



**14<sup>TH</sup> INTERNATIONAL STRATEGIC MANAGEMENT  
CONFERENCE  
&**

**8<sup>TH</sup> INTERNATIONAL CONFERENCE ON LEADERSHIP,  
TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT**

**July 12-14, 2018  
Prague-Czechia**

**Thursday, July 12, 2018 (First Day)**

<b>08:00-09:00</b>	<b>Registration</b>
<b>09:00-12:00</b>	<b>Opening Ceremony &amp; Plenary Session</b>
<b>12:00-13:00</b>	<b>Coffee Break</b>
<b>13:00-14:45</b>	<b>Session I</b>
<b>14:45-15:00</b>	<b>Coffee Break</b>
<b>15:00-16:45</b>	<b>Session II</b>
<b>16:45-17:00</b>	<b>Coffee Break</b>
<b>17:00-18:45</b>	<b>Session III</b>

**Friday, July 13, 2018 (Second Day)**

<b>09:00-10:45</b>	<b>Session IV</b>
<b>10:45-11:00</b>	<b>Coffee Break</b>
<b>11:00-12:45</b>	<b>Session V</b>
<b>12:45-14:00</b>	<b>Coffee Break</b>
<b>14:00-15:45</b>	<b>Session VI</b>
<b>15:45-16:00</b>	<b>Coffee Break</b>
<b>16:00-17:30</b>	<b>Session VII</b>
<b>17:30-18:00</b>	<b>Evaluation Session</b>
<b>19:00-22:00</b>	<b>Gala Dinner- (U Pavouka)</b>

**Saturday, July 14, 2018 (Third Day)**

**Post Conference Tour**

# **FIRST DAY (12.07.2018)**

## **(09:00-10:00): Opening Ceremony – Main Hall**

*Lütfihak Alpkan (Ph.D., Chairman of the Conference)*  
*Oya Erdil (Ph. D., Co-Chair of Conference)*  
*Cemal Zehir (Ph.D., Co-Chair of Conference)*

## **(10:00-12:00): Plenary Session**

**Keynote Speaker:** *Ludmila Mladkova (Ph.D., University of Economics Prague-Czechia)*  
*The strategic decision on the management model: Threats and opportunities of different models for the company in the digital era.*

**Keynote Speaker:** *Maria Negreponti-Delivanis (Ph.D., Vice President-CEDIMES)*  
*Robotics and its impact on employment.*

## **(12:00-13:00) Coffee Break**

### **Session I (13:00-14:45)**

#### **Hall 1-ISMIC (13:00-14:45): Strategies for Digital Transformation -1**

**Chair:** *Ludmila Mladkova*

*Industry 4.0-Tourism 4.0 and Human Factor: Voice of Customer (BILSEN BILGILI, EMRAH ÖZKUL)*

*Digitalization in the light of Anti-Positivist Paradigm and Resistance to Change: An Application in the Information Sector (NEVZAT ALI FIKIRSINDI, PINAR ACAR)*

*Digitalization and Platform Economy in Service Sector – Disruption from Companies, Employees and Consumers Points of View (KATRI JAKOSUO)*

*Incivility in Digital Era: A Study on Cyberbullying (E. SERRA YURTKORU, GÜLER İSLAMOĞLU)*

*Different Approaches in Recruiting Young Professionals (MARTINA FISCHEROVÁ, KATEŘINA PŮBALOVÁ)*

#### **Hall 2-ISMIC (13:00-14:45): Marketing Strategies -1**

**Chair:** *Stanley Coffie*

*Consumer Regret Arising From Sub-Optimal Conditions in Stock-Out Situations and Its' Influence on Brand Loyalty (NEWTON OWUOR, ÜMIT ALNIAÇIK)*

*The Consumers' Functional Food Trend: Key Success Factors For Market Orientation, Development And Successfully Negotiating Market Opportunities (YASEMIN ORAMAN)*

