

ICOFESP^{II.}

INTERNATIONAL CONGRESS ON FINANCE, ECONOMY AND SUSTAINABLE POLICIES

24-27 APRIL 2024 BURSA, TÜRKİYE

PROGRAM BOOK

www.icofesp.com



Dear Respected Academics and Researchers,

On behalf of the Organizing Committee, we are pleased to announce that II. International Congress On Finance, Economy And Sustainable Policies (ICOFESP) will be held in Bursa Technical University from 24 – 27 April 2024 in Bursa, Türkiye

ICOFESP provides an ideal academic platform for researchers and professionals to discuss recent developments in economy. This event aims also to stimulate interaction in the field of finance, economy and policy developments in all these areas, and to showcase the expertise of our invited speakers and participants.

You can find more information about this event on the webpage of ICOFESP:
www.icofesp.com

All the papers are subject to rigorous peer-review by at least two members of scientific committee or additional reviewers. We are looking forward to seeing you in Bursa / Türkiye

With our best regards,
Organising Committee of ICOFESP

TOPICS

Circular Economy and Digitalization: Sustainable Future

- Green Transformation
- Digital Transformation in the Economy
- Financial Transformation and Innovations
- Entrepreneurship and Innovation
- Circular Supply Chain and Resource Management
- Innovation Ecosystems
- Sustainable Smart Cities and Smart Logistics
- Industry 4.0
- Society 5.0
- Artificial Intelligence and Ethical Values
- Sustainable Production and Consumption
- Climate Change
- Sustainable applied mathematics and numerical analysis

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PROCEEDINGS

Full version of submitted papers will be published in Special Volumes of reputed journals. Procedure, Guidelines and Checklist for the preparation and submission of papers to the Proceedings of ICOFESP can be found in the journals websites.

The journals in which selected and peer-reviewed full papers of ICOFESP will be published are as follows:

- Journal of Turkish Studies – Ulakbim TR
- Turkish Studies-Economics, Finance, Politics – Ulakbim TR
- International Journal of Economic and Administrative Studies – Ulakbim TR
- Research of Financial Economic and Social Studies
- Journal of Economics Public Finance Business - (ESJI)
- Van Yüzüncü Yıl Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi (Index Copernicus)
- Trends on Economics, Finance, Management Journal (EBSCO)
- Journal of Law and Politics (LPJ)
- International Book Chapter
- ETÜ Sentez İktisadi ve İdari Bilimler Dergisi
- International Journal of Economics Politics Humanities and Social Sciences

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Rice University / USA



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of North Macedonia



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University, Kosovo



Assoc. Prof. Dr. Nawaz Ahmad
Faculty of Management &
Business Administration,
Shaheed Benazir Bhutto
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ICOFESP 25.04.2024 THURSDAY

