



2ND ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES
AICSS 2016



02 JUNE 2016 THURSDAY

08.30 – 12.30 REGISTRATION

10.00 – 11.00 OPENING CEREMONY

Prof. Dr. İsmail YÜKSEK - Rector, Yıldız Technical University

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

11.00 – 12.30 KEYNOTE SPEECH

Prof. Dr. Samuel Bowles – Santa Fe Institute, USA

12.30 – 13.30 LUNCH

13.30 – 17.00 REGISTRATION

13.30 – 15.30 PARALLEL SESSIONS 1

13.30 – 15.30 PLENARY SESSION (Session 1)

ROOM: Murat Demircioğlu Conference Hall

Prof. Dr. Wendy Carlin (University College London), *“Teaching Economics as if the Last Three Decades Had Happened”*

Session 2 Topics in Management I

ROOM: Z-14

- 1 Tevfik Yoldemir & Şakir Erdem & Aypar Uslu & Serdar Pirtini, The research on the relationship between internal marketing strategies and internal service quality through organizational commitment among employees
- 2 Özlem Yavaş & Serdar Bozkurt, Effects of Personality on Employees New Career Approaches
- 3 Pelin Özkuzey, Communication in Business Environments and Effects from Now, Future Times

Session 3 Topics in Political Science I

ROOM: 114

- 1 Khushboo Chauhan, Defining the Systematic Destruction of Womanhood: Rape as an Act of Genocide under the discrepancy between International Law and International Politics
- 2 Ferda Fahrioğlu Akın, Gender and Security: Has Rape Become a Weapon of War? Bosnia Case
- 3 Seda Cankaya, To What extent should Psycho-Social Aspects in Comparative Public Administration be taken Into Account?



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- 4 Murat Tümay , Individual Application to Constitutional Court System and Its Impact on Protection of Human Rights in Turkey

15.30 – 16.00 COFFEE BREAK

16.00 – 18:00 PARALLEL SESSIONS 2

Session 4 Economic History

ROOM: Murat Demircioğlu Conference Hall

- 1 Canay Şahin, The Emergence of Private Property in Ottoman Anatolia in the 19th Century
- 2 Alaaddin Tok, The Economics of Firewood and Charcoal in the Ottoman Empire (1839-1914)
- 3 Nevin Coşar & Zeliha Sayar, The Role of State Banks Between Two World Wars in Turkey
- 4 Kazım Baycar, Wars, Economic Fragilities and the Rise of the Ottoman Joint Stock Companies (1909-1919)

Session 5 Marketing I

ROOM: Z-14

- 1 Tevfik Yoldemir & Şakir Erdem & Aypar Uslu & Serdar Pirtini, The research on the relationship between internal marketing strategies and internal service quality through the perspective of five factor personality traits among employees
- 2 Şirin Gizem Köse & Arzu Karaman Akgül, Innovative Approaches in Fashion Retailing
- 3 Sraboni Dutta & Ananya Goswami, Exploring The Intention of Women Entrepreneurs to Adopt E-commerce: A Study In Kolkata, India
- 4 Jono M. Munandar & Rindang Matoati & Elsa Ramadani & Herli Ania & M. Y. Marulita, Marketing Analysis of Brand Awareness, Association and Equity toward Agriculture Oriented President's Candidates (Case Study in Indonesia)

Session 6 Topics in Political Science II

ROOM: 114

- 1 Seda CANKAYA, The Problem Of Immigration At The Relationship Between European Union And Turkey: Opportunities and Challenges
- 2 Antonio Masala, Wilhelm Röpke and Alexander Rüstow in Turkey: a missed legacy?
- 3 Hamza Ateş, From “Structural Adjustment” To “New Public Management”: The Turkish Perspective on Public Management Reform in Özal And Çiller Periods
- 4 Mehmet Zeki Günay, The Evolution of Russia's Ukraine Policy Since 2000

