



# 13th INTERNATIONAL "COMMUNICATION IN THE NEW WORLD" Congress

1-3 October 2024

Çanakkale Onsekiz Mart University

## CONGRESS PROGRAM



**Meeting ID: 884 2447 8604**

**Passcode: 010203**

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- ❖ Kongremizde Yazım Kurallarına uygun gönderilmiş ve bilim kurulundan geçen bildirimler için online (video konferans sistemi üzerinden) sunum imkanı sağlanmıştır.
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- ❖ Moderatör – oturumdaki sunum ve bilimsel tartışma (soru-cevap) kısmından sorumludur.

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- ◆ Bilgisayarınızda mikrofon olduğuna ve çalıştığına emin olun.
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- ❖ The participant must be connected to the session 5 minutes before the presentation time.
- ❖ All congress participants can connect live and listen to all sessions.
- ❖ Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

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- ◆ Make sure your computer has a microphone and is working.
- ◆ You should be able to use screen sharing feature in Zoom.
- ◆ Attendance certificates will be sent to you as pdf at the end of the congress.
- ◆ Requests such as change of place and time will not be taken into consideration in the congress program.

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**Before you login to Zoom please indicate your name\_surname and HALL number:**

**exp. Hall-1, Seda BEYAZ**

## **OPENING CEREMONY**

**01.10.2024**

**Ankara Local Time: 09:30 – 10:00**

**Moderator: Assoc. Prof. Dr. Hasan ÇİFTÇİ**

**Prof. Dr. R. Cüneyt ERENOĞLU**  
*Honorary President, Rector*

**Prof. Dr. Deniz YENGİN**  
*President of Congress, Executive*

**Assoc. Prof. Dr. Hicran Özlem ILGIN**  
*Head of Organizing Committee*

## FACE TO FACE

## HALL 1

Troia Kültür Merkezi (Terzioğlu Kampüsü)

01.10.2024

Moderator: Assoc. Prof. Dr. Feyza DALAYLI

Ankara Local Time: 10:00 – 11:00

Title	Author(s)	Affiliation
A STUDY ON VPN SECURITY AND EXPERIENCES OF SOCIAL MEDIA USERS	Berrin Aslan ÖZTEZCAN Türkan Öykü BÜYÜKÇELİKOK	Doğuş University, Türkiye Istanbul Gelisim University, Türkiye
ARTIFICIAL INTELLIGENCE RESEARCH IN TURKEY: 2020-2024 TRENDS	Feyza ÜNLÜ DALAYLI	Çanakkale Onsekiz Mart University, Türkiye
DIGITAL CITIZENSHIP AND ETHICAL COMMUNICATION ISSUES IN THE NEW MEDIA WORLD	Feyza ÜNLÜ DALAYLI Muhammet Emre FİDAN	Çanakkale Onsekiz Mart University, Türkiye
INTEREST IN FORTUNE-TELLING CONTENT IN NEW MEDIA: A GENDER-BASED ANALYSIS	Başak AÇIKALIN Feyza ÜNLÜ DALAYLI	Çanakkale Onsekiz Mart University, Türkiye
TASARIM BAĞLAMINDAKİ İŞ MODELLERİNDE YAPAY ZEKÂ İNOVASYONU: CHATGPT İNCELEMESİ	Ezgi DEVLETLİ Tamer BAYRAK	Çanakkale Onsekiz Mart University, Türkiye
“YENİ BİR ŞEY BAKMAM LAZIM”: GAZETECİLERİN “İŞKUR” KAPSAMINDA KISA SÜRELERLE İSTİHDAM EDİLMESİ ÜZERİNE KISA BİR ÇALIŞMA	Musa ÇELİK	İstanbul Arel University, Türkiye

**HALL 2****Troia Kültür Merkezi (Terzioğlu Kampüsü)****01.10.2024****Moderator: Assoc. Prof. Dr. Kemal Cem BAYKAL****Ankara Local Time: 11.20-12.30**