09:00-09:30	REGISTRATION
09:30-09:50	OPENING CEREMONY MİMAR SİNAN CAMPUS TURKUAZ HALL Prof. Dr. Rengin AK, Chair of ICOFESP Prof. Dr. Abdulkadir KAYA, Head of Department, Bursa Technical University Prof. Dr. Ahmet Zeki ÜNAL, Dean, Bursa Technical University Prof. Dr. Ünal ÇAĞLAR, Vice Rector of Kırklareli University Prof. Dr. Mehmet SARIBİYIK, Rector of Sakarya University of Applied Science Prof. Dr. Naci ÇAĞLAR, Rector of Bursa Technical University
09:50-10:00	ICOFESP CONGRES ORGANIZING COMMITTEE PRESENTATION OF CERTIFICATION OF APPRECIATION
10:00-10:15	Speaker: Prof. Dr. Duysal Aşkun Çelik Jones School of Business, Rice University / USA Title: Humans and Machines in the Digital Economy Era: What's Next?
10:15-10:30	Speaker: Prof. Dr. Afrim Alili Faculty of Economics, University of Tetova, Republic of North Macedonia Title: The SDG 12 Challenges: Responsible Production & Consumption
10:30-10:45	Speaker: Prof. Dr. M. Mustafa Erdoğdu Faculty of Business and Administrative Sciences, Beykoz University, Türkiye Title: Developmental Effects of Renewable Energies and Green Buildings
10:45-11:15 LOCAL TIME Online	Speaker: Assoc. Prof. Dr. Besime Ziberi Faculty of Economics, AAB University, Kosovo Title: The Challenges of the Western Balkan Countries toward Green Transformation Speaker: Assoc. Prof. Dr. Nawaz Ahmad Faculty of Management & Business Administration, Shaheed Benazir Bhutto University, Pakistan Title: Entrepreneurship and Innovation
11:30-12:30	SECTOR MEETING Moderator: Ömer KOCAKUŞAK BTSU, University-Industry Cooperation Committee Vice President Textile Industry Doğan DERENOĞLU Karesi Holding R&D Manager Furniture Industry Dr. A. Kadir OĞRAK By Sehpaci Chairman of the Board Tourism Sector Hasan EKER President of the Tourism Council Automotive Industry Rengin EREN Bursa Chamber of Commerce and Industry
12:30-14:00	LUNCH / Yıldırım Belediyesi Kaplıkaya Cazibe Merkezi
13:30-14:00	REGISTRATION (LATE)

SESSIONS – BTU YILDIRIM BEYAZIT CAMPUS
Session 1–Financial Transformation and Innovations
KIRMIZI Hall

14:00-15:30	Chair Authors Assist. Prof. Dr. Özge DEMİRKALE, Assist Prof. Dr. Çiğdem ÖZARI	Prof.Dr. SELMAN YILMAZ Titles Comparative Study of Sustainable Development Goals And Financial Development Rankings in European Union Countries And Türkiye: An Analysis Using Copras And Granger Causality Methods
	Master Student Seda CANORUÇ, Prof. Dr. A. Kadir KAYA	Dynamic Volatility Spillover of Cryptocurrency Types
	Assist. Prof.Dr. Ali MAKsutİ, Prof. Dr. Brikend AZİRİ, PhD.(c) Valon Ameti AMETİ, Atixhe MAKsutİ	Financial Innovation and Money Demand in North Macedonia: Empirical Results for The Research
	Assoc. Prof. Dr. Cem KARTAL, Zafer ÖzdiL	Financial Performance Analysis of BIST Technology Index Companies with MultiCriteria Decision Making Methods
	PhD. Savaş TARKUN, Prof. Dr. Erkan IŞIGIÇOK	Does Artificial Intelligence Hype Lead Nasdaq And Bist Indices in The Technology Sector To Dot-Com Mania?

Session 2
Digital Transformation in the Economy
TURKUAZ Hall

14:00-15:30	Chair Authors Prof. Dr. Oğuz BAŞOL	Prof. Dr. Sinan ESEN Titles Quantifying The Link: Assessing The Relationship Between Digital Economy and Society Index and Quality of Life Index
	Assoc. Prof. Dr. Hüseyin SEVGİ	Digital Nomads As Part of The Platform Economy
	Assoc. Prof. Dr. Hilal ALPDOĞAN	E-Commerce Entrepreneurship in The Era of Digital Transformation: Economic Change And Opportunities
	PhD.Özge ERSEZER, Demet ALTUN	Evaluation of E-Commerce in Turkey's Digitalization Process
	Prof. Dr. İlhami YÜCEL Doç. Dr. Murat BAŞ, Asst . Nida Bengisu TORUN	Mediating Effect of Workplace Pro-Environmental Behaviors on The Effect of Intrinsic Motivation Level on Work Dedication: The Case of Health