*Selfless or Skeptical Consumer? (AYSEL ERCİŞ, BILAL ÇELİK)*

*The Effect of Inertia and Satisfaction on Consumer Loyalty in Online Shopping Sites (AYSEL ERCİŞ, TUĞBA YILDIZ, F.GÖRGÜN DEVECI)*

*Strategies for Branding Services in a Transitioning Economy (STANLEY COFFIE)*

#### **Hall 3-ISMIC (13:00-14:45): Organizational Behavior and Leadership-1**

**Chair:** *Janis Priede*

*The Level of Exposure to Cyber Bullying for Employees in Workplace (ADNAN KALKAN, GULIN TUGCE SOYLEYICI, IHSAN PENCE)*

*How To Achieve Diversity At A Workplace? The Business Model Perspective (JOANNA HERNIK)*

*The Impact of Ethical Leadership on Member's Creativity and Career Success: The Mediating Role of Leader-Member Exchange (CANAN NUR KARABEY, ZİŞAN DUYGU ALIOĞULLARI)*

*Relationship between Organizational Dissent & Ethical Climate and Their Effects on Turnover Intentions (ESRA ALNIACIK, EZGI ERBAS KELEBEK)*

*Effects of Organizational Dissent on Affective Commitment and Job Satisfaction (EZGI ERBAS KELEBEK, ESRA ALNIACIK)*

## **(14:45-15:00) Coffee Break**

### **Session II (15:00-16:45)**

#### **Hall 1-ISMIC (15:00-16:45): Strategies for Digital Transformation -2**

**Chair:** *Joanna Hernik*

*Big Data Analytics and Firm Innovativeness: A Model Proposition under the Moderating Effect of Data-Driven Culture (TUGBA KARABOGA, CEMAL ZEHİR, HASAN AYKUT KARABOGA)*

*A Critical Evaluation of Artificial Intelligence: What happened? What to Expect? (AHMET ANIL KARAPOLATGIL, İRGE ŞENER)*

*Company Maturity Matrix (OLGA ECKARDT)*

*Tourism sector transformations and the importance of innovations: Case Studies of Top Busiest Airports in the World (EDITA BARANSKAITĖ, LEYLA ADILOĞLU-YALÇINKAYA)*

### **Hall 2-ISMIC (15:00-16:45) : Marketing Strategies -2**

**Chair: Ümit Almaçık**

*The Effects of Internal Marketing Activities on The Satisfaction and The Performance of The Salespeople (NUR BAŞYAZICIOĞLU, M. ŞÜKRÜ AKDOĞAN)*

*The Mediating Role of Corporate Reputation in the Effect of Perceived Corporate Social Responsibility on Contextual Performance (A. ASUMAN AKDOĞAN, ONUR KÖKSAL, AYŞE CİNGÖZ)*

*The Effects of Experiential Motives and Trust on Adoption of Online Music Services(ALEV KOÇAK ALANI, EBRU TÜMER KABADAYI, SELEN BAKIŞ)*

*The role of the medical sales representative in the physician customer's firm loyalty: Implications for managing a strategic business relationship in an emerging-market context (TANSES GÜLSOY, OLCAN BUDAK)*

*Beyond Obvious Behavior Patterns in Universities: Student Engagement with the University (ALEV KOÇAK ALANI, EBRU TÜMER KABADAYI, NILŞAH CAVDAR)*

### **Hall 3-ISMIC (15:00-16:45) : Innovation Strategies -1**

**Chair: A. Zafer Acar**

*A Hidden Challenge for Fostering Innovation: IP Valuation Methods (AYSUN BEYAZKILIÇ KOÇ, NİHAN YILDIRIM)*

*Open Innovation in Developing Country SMEs: Evidence from Turkey (SERHAT SAĞ, BÜLENT SEZEN)*

*The next frontier: Open innovation and knowledge absorptive capacity in business incubators: Towards the experience from Chile, Israel and Italy (SELMA REGINA MARTINS OLIVEIRA, SANDRO TRENTO)*

