** Data Mining in Economics Searching Relationship between Monetary Aggregate and Foreign Trade
- 4 Murat Akbalık & K. Batu Tunay & Melis Zeren & Ömer Sarıgül** Stock Split Announcement and Ex-date Effect on Turkish Stock Market Case of Borsa İstanbul

CHAIR: Prof. Nihat Erdoğan

Session 8 Organizational Behavior ROOM: Z-ETUT

- 1 Fatima Saman Qaisar** Passion for Work and Employee Loyalty: moderating role of personality traits
- 2 Kübra Yazıcı & Ayşe Demirhan & Serdar Bozkurt** Investigation of the Relationship Between Emotional Labor and Burnout in the Theoretical Context
- 3 Elif Koç Tekin & Fevzi Bitiktaş & Alper Kılıç** Ethical Codes of Global Port Operators
- 4 Fatih Pınarbaşı & Emel Esen** The Effect of Employment Value Proposition on Employee Retention A Research on Private Sector in Turkey

27 OCTOBER 2017 FRIDAY

08.30 – 12.30 REGISTRATION

10.00 – 12.00 PARALLEL SESSIONS 3

CHAIR: Prof. Cemal Zehir

Session 9 Innovation Management and Entrepreneurship **ROOM: Z-15**

- 1 **Burak Ünveren** A Kantian Analysis of Innovation
- 2 **Cansu Aykaç & Hande Begüm Bumin Doyduk** The Effect of Economic Crisis on Entrepreneurial Activity
- 3 **Fevzi Bitiktas & Demir Ali Akyar & Mehmet Serdar Çelik** The Entrepreneurship In Maritime Businesses
- 4 **Pınar Büyükbacı** Entrepreneurship Ecosystem Evolution Path

CHAIR: Prof. Ferda Halıcioğlu

Session 10 Turkish Economy **ROOM: Z-03**

- 1 **Recep Kurt** Lessons from the Past: An Empirical Study on Food and Beverage Price Index in Istanbul between 1929 and 1943
- 2 **Türkan Turan & Feride Gonel** Middle Income Trap: Is It Really A Trap? Or Is There A Problem Beyond The Trap?
- 3 **Tolga Aksoy & Hüseyin Taştan & Özge Kama Masala** Revisiting Convergence of Regional Incomes in Turkey
- 4 **Ferda Halıcioğlu** Non-linear Dynamics of Turkish Domestic Investment
- 5 **Semanur Soyyiğit & Yasemin Asu Çırpıcı** Analysis And Comparison Of Input-Output Structures Of Turkey and Selected Countries

CHAIR: Prof. Mehmet Akif Okur

Session 11 Special Topics in Political Science **ROOM: Z-16**

- 1 **Necmettin ACAR** Saudi Foreign Policy After Arab Spring: Sustainability Or Radical Change?
- 2 **Meysune Yaşar** Effectiveness of EU common foreign policy case study of Arab uprisings and Ukraine crisis
- 3 **Ahmet Conker** Examining the Role of Broader Political Context in Transboundary Water Relations The Case of Turkish-Syrian Hydropolitical Relations
- 4 **Abdurrahman Gümüş** An Analysis of the Role of Egyptian Military during the Arab Uprisings in terms of Civil-Military Relations

CHAIR: Assoc. Prof. Turhan Erkmen

Session 12 Special Topics in Business I **ROOM: Z-ETUT**

- 1 **Ali Yasin Kaya & Fevzi Bitiktaş & Mehmet Serdar Çelik** Green Port Concept and Its Legal Background An Investigation on Practices in Turkey and California
- 2 **H. Emre AKBAŞ & Serdar BOZKURT & Sadiye OKTAY & Semih YILMAZER** Analyzing the Relationship between Personality Types and Time Management Practices of Turkish Accountants
- 3 **Ayşegül Sağkaya Güngör & Tuğçe Ozansoy Çadircı** Motivations for Gifting in Digital Games: What if the Gift is Virtual?
- 4 **Gülin İdil Sönmeztürk Bolatan & Arzu Karaman Akgül** Analysis of Innovation Processes in a Generator Manufacturing Company

12.00 – 14.00 LUNCH

14.00 – 16.00 REGISTRATION

14.00 – 16.00 PARALLEL SESSIONS 4

CHAIR: Prof. Hüseyin Taştan

Session 13 Economic Growth **ROOM: Z-03**

- 1 **Ramezan Ali Marvi & Mesoud Nili & Morteza Zamanian** The non-linear effects of government spending shocks on Iran's economic output
- 2 **Özdemir Teke** The Role of Health in Economic Growth
- 3 **Tuna Dinç & Hikmet Kaya** Measuring Pro-Poor Growth in Turkey
- 4 **Tuna Dinç & Janberk Okan** The Relationship Among Economic Growth, Air-pollution, and Health Panel Data Analysis

CHAIR: Prof. Feride Gönel

Session 14 Topics in Business & Politics **ROOM: Z-16**

- 1 **Feride Doğaner Gönel & Cemre Yaz Demircioğlu** Waterfront Transformation In Istanbul - The Case Of Galataport From The Perspective Of Neoliberal Policies
- 2 **Ayşe Merve URFA & Nesrin ADA & Esin Can** The Role of University Museums on the Corporate Image of Universities
- 3 **Lubna Zaheer** Role of mass media in promoting women rights awareness in Pakistan
- 4 **Silvia Dewi Sagita Andik & Jono M. Munandar & Mukhamad Najib & Abdul Rasyid Abdullah** Factors Affecting Brand Preference toward Mobile Phone

CHAIR: Prof. Jono Munandar

Session 15 Special Topics in Business II **ROOM: Z-ETUT**

- 1 **Ceren Erdin Gündoğdu & Gökhan Özkaya** Renewable Energy for Habitable Environment and Site Selection
- 2 **Mehmet Serdar Çelik & Utku Cem Karabulut & Alper Kılıç** Legal Aspects of Multimodal Transportation A Turkish Approach in Multimodal Transport Problems
- 3 **Tarek Abdelhafid A. Elsharif** The Extent of Using the Electronic Spreadsheet Program (Microsoft Excel) By Libyan Accountants
- 4 **Arzu Karaman Akgül & Halil Emre Akbaş** Industry 4.0: A Literature Review on the Benefits and Challenges