



1st ANNUAL INTERNATIONAL
CONFERENCE ON SOCIAL SCIENCES
(AICSS)

ISTANBUL, 21st-23rd MAY 2015

www.aicss2015.org



1st Annual International Conference on Social Sciences



	F - 17	Red Hall	Green Hall
21st May, 2015			
08.30 – 12.30	Registration		
10.00 – 11.00	Welcome and Opening Ceremony*		
11.00 – 12.00	Keynote Speech*		
12.00 – 13.30	Lunch		
13.30 – 15.00	Session 1 Complexity in Economics and Business I	Session 2 Studies on Firms and Manufacturing Industry	Session 3 Sustainability
15.00 – 15.30	Coffee Break and Networking		
22nd May, 2015			
08.30 – 12.30	Registration		
09:00-10:30	Session 4 Complexity in Economics and Business II	Session 5 Consumer Behavior I	Session 6 Accounting and Finance
10.30 – 11.00	Coffee Break		
11:00 – 12:30	Session 7 Banking	Session 8 Financial Crisis and Management	Session 9 Consumer Behavior II
12.30 – 13.30	Lunch		
14.00 – 15.30	Session 10 Money Demand	Session 11 Poverty and Inequality	Session 12 Innovation and Management
15.30 – 16.00	Coffee Break		
16.00 – 17.30	Session 13 Behavioral Sciences	Session 14 World Economies	Session 15 Labor
17.30 – 20.00	Free Time		
20.00 – 23.00	GALA DINNER: CEMİLE SULTAN KORUSU		
23rd May, 2015			
08.30 – 12.30	Registration		
09.00 – 10.30	Session 16 Political Economy	Session 17 Development and Growth	Session 18 Macroeconomics and Fiscal Policy
10.30 – 11.00	Coffee Break		
11.00 – 12.30	Session 19 Economic Theory	Session 20 Stock and Bond Markets	-

*The sessions will be held at YTU Auditorium



AICSS 2015 / 21-23 MAY 2015
CONFERENCE PROGRAM

21 MAY 2015 THURSDAY

08.30 – 12.30 REGISTRATION

10.00 – 11.00 OPENING CEREMONY

Opening Speeches

Prof. İsmail YÜKSEK - Rector, Yıldız Technical University
Prof. Kenan AYDIN - Dean, Faculty of Economics and Administrative Sciences, Yıldız Technical University

11.00 – 12.00 KEYNOTE SPEECH

Prof. Erdener KAYNAK - School of Business Administration, The Pennsylvania State University at Harrisburg
“Comparative Marketing Systems: A Shift from Triad to Duality”

12.00 – 13.30 LUNCH

13.30 – 15.00 PARALLEL SESSIONS 1

Session 1 Complexity in Economics and Business I

Room: F – 17

Chair: Prof. Ercan EREN

- Modeling Macroeconomics with System Dynamics, SERÇİN ŞAHİN, KAAAN ÖĞÜT and ERCAN EREN
- Firm Size, Self-Organised Criticality and Complexity, RÜYA ESER
- Mary Parker Follett Re-visited: Tracing Back the Signs of Complexity in Management, AHMET HAKAN YÜKSEL

Session 2 Studies on Firms and Manufacturing Industry

Room: Red Hall

Chair: Prof. Remzi ALTUNIŞIK

- A Modern Perspective on Organization Structure: Organigraph and Its Relation with Firm Business Model, ESİN CAN and PINAR BÜYÜKBALCI
- Agglomeration and Geographic Concentration in Turkish Manufacturing Industries, OYA KENT
- The Effect of Hydraulic Fracturing and Natural Gas Production on Housing Values, ANDREW T. BALTHROP and ZACKARY HAWLEY

Session 3 Sustainability

Room: Green Hall

Chair: Prof. Nevin COŞAR

- Consumers' Willingness to Pay for Environmental Attributes of a Cut Flower in Ethiopia; A Choice Experiment Approach, AHMED SEID HASSEN
- Advantage of Green Supply Chain Management and Its Effects for Increasing Quality, SEDA İREM KUŞ and EMRAH BULUT
- Ethical Markets and Sustainable Development; Iran and Some Competitor Countries, ESMAEILI HABIBEH and SAATI CHOOBER FATEMEH