WEBINAR Session 3
Sustainable Applied Mathematics and Numerical Analysis
Hall 1

14:00-15:30
LOCAL TIME
Online

Chair	Prof.Dr. Ercan ÇELİK
Authors	Titles
Assoc. Prof.Dr. Ravi SHANKER DUBEY	Fractional Integration, Differentiation and Jacobi Transformations of the Generalized Y-function
Assist. Prof.Dr. Ajay KUMAR	Semi-analytical Solution For Dynamic Behavior of A Nonlinear Fractional Order Kuramoto-Sivashinsky Equation
PhD.(c) Aafrin GOURI	Solution of Generalized Bratu-Type Fractional Differential Equations By Homotopy Perturbation Transform Method
PhD. Atilla KARABACAK, Prof.Dr. Ömer TARAKCI	Investigation into the Generalized Magnetic Curves on Para-Kähler Manifolds
Ph.D. (c) Muhammed Emin BATUHAN	Convergence of Random Operators to A Common Fixed Point
PhD. (c) Seher ÇOLAK	Classification of The Properties of Different Tools Used in Measurement and Development of Visuospatial Ability

WEBINAR Session 4
Sustainable Applied Mathematics and Numerical Analysis

Hall 2

14:00-15:30
LOCAL TIME
Online

Chair	Prof.Dr. Hasan BULUT
Assist.Prof.Dr. Sabir ZULQURNAIN	A Reliable Computing Heuristic Approach for the Biological Differential Systems
Prof.Dr. Ercan ÇELİK, Ulviye DEMİRBILEK, Prof.Dr. Hasan BULUT (Oral)	New Solutions for A Nonlinear Complex Hyperbolic Schrodinger Dynamical Equation With A Thilalruncated M-Fractional
PhD.(c) Aslı ALKAN, Assoc. Prof. Dr. Tolga AKTÜRK, Assoc. Prof. Dr. Esin İLHAN, Prof. Dr. Hasan BULUT (Oral)	New Exact Solutions of the Fokas System Equation with the Novel Procedure
Prof. Dr. İlkay AÇIKGÖZ ERKAYA, Assoc. Prof. Dr. Dilek YALÇIN (Oral)	The Role of Microalgae as a Renewable Energy Source in Solving the Climate Change Phenomenon
Ph.D. Narendra Pal LAMBA	Green Synthesis of Metal Nanoparticles and Their Medicinal Application in Treatment of Cancer
PhD.(c) Gayatri PANDEY	Synthesis and Applications of Graphene Based Materials For Purification of Waste Water

15:30-16:00

COFFEE BREAK

Session 5

Artificial Intelligence and Ethical Values

KIRMIZI Hall

16:00-17:30

Chair

Authors

**Prof.Dr. Selami GÜNEY,
PhD.(c) Yaren
ŞANSEVER**

**PhD. Meriç YILMAZ
Prof.Dr. Sinan ALÇIN,**

**Prof.Dr. Brikend AZIRI,
Assist. Prof. Dr.
Ali MAKSUTI,
PhD.(c) Valon AMETI**

**PhD.(c)Meriç ALTAYLI,
PhD. Feyza Nur ÖZKAN,
Prof. Dr. Abdullah
OKUMUŞ**

**Master Student Ünal
DOĞAN,
Assoc.Prof.Dr.Nihan
BİRİNCİOĞLU**

**PhD (c) Filiz
ASLAN,Assoc.Prof.
Dr.Abdullah OĞRAK**

Assoc. Prof. Dr. Nihan BİRİNCİOĞLU

Titles

Ethical Evaluation of the Risks of Artificial Intelligence in the Field of Accounting

The Effects of Artificial Intelligence Technologies on Marketing

Teaching and Learning in North Macedonia Before and During The COVID-19 Crisis

Artifical Intelligence in Digital Marketing: A Bibliometric Analysis

Examination of Employees' General Attitudes Towards Artificial Intelligence and Multifaceted Leadership Orientations in Terms of Demographic Variables

