

INTERNATIONAL CONFERENCE ON CONTEMPORARY ISSUES IN COMMERCE



9 - 10 MAY 2022 - PROCEEDINGS

**INTERNATIONAL CONFERENCE ON CONTEMPORARY
ISSUES IN COMMERCE
9-10 MAY 2022**

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PREFACE

International Conference on Contemporary issues in Commerce (ICCIC) – 2022 was a comprehensive event hosted online by Istanbul Ticaret University on 09-10 May 2022, organized by Istanbul Ticaret University International Trade Department. The first of the ICCIC series hosted 36 participants from 10 different countries from universities in the Eurasian region.

With its main theme entitled “Contemporary Issues in Commerce” the Conference aimed to provide a platform where new trends and developments in international trade will be discussed scientifically and to reveal a new perspective in post-pandemic trade. At the Conference, which was open to academics with interest in commerce and international marketing, and to participants representing sectors outside of academia, research papers were presented.

The main topics discussed at the conference are:

- Models developed to benefit from water resources in a more sustainable way,
- Slow fashion movement created by sustainability concerns in the fashion and textile sectors,
- Environmental uncertainty factors and the effects of innovation on the supply chain processes of export companies,
- Sustainability-oriented transformation of the food technologies and agriculture sector,
- The effects of the Ukraine-Russia War on global trade,
- Digitalization and new technologies in commerce.

We are continuing our preparations for the Conference on Contemporary Problems in International Trade – 2023, which will be held within the next year.

I would like to express my gratefulness to all the respected scholars who participated in the International Conference on Contemporary issues in Commerce. International Conference on Contemporary issues in Commerce was successfully held with the support of universities, conference organizing committee and members of Istanbul Commerce University International Trade Department.

I would also like to thank our Rector Prof.Yücel Oğurlu and our remarkable keynote speaker Prof. Kerem Alkin for their opening speeches. Finally, I would like to thank Assoc. Prof. Mustafa Emre Civelek and Research Assistant Şüheda Baran, who have worked diligently for this conference.

We hope that the conference will be beneficial to companies in international trade and academics working in this field.

Prof. Figen Yıldırım
İstanbul Ticaret University
Head of International Trade Department

ORGANIZING COMMITTEE

Figen Yıldırım, Istanbul Ticaret University, Istanbul, Turkey, Chairman

Mustafa Emre Civelek, Istanbul Ticaret University, Istanbul, Turkey

İsmet Kahraman Arslan, Istanbul Ticaret University, Istanbul, Turkey

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Adnan Veysel Ertemel, Istanbul Ticaret University, Istanbul, Turkey

Gencay Karakaya, Istanbul Ticaret University, Istanbul, Turkey

Cihat Köksal, Istanbul Ticaret University, Istanbul, Turkey

Evrin İldem Develi, Istanbul Ticaret University, Istanbul, Turkey

Ahmet Oğuz Demir, Istanbul Ticaret University, Istanbul, Turkey

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Şüheda Baran, Istanbul Ticaret University, Istanbul, Turkey

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Mehmet Berkin Binay, Istanbul Ticaret University, Istanbul, Turkey

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Jan Ondrejka, Commercial Consul of Czech Republic

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Ömer Torlak, Istanbul Ticaret University, Turkey

Rajnish Kumar, Queen's University, Belfast, United Kingdom



INTERNATIONAL CONFERENCE

ON CONTEMPORARY ISSUES IN COMMERCE

9-10 MAY 2022

9 MAY 2022

09.30-10.00 Opening Ceremony

Prof. Yücel Oğurlu - Rector of Istanbul Ticaret University

Prof. Figen Yıldırım - Head of International Trade Department

10.00-11.00 Keynote Speaker

Prof. Kerem Alkin - Ambassador; Permanent Representative of Turkey to the OECD

11.30-12.45 1st Session

Chair: Assoc. Prof. Ahmet Oğuz Demir

11.30-11.45 **Prof. M.M.M. Najim**

“Streamflow Modeling to Ensure Sustainable Water Resource Utilization in Commercial Activities”

11.45-12.00 **İdris Onay**

“Sustainability Concerns in the Fashion Clothing Industry; “The Rise of the Slow Fashion Movement””

12.00-12.15 **Dr. Volkan Sezgin**

“Analyzing the Impact of the Covid-19 on Textile and Automotive Supply Chains: An Exploratory Study from Turkey”

12.15-12.30 **Ayşe İpek Sarıkabadayı**

“Sustainability and Foreign Trade”

12.30-12.45 **Demet Soylu**

“What Is the Role of Environmental Uncertainty and Innovation in The Relationship Between Sustainable Supply Chain Management and Exporter Firm Performance?”

13.00-14.30 2nd Session

Chair: Assoc. Prof. Uğur Yasin Asal

13.00- 13.15 **Dr. Tezer Palacıoğlu**

“African Potential at a Glance”

13.15-13.30 İtir Sinem Aykut

“In Search of Mutual Interest in Franco-Turkish Relations Between 2017-2020 - A Political Economic Dimension”

13.30-13.45 Meral Uslu

“Commercial Diplomacy in The Context of Export Sophistication: The MIKTA Case”

13.45-14.00 Dea Fajria Tatarizqa Japal

“The Influence of Government Policies in Mitigation Efforts for Covid-19 on Profitability of Islamic Commercial Banks in Indonesia: A Comparative Study Before and During the Pandemic”

14.00-14.15 Dr. Ebru Orhan

“The Effects of the Russia - Ukraine War On Global Trade”

14.15-14.30 Şahin Yaman

“Mega Regional Trade Agreements and Services Exports Performance/Sophistication”

15.00-16.15 3rd Session

Chair: Assoc. Prof. Mustafa Emre Civelek

15.00-15.15 Atilla Demirbilek

“Comparison of Logistics and Supply Chain Management Approaches”

15.15-15.30 Edwin Camilo Hernandez Rodriguez

“The Surge of CRM Management Software for Marketing Purposes During the Pandemic”

15.30-15.45 Günseli Boşgelmez

“The Key to the Digital Transformation of International Trade: Digital Trade Networks”

15.45-16.00 Safiye Gizem Saydam

“Problems in Cross-Border E-Commerce and Development of Cross-Border E-commerce Performance Scale”

16.00-16.15 Ömer Damlayıcı-Nazlıcan Dindarık

“The Effects of Covid-19 and Devaluation on the Office Furniture Industry”

10 MAY 2022

10.00-11.15 1st Session

Chair: Assist. Prof. Evrim İldem Develi

10.00-10.15 Omar Al-Dubai

“Green Marketing and its Impact On Consumer Buying Behavior”

10.15-10.30 Gözde Yılmaz- Assit. Prof. Damla Özekan

“The Effect of Politics on International Business a Descriptive Research of Turkey”

10.30-10.45 **Ayman Garti**

“Examining the Effect of TikTok on the Moroccan Consumer Buying Decision Process After the Pandemic”

10.45-11.00 **Figen Şanlıer**

“Importance and Effects of Service Export Insurance”

11.00-11.15 **Moch Rizal Bayu Bakti Nugroho**

“Financial Performance Analysis of Sharia Insurance Companies: Comparative Study Before and During the Covid-19 Pandemic”

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Chair: Assist. Prof. Sabri Öz

11.30-11.45 **Bhushan Yengade**

“Changing phase of Global Food Supply Chains”