*The Profiles of Consumer Innovativeness in Turkey (ŞÜKRÜ AKDOĞAN, KUMRU UYAR, KENAN GÜLLÜ)*

*How Does Entrepreneurship Education Affect The Entrepreneurial Tendencies of University Students? (SEMA POLATCI, MIHRIBAN CINDILOGLU)*

*(16:45-17:00) Coffee Break*

## **Session III (17:00-18:45)**

### **Hall 1-ISMIC (17:00-18:45): Strategic Planning, Implementation and Performance Management -1**

**Chair: A. Asuman Akdoğan**

*The Comprehensive Perspective On PMS – Including The Strategy Implementation Measurement And Intra-Organizational Factors Hindering Strategy Implementation (JOANNA RADOMSKA)*

*Resource Dependence Theory, Firm Performance And Producers-Suppliers Relationships (CEMAL ZEHİR, MINE AFACAN FINDIKLI, KUDRET ÇELTEKLİGİL)*

*Determining the Potential of Mersin, Samsun and İzmir in Logistics Clusters Perspective: A quantitative approach (A. ZAFER ACAR, MEHMET KIRMIZI, SERKAN KARAKAŞ)*

*Institutionalization Scale Development Study: A Research on Internationalized Firms(MUSTAFA SUNDU)*

### **Hall 2-ISMIC (17:00-18:45) : Organizational Behavior and Leadership-2**

**Chair: E. Serra Yurtkoru**

*Analyzing the Effect of Organizational Commitment, Ethical Climate and Mobbing at Workplace on Turnover Intention and Generation Differences among Municipality Employees (MELISA ERDILEK KARABAY, İRGE ŞENER, MERAL ELÇİ ŞEBNEM ENSARI)*

*Examination of The Perceptions of Workers About Working Life Quality In Terms of Demographic Characteristics (AHMET UÇAKTÜRK, HARUN DEMIRKAYA, TULAY UÇAKTÜRK)*

*The Effect of Job Crafting on Job Satisfaction: A Research on Teachers (FATİH SOBACI, SEMA POLATCI)*

*How to Increase Job Satisfaction in Banking Sector? The Effects of Perceived Organizational and Social Support, and Emotional Intelligence (MIHRIBAN CINDILOGLU DEMIRER, SEMA POLATCI)*

### **Hall 3-ISMIC (17:00-18:45) : Economic Growth and Employment**

**Chair: Nihan Yıldırım**

*The European Economic and Financial System between Wage Deflation and Structural Unemployment (UMBERTO ROSATI)*

*Relation of Direct Foreign Investments and Economic Growth: Panel Data Analysis on APEC Countries(NAZIFE ÖZGE KILIÇ, İLHAN GÜLLÜ)*

*European Union's International Trade Policy and Strategy (JANIS PRIEDE)*

*Forecasting Imports and Exports of Turkey Using the Industrial Electricity Consumption with Artificial Intelligence Methods (IHSAN PENÇE, HAKAN TUNÇ, ADNAN KALKAN, MELİKE ŞİŞECİ ÇEŞMELİ)*

*Strategic Issues for the Qualitative Improvement of Romanian Employment in the European Union context: an Empirical Analysis (EMILIA HERMAN)*

## **SECOND DAY (13.07.2018)**

### **Session IV (09:00-10:45)**

#### **Hall 1- ISMC (09:00-10:45): Organizational Behavior and Leadership-3**

**Chair: Selma Regina Martins Oliveira**

*Does Organizational Justice Increase or Decrease Organizational Dissent?( SENAY YÜRÜR, MEHTAP ÖZŞAHİN, HAKAN SOYUBOL )*