15.00 – 15.30 COFFEE BREAK and NETWORKING



22 MAY 2015 FRIDAY

08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 2

Session 4 Complexity in Economics and Business II

Room: F - 17

Chair: Prof. Ercan EREN

- Network Analysis of Turkey's Trade with EU-28 with Regards to BEC Classification, ERCAN EREN and SEMANUR SOYYIĞIT KAYA
- An Agent-Based Complex Network Approach to Extra-EU International Trade, YASEMIN ASU ÇIRPICI and HALE KIRER
- Evolving Complex Systems and Sources of Economic Change, SEÇKİN SUNAL

Session 5 Consumer Behavior I

Room: Red Hall

Chair: Prof. Ercan GEGEZ

- Female Decision; Making Styles for Ready-Made Clothing, SEDA YILDIRIM, KENAN AYDIN and EROL USTA AHMETOĞLU
- Segmenting the Gamers to Understand the Effectiveness of in Game Advertising, TUĞÇE OZANSOY ÇADIRCI, AYŞEGÜL SAĞKAYA GÜNGÖR and ŞİRİN GİZEM KÖSE
- The Advantages and Challenges of Radio Frequency Identification Devices (RFID) in Fast Moving Consumer Goods (FMCG) Industry, KENAN AYDIN and ARZU KARAMAN AKGÜL

Session 6 Accounting and Finance

Room: Green Hall

Chair: Prof. Salih DURER

- Stickiness in Costs and Management Earnings Forecasts, MUSTAFA ÇİFTÇİ
- Suitcase Trade between Turkey and Selected Countries and Its Impact the Turkish Economy, KENAN AYDIN, EMRAH BULUT and LAÇİN İDİL ÖZTİĞ
- A Research on the Significance of Accounting-Auditing Profession in Marmara Region, CEVDET KIZIL, VEDAT AKMAN and HASAN KORKMAZ

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 3

Session 7 Banking

Room: F - 17

Chair: Prof. Hüseyin İNCE

- Sweden's Riksbank Encounters the Lower Bound, HENRY W. CHAPPELL and ROB ROY MCGREGOR
- Role of National Bank in Georgian Banking System, NINO SAMCHKUASHVILI and NIKOLOZ DARCHIASHVILI
- Operational Bank Efficiency: Case of Bank of Albania, ERIS AZIZAJ and MIRJANA SEJDINI



Session 8 Financial Crisis and Management

Room: Red Hall

Chair: Prof. Cevat GERNİ

- Economic and Management Theories and LG Performance, MİRJANA SEJDİNİ
- Management of Public Credit: Amortization and Credit Fund, NEVİN COŞAR and YUSUF YALÇINKAYA
- Income and Earning Inequality Decomposition in Turkey, SİNEM SEFİL

Session 9 Consumer Behavior II

Room: Green Hall

Chair: Prof. Gonca TELLİ YAMAMOTO

- The Housing Market in Albania; Hedonic Regression, ABDULMENAF SEJDINI and ILIRJANA KRAJA
- The Moderating Effects of Price Aversion, Value Optimization, and Conspicuousness Motivations on Price-Perceived Quality Relationship, ÜMİT KOÇ and KENAN AYDIN
- Influence of Self-Brand Connections on Consumers' Purchase Intentions, İBRAHİM KIRCOVA, EBRU ENGİNKAYA and HAKAN YILMAZ

12.30 – 13.30 LUNCH

14.00 – 15.30 PARALLEL SESSIONS 4

Session 10 Money Demand

Room: F - 17

Chair: Prof. Targan ÜNAL

- Euro at Risk; The Impact of Member Countries' Credit Risk on the Stability of the Common Currency, LAMIA BEKKOUR, XISONG JIN, THORSTEN LEHNERT, FANOU RASMOUKI and CHRISTIAN WOLFF
- Non-monotonic Money Demand with Financial Innovations, EMİN GAHRAMANOV, İSMAIL HAKKI GENÇ, GEORGE NAUFAL and HENRY CHAPPELL
- Estimate and Stability of Money Demand Function in Turkey; Time Series Analysis, MORTEZA OJAGHLOU