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“Route Selection for Duisburg-Wuhan Spice Trade in Belt Road Initiative: Critic-Promethee Analysis”

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“Digital Transformation Processes of Manufacturing Enterprises in Organized Industrial Zones: The Effect of Digital Transformation on Competitiveness in International Trade”

14.30-15.45 4th Session

Chair: Assoc. Prof. Adnan Veysel Ertemel

14.30-14.45 **Assoc. Prof. Ebru Şensöz Malkoç – Assist. Prof. Zehra Badak**

“Virtual General Assembly Meetings in Joint Stock Companies with Foreign Capital”

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“The Effect of Technology Capacity Concept on Competitiveness in International Trade”

15.30-15.45 **Zeynep Pektaş**

“Measuring Digitalization and Consumer Behaviour with Neuroscience”

**INTERNATIONAL CONFERENCE ON
CONTEMPORARY ISSUES IN COMMERCE**

9 MAY 2022

1ST DAY 1ST SESSION

Streamflow Modeling to Ensure Sustainable Water Resource Utilization in Commercial Activities

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Abstract

Computer models have become essential tools in understanding and predicting river flows due to anthropogenic influences and different climate change scenarios. Managing river and stream flows in a sustainable manner for commercial activities benefiting human being is vital in many aspects. HEC-HMS, a reliable model developed by the US Army Corps of Engineers, could be used in decision making when river or stream flows are altered for beneficial uses. Well calibrated and validated model for watersheds could be used in reliable decision making in green energy generation and diversions for beneficial activities. Reliable data inputs employed with suitable model components lead to calibrate and validate the model leading to reliable model predictions. Quantification of the alterations of streamflows at diversion sites together with evaluation of spatial responses of other factors such as flow regimes, benthic macroinvertebrates and water quality parameters lead to understand impacts of flow alterations. This approach allows determining adequate environmental flows allowing sustainable utilization of river or stream flows for beneficial commercial activities. In addition, the modeling approach can reliably be used as a tool in biodiversity conservation and protection of sensitive zones ensuring sustainable utilization of water resources. Further, the modeling approach can predict stream flows for different climate change scenarios allowing decision makers, policy planners and relevant line ministries to develop sustainable water management strategies and adaptation options to ensure sustainable water resources management. Hence, modeling of stream flows is a reliable tool in sustainable water resource management for commercial activities.

Keywords: Flows, Alteration, HEC-HMS, Modeling, Sustainability

Sustainability Concerns in the Fashion Apparel Industry: “The Rise of the Slow Fashion Movement”

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Abstract

Today, the fashion apparel industry not only effects our daily life deeply, but also our environment. In line with globalization, technological development and severe competition, there has been a transformational change in the way consumers shop, consume and discard apparel, resulting in major social and environmental impacts. In the past 20 years, the concept of fast fashion has achieved significant success, by swiftly bringing luxury fashion designs to mass markets at affordable prices. The success of the fast fashion business comes from its ability to respond quickly to rapidly changing fashion trends and consumer demands. However, strategies based on maintaining affordable prices ensure that products reach a wide range of consumers, but also encourage consumers to over-consume. As a result, fast fashion is often criticized for encouraging people to buy more than they need with little perceived value and quickly consume and discard them. On average, 85% of textile products purchased in America alone go to waste before they have even reached the turn of the year. Moreover, more than 60% of fashion apparel products produced today are made of synthetic materials that are not recyclable. As a result, the fashion apparel industry alone is responsible for producing 10% of global carbon emissions and 20% of global wastewater consumption. Increased fashion waste as a result of the fast fashion business model goes against the trend of sustainability. Therefore, as an antithesis of fast fashion, the fashion apparel industry is increasingly interested in the concept of "slow fashion". The slow fashion movement is a business model that focuses on both slowing down excessive consumption/consumerism and respecting the environment and nature. It is an alternative to fast fashion in terms of promoting a more ethical and sustainable way of life and consumption. However, there are shortcomings in the theoretical understanding of slow fashion. The aim of this study is to study the slow fashion movement. In this context, it aims to identify potential slow fashion consumers and explore ways to create customer value for slow fashion products to increase the demand for price premium.

Keywords: Fashion Apparel Industry, Sustainability, Slow Fashion

Analyzing the Impact of the Covid-19 on Textile and Automotive Supply Chains: An Exploratory Study from Turkey

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Abstract

Turkey is one of the leading automotive and textiles producer countries in the world. However, it is currently facing difficulties due to the negative impacts of the COVID-19 pandemic. With that in mind, the impacts of COVID-19 pandemic on Turkish automotive and textile supply chains are investigated in this paper. For this purpose, we used the quantitative results of fixed-point surveys and semi structured interviews with 15 Turkish automotive and 39 textiles companies and used secondary data to provide the nuance necessary for capturing the impacts of the outbreak on the supply chain processes. This research has several findings: First, the pandemic severely affected the Turkish textiles and automotive supply chains negatively in general. More specifically, the production activities were disrupted mainly due to the problems in procurement processes for raw materials and intermediate supplies resulting from a decrease in the suppliers' performances during the pandemic. Second, although the consumer portfolios have mostly unchanged, the textile and automotive companies had big troubles financially as their total revenues deteriorated resulting from the interruptions with respect to the payment collection process and rise in prices of raw materials. Third, distribution channels were disrupted critically, and border crossings also became harder. Lastly, as opposed to the popular belief, the pandemic hasn't caused most of the Turkish textile and automotive companies to switch their main suppliers. The findings of this study will help to improve decision-making process associated with the policy determination in micro and macro levels when the companies are faced with supply chain disruptions.

Keywords: Supply Chain, Textiles, Automotive, COVID-19 Pandemic, Turkey

Sustainability and Foreign Trade

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The inclusion of sustainable development in the policies of countries on a global scale started in early ninties with the Earth Summit and CSD. Then Framework Convention on Climate Change entered into force in 1994 and Turkey also joined this convention on 2004, which is the first and most important step taken in the global arena. The principle of “common but differentiated responsibilities and relative capabilities” has been adopted in order to reduce greenhouse gas emissions, cooperate in the field of research and technology, and protect natural areas. German economist, founder of the World Economic Forum, Dr. Klaus Martin Schwab published a report titled The State of Stakeholder Capitalism and announced to the world that an economic and legal reform, the transition from shareholder capitalism to stakeholder capitalism has become a necessity. Emphasizing that it should be the mission of companies and their leaders to serve not only their shareholders, but also their customers, suppliers and employees, and the society they live in, this approach promises a better growth performance and profitability-enhancing effect for companies in the long run. With the German Supply Chain Act, which was accepted on June 2021, the management of the supply chain in line with the sustainability goals was no longer the initiative of the companies. Supply chain compliance is the provision of certain legal assurances and standards at all stages of the supply chain, not only in the company's own operations, but also in the processes and operations of its direct or indirect suppliers. In the light of these developments, it is possible to say that supply chains will be reshaped in the world. It is thought that large companies can choose to work with a small number of suppliers in order to comply with the law, ensuring ease of inspection and minimizing risk. On the other hand, EU Regulatory Package released in 2022: Eco-design Regulation for Sustainable Products and EU Strategy for Sustainable and Circular Textiles and Revision of the Construction Materials Regulation. With the legislative proposals, it is aimed that all products in the EU market from the design stage to the consumption and waste stage are more environmentally friendly, cyclical and energy efficient.