Title	Author(s)	Affiliation
THE AGENDA-SETTING POWER OF SOCIAL MEDIA: THE INFLUENCE OF PUBLIC OPINION AND MEDIA IN THE 'NARIN GÜRAN' CASE	Eda ERDEM Tamer BAYRAK	Çanakkale Onsekiz Mart University, Türkiye
PROBLEMS EXPERIENCED IN LOCAL INTERNET PRESS WITHIN THE FRAMEWORK OF OFFICIAL ANNOUNCEMENT AND ADVERTISING REGULATIONS	Kemal Cem BAYKAL	Çanakkale Onsekiz Mart University, Türkiye
ETHNOGRAPHIC METHOD IN NEW MEDIA RESEARCH: REFLECTIONS FROM THE VIRTUAL WORLD TO THE FIELD	Özgür Emek KORKMAZ Recep ÜNAL	Mersin University, Türkiye
AN ANALYSIS OF "ANIME" RESEARCH: A REVIEW ON DERGIPARK	Hicran Özlem ILGIN Damla KARAGÜL Leyla DEMİR	Çanakkale Onsekiz Mart University, Türkiye
NATO's CONCEPTUAL UNDERSTANDING OF DISINFORMATION	Yücel BAŞTAN	Çanakkale Onsekiz Mart University, Türkiye

**HALL 3****Troia Kültür Merkezi (Terzioğlu Kampüsü)****01.10.2024****Moderator: Assoc. Prof. Dr. Hicran Özlem ILGIN****Ankara Local Time: 13.20-14.30**

Title	Author(s)	Affiliation
DIGITAL TRANSFORMATION AND ARTIFICIAL INTELLIGENCE; AREAS OF USE AND THE STRUGGLE TO DRAW A LIMIT	Gözde ÖNİER Hicran Özlem ILGIN	Çanakkale Onsekiz Mart University, Türkiye
DİJİTAL İLETİŞİM VE KUŞAKLAR; WHATSAPP'TA EMOJİ KULLANIMI ÜZERİNE KARŞILAŞTIRMALI BİR ALAN ARAŞTIRMASI	Hicran Özlem ILGIN Aykan ŞAHİN	Çanakkale Onsekiz Mart University, Türkiye
CRISIS COMMUNICATION PROCESS IN CRISIS MANAGEMENT: AJET AIRLINES STUDY	Merve KARAVAR	Ankara Medipol University, Türkiye
HEDONISM EFFECT IN PACKAGING DESIGN	Gizem GÜLER	Mudanya University, Türkiye
TASARIM BAĞLAMINDAKİ İŞ MODELLERİNDE YAPAY ZEKÂ İNOVASYONU: CHATGPT İNCELEMESİ	Ezgi DEVLETLİ Tamer BAYRAK	Çanakkale Onsekiz Mart University, Türkiye

**HALL 4**  
**Troia Kültür Merkezi (Terzioğlu Kampüsü)**

**01.10.2024**

**Moderator: Prof. Dr. Deniz YENGİN**

**Ankara Local Time: 14.40-15.50**

Title	Author(s)	Affiliation
STUDY ON DISINFARMS IN THE DIGITAL WORLD: ANALYSIS OF INSTAGRAM ACCESS BLOCKED SHARES ON THE X PLARFORM	Sefa HARRANOĞLU Deniz YENGİN	Çanakkale Onsekiz Mart University, Türkiye
RELIGIOUS DISCOURSE AND DIGITALIZATION OF RELIGION IN THE DIGITAL WORLD	Ali Emre BILIS	Çanakkale Onsekiz Mart University, Türkiye
ARTIFICIAL INTELLIGENCE AND GENDER; AN EVALUATION OF THE RECRUITMENT PROCESS THROUGH CHATGPT PRO	Hicran Özlem ILGIN Meral KURTULMUŞ	Çanakkale Onsekiz Mart University, Türkiye
JOURNALISTIC ETHICS IN THE CONTEXT OF OPEN DATA	Serhat ÇOBAN	Çanakkale Onsekiz Mart University, Türkiye
COMMERCIALIZATION IN CULTURE AND ARTS MEDIA: A CRITICAL ANALYSIS	Serhat ÇOBAN	Çanakkale Onsekiz Mart University, Türkiye
DİSNEY PLUS'IN TÜRKİYE PAZARINDAKİ REKLAMLARINDA "YERELLEŞTİRME" OLGUSU ÜZERİNE BİR İNCELEME	Melek EKİNCİ	Fenerbahçe University, Türkiye

## HALL 5

Troia Kültür Merkezi (Terzioğlu Kampüsü)