Session 11 Poverty and Inequality

Room: Red Hall

Chair: Prof. Ahmet INCEKARA

- Aid Allocation and Poverty: Are Grants and Loans Different?, KHUSRAV GAIBULLOEV and JAVED YOUNAS
- Gender Preference and Family Size in Egypt, SAMER KHERFI
- Impacts of Natural Resource Availability and Social Networks on Rural-Urban Migration in Pakistan, MUHAMMAD IMRAN

Session 12 Innovation and Management

Room: Green Hall

Chair: Prof. Yonca GÜROL

- Positive Communication in Business Environments and how it relates to Self-Compassion, PELİN ÖZKUZEY
- The Impacts Innovation and R&D Researches on SME's growth, ZAKARİYA CHABANİ
- Modern Tools for Models of Management of the Electronic Banking, KAREL URBANOVSKY

15.30 – 16.00 COFFEE BREAK



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16.00 – 17.30 PARALLEL SESSIONS 5

Session 13 Behavioral Sciences

Room: F - 17

Chair: Prof. Nihat ERDOĞMUS

- Investigating Cynicism Perception of Employees Based on Personality Traits, ALİ ACARAY, SEDA YILDIRIM and AYŞE GÜNSEL
- The Social Media Habits of Abant İzzet Baysal University Students; A Case Study of Gerede Campus, OYA ERU
- Selection Works Both Ways: BMI and Marital Formation Among Young Women, İLKER KAYA and MICHAEL MALCOLM

Session 14 World Economies

Room: Red Hall

Chair: Prof. Christian WOLFF

- The Consequences of Natural Disasters in Southern and South-East Asia; The Economic Analysis, AGNIESZKA KUKULKA
- Conflicts, Terrorism and International Financial Flows, KHUSRAV GAIBULLOEV and JAVED YOUNAS
- Turkey-Africa FDI and Trade in the 21st Century, ABDULKADIR WAHAB AMAN

Session 15 Labor

Room: Green Hall

Chair: Prof. Halit KESKİN

- Behind the Invisible Wall: What Determines Wage Differentials between Urban and Migrant Workers in China, YIH-CHYI CHUANG and ERIC YAN
- Labor Standards in Muslim Countries, TOLGA AKSOY and ÖZGE KAMA
- Impact of Unionization on Industrial Growth, TOLGA AKSOY

17.30 – 20.00 FREE TIME

20.00 – 23.00 GALA DINNER: CEMİLE SULTAN KORUSU



23 MAY 2015 SATURDAY

08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 6

Session 16 Political Economy

Room: F 17

Chair: Prof. Özden Zeynep OKTAY

- Applying Multicriteria Analysis in on-going Evaluation of EU Structural Programs, MASSIMO BAGARANI
- Configuration of Political Power and the Spatial Allocation of Core Infrastructure, MELVIN AYOGU
- Political connections and price synchronicity; Evidence from MENA region, ASHRAF KHALLAF, OMNEYA ABDELSALAM, KHALIFA MAZOUZ and NARJESS BOUBAKRI

Session 17 Development and Growth

Room: Red Hall

Chair: Prof. Feride GÖNEL

- Do Natural Resources and Social Networks Matter in Rural-Urban Migration; Evidence from Punjab, KHUDA BAKHSH, MUHAMMAD IMRAN and SARFRAZ HASSAN
- Impact of Development Innovation Sphere on the Growth of Economic Competitiveness of the Country, TAMAR DUDAURI
- The Relationship Between Competitiveness and Entrepreneurship and the Impacts on Economic Growth, NADIDE SEVIL HALICI TÖLÜCE and ASUMAN KOÇ YURTKUR
- Economic Growth, Financial Development, and Trade Openness in Emerging Markets: Panel Approach, ÇAĞRI LEVENT USLU, EBRU TOMRİS AYDOĞAN and NATALYA KETENCI