03 JUNE 2016 FRIDAY



08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 3

Session 7 Marketing II

ROOM: Murat Demircioğlu Conference Hall

- 1 Kutay Yaşar Teköz & Emrah Bulut, The Analysis of Tech-Oriented Innovative Products Perception and Their Online Sale Strategies
- 2 İbrahim Kircova & Ebru Enginkaya & Şirin Gizem Köse, Exploring Turkish Consumers' Socially Responsible Consumption Behavior
- 3 Lisa Andriani & Jono M. Munandar & Muhammad Syamsun, Marketing Effect of Brand Equity toward Buying Decision on Energen Cereal Product

Session 8 Topics in Turkish Economy I

ROOM: Z-14

- 1 Erhan Aslanoğlu & Arda Balakan, An Analysis Of Cruise Tourism On Turkish Economy
- 2 Anıl Coşkun, Feride Doğaner Gönel, Why We Need Equity Clearing And Settlement: The Case of Turkey
- 3 Hüseyin Taştan, Water Demand in Istanbul
- 4 Sırrı Emrah Üçer, Turkish Broadband Policies in Perspective

Session 9 Topics in Political Science III

ROOM: 114

- 1 Hatice Çıvgın, Can liberalism answer the challenges of ecological crisis?
- 2 Ahmet Conker, The role of water in the eruption and evolution of the Syrian uprising: A Historical Perspective
- 3 Meral Uzunöz & Laçin İdil Öztığ, Turkish Response Towards the Syrian Refugee Crisis

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 4

Session 10 International Economics I

ROOM: Murat Demircioğlu Conference Hall

- 1 Wioletta Nowak, Africa or Latin America: Asian Giants' Trade Expansion
- 2 Abdu Seid Ali, Do Devaluation and Depreciation of Currencies Matter? Evidence from Ethiopian Coffee Export
- 3 Gülsün Gürkan Yay & Tolga Aksoy, Globalization and the Welfare State
- 4 Aslı Özgür Aktay Fidan, Empirical Estimation of Environmental Kuznets Curve: MENA Region



Session 11 *Topics in Business and Management II*

ROOM: Z-14

- 1 Muhammad Imran & Orhan Özçatalbaş, The Importance of Clean and Efficient Household Energy
- 2 Jono M.Munandar & Liseu Nuryanti & Muhammad Rian W & Dewa Ayu Deaninggra, Comparative Advantage and Distribution Channel of Indonesian Palm Oil Industry In the Global Marketing Strategy
- 3 Emrah Bulut & Kenan Aydın & Bekir Şahin, A Retail Location Selection Problem with Generic Fuzzy Analytic Hierarchy Process

Session 12 *Topics in Turkish Economy II*

ROOM: 114

- 1 Sıdıka Başçı & Ayşegül Durucan, Small and medium sized enterprises (SMEs) in Turkey: A survey
- 2 Hüseyin Taştan & Serçin Şahin, A Frequency Domain Analysis of Inflation and Money Growth in Turkey
- 3 Kübra Önder & Onur Demirel & Selim Adem Hatırlı, The Demand for Cigarette and the Effects of Smoke-Free Air Laws in Turkey
- 4 Z. Bilgen Susanli, Subjective Well-being & Unemployment in Turkey: Evidence from Life Satisfaction Surveys 2004-2013

12.30 – 14.30 LUNCH

14.30 – 17.00 REGISTRATION

14.30 – 16.30 PARALLEL SESSIONS 5

Session 13 *Urban Economics*

ROOM: Murat Demircioğlu Conference Hall

- 1 Mehmet Onur PARTAL, Project Financing in Local Governments of Turkey
- 2 Adem Esen, The Contribution Regulations in The Protection of The Immovable Cultural Properties: The Case of Istanbul
- 3 Erik Bichard, Sustainable Return on Investment: Towards a Method of Valuing Social and Environmental Change in the Built Environment
- 4 Mohammed Agbali & Yusuf Arayici & Claudia Trillo, Building a Sustainable Smart City: The Implications of Emerging Technologies