01.10.2024

Moderator: Assoc. Prof. Dr. Pınar ÖZGÖKBEL BİLİS

Ankara Local Time: 16.00-17.20

Title	Author(s)	Affiliation
VIA NEED, POPULARITY AND CINEMATOGRAPH A READING ON 3D FROM SHOOTING TO SCREENING	Emre Ahmet SEÇMEN	Beykoz University, Türkiye
THE ROLE OF CINEMA AS A MEDIA PEDAGOGICAL TOOL IN ACCESSIBLE COMMUNICATION PROCESSES: A CASE STUDY OF THE FILM "THE CHORUS"	Pınar ÖZGÖKBEL BİLİS	Çanakkale Onsekiz Mart University, Türkiye
SANAL VE GERÇEK DÜNYANIN KESİŞİMİ: İNTERAKTİF FİLM ÖRNEĞİ CHOOSE LOVE ( 2023) FİLMİNİN İNCELENMESİ	Mislina SÖZER	Çanakkale Onsekiz Mart University, Türkiye
ARTIFICIAL INTELLIGENCE REPRESENTATION IN TURKISH ANIMATED FILMS	Burak Evrem TURP Bilgesu BİBER	Tekirdağ Namık Kemal University, Türkiye
HUMAN AND ARTIFICIAL INTELLIGENCE INTERACTION: A STUDY ON PROBLEM-SOLVING SKILLS	Yasemin ÇAKAR Deniz YENGİN	Çanakkale Onsekiz Mart University, Türkiye
DÜŞÜNÜMSEL TELEVİZYON DİZİLERİ ÜZERİNE BİR İNCELEME: "LEYLA İLE MECNUN" VE "BEN DE ÖZLEDİM" DİZİLERİ ÖRNEĞİ	Meral AÇIKGÖZ	Çanakkale Onsekiz Mart University, Türkiye



**Session-1, Hall-1****01.10.2024****Moderator: Prof. Dr. Derya ÖCAL****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
JULY 19 MICROSOFT CRISIS AND ITS REFLECTION IN CRISIS COMMUNICATION MANAGEMENT	A. Müge Yazgan	Marmara University, Türkiye
THE PARADOX OF MARKETING COMMUNICATION IN THE HEALTH SECTOR: PUMPING THROUGH COMMERCIALS IN THE POLITICAL ECONOMY OF COMMUNICATION	A. Müge YAZGAN T. Sabri ERDİL	Marmara University, Türkiye
THE EFFECT OF CULTURAL DIFFERENCES ON INTERPERSONAL COMMUNICATION: CULTURAL COMPETENCE IN PUBLIC RELATIONS	Özgenur Reyhan GÜLER	Marmara University, Türkiye
POST-QUALITATIVE RESEARCH METHODS	Uras KIZIL	İstanbul Teknik University, Türkiye
THE IMPORTANCE OF THE PARENT-CHILD RELATIONSHIP IN THE DEVELOPMENT OF ATTACHMENT	RAMAZANOVA Kəmalə	Sheki branch of Azerbaijan State Pedagogical University
APPEALING TO EMOTIONS IN ADVERTISING: ON FOCUSING STRATEGIES ON THE FACE	Derya ÖCAL Hasan ÇİFTÇİ	Atatürk University, Türkiye Harran University, Türkiye

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**Session-1, Hall-2****01.10.2024****Moderator: Dr. Duygu KIZILDEMİR****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
A RESEARCH ON DISINFORMATION IN AGRICULTURAL COMMUNICATION AND THE DETERMINATION OF THE NEED FOR ACCURATE INFORMATION	Irmak KOÇ ALAMASLI Cem Sefa SÜTCÜ	Marmara University, Türkiye
IMPORTANCE of CALLIGRAPHY in GRAPHIC DESIGN	Duygu KIZILDEMİR	Batman University, Türkiye
SİYASAL İLETİŞİMDE GÖSTERGEBİLİM: CHP'NİN "HAYDİ TÜRKİYE" KAMPANYASI ÜZERİNE BİR İNCELEME	Bircan KARAOĞLU	Sakarya University, Türkiye
DIGITALIZATION IN PUBLIC ADMINISTRATION: A REVIEW ON THE DIGITAL TURKEY PLATFORM	Mehmet YILDIZ Erhan GÜMÜŞ Ahmet TUNÇ	Çanakkale Onsekiz Mart University, Türkiye
THE RISE OF THE CYBER THRILLER GENRE: CINEMATOGRAPHIC REFLECTIONS OF THREAT PERCEPTIONS IN THE DIGITALIZED WORLD	Onur O. AKŞİT	Ege University, Türkiye
A RESEARCH ON COMPANIES WORKING IN THE DIGITAL FIELD WITHIN THE SCOPE OF GLOBALIZATION: THE CASE OF AMAZON.COM	Serkan KÖYMEN Sefa HARRANOĞLU	Çanakkale Onsekiz Mart University, Türkiye
THE POWER OF DIGITAL MARKETING: CREATING BRAND LOYALTY AND AWARENESS IN SUSTAINABLE TOURISM	Fettah TURAN	İstanbul Üniversitesi- Cerrahpaşa, Türkiye