Session 18 Macroeconomics and Fiscal Policy

Room: Green Hall

Chair: Prof. Henry CHAPPEL

- Fiscal Multipliers and Remittance Outflows in Saudi Arabia, AL-MUKHTAR AL-ABRI, İSMAIL HAKKI GENÇ and GEORGE NAUFAL
- A Macroeconomic Model for Turkey, MERAL ÖZHAN
- Structural Balance and Fiscal Policy; The Limits of the European Approach, STEFANO FANTACONE, PETYA G. GARALOVA and CARLO MILANI

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 7

Session 19 Economic Theory

Room: F - 17

Chair: Prof. Ferda HALICIOĞLU

- Managerial Collusive Behavior under Asymmetric Incentive Schemes, JEAN-DANIEL GUIGOU
- Two Simple Characterizations of the Liberal Rule Based on Consistency Requirement, AZAR ABIZADA and İPEK GÜRSEL TAPKI
- Competition in Markets with Network Externalities, FATMA BÜŞRA GÜNAY BENDAŞ



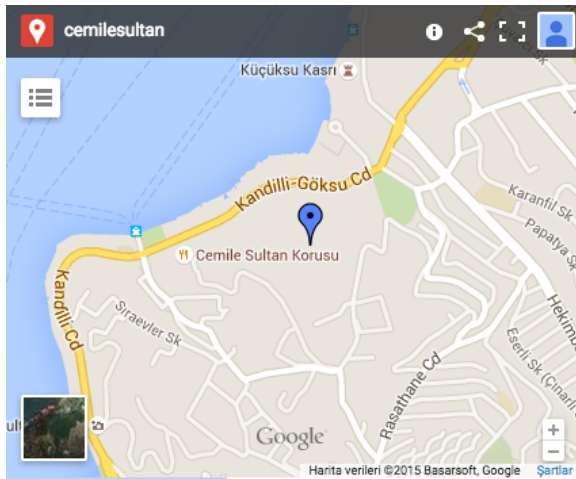
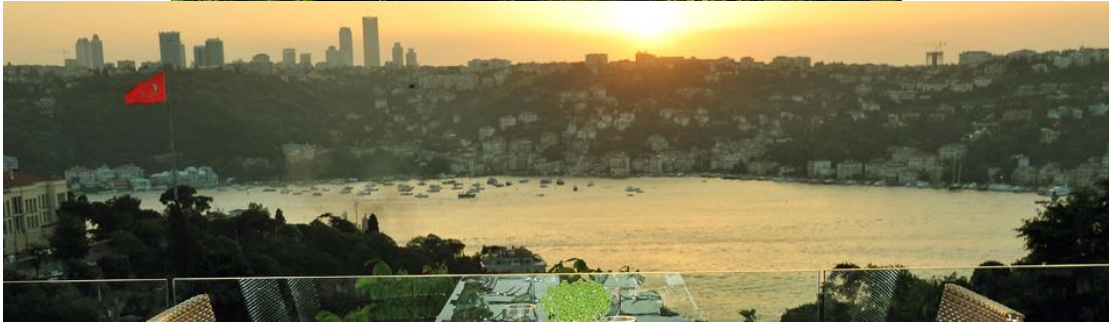
Session 20 Stock and Bond Markets

Room: Red Hall

Chair: Prof. İsmail Hakkı GENÇ

- Performance Evaluation of a Type Turkish Mutual Funds Analysis of Quantitative Easing Era, ÖMER FARUK TAN and GÖZDE ÜNAL
- Is There a Rational Bubble in BIST 100 and Sector Indices, AYŞEGÜL DUMLU KIRKPINAR, ELİF ERER and DENİZ ERER
- Measures of Uncertainty for the European Central Bank's Survey of Professional Forecasters, VÍCTOR LÓPEZ-PÉREZ
- The Value Relevance of Component of Other Comprehensive Income when Net Income is Disaggregated, TAISIER A. ZOUBI, FERAS SALAMA, MAHMUD HOSSEIN and YASS A. ALKAFAJI

GALA DINNER VENUE:CEMİLE SULTAN KORUSU



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GOOGLE MAPS:

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