Keywords: Sustainability, Foreign Trade, Circular Textiles

What is the Role of Environmental Uncertainty and Innovation in the Relationship between Sustainable Supply Chain Management and Exporter Firm Performance?

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Abstract

With digitalization, businesses that have the right partnership relationship management setup create a competitive advantage. The acceleration of industrialization in parallel with the increasing world population has led to the faster, uncontrolled and in a way ruthless use of natural resources. Sustainability actually means a stop to this; It is a philosophy that aims to ensure a more controlled use of these resources and to reduce the damage to nature to a minimum or even to zero. In order to gain competitive advantage, it is essential to determine and improve the maturity level of export companies, especially in the understanding of sustainable supply chain management. In this study, the importance of innovation and the contribution of sustainable supply chain management to the exporter's performance, even in an environment of uncertainty, are examined.

Keywords: Entrepreneurship Orientation, Resource-Based View, Export Performance

**INTERNATIONAL CONFERENCE
ON CONTEMPORARY ISSUES IN COMMERCE
9 MAY 2022**

1ST DAY 2ND SESSION

African Potential at a Glance

Tezer PALACIOĞLU
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İstanbul Ticaret University

Abstract

In today's fierce competition, the areas of international competition is worth of attention especially in the last decade. The rich population and natural resources of Africa, which has stood behind for the last 5 centuries because of various reasons, has become more important then ever, for the aging and resource exhausting World. It, would surely take an important part in the World economy, due to its tripling population in the coming 80 years. Despite all the unfavourable conditions, completely foreign-dependent, African market which is open to all kinds of commodity trade, offers great opportunities. It is a virgin and unsaturated market with little competition. Although the purchasing power of the majority of the people is extremely low, it is possible to talk about the existence of a consumer population between 2-10% in every African country with sufficient / high income, education and expectations. It should not be forgotten that these countries, even the smallest of which have a population at the level of the middle-sized countries of Europe, have the potential to develop in mid and long run. Opportunities of Africa is widely spoken in the world politics in government level but not really understood with the private sector or other related parties such as NGO's. This study will try to explain Africa and its opportunities depending on the quantitative figures and qualitative research held with the businessman.

Keywords: Africa, Opportunity, Qualitative Research

In Search of Mutual Interest in Franco-Turkish Relations Between 2017-2020 - A Political Economic Dimension

İtir Sinem AYKUT

ORCID: 0000-0001-7186-5456

Abstract

The subject matters that define Franco-Turkish affairs may be non-exhaustive, they have every reason to be. There are deep-rooted bilateral relations dating back to the 16th century, characterizing France as a major ally and trading partner of the Ottoman Empire. There exists a historical structural/systemic pattern whereby particular issues and tensions transcend time to be instrumentalized when need be, to project power on the other party even though the actors and their agency constantly change. The article intends to shed light on this pattern's political-economic dimension which constitutes a probable cause of the high-level conflict of interest to try to understand and explain the Macron-Erdogan era of 2017-2020. Areas under scrutiny include bilateral trade and Foreign Direct Investment as well as the Libyan and the Eastern Mediterranean Energy theatres. The paper argues that the complex interdependencies between the two countries are so deeply intertwined that mutual interest necessitates their prompt resolution. Based on the results, it proposes projections for the future and recommends the development of strategies aimed at promoting areas of mutual interest.

Keywords: Mutual Interest, Franco-Turkish Relations, Political-Economic Dimension

Commercial Diplomacy in The Context of Export Sophistication: The MIKTA Case

Meral USLU

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Istanbul Ticaret University

Abstract

Commercial diplomacy has been of interest to researchers in the context of export development due to the many empirical studies indicating that the international economic integrations provide more growth and employment for the governments and internationalization for the enterprises. Unlike the strict and/or regional economic integrations, MIKTA was created as an informal and cross-regional group of ‘middle powers’ bringing together Mexico, Indonesia, the Republic of Korea, Turkey, and Australia in 2013. Being distant apart from each other geographically and having many differences besides their similarities, each of the member states is considered influential in their regions and of high importance for the paradigm shift to a new world order. This paper aims to figure out if MIKTA has been utilized as a powerful advocate for enhancing exports of the member states while also resuming sustainable economic growth. For this reason, it is analyzed to what extent the members’ exports were and have become sophisticated, meaning capital intensive or labour intensive, over the past 20 years and how the members’ economic growth rates were contributed. For the analysis, PRODY and EXPY indices are calculated representing the sophistication levels of, respectively, product groups and the total exports of the states.

Keywords: Commercial Diplomacy, Integration, Export Promotion, Sophistication, MIKTA

The Influence of Government Policies in Mitigation Efforts for Covid-19 on Profitability of Islamic Commercial Banks in Indonesia: A Comparative Study Before and During the Pandemic

Dea Fajria Tatarizqa JAPAL
Islamic University of Indonesia

Moch Rizal Bayu Bakti NUGROHO
ORCID: 0000-0003-0313-3549
Islamic University of Indonesia

Abstract

The presence of Corona Virus Disease 19 (COVID-19) is a phenomenon that has shocked all parts of the world. Therefore, the impact of the virus has spread to almost all countries and various existing sectors, not only focusing on the health sector but also on the current banking system. The purpose of this study is to analyze the effect of CAR, NPF, BOPO, ROE and FDR on the profitability of Islamic Commercial Banks in Indonesia (ICB), with a comparison of the period before and during the COVID-19 pandemic. The research method used is quantitative using secondary data in the form of financial reports for II, III and IV quarters of 2019 (for the period before the COVID-19 pandemic) and I, II and III quarters of 2020 (for the period during the COVID-19 pandemic). While the analysis technique used is multiple linear regression analysis with SPSS Version 23. Purposive sampling is the method used in this study and obtained a sample of 9 ICB. The results can be concluded that the level of profitability is influenced simultaneously by CAR, NPF, BOPO, ROE and FDR. However, partially ROA or Profitability is only positively influenced by CAR, ROE and FDR (based on the results obtained that CAR, ROE and FDR are above the t-table value, which is >2.023), while NPF and BOPO do not affect profitability partially (based on the result value, it can be seen that NPF and BOPO are between t-table values -2.023 and 2.023). The F test results show that CAR, NPF, BOPO, ROE and FDR simultaneously affect ROA even during the COVID-19 pandemic, with a calculated F value of 778.997 and a significance of 0.0000. The Coefficient of Determination test shows that 98% ROA can be explained by CAR, NPF, BOPO, ROE and FDR, the value of R^2 0,989. The results of the different Paired Samples T-Test using SPSS version 23 software can be concluded that CAR, BOPO, ROE and FDR have no different values before and during the COVID-19 pandemic. While the NPF has different values before and during the COVID-19 pandemic. Meanwhile, ICB's profitability value before the COVID pandemic was at 5.11%. Meanwhile, during the COVID-19 period, it was at 3.84%.