*The Role of Personality in Counterproductive Work Behavior (GÖNÜL KAYA ÖZBAĞ)*

*The Investigation of the Relationship Between Emotional Labor and Counter-Productive Work Behavior(HÜLYA GÜNDÜZ ÇEKMECELIOĞLU, CANAN BAYSAL, GAMZE KAĞAN, İBRAHİM YIKILMAZ)*

*The Investigation of The Leadership Style In Turkish Management Culture In Terms of Attitudes And Behaviors Of The Employees (HÜLYA GÜNDÜZ ÇEKMECELIOĞLU, İBRAHİM YIKILMAZ)*

*Relationships Between Organizational Trust, Psychological Contract Violation, Organizational Exclusion And Job Satisfaction (MELIKE ARTAR, ZAFER ADIGÜZEL, OYA ERDİL)*

#### **Hall 2- ISMC (09:00-10:45): Consumption and Technology**

**Chair: Emilia Herman**

*Use of social media to extremism idea among social media users in Anuradhapura District, Sri Lanka (HMBP RANAWEERA, PPC SOMADASA)*

*Youtubers: Why do Consumers Watch Their Videos and How Are They Influenced? (İREM EREN-ERDOĞMUŞ, MESUT ÇİÇEK)*

*Applied Video Content Analysis in Marketing Research – Lessons Learned (MICHAEL STROS, DAVID ŘÍHA)*

*Evaluating Status Consumption: The Relationship Interpersonal Influence and Technology Consciousness (YEŞİM CAN, OYA ERDİL)*

#### **Hall 3-ICTIBM (09:00-10:45): Decisional Factors**

**Chair: Erman Coşkun**

*A Field Research to Identify Psychological Factors Influencing the Debt Repayment Behavior in Turkey (MEHTAP OZSAHİN, SENAY YURUR, ERMAN COSKUN)*

*Innovative Human Resource Practices: A Qualitative Research With Turkey's Top 500 Industrial Businesses (SAADET ELA PELENK)*

*The Effect of Financial Literacy and Risk Perception on Investment Choices of Individual Investors (SELİM AREN, SEDA CANIKLI)*

*'Music Effects', 'Emotional Response To Wait', 'Attitude Toward Store' (ESRA OVALI)*

*The evaluation of tourism development economic impact indicators in Lithuania (DAIVA LABANAUSKAITE, EDITA BARANSKAITE)*

**(10:45-11:00) Coffee Break**

### **Session V (11:00-12:45)**

#### **Hall 1- ISMC (11:00-12:45): Strategic Planning, Implementation and Performance Management -2**

**Chair: Giuseppe Cascione**

*Evaluation of Basic Concepts and Practices of Strategic Management in Participation Banking According to the Views of Branch Managers(ERDAL ALGA, MUTLU ARMAN)*

*Developing an HR Strategy Map for Military Context (SERDAR GENÇ, KERİM ÖZCAN)*

*Examining the Effects of Dimensions of Corporate Reputation on Firm Performance (GÖNÜL KAYA ÖZBAĞ, HÜLYA GÜNDÜZ ÇEKMECELIOĞLU)*

*The Effects on Strategic Planning on Accomplishment of Mission to Non-Government Organizations (ROHANA WEERASOORIYA)*

*Franchising as a Strategic Alliance Model: A Qualitative Research on Firms in Food and Beverage Sector (MUTLU ARMAN, NİSA EKŞİLİ, FUNDA KIRAN, ÖZLEM ÇETINKAYA BOZKURT)*

#### **Hall 2- ISMC (11:00-12:45): Technology Management and Entrepreneurship**

**Chair: Dababrata Chowdhury**

*Linking job satisfaction and self-efficacy to the intrapreneurial behaviors: Testing a mediating model on information technology managers(SEMİH SORAN, HARUN ŞEŞEN, BURCU GÜVEN)*

*Determinants of the Entrepreneurial Intentions of University Students: Testing the Ajzen's Model in Turkish Sample (SEMİH SORAN, HARUN ŞEŞEN, PINAR HORASANLI GÖKALP)*