The Decisive Role of Artificial Intelligence in the Recruitment Process

WEBINAR Session 6

Production and Consumption

TURKUAZ Hall

16:00-17:30

LOCAL TIME

Online

Chair

Authors

**PhD.(c) Özcan ELEVLİ,
Assoc.Dr. Elife AKİŞ**

**Assoc.Pof.Dr. Asena
BOZTAŞ**

**Assoc.Dr.Metin SAYGILI
Master Student Furkan
COŞGUN**

**Assoc.Prof.Dr. Emre
ÇEVİK,
Assoc.Prof.Dr.Bernea AK
BİNGÜL,
Prof.Dr. Rengin AK**

**PhD.(c) Elbek
KALBEKOV,
Kyial TURGUNBAEVA,
Assoc.Prof. Dr. Murat
ESEN**

Assoc.Prof. Dr.Cevat BİLGİN

Titles

Comparative Analysis of the European Union and Türkiye within the Framework of the United Nations Sustainable Development Goals

The Role of Turkey in Addressing Food Crisis and Hunger in Africa

How Do Sustainable Entrepreneurship Practices Impact Sustainable Consumption Behavior

The Causality Between The Output Gap in Agricultural GDP and Some Macroeconomic Variables:The Case of Türkiye

Sustainable Tourism Awareness in Tourism Businesses in Kyrgyzstan

19:00
26.04.2024
Friday

Dinner

Yıldırım Belediyesi Kaplıkaya Cazibe Merkezi

ICOFESP 26.04.2024

Sustainability Session 7

KIRMIZI Hall

09:30-11:00

Chair Authors Prof.Dr. İmreliye ALİLİ, Prof.Dr. Afrim ALİLİ	Assoc.Prof.Dr. Murat ÇETİN Titles Economic Growth And Climate Change: Granger Causality Analysis Approach
Assist Prof.Dr. Murat ÇETİN, Asst.Deniz ÇELİK,	The Changing Competition Policies in Transition to Circular Economy
Prof. Dr. K. Eylem ÖZKAYA LASSALLE	Green Management and Public Administration: A New Field for Implementation?
PhD.(c) Semih YILMAZER, Prof. Dr. Emin AVCI	Economic Uncertainty and Access to Finance: An Empirical Examination on Turkish SMEs
PhD. Yavuz Selim BALCIOĞLU, PhD. Abdullah Kürşat MERTER, Prof. Dr. Gökhan ÖZER	Digital Evolution: Disentangle Turkey's Banking Terrain
PhD. Abdullah Kürşat MERTER, PhD. Yavuz Selim BALCIOĞLU, Prof. Dr. Gökhan ÖZER	Impact Of Board Structure On Green And Sustainability Reporting: Insights From The BIST Sustainability Index

WEBINAR Session 8

Sustainable Production and Consumption

TURKUAZ Hall

9:30-11:00

LOCAL TIME

Online

Chair Authors PhD.(c) Mine GENÇ, Prof. Dr. Selman YILMAZ	Prof. Dr. Oğuz BAŞOL Titles Analysis of The Relationship Between Commercial Loans And Fixed Capital Investments: Türkiye Example
Prof. Dr.Selman YILMAZ, Master Student Sena ERGÜDEN	Elastic Structure of Education Demand and Supply in OECD Countries
Assoc.Prof.Dr. Deniz Dilara DERELİ Assoc Prof. Dr. Elife AKİŞ	The Relationship Between Carbon Emission, Energy Consumption And Economic Growth i n Turkey
PhD.Nizamettin ÖZTÜRKÜ, PhD. Muhammed Fatih AYDEMİR	Green Transformation As A Driving Force for Exports
Assis. Ali Suat PIŞKİN	Examining Force Majeure Conditions in Biosecurity Situations in Terms of Causation
Dr. Ahmet KORKMAZ	The Relationship Between ESG Scores and Greenhouse Gas Emissions: A UK Perspective
PhD. Serdar ONGAN	Is East Asia Pacific Countries' Economic Growth Sustainable Through ESG Factors?
11:00-11:15	COFFEE BREAK