Keywords: COVID-19, Islamic Commercial Bank, Multiple Linear Regression Analysis and Profitability

The Effects of the Russia - Ukraine War on Global Trade

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Abstract

The Russia's invasion of Ukraine has created a catastrophic humanitarian crisis and threatened the stability of geopolitical relations. The war has added to mounting concerns about a sharp slowdown in global growth, a rise in inflation and debt and a surge in poverty. The economic impact of conflict has rippled through various global channels, including commodity and financial markets, trade and migration links and confidence. The aim of this research is to reveal the effects of the Russia-Ukraine war on the global economy. While examining the economic impacts of the war in the research, the reports of organizations such as OECD, World Trade Organization, World Bank, UN, IMF, UNCTAD were used. According to the reports, it is possible to say that the conflict between Russia and Ukraine will affect the global economy via three main channels: financial sanctions, increase of commodity prices and supply chain disruptions.

Keywords: Russia, Ukraine, War, Global Economy

The Services Exports Performance of Mega Regionals

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Abstract

Services have recently become the most dynamic sector of the world economy and trade. Modern high value added services export is particularly considered an important yardstick in assessing the effectiveness of overall services trade policies whether they have been evolving progressively towards a better future prospects. It is argued that not all goods (or Services) are alike in terms of economic performance where specialization in some brings higher growth than specialization in others, implying what services you exports matters. Therefore, the performance of the services exports might be an important indicator to examine the policy performance and future prospects of both individual countries and regional integration movements. The research will concentrate on the pattern and performance of three Mega RTAs with regard to high value added modern services exports vis-à-vis low value added traditional services exports. Geographically, the work examines the services exports performance of the Globe's three largest RTAs, namely the US-Mexico-Canada(USMCA), the European Union, and the Regional Comprehensive Economic Partnership(RCEP) Agreements. The focus will be particularly placed upon the role of high quality services exports as the yardstick in assessing the exports performance of world's three largest Regional Trade Agreements covering almost 90 percent of global trade. We will build the investigation process upon Hausmann, Hwang, and Rodrik framework which uses Goods EXPY as exports sophistication measure and PRODY reflecting the productivity level associated with goods. The goods methodology is replaced with the services. The paper will particularly scrutiny whether there are divergences (lagging behind) or convergences (catching up) among the members of World's three largest trading blocs with regard to their services exports sophistication performances from 2001 to 2020 period.

Keywords: Services Export, Mega Regionals, Trading Blocs

INTERNATIONAL CONFERENCE ON CONTEMPORARY

ISSUES IN COMMERCE

9 MAY 2022

1ST DAY 3RD SESSION

Comparison of Logistics and Supply Chain Management Approaches

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Abstract

Today, the competitiveness of a global company is related to the quality of the product or service it offers to the market rather than the manufacturing costs with the fluidity of information capital. Globalization and developments in technology changed the functioning of logistics and supply chain, and therefore, the perception of international trade along with them. Logistics Management (LM) and Supply Chain Management (SCM) are two critical and complementary strategies to ensure business operations. When the course of historical development is evaluated, it is seen that there is a predominance of research indicating that LM evolved into SCM with the support of technological developments. As these two terms are often used interchangeably, it is important that these concepts, which are very close to each other in terms of business and trade terminology, are positioned accurately, and are explained and understood in a plain, simple manner to researchers working on the related field. Furthermore, the discussions on classifying or positioning the two concepts sometimes depend on the successor-predecessor relation and sometimes we see that one of them focuses on the issues to cover the other. So this work aims to describe and analyze 3 approaches to compare Logistics and Supply Chain Management strategies, which are market orientation, sustainability and system perspectives.

Keywords: Logistics Management, Supply Chain Management

The Surge of CRM Management Software for Marketing Purposes During the Pandemic

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Abstract

In this study the surge of CRM management software for marketing purposes during the pandemic will be explained through the scientific research and in-depth interview method. The definitions of the Customer Relationship Management, its types, functioning processes, its new features and its working process will be explained, along with the relevance it has gained during the coronavirus (COVID-19) pandemic. An in-depth interview will be carried out with the marketing director of the US based company Protera Technologies. The interview allows exemplifying the usage for marketing process of an IT company of their CRM platform, the reasons behind its usage and its benefits. The importance of Search Engine Optimization (SEO) is going to be covered in this study along with the differences between InBound Marketing and OutBound marketing. Data analytics mechanisms are going to be part of this study. A general understanding of the way that CRM applications operate is going to be further explained. By making use of the in-depth interview academic method, a case study of an American IT company is going to be explained, and out of this study, a proposed inbound marketing scheme is going to be proposed based on the case study.

Keywords: Customer Relationship Management (CRM), Analytics Tools, E-Commerce, Analytical CRM, Inbound Marketing

The Key to the Digital Transformation of International Trade: Digital Trade Networks

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Abstract

The digital transformation of commerce necessitates new thoughts and new formations in the international supply chain. Developments in new technologies are changing our perspective on traditional instruments of international trade and ways of doing business. The authorities that create the rules of international trade are trying to adapt the new uniform rules for this digital transformation and the rules that have been applied for centuries to new formations. Digital trade networks are one of the newest formations in the new ecosystem of international trade. With digital trade networks, traditional ways of doing business are changing radically, and the international supply chain is moving to a different technological dimension. In this study, a specific research has been carried out on digital trade networks designed by new technology with the thought of being a preparation for the near future of international trade. There is much confusion about the relations, rules and terms related to the digitalization of international trade. Therefore, it is aimed to clarify this confusion from a scientific point of view. In the first stage of the research, after explaining the digital concepts that have just entered the literature, the new rules and applications of the world trade life are explained. In summary, it is clearly accepted that international trade enters into a socio-technological process in the supply chain and the focal point of global trade is technology. For an interconnected future in the supply chain, new rules and actions are required in world trade life.

Keywords: Digital International Trade, Digital Trade Networks, Digital Transformation

Problems in Cross-Border E-Commerce and Development of Cross-Border E-Commerce Performance Scale

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Abstract

Digitalization has brought some changes in the commercial field as well as in every field. It has removed the international borders and introduced the concept of electronic commerce, which enables easy trade in the electronic environment. In this study, it is aimed to determine the problems experienced by cross border e-commerce companies and to develop the cross border e-commerce performance scale. In this context, as a first step, the most important problems were determined by interviewing the executive of the companies operating in the sector in order to create the survey questions. In the second stage, a questionnaire was applied to a group of 55 people consisting of middle and senior e-commerce experts. The validity and reliability analyse of the questions forming the questionnaire were made. As a result of the analyses, a scale was developed that measures the performance of cross border e-commerce companies. This scale developed in the field of cross border e-commerce is a first in the world. In the study, cross border e-commerce is examined in general terms and as the main problems in the sector; Problems arising from marketing, logistics, taxation and customs, payment, support and incentives have been identified. The problems arising in the field of cross border e-commerce were examined in detail, and solutions and suggestions were developed to these problems, contributing to the sector.