*Strategic Entrepreneurial Posture, Entrepreneurial Orientation and Firm Performance Relationship in Family and Non-Family Businesses(CEMAL ZEHİR, ESİN CAN, A.MERVE URFA)*

*Analyzing the Ambiguous Relationship Between Technological Orientation and Green Management (MEHMET ŞAHİN GÖK, ERŞAN CİĞERİM, TUĞKAN ARICI)*

*High Performance Human Resource Practices and Firm Performance: The Mediating Effect of Corporate Entrepreneurship (TUGCE HANCI-DONMEZ, GAYE KARACAY)*

**Hall 3-ISMIC-ICTIBM (11:00-12:45):Les développements dans la vie des affaires à l'ère du numérique-Francophone Session**

**Chair: Francesco Scalera**

*Three different kinds of "globalization": Are they at odds with one another?(MARIA NEGREPONTI-DELIVANIS)*

*Financial market anomalies and behavioral biases: Implications of overconfidence bias (RAHMA BEN NAYA, FRANCESCO SCALERA)*

*Designing And Managing Businesses In The Digital Age (PETRAQ PAPAJORGJI, AZETA TARTARAJ)*

*Evaluating the Efficacy of a Training Program on HR Performance with Spatially Structured Data (MARCELLO DE GIOSA)*

*Exploring the determinants of the collaboration of companies based in Morocco's free zones (M.A. BOULAICH, M. M'HAMEDI, N. CHERQI, K. AZOUGAGH)*

**(12:45-14:00) Coffee Break**

**Session VI (14:00-15:45)**

**Hall 1- ISMC (14:00-15:45): Financial Management Strategies**

**Chair: Uğur Yozgat**

*Typology of Behavioral Biases and Heuristics (SELIM AREN, SEDA CANIKLI)*

*International Financial Reporting Standards And Financial Reporting Quality: A Pre-/Post-IFRS Adoption Comparative Analysis(LUMINIȚA GABRIELA ISTRATE, BOGDAN ŞTEFAN IONESCU)*

*Valuation of Internet Companies: methods compared (OLGA FERRARO, FRANCO ERNESTO RUBINO, FRANCESCA AURA)*

*Application of Business Process Management (BPM) Tools in European Commercial Sectors as a Measure of Current Maturity of Customer Centric Model (MAG. MILOMIR VOJVODIC, CHRISTIAN HITZ)*

*Democracy, Capabilities Approach and Income Approach. Towards a More Complex Theory of Development (GIUSEPPE CASCIONE)*

**Hall 2- ISMC (14:00-15:45): Innovation Strategies -2**

**Chair: Semih Soran**

*The Mediating Role of Solidarity on the Relationship between Resource Dependence and Innovation Performance (SEVCAN PINAR, MINE AFACAN FINDIKLI, GÖKSEL ATAMAN)*

*Network Ties, Absorptive Capacity and Innovativeness of the SMEs in Sri Lanka (P.M.B. JAYATHILAKE)*

*Learning Orientation and Absorptive Capacity as Determinants of Firm Innovativeness: Enhancing Firm Performance (SALIH ZEKI IMAMOGLU, HUSEYIN INCE, HULYA TURKCAN, ERSIN FIDAN)*

*Market Dynamism and Firm Performance Relation: The Mediating Effects of Positive Environment Conditions and Firm Innovativeness (CEMAL ZEHİR, DILEK BALAK)*

**Hall 3- ICTIBM (14:00-15:45): Innovation Management**

**Chair: Semra Birgün**

*Market Orientation and Innovation Performance: The Mediating Role of Entrepreneurial Strategic Posture (CEMAL ZEHİR, TUGBA KARABOGA, HASAN AYKUT KARABOGA, AHMET UZMEZ)*

*Investigation of the Relationship Between Market Dynamism, Learning Orientation, Firm Innovativeness and Firm Performance (SONGUL ZEHİR, MELIKE ZEHİR)*