WEBINAR Session 9
Green Transformation
KIRMIZI HALL

11:15-12:30
LOCAL TIME
Online

Chair	Prof.Dr.Hilal YILDIRIR KESER
Authors	Titles
Ph.D.Student Mehmet Hanifi Ateş Assoc.Prof Dr Canan Dağıtır Çakan, Sabri Kurtoğlu	The Impact of Renewable Energy Consumption and Financial Development on Carbon Emissions in Selected European Count
Prof.Dr.Selami GÜNEY, Kübra PAMUKÇUOĞLU	Comparison of The Costs of Traditional Energy Production and Green Energy Production
Renu UPADHYAY, Pankaj PANDEY	Green Transformation For Sustainable Development
Assoc.Prof.Dr. Luljeta SADIKU	The Effects of Renewable Energy on Green Growth: An Empirical Evidence for OECD Countries
Assist. Prof.Dr. İhsan AKTAŞ	Evaluation of Logistics Activities Applied in Electronic Commerce in Terms of Sustainability

WEBINAR Session 10

SOCIETY 5.0

TURKUAZ Hall

11:15-12:30
LOCAL TIME
Online

Chair	Prof.Dr. Neziha MUSAOĞLU
Authors	Titles
Ph.D.Student Gülcen Ölçüm SELEK Prof.Dr. Zehra Nuray Nişancı	Innovation for Sustainability: The Importance of Innovative Business Behavior in Businesses
Assist. Prof.Dr. Didem KOCA	A Qualitative Research on Workforce Skills Needs Towards Digitalisation in SMEs: The Case of the Netherlands
Assoc.Prof.Dr. Mehtap DEMİR, Master Student Yılmaz Kus	Poverty Outlook of International Students
Assoc.Prof.Dr. Asena BOSTAŞ	From Industry 4.0 To Society 5.0: The Transformation of Africa
Prof.Dr. Liliana GURAN	The Internet of Behavior in Hospitality Services
Prof.Dr.Neziha MUSAOĞLU	Change in the European Union's Cyber Security Policies: From Defensive To Proactive Approach
Assoc.Prof. Mehtap DEMİR, Onur DAĞDELEN	The Relationship Between Atypical Employment and Job Insecurity: A Qualitative Study on Motorcycle Couriers

12:30-14:00

LUNCH /Yıldırım Belediyesi Kaplıkaya Cazibe Merkezi

WEBINAR Session 11
Financial Transformation and Innovations
KIRMIZI Hall

14:00-15:30
LOCAL TIME
Online

Chair Assoc. Prof. Dr. Liza Alili Sulejmani, Prof.Dr. Larissa-Margareta Batrancea , Leontina Chermezan Assoc. Prof. Dr. Shpresa Alija, Master Student Arlinda Ahmed, PhD. Student Harun Mustafa, Prof. Dr. Lulzime Nuredini-Mehmedi Ph.D Ardit Gjeçi Assoc. Prof. Dr. Shpresa Alija , Master Student Muala Çerkezi , Prof. Dr. Liridon Seferi, PhD Student Harun Mustafa PhD.(c) Ceneta Telak DURMISHI, Msc, Edita Mustafa PhD. (c) Ceneta Telak DURMISHI Ph.D. Ardit Gjeçi, Ph.D., Andromahı Kufo, MSc. ACCA Candidate Athina Tori	Prof.Dr. K.Eylem ÖZKAYA LASSALLE The Effects of Innovation on the Economic Growth: Perspective from Developing Economies Small And Medium Enterprises Going Green: A Panel Data Analysis Across EU Nations The Impact of Inflation on The Increase in Interest Rates in North Macedonia Financial Stability in The Insurance Sector The Impact of Economic and Demographic Factors on The Financial Sustainability of The Pension System of the Republic of North Macedonia Exploring the Role of Digital Technologies in Enhancing Productivity and Innovation in Macedonian Industries: Opportunities and Challenges Understanding How Startups Thrive: A Study of Entrepreneurship and Innovation in Macedonia Online Empirical Analysis of Factors Affecting Online Banking Usage
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Session 12