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**Session-1, Hall-3****01.10.2024****Moderator: Dr. Sayyad Saadiq Ali****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
STUMBLING BLOCKS FOR INSTRUCTORS UTILIZING ELECTRONIC RESOURCES IN LITERACY CLASSROOMS	Dr. Sayyad Saadiq Ali Dr. Dowlath Ahammad	CMR College of Engineering & Technology
PERFORMANCE COMPARISON OF SUSTAINABILITY INDICES VS. TRADITIONAL INDICES IN THE INDIAN STOCK MARKET	Dr. Dowlath Ahammad, Dr. Sayyad Saadiq Ali	CMR College of Engineering & Technology
EFFECT OF BUSINESS CAPITAL, ENTREPRENEURSHIP LITERACY, AND ISLAMIC BUSINESS ETHICS ON ENTREPRENEURIAL INTEREST AMONG COLLEGE STUDENT: AN EMPIRICAL EVIDENCE FROM BANDA ACEH, INDONESIA	Putri ZAHIRAH, Khairul AMRI, Hendra SYAHPUTRA	Universitas Islam Negeri Ar-Raniry, Indonesia
A STUDY ON THE IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE BURNOUT	Santoshi K.Visali	CMR College of Engineering & Technology Kandlakoya
ISLAMIC FINANCE AND CONVENTIONAL FINANCE: A COMPARATIVE ANALYSIS OF RISK AND RETURN PROFILES	A.Renuka Dr. P.Alekhyia	CMR College of Engineering & Technology Kandlakoya
A STUDY ON FINANCIAL INCLUSION AND ECONOMIC GROWTH: WITH REFERENCE TO BRICS COUNTRIES	P Alekhya A Renuka	CMR College of Engineering & Technology, Professor, Department of MBA, Hyderabad, India
WIRELESS COMMUNICATION USING TECHNOLOGY – REVIEW	K.Thamizhmaran	Government College of Engineering, Bodinayakkanur, Theni, Tamilnadu, India

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**Session-1, Hall-4****01.10.2024****Moderator: S.Swapna****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
ISLAM BANKING FOR FINANCING PALM OIL (SAWIT) IN INDONESIA	Mohamed I. Muse Khairul AMRĪ	Universitas Islam Negeri Ar-Raniry, Indonesia
ARTIFICIAL INTELLIGENCE REVOLUTION IN HR: MEASURING THE IMPACT ON EMPLOYEE EFFECTIVENESS	S.Swapna	CMR College of Engineering & Technology, Asst. Professor, MBA Department, Hyderabad, India
A STUDY ON ENHANCING HR COMPETENCY FOR ACHIEVING PERFORMANCE AND SUSTAINABILITY AT IIHT LIMITED	K M Lalitha Akula Mounika	CMR College of Engineering & Technology Kandlakoya, Hyderabad
ADDRESSING THE BARRIERS TO ACHIEVING SUSTAINABLE, UNIVERSAL, QUALITY, AND MEANINGFUL EDUCATION IN DEVELOPING NATIONS	Godwin Nwachukwu Arua, Chinenye P. Nwebiem, Edwin Ifeanyi Ogbo, and Celestine Onyebuchi Eze	Universiti Teknologi Mara, Malaysia Federal College of Education, Eha- Amufu, Enugu State, Nigeria
A STUDY ON IMPACT OF GREEN HRM PRACTICES ON SUSTAINABLE PERFORMANCE	Akula Mounika	CMR College of Engineering & Technology, Asst. Professor, MBA Department, Hyderabad, India
A STUDY ON IMPACT OF GREEN HRM PRACTICES ON SUSTAINABLE PERFORMANCE	S.Swapna	CMR College of Engineering & Technology, Asst. Professor, MBA Department, Hyderabad, India
COMPARING INVESTMENTS WEIGHTAGE ON GREEN AND GREY STOCKS – AN EMPIRICAL ANALYSIS OF INDIAN STOCK MARKET	Kotishwar A	CMR College of Engineering & Technology, Asst. Professor, MBA Department, Hyderabad, India