*A New Business Model by SANLAB: Implementation of Simulation Technologies in Education (SALIH KUKREK, MEHMET SAHİN GÖK)*

*Solving the Sales Problem of a Poultry Meat Company with Thinking Process (FATMA SERAB ONURSAL, SELMAN AYDIN, SEMRA BIRGUN)*

**(15:45-16:00) Coffee Break**

## **Session VII (16:00-17:30)**

### **Hall 1- ISMC (16:00-17:30): Marketing Strategies -3**

#### **Chair: Petraq Papajorgji**

*The Correlations between Environmentalist Consumer Behavior and Personal Values (F. BURCU CANDAN, BILSEN BILGILI, TAYFUN GÜVEN)*

*Effect of Brand and Market Performance on Competitiveness in Mergers and Acquisitions (T. SABRI ERDIL, SIBEL AYDOĞAN, BAHADIR AYAR, ÖZGE GÜVENDİK, SEREN DILER, KEMAL GUSINAC)*

*Consumer Identity Inventory: A New Tool for Segmenting Online Consumers? (İNCI DURSUN, EBRU TÜMER KABADAYI, SEMA GÜNDÜZ)*

*TOC-Thinking Process Approach for Problem Solving in Trademark Registration Process (SEMRA BIRGÜN, SERPİL EROL, A.ARZU CEYLAN ALPAR)*

### **Hall 2- ICLTIBM (16:00-17:30): Leadership and Learning**

#### **Chair: Tanses Gülsoy**

*The Impact of Authentic Leadership on Organizational Learning Capacity (SENOL OKMEN, MERAL ELCI, GULAY MURAT, YUSUF YILMAZ)*

*Techno-Entrepreneurial Leadership: An Emerging thought on Indian MSMEs (SONAL SINGH, BHASKAR BHOWMICK, SUSMITA GHOSH)*

*Does Positive Psychological Capital Have A Mediator Effect In The Relation Between Transformational Leadership and Organizational Innovation? (M. FATİH SENGÜLLENDİ, MEHMET NACI EFE, YASIN SEHİTOĞLU)*

*The Authentic Leadership, Learning, Entrepreneurship, Product Development Abilities and Company Performance Relationship: An Execution in the Telecommunication Sector (CEMAL ZEHİR, ISA HAMEDAN, ESRA ERZENGIN, YASIN SEHİTOĞLU)*

*Sparking Leadership for Engaged Employees and Passionate Organizations – Sparking Leadership Scale (SLC) Development and Validation (ELİF BİLGİNOĞLU, UĞUR YOZGAT)*

### **Hall 3- ICLTIBM (16:00-17:30): Leadership and Culture**

#### **Chair: Cemal Zehir**

*Commercial Helplessness of Small-Scale Animal Producers in Turkey (AYHAN YASAN)*

*The Relationship Between Organizational Culture, Management Innovation, Product Innovation, and New Product Market Performance (CEMAL ZEHİR, DİLEK KARACA, DOĞAN BASAR)*

*Mediating Role of Learning Capability in the Relation between Entrepreneurship Orientation and Market Performance (CEMAL ZEHİR, AYSEGÜL ERYILMAZ KIRALI, BURCU ÖZGÜL, HAKAN AKDAG)*

*Ethical Leadership, Relationship Orientation and Employee Performance (CEMAL ZEHİR, NURGÜL ERDAL, FİLİZ SIVASLIOĞLU, BİRGÜL DEMİR)*

*Significance of Data Mining and Business Intelligence Systems for Business Decision Support: Present and Future (AHMET UCAKTURK, MICHEL VILLARD, TULAY UCAKTURK)*

## **17:30-18:00-EVALUATION SESSION**

**19:00-22:00-GALA DINNER- (U PAVOUKA-Krcma U Pavouka, Celetna 597/17, 110 00 Praha 1-Stare Mesto )**