Session 14 *Economic Growth*

ROOM: Z-14

- 1 Nedret Demirci & Ahmed Seid Hassen, Determinants of Economic Growth in Ethiopia: A Time Series Analysis
- 2 Jangho Yang & Özlem Ömer, A Bayesian Estimation of World Innovation Possibility Frontier in Induced Technical Change Model
- 3 Hasan Hüseyin Yildirim, Economic Growth And CO2 Emissions For OECD Countries



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- 4 Selin Erdoğan, Investigation Of Real Gdp Per Capita Convergence In Regional Economic Integrations

Session 15 *Marketing III*

ROOM: 114

- 1 Volkan Göktaş & Remzi Altunışık, The Impact of Attitudes Towards Charitable Organizations on Tendency to Prefer Nonprofit Organizations to Give: The Mediating Role of Trust
- 2 Uğur Burak Aydın & Ümit Alnıaçık, Factors Affecting the Sales Performance in Industrial (B2B) Markets: A Qualitative Study on Companies Operating in Turkey
- 3 Oya Eru, The Effect Of Word Of Mouth Marketing To Select Smart Phone
- 4 Ayşegül Sağkaya Güngör & Tuğçe Ozansoy Çadırcı, Impact of Involvement and Cognitive Load on Affective Responses to Advergimes and In-Game Advertising

16.30 – 17.00 COFFEE BREAK

17.00 – 19.00 PARALLEL SESSIONS 6

Session 16 *Topics in Business and Management III*

ROOM: Murat Demircioğlu Conference Hall

- 1 Nino Samchkuashvili & Tamar Dudaui, The Role of Innovation management in development of small and medium businesses
- 2 Ali Bayraktar & Emrah Bulut, The New Route Selection Problem for the Airline Companies: An Empirical Study for the Turkey Aviation Market
- 3 Muzaffer Aydemir & M. Sait Dinç & Mehmet Çağlar, How Work-Life Balance and Work Values Differ From Generation To Generation: An Exploratory Study
- 4 Seda Yıldırım & Ali Acaray & Kenan Aydın, The Impact of Marketing Culture on Job Satisfaction: An Empirical Study in Service Sector

Session 17 *Macroeconomics*

ROOM: Z-14

- 1 Delfouf Sofiane & Yahiaoui Moufida, The Determinants of financing decision and how it affects the firm's market value: A panel Data of SAIDAL Firm listed in Algiers Stock Exchange analysis
- 2 Burak Ünveren, Constant Happiness Despite Increasing Consumption and Leisure
- 3 Özdemir Teke & Hasan Ağan Karaduman, Health and Long Run Growth in OECD Countries
- 4 Hüseyin Taştan & Murat Donduran, Spectral Causality Links between Consumer and Producer Prices: Evidence from Turkey



Session 18 *Complexity in Economics*

ROOM: 114

- 1 Semanur Soyyiğit Kaya & Ercan Eren, Network Approach to Input-Output Analysis: The Case of Turkey
- 2 Seçkin Sunal, Why is there money? A complexity approach to its emergence and evolution
- 3 Serçin Şahin & Hale Kırer, The Eigenvalue Moduli Frequency Distribution of Input-Output Matrices

20.00 – 23.00 GALA DINNER at Davutpaşa Campus (Otağ-ı Hümayun)

04 JUNE 2016 SATURDAY

08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 7

Session 19 *Organizational Behavior*

ROOM: Murat Demircioğlu Conference Hall

- 1 Muzaffer Aydemir & Murat Karagöz & Mehmet Çağlar, Multi-pronged Relationships among Ethical Leadership, Quality of Work Life, Organizational Commitment and Turnover Intention: A Model Development Endeavor
- 2 Abdulcelil Gazioğlu & Esra Karabulut & Kübra Kutluata, Effect Of Organizational Justice On Organizational Cynicism And Intention To Leave
- 3 Turhan Erkmen, Serdar Bozkurt, The Analysis Of The Relationship Between Work Alienation, Role Ambiguity And Role Conflict: A Pilot Study