Keywords: Cross Border E-commerce, Electronic Commerce, International Trade

The Effects of COVID-19 and Devaluation on The Office Furniture Industry

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Abstract

The roots of the furniture industry in Anatolia go back to the ancient Mesopotamian and Hittite civilization eras. The industrialization of furniture production in Turkey started in the 1970s. The share of the furniture sector in Turkey also tends to increase in the manufacturing industry. Office furniture, which is one of the most demanded product groups in the furniture industry, is used in offices. The office furniture sector in Turkey started to develop after the 1940s and this development accelerated in the 1960s with the development of the Turkish banking sector. Increased office furniture demands, which were mostly met by imports in the 1980s, opened the way for office furniture manufacturers in the 1990s. The office furniture sector regularly has a foreign trade surplus. The high rate of increase in exports to certain countries shows that Turkey's office furniture exports are open to development. Therefore, making special export plans for each of the exporting countries will be effective. Office furniture industry has a strong structure due to reasons such as low labor costs compared to EU countries, following modern technology closely, the sector's opening to international markets, efforts to raise production and quality standards, and the professional organizations belonging to the sector being members of many international organizations. Therefore, it will meet the larger foreign trade volume and it has to grow more. With the increase in global supply chain problems after Covid19, especially the Asian market which is going through a recession has turned to Turkey, as we ARE more prepared in this regard. Especially countries with important manufacturers in the office furniture sector, such as China, have experienced serious losses due to increased shipping prices, electricity limits and strict quarantine rules. Benefiting from this process very well until the end of 2021, Turkey had to make some adjustments, especially as a result of the latest monetary policies. Increasing raw material inputs, increased labor and other expenses due to inflation affected prices negatively, and prices increased by 150% on an annual basis. In the current study, the effects of Covid19 and devaluation on the office furniture sector were evaluated within the scope of literature scanning research method. While investigating the situation of Covid19, books, journals, articles and statistical data were analyzed.

Keywords: COVID-19, International Trade, Office Furniture, Devaluation

INTERNATIONAL CONFERENCE ON CONTEMPORARY

ISSUES IN COMMERCE

10 MAY 2022

2ND DAY 1ST SESSION

Green Marketing and Its Impact on Consumer Buying Behavior

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Abstract

Environmental awareness is growing, as is customer interest in ecologically friendly products. As a result, businesses have adopted green marketing methods to fully use resources by decreasing waste, accomplishing organizational goals, and adhering to environmental regulations. True success can only be measured in terms of the public's awareness of the need to be more environmentally conscious and adhere to appropriate environmental protection measures that will eventually put an end to the concerns posed by global climate change. This study aims to look at how green marketing and the marketing mix have evolved through time. Furthermore, this study focuses on consumer purchasing habits regarding green products. The primary goal of this questionnaire is to determine the impact of green marketing on consumer awareness of the green product in Yemen. The researcher adopted a descriptive-analytical approach to achieve the research's objectives and the study tool is a questionnaire. The questionnaire is made up of twenty items. Within the participants it is found that the actuality of green marketing mix elements was high, with the green product element coming top, followed by green promotion, green pricing, green place, and finally green product. Furthermore, it's found that consumer knowledge of green products is quite strong and that there is a statistically significant influence of green marketing mix elements on environmental consumer awareness, culture, directions, and behavior. The study is made in Yemen and this makes the study unique. It is offered a series of suggestions as a highlight of the study results, including the need for enterprises to provide numerous green options and satisfy customers in Yemen. Furthermore, it's recommended that companies should study the relationship between green product price and demand size, and develop appropriate prices for green products, as well as the importance of preparing programs, forums, and conferences to clarify the importance of green products in the context of environmental and natural resource problems.

Keywords: Green Marketing, Green Environment, Consumer Behavior

The Effect of Politics on International Business: A Descriptive Research of Turkey

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Abstract

The purpose of this study is analyzing the effect of politics on international business in Turkey and all over the world. How effective are political factors for managers in regard to growth of the corporations? What is the dimension of political awareness of managers and employees and what kind of arrangements can be made? Does socio-political issues affect on purchasing behavior of the consumers and which issues have been concentrating in? The thesis is going to find answers to these questions. Total 37 SME managers and 100 consumers participated in the research. After gathering the qualitative data within surveys, it was evaluated as quantitative extent through SPSS program. In addition to the normal distribution and reliability of the data; t-Test, ANCOVA, ANOVA and linear correlation analyses were implemented. Findings proved that the managers of SMEs consider the political factors and they are affecting positively. Also, results demonstrated that political aspects deter consumers' brand preferences. In regard to categorical variables, mostly bachelor degree graduates, young and middle-aged, both male and female participants stated that politics is influential on international business, but when the detailed statistical analysis is examined between the variables, any significant data cannot be observed.

Keywords: Political Factors, International Business, Small and Medium Sized Enterprises

Examining The Effect of Tiktok on The Moroccan Consumer Buying Decision Process After The Pandemic

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Abstract

After the pandemic of Covid-19, the growth in social media has provided and created opportunities for both consumers by simplifying the buying process to simple clicks and product searching for companies to merge and strengthen their online presence. Given the importance for marketers to recognize the consumer way of making the buying decisions, acknowledging the consumer decision-making process starts with the awareness of identifying needs passing by collecting information in the way to satisfy these needs, evaluating the options available and alternatives to making the final decision of buying and finally explaining the satisfaction or dissatisfaction by evaluating this purchase decision. This study aims to understand how social media marketing channels can impact the five stages of the buying decision process after the pandemic. To analyze the effect of social media marketing on this significant process, it's aimed to work and focus on TikTok as a social media marketing channel since it occupied an important role during the pandemic and has extensive growth and global community. Furthermore, an online questionnaire is administered where we will investigate how this platform can impact Moroccan customers' purchasing decisions to meet their demands after the pandemic of Covid-19.

Keywords: Social Media Marketing, Covid-19, TikTok, Consumer Buying Decision Process Performance

Importance and Effects of Service Export Insurance

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Abstract

Services are important for international trade, for they constitute the infrastructure of both domestic and foreign markets. They are also important, for they create employment, entrepreneurship, and investment opportunities and play a determining role in raising of the living standard in the country. Therefore, the share of the service sector in the international trade and investments has risen in recent years especially. This sector also plays a significant part in development of Turkey and closure of the current account deficits. With regard to sustainability of trade, the risk management tools ensuring safe exports began to rise in importance. The export credit insurance is an insurance instrument preferred to minimize the said risks the exporter firm is faced with. One of the most important benefits of the export credit insurance is the insuring of receivables. It secures the exporter firms against the commercial and political risks they may encounter in the open account sales. The second benefit is to obtain credit by pledging the export credit insurance contract, that is specified in the form of “policy” in practice, as security. The service export was included in the coverage of credit insurance in our country in the year 2021. Let us show the functioning of credit insurance for service export with an example: a tourism company based in our country applies to Turk Eximbank before selling a tour package to a tour company based abroad. Then, Turk Eximbank notifies Turkish tourism company of the result of the buyer’s credibility assessment through the relevant process. After the application assessed to be positive, the relevant contract is signed between the parties. The foreign-based company buys a tour package from the tourism company based in our country. After tourists have received tourism services in our country, the transaction is invoiced, and the tourism company based in our country becomes creditor of the foreign-based tour operator on the basis of an agreed-upon maturity date. When the receivables composed of the invoices covered by Turk Eximbank insurance are not paid when they are due, the tourism company based in our country is compensated for its loss when it applies to Turk Eximbank within the relevant period. On the other hand, Turk Eximbank enables the tourism company based in our country to collect its receivables before the maturity date by discounting the said receivables. Although the service insurance in exportation is provided indirectly, it is not marketed as a separate product in a widespread manner by the export insurance companies. Switzerland (SERV) and South Korea (K-SURE) are two countries that offer service insurance in export as a separate product. Although there are various studies in the literature regarding credit insurance in export, there is scarcely any academic study special to service insurance in export. The purpose of this study is to fill this gap in the literature.