Financial Transformation and Innovations

TURKUAZ Hall

14:00-15:30	Chair Authors Master Student Recep DURUL	Assoc Prof.Dr.Fatih KAYHAN Titles An Evaluation on the Effects of Innovation on the Performance of Export Companies
	Assoc. Prof. Dr. Şakir İŞLEYEN, Dr. Kerem ÖZEN	Financial Literacy Detection and Development R&D Project For Conscious Financial Decisions: The Case of Van Yüzüncü Yıl University
	Assoc.Prof.Dr. Fatih KAYHAN	A Review of Green Bonds Within the Context of Sustainable Finance I
	Prof.Dr.Rengin AK, Assoc. Prof Dr. Berna AK BİNGÜL	Food System and Environmental Footprint
	Asst. Prof. Dr., Yeşim ŞENDUR	The Future of Socially Responsible Investment in Turkey

Session 13

Digital Transformation in the Economy

Hall 1

14.00-15.30 LOCAL TIME Online	Chair Authors Prof.Dr.Alija SHPRESA, Emini NURBANA Sadudin IBRAİMİ, Nebi XHEMALI	Assoc. Prof. Dr. Hüseyin SEVGİ Titles The Contribution of Corporate Social Responsibility to Perceived Service Quality as Indicator of Costumer Satisfaction: Evidence from Pivara Skopje Company
	Xhemazie IBRAİMİ Besime ZİBERİ	Law n Foreign Direct Investment: A Panel Estimation of Economic Growth in The Western Balkan Countries
	Prof.Dr.Alija SHPRESA, Shkëlqime Beshiri, Nebi Xhemali	The impact of non-performing loans on the financial performance of Stopanska Banka, North Macedonia
	Dr. Vesile Möhsümova	The Nexus Between Natural Resource Extraction and Environment Degradation: The Case Of Azerbaijan
	Prof. Dr. Ayfer Gedikli Prof. Dr. Seyfettin Erdoğan	Energy Management in Smart Cities: the Case of Istanbul

Session 14
Entrepreneurship and Innovations
Hall 2

14.00-15.30

LOCAL TIME

Online

14.00-15.30	Chair Authors PhD(c) Anas Maan Taher MAAROOFT, Assoc.Prof.Dr. Abdullah OĞRAK PhD.(c) Hasaan FARAHANI, Assoc.Prof.Dr. Abdullah OĞRAK, Assist.Prof.Dr. Hamid NABILOU Gholamreza TİZFAHM, Assist.Prof.Dr. Hamid NABILOU, Assoc.Prof. Dr.Abdullah OĞRAK Assist.Prof.Dr. Hamid NABILOU, Assoc.Prof Dr. A.Kadir GÜMÜŞ, PhD. Student Metin Bulut	Assoc. Prof. Dr. Burcu ÖNGEN BİLİR Titles The Impact of E-Commerce on Digital Marketing Hopes and Ambitions (A case study in airline reservation offices in the Republic of Iraq) The Role of Virtual Social Networks in Iran's Ethnic Convergence and Divergence Presenting a Paradigmatic Model of Social Marketing Based on Ethical Marketing for Brand Value Creation at Iran's Social Security Organization Abstract Online Atrategic Management Practices in Small and Medium-Sized Enterprises and the Strategic Management Perception of Managers: A Study in the City of Tehran, Iran Sustainable Economy Within the Framework of the Changing Nature of Public Administration
Hall 3 POSTER PRESENTATION	Authors Ph.D. Richa Tiwari , Ph.D.Manmohan Singh Chauhan	Titles Sustainable Catalyst Developed by Fruit Waste for Organic Transformation and It's Statistical Studies
15:30 - 15.40	Local Committee Certificate of Appreciation Presentation	
15.40-16.00	CONGRESS CLOSING	
19:30	DINNER	Yıldırım Belediyesi Kaplıkaya Cazibe Merkezi



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