Session 20 *Topics in Turkish Economy III*

ROOM: Z-14

- 1 Burcu Düzgün Öncel & Deniz Karaoğlan, Disability and Labor Force Participation: Evidence from Turkish Males
- 2 Bilge Eriş Dereli & Thjis Van Rens, Occupational Mobility and Mismatch Unemployment
- 3 Ayşe Aylin Bayar & Bengi Yanık İlhan & Haluk Levent, Effect of the Economic Crisis on the Income Elasticity of Education: A Turkish Case
- 4 Tamer Çetin & Yıldırım Beyazıt Çiçen & Kadir Yasin Eryiğit, The Institutional Fundamentals of Turkey's Economic Performance



Session 21 *Topics in Development*

ROOM: 114

- 1 Rukmani, State Capacity and Development: A Case Study of Jharkhand, India
- 2 İsmail Cem Sezer & Meral Uzunöz, The Effects of EU Common Agricultural Policies (CAP) on Turkish Rural Development Policies During EU Accession Process
- 3 Dedi Budiman Hakim & Sri Nuryanti , Testing Asymmetric Price Adjustments in the Indonesian Regulated Rice Market
- 4 Hamza Ateş & Elif Genç, Evaluating India's Pro-Poor Policy: Lessons For Developing Countries

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 8

Session 22 *Economic Theory*

ROOM: Murat Demircioğlu Conference Hall

- 1 Lance Taylor & Özlem Ömer & Armon Rezai, Wealth Concentration, Income Distribution, and Alternatives for the USA
- 2 Ferda Karagöz, Industrial Upgrading: The Case of Turkish Manufacturing Industry
- 3 Murat Donduran & Oya Kent, Determinants of Industrial Agglomeration: Evidence From Turkey
- 4 Ömer Emirkadı, Is Current Account Deficit In The Turkish Economy Structural Or Countercyclical?

Session 23 *Risk Management*

ROOM: Z-14

- 1 Erhan Ersoy & Emrah Bulut & Hüseyin Aytuğ, The Importance of Early Warning Model for the Credit Risk Assessment
- 2 Mokhamad Syaefudin Andrianto & Rahmat Hidayat & Khusnul Khotimah, Avian Influenza Risk Management Strategy in Bogor Regency, West Java, Indonesia
- 3 Andri Ansyah, An Analysis of Risk and Return Field Investment For Farm Field on Investment Decision.



Session 24 *Productivity*

ROOM: 114

- 1 Selcuk Özaydın & Enes Aksu, Implication of Foreign Player Regulation Changes on Player Productivity in the Turkish Super League and Its Spillover Effects
- 2 Hadiye Çiçen, Productivity Problems in SMEs and Solution Suggestions for Increasing Productivity: “A Study on SMEs Working in Lightning Sector”
- 3 Kenan Aydın & Mehmetali Turdi & Omar N. Cham, An Empirical Analysis of Productivity Growth in a Turkey Retail Chain Use Malmquist Productivity Index-Istanbul Case

Session 25 *International Economics II*

ROOM: Z-11

- 1 Tuna Dinç, Vahap Taştan, Extensive and Intensive Margins of Turkey’s Exports.
- 2 Abdulkadir Wahab Aman, African Emerging Economies: Are they so Different from other Emerging or Frontier Economies?
- 3 Ria Kurniawati, Irrational Behavior on Distribution of Islamic Financing
- 4 A. Zafer Acar & Arda Balakan, Possible Effects of Transatlantic Trade & Investment Partnership on Transatlantic Seaborne Merchandise Trade