Keywords: Service, Service Export, Service Export Insurance, Export Credit Agency

Financial Performance Analysis Of Sharia Insurance Companies: Comparative Study Before And During The Covid-19 Pandemic

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Abstract

COVID-19 has crushed almost every fundamental sector in the world like financial sector, indonesia was one of those affected victims. The purpose of this study is to analyze the financial performance of Islamic insurance companies by comparing the financial performance before and during the COVID-19 pandemic. This research was conducted at the company PT Asuransi Takaful Keluarga which is a pioneer of Islamic life insurance company in Indonesia since 1994. The research method used is descriptive quantitative. The data used is secondary data obtained from the quarterly financial reports of Islamic insurance companies during 2019 and 2020. The analysis technique used is the analysis of financial ratios of Islamic insurance companies using the Paired Sample t- test. The research design used to see the comparison of financial performance before and after the COVID-19 pandemic used a comparative causal research design. Based on the results of the study it can be ignored that the financial performance of the company PT Asuransi Takaful Keluarga in general has not experienced many significant changes between before the pandemic, namely 2019 with the conditions after the COVID-19 pandemic in 2020. What has experienced a significant change is the ratio of net investment income, where all Pandemic investment activity during the period experienced a fairly high decline.

Keywords: Sharia Insurance, Financial Performance, Financial Ratio, COVID-19 Pandemic

INTERNATIONAL CONFERENCE ON CONTEMPORARY

ISSUES IN COMMERCE

10 MAY 2022

2ND DAY 2ND SESSION

Changing Phase of Global Food Supply Chains

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Abstract

Covid pandemic enforced nationwide lockdown in many countries. Food has been on the frontline during difficult times. The initial restriction on the food supply chain, cross border trade triggered shortages; additionally, social distancing reduced the workforce in food industries. Gradually new sets of rules are being implemented has impacted the entire food supply chain. Primarily the supply chain failed due to the scarcity of agricultural raw materials. Farmers couldn't supply their produce to the factories. This state of affairs adversely increased post-harvesting losses. The later phase proved that consumers' consumption patterns have changed. In this context, the consumer market has seen a diverse range of new products in the market. Food manufacturing companies are implementing their recently developed operating procedures. Food standards, safety measures and regulations scenarios have altered transparent market strategies. The demand and supply chain trade has marked diverse stages in consumer habits. The global food supply chain continues to adapt to these changing phases.

Keywords: Global Food Supply Chain, Food Manufacturing, Agricultural Materials

Route Selection for Duisburg-Wuhan Spice Trade in Belt Road Initiative: Critic-Promethee Analysis

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Abstract

One Belt One Road project is expressed by the Chinese as the Belt and Road Initiative as the project of the century. Economic and blue route routes have been determined for this project, which is stated to affect 65 countries directly and the rest of the world indirectly. This study aims to determine alternative transportation routes between Duisburg and Wuhan for spice trade in the ring road initiative for Turkey, which is the cradle of the silk road in its history. Spices were chosen as the sample product and values were determined accordingly. In the CRITIC application area, the main matrix values were obtained with the values determined by the truthful data and directly related to the current business and trade of the author. Evaluation was made with CRITIC and PROMETHEE methods from Multi-Criteria Decision Making Techniques. It has been revealed that the railway middle belt route is the most suitable route and based on this, suggestions have been made to the public, academia and the real sector. It has been suggested that the study should be repeated with different methods such as AHP in criterion weighting and TOPSIS and ELECTRA in choosing between alternatives.

Keywords: BRI, OBOR, CRITIC, PROMETHEE, Spice Trade

Foreign Trade Volume (FTV) on Metaverse vs FTV of Metaverse

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Abstract

When the concept of Foreign Trade and the understanding of the Metaverse come together, a paradox emerges. Nowadays, Metaverse is a new ecosystem that has been mentioned a lot. In this ecosystem, a decentralized approach, and therefore an understanding in which the concept of nation disappears, dominates. On the other hand, in the real world, as long as nations continue to exist, foreign trade will continue to be mentioned. Moreover, those who trade in the Metaverse will not be the people of the same country in the real world and will be able to evaluate what they have earned in the metaverse environment in the real world whenever they wish. In this case, it becomes the subject of foreign trade. Although regulations and laws have not been established, there are trade and market understandings in these metaverse universes. In this study, it will be discussed how foreign trade is evaluated within the "white paper" created by the MetaKhan platform, which is a metaverse universe. The Istanbul School of Metaverse structuring and how the financial structure was created and the emergence of a different model were discussed. Theoretically, although the Foreign Trade Volume is zero on the Metaverse, there is a foreign trade volume it causes in the real world.

Keywords: Metaverse, Foreign Trade, FTV, MetaKhan, Blockchain, White Paper, Istanbul School of Metaverse

International Logistics' Flows, During Pandemic 2020-2022, Affecting on Trade Relations

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Abstract

The World Economic Forum has mentioned some deep problems about the logistics' management and its hub and labor precisions to handle on both aspects for trade makers so called as "mercants" and trade users meanwhile knowing as "shoppers". This paper indicates that some changes for workers and demanders such as automation solutions how effecting the logistics' labour and extensive mechanization needed how important to logistics' flows and activities especially human beings problems and insufficient movements on its using seems having to face with them and finding some solutions and making re-solutions and to build a new logistics' cube in case of emergency situations like Pandemic 2020. Supply chain management has included within this kind of problems during it so both sides (mercants-shoppers) face to huge demands but lacking of capability to complete all them. The first important issue is that human resource crisis shows us how huge loss of talent and skills in Pandemic duration. All managers or companies undertand the shortages even if developed countries follow the progression to adapt all kinds difficulties. Cooperation has been appeared on use strategic labour in trained and determined skilled workers and useful technical achievements for transformation and re-solution both Supply chain and logistics' management. In addition, digital enviromentals' chances and hardware innovation are determined not to underestimate to make a path and chart between workers' suggestions because of the fact that all them have a big importance or dignity to answer all demands in first hand and urgent mode. In this paper, we also express the propotion between successful and incomplete spokes while defining the main problems in hub areas so that Landern Theory and Pareto Principle have been led to find the best Logistics' Cube for transportation in any case of forced shutdown. All evaluation opens to tie up European Countrires getting more definitions and solutions from UK and US regions.

Keywords: Solution, Re-solution, Logistics' Area, Digital Development, Pandemic 2020-2022

A New Approach with the Opportunities and the Threat of Industry 4.0 in the Process of a New Industrial Revolution: Neo-Ludism

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Abstract

From the beginning of the industrial revolution to the present, all kinds of transformations have brought different threats and opportunities. As a reaction to the heavy job losses for Industry 1.0 at the beginning of the 19th century, those who lost their jobs and those who were at risk of losing their jobs, organized demonstrations and marches and demanded regulation and guarantee in front of the development. In this study, with the concern that many disciplines under Industry 4.0, unemployed and dark factory thoughts, robotic approaches and Industry 4.0, will cause new technological unemployment in the Industry 4.0 approach led by Germany, intensive studies have been compiled and the concept of neo-ludism has been suggested by literature review. The processes in which the concept of neo-ludism will be effective in the 21st century, the potential risks and the necessary regulations, and how the threats experienced in the period will be turned into opportunities are discussed.

Keywords: Technological Unemployment, Industry 4.0, Neo-Ludism, Ludism, Industrial Revolution

INTERNATIONAL CONFERENCE ON CONTEMPORARY

ISSUES IN COMMERCE

10 MAY 2022

2ND DAY 3RD SESSION

Occupational Health and Safety Risks of Employees Requiring Special Policy in Turkey and EU Countries: A Comparative Analysis

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Abstract

Occupational health and safety (OHS) is one of the oldest and most developed social policy areas of the European Union (EU). Council Directive 89/391/EEC (Framework Directive) on the development of measures to improve the health and safety of workers in the workplace has determined the minimum OHS requirements, emphasizing the fragile workers with the principle of "vulnerable risk groups are protected against hazards that specifically affect them". Vulnerable groups working in the European Union are generally addressed as female workers, young workers, older workers, disabled workers, low-profile workers, temporary workers, and migrant workers. Although significant progress has been achieved in a short time with the enactment of the OHS Law No. 6331, which has a ten-year history in Turkey, it has fallen far behind the targeted level today. In the OHS Law No. 6331, the expressions regarding the OHS practices of vulnerable working groups are quite general. There are no regulations for vulnerable workers and some regulations are only mentioned by mentioning. In the OHS Law No. 6331, the OHS factors of vulnerable workers should be detailed, and its scope should be expanded. An OHS regulation should be issued for all the above-mentioned employee groups, including low-profile workers, temporary workers, and immigrant and asylum-seeking workers. Although the OHS provisions in the Labour Law No. 4875 have been transferred to the Law No. 6331, the contradictions in the OHS practices of the employees, especially those requiring special policies, should be included in the prohibitive and guiding provisions of the Labour Law. This study scrutinizes the statistical studies of the OSH factors related to seven vulnerable worker categories by comparing practices in the EU and Turkey. It analyses occupational risks, health outcomes, and policy context for each of the seven groups.

Keywords: EU, Turkey, OHS, Vulnerable Workers, Legal Practices

The Relationship between Entrepreneurship Orientation and Export Performance: A Study of the Exporting Companies in Turkey

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Abstract

Exporting is a strategic way for accessing international markets for many companies. However, operating successfully can be challenging because of the highly competitive and dynamic business environment. Therefore, how to be a successful and competitive exporter and how to use its resources and capabilities is a matter of great importance. All international activities can be considered entrepreneurial since they contain a combination of risk and innovation that are crucial to create a value. As an intangible resource and capability and a strategic-making process, entrepreneurship orientation is one of the popular research topics in the field of international business. Based on the dynamic capability and resource-based view, the purpose of this research is to further investigate the impact of entrepreneurship orientation on export performance and more specifically to examine and highlight the effectiveness and the effect of each dimension of entrepreneurship orientation on the export performance. A questionnaire survey was conducted with 150 managers of exporting companies in Turkey in order to reveal the relationship among the constructs in question. According to the results of the research it will be possible to give insights that can contribute to exporters to identify and reinforce their entrepreneurial-orientated behaviors as well as to recognize the contribution of each entrepreneurship orientation dimension and develop it accordingly for a better export performance.

Keywords: Entrepreneurship Orientation, Resource-Based View, Export Performance

Porter's Competitive Advantage of the Nations and the Diamond Model: An Evaluation of Turkey in Terms of Textile Sector and Defense Industry

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Abstract

Porter's concepts of "Competitive Advantage of Nations" and "Diamond Model" are of great importance for the international competition literature. In the study, it is aimed to reveal the international competition situation of the textile sector, which Turkey have relatively specialized in production and has an important share in the national economy, and the defense industry which has become a state policy by making important moves in recent years. Porter's diamond model was used to analyze the international competitive advantage of Turkey in the textile sector and defense industry. The situation of Turkey in these two sectors has been discussed with the internal and external factors in the diamond model and some inferences regarding their performance have been obtained. While it is important for Turkey to specialize in the textile sector over the years, since it is a labor-intensive sector, it is seen that competition is intense. In the defense industry, on the other hand, competition seems less because it is technology-based, value-added and related to national security. With the support of the government, Turkish enterprises showed rapid development. This situation gives Turkey the opportunity to both gain a competitive advantage in a new sector and create the country-of-origin effect in Turkey's defense industry. In this study, the general structure, efficiency and opportunities of the textile sector and the defense industry, which are two important markets for Turkey, in international competition were evaluated and thought to contribute to the literature.

Keywords: International Competitive Advantage, Diamond Model, Textile Sector, Defense Industry

Digital Transformation Enthusiasm of International Businesses

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Abstract

The world we live in is encountered a global issue with the emergence and spread of the coronavirus in 2019. The pandemic is shut down the global economy and is shooked the world from its very foundations. However, it is a matter of curiosity to take advantage of the pandemic while there are numerous disadvantages. The Covid-19 pandemic is created a new normal in many areas for both consumers and businesses. Businesses that desire to be successful in the new normal are tent to digital transformation in line with the developing technology and changing consumer expectations after the pandemic. Digital meetings, digital fair organizations, blockchain, cryptocurrency, smart contracts, social media platforms, and other online areas are zhooshed with new technologies. In this study, the digital transformation enthusiasm of 13 international businesses is examined in a qualitative pattern. As a result of the research, it has been seen that the digital transformation willingness level of the businesses acting with a common purpose is similar. In addition, based on the findings, various suggestions are made to businesses.

Keywords: International Business, Digital Transformation, Qualitative Analysis

Digital Transformation Processes of Manufacturing Enterprises in Organized Industrial Zones: The Effect of Digital Transformation on Competitiveness in International Trade

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Abstract

Today, enterprises producing in every sector are looking for ways to increase efficiency and quality in their manufacturing processes. In the globalizing world economy, competition conditions are increasing day by day, and the cost of each product produced is monitored and kept under control. We are witnessing that digital applications, which have entered our lives rapidly in recent years, are now included in the manufacturing processes. It is possible to see these new technologies, in which digitalization in production is defined as Industry 4.0, in different application areas in all manufacturing enterprises. Most of the manufacturing enterprises operate in Organized Industrial Zones (OIZ). OIZ, in order to ensure the structuring of the industry in suitable areas, to direct urbanization, to prevent unplanned industrialization and environmental problems, to use the resources rationally, to place the industrial types within the scope of a certain plan, to establish certain laws in the necessary administrative, social and technical infrastructure areas within the zoning plans of the previously determined land plots. It refers to the production regions of goods and services that are operated in accordance with the provisions of the law. It is observed that manufacturing enterprises operating in OIZ regions face difficulties in digital transformation processes. These challenging processes can cause many manufacturing businesses not to switch to digital transformation. However, with the right planning and management of the manufacturing enterprises in the OIZ, the digital transformation processes will be much easier, faster and less costly. Manufacturing enterprises that complete their digital transformation processes gain advantages over their competitors in international trade in terms of performance and productivity gains. In this study, the digital transformation processes of the manufacturing enterprises in the OIZs will be examined, and the difficulties experienced, the application methods and the advantages provided after digital transformation will be discussed. It is aimed to contribute to the digital transformation processes of manufacturing enterprises located in other OIZs by examining the application methods of digital transformation in an exemplary manufacturing enterprise in detail. The advantages of manufacturing companies that have successfully completed digital transformation and their impact on competitiveness in international trade will be examined.

Keywords: Industry 4.0, Digital Transformation in Industry, Organized Industrial Zones, Industrial Automation and Control Systems, IIoT, Production Systems

**INTERNATIONAL CONFERENCE
ON CONTEMPORARY ISSUES IN COMMERCE
10 MAY 2022**

2ND DAY 4TH SESSION

Virtual General Assembly Meetings in Joint Stock Companies with Foreign Capital

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Abstract

The possibility of holding general assemblies in electronic environment, which has been included in the TCC (2012), together with the restriction of physical travel opportunities of individuals during the pandemic process, the electronic holding of general assemblies of Turkish companies with foreign partners gained more importance. With this study, it is aimed to discuss how virtual general assemblies can be held and how solutions can be produced for the problems that may be encountered in the framework of both the pandemic measures and the current TCC. The study employs academic and theoretical analysis of the virtual general assembly from the point of legal theory, by making a thorough examination of diverse national and international papers, monographies and other studies. Within the scope of this study, it has been examined whether invited, uninvited, ordinary and extraordinary general assemblies can be held electronically. In this respect, it is observed that virtual general assembly bears many advantages of virtual general assembly such as cross-border voting, instant notification, electronic proxy, electronic voting order, simultaneous voting, instant access to voting results, access to foreign investors, cost reduction, transparency, security and confidentiality. However, holding genel assemblies electronically also brings along some technical problems that require quick intervention. These problems may be encountered at all stages of the meeting, execution and conclusion of the general assembly, including voting, representation and participation of the shareholders, and may provoke questions regarding the invalidity of the general assembly or the decisions taken in the general assembly. And as a result, while trying to protect the shareholders, may cause them to suffer losses. As a result of this study virtual general assemblies for ordinary general assemblies are a very useful method in terms of facilitating the use of the shareholder's right to attend and vote in the general assembly and the related rights. It has been concluded that if the aforesaid technical problems can be minimized, virtual general assemblies will be a method that can be preferred for all companies.

Keywords: Virtual General Assembly, Joint Stock Companies, Shareholder Rights, General Assembly

Neuro-Marketing's Perspective on Consumer Behavior

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Abstract

The progress of neuroscience has allowed neuro-marketing to employ neuroimaging methods, whether for marketing or to examine people's daily behavior. Neuro-marketing is the application of cognitive neuroscience to marketing and communication. This emerging discipline seeks to understand, predict or modify the emotions, choices, tastes, aversion, and behaviors of consumers, thanks to the analysis of neural mechanisms and brain areas activated or deactivated during an act of choice, purchase, or facing an advertisement, packaging, a web page, etc. With this study it's aimed to look at the effects of neuro-marketing on the human brain and how it affects it. The methodologies often utilized in neuro-marketing research's capacity to measure brain activity. Subsequently, there will be discussion on crucial inference concerns. In other words, even if the brain activity is measured in response to some stimulus, what does it tell? This latter issue has attracted particular attention in marketing-related studies, but it is thought that a considerable amount of neuro-marketing work has gone to many significant inference errors, which merits more discussion. In the study likert type will be used as a measurement tool to understand the respondent's reaction to a notified fast food chain, and it explains how neuroscience can be used to study consumer behavior and how it influences marketing decision-making, as well as how it improves our understanding of neuronal cognitive, and emotional mechanisms related to marketing-relevant behavior.

Keywords: Neuro-Marketing, Neuro-Marketing Tool, Ethical Issues, Decision-Making

Profiling Customers Through Review Networks in Digital Commerce: A Semantic Network Based Review Importance Approach

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Abstract

Customer reviews analysis is one of the key research areas regarding digital marketplaces and customer reviews, either on community level or on individual level, are also seen to be one of key factors evaluated in marketing research processes in e-commerce. In this study a semantic network-based segmentation methodology is proposed for digital marketplaces. The methodology is based on network analysis of customer reviews quantified by the application of text processing techniques. The pre-structured reviews dataset was retrieved from the Amazon Web Services portal and the dataset was massaged. Text data were normalized to be made ready for text analytics through tokenization, skimming and lemmatization steps. The text processing steps were followed by quantification of the text data using a term weighting method. Following the quantification, the reviews network was constructed as an affiliation network and as the next step of the proposed methodology, the betweenness centrality of reviews were calculated. Using this centrality statistics, hubs in the network and the reviews with greater influence in sub-networks were identified. In addition to those identifications, the findings were used to develop a segmentation approach. As conclusion, alternative approaches that can be derived from this study were discussed.

Keywords: Customer Reviews, Semantic Networks, Affiliation Networks, Text Mining, Customer Profiling, Customer Segmentation

The Effect of Technology Capacity Concept on Competitiveness in International Trade

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Abstract

In order for countries to produce products with high added value in international trade, they must integrate their technological competencies into their production systems. In addition, innovative technologies are one of the most important factors for firms and organizations that produce high value-added products competing in the international market to be one step ahead of their competitors in the market. In the world, consumer behavior and expectations are changing very rapidly due to cultural transformations with the “next-gen culture” realities. Firms and organizations that carry out production and manufacturing activities in the international markets should integrate these dynamic customer expectations and requests into their processes in the fastest way, but with high technology. In addition to this situation, manpower and working culture also emerge as the most important concepts for the organization to benefit from the relevant technological investments at the maximum level. At this point, the concept of technology capacity emerges. The concept of technology capacity can be used to differentiate or explain the organizations efficiency and capabilities against to its competitors like many organizations did previously with using different concepts: current production capacity, quality certifications, and manpower capacity and quality in competence. In addition to this situation, it can be positioned as a new concept that firms that want to use these investments made by the field of technology in the market as a distinguishing factor in the field of competition, should measure within their existing organizations. On the other hand, technology capacity will be an important concept for investors who want to make new investments in the international markets, as well as to see the current technological competence and investments of the organization they will invest in. From this point of view, we can say that it has a direct impact on the sustainability and financial flexibility and power that an organization needs for its healthy growth. In this case, we can say that the technological investment does not remain in the building it-self and it will contribute positively to the relevant organization in terms of intellectual property. In this study, firstly, the definition of technology capacity will be defined. In the second section the positive impact of technology capacity on international trade will be discussed. In the third section; technological investments on international trade that will create positive impact and their future will be discussed. Finally, if organizations measure the concept of technology capacity, the effect of this concept on competitiveness will be evaluated.

Keywords: Technology Capacity, Competitiveness, Technological Investment

Measuring Digitalization and Consumer Behaviour with Neuroscience

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Abstract

With the fast expansion of globalization in the last decade and the transportation of goods and services moving easily across borders, digitalization has played an impeccable role with consumers being able to reach goods, which could have been described as inaccessible before. Consumers can access a wide range of information and feedback on goods with only a click away, on their smart devices, and form a communication through digital platforms. Therefore, it has become essential to understand the needs of consumers online and provide them with the essential information. Throughout the Covid-19 global pandemic, there has been a fast switch toward online platforms and interacting through digital platforms, creating a change on consumer behaviour, which has become harder to measure digitally. As a result, interacting digitally and understanding customer needs through digital platforms have shifted to a more digital experience. With the help of neuroscience, data can be gathered to better understand the consumers' preferences and motivations while decision making. This article will aim to show how neuromarketing techniques and strategies can help gather the necessary data, understand and analyze this data to create a leverage in the world of digitalization. Neuromarketing techniques such as, eye tracking and face coding, will be used to gather the necessary data to be analyzed.

Keywords: Globalization, Digitalization, Consumer Behaviour, Neuromarketing, Neuroscience

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