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**Session-1, Hall-5****01.10.2024****Moderator: Dr. Pham Duc Thuan****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
EVALUATION OF ELECTRONIC EVIDENCE IN CIVIL PROCEEDINGS UNDER THE LAW ON ELECTRONIC TRANSACTIONS IN VIETNAM	Mr. Huỳnh Minh Quân Phan Hoai Thien Kim	Sai Gon University, Vietnam
LEGAL ISSUES ABOUT THE SPIN-OFF AT INSTITUTES AND UNIVERSITIES	Quách Thị Ngọc Thiện	Sai Gon University
THE SEPARATIST MOVEMENT IN PAKISTAN. A COMPARATIVE STUDY OF BALUCHISTAN AND BANGLADESH	Rida Gul	Rawalpindi Women University
IMPACT OF GENDER MINORITY STRESS ON QUALITY OF LIFE: MEDIATION ROLE OF EMOTION DYSREGULATION AMONG HIJRAS	Mishal Aziz, Dr Anam Khan	Rawalpindi Women University
CARIES DEVELOPMENT IN CHILDHOOD	Artan Simaku	Dental Clinic Kashar, Tirana, Albania Institute of Public Health, Tirana, Albania
THE QUALITY OF EDUCATION - THE GOAL OF SUSTAINABLE DEVELOPMENT	Vasilescu Cezar	Economic Highschool "Ion Ghica" College

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**Session-2, Hall-1**

**01.10.2024**

**Moderator: Assoc. Prof. Dr. Hacer AKER**

**Meeting ID: 884 2447 8604 / Passcode: 010203**

**Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
SEMIOTIC ANALYSIS OF KIM KI DUK'S BIN JIP FILM	Salih KESKİN	Selcuk University, Türkiye
A CINEMATOGRAPHIC ANALYSIS ON KERIME SENYUCEL DOCUMENTARIES	Salih KESKİN	Selcuk University, Türkiye
A BIBLIOMETRIC ANALYSIS ON POSTGRADUATE THESES IN THE FIELD OF RADIO, TELEVISION AND CINEMA (2012-2023): TURKEY PERSPECTIVE	Hacer AKER Yasemin DEMİR	Selcuk University, Türkiye
PHILISTINE IN TURKISH ACADEMIA: A BIOMETRIC EVALUATION OF POSTGRADUATE RESEARCH	Hacer AKER Esra ODABAŞI	Selcuk University, Türkiye
AT THE BOUNDARIES OF REALITY: POSTMODERN NARRATIVE AND STRUCTURAL-SEMIOTIC SYMBOLS IN INCEPTION	Pelin YOLCU	Dicle University, Türkiye
GENDER REPRESENTATIONS IN CARTOONS: ÇANAKKALE 1915 RECONSTRUCTION OF MASCULINITY AND FEMININITY IN THE SHADOW OF MY FATHER	Pelin YOLCU	Dicle University, Türkiye
TÜRK DİZİ SEKTÖRÜNDE SANAL PRODÜKSİYON: PRENS DİZİSİ ÖRNEĞİ	Okan ORMANLI	İstanbul Kültür University, Türkiye
BLIND SPOTS AND BRIGHT HOLES IN TACITA DEAN'S FILMS	Başak Kaptan ŞİRAY	Turkish – German University, Türkiye

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**Session-2, Hall-2****01.10.2024****Moderator: Zohaib Hassan Sain****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 12:30 – 14:30**

<b>Title</b>	<b>Author(s)</b>	<b>Affiliation</b>
ADDRESSING THE BARRIERS TO ACHIEVING SUSTAINABLE, UNIVERSAL, QUALITY, AND MEANINGFUL EDUCATION IN DEVELOPING NATIONS	Godwin Nwachukwu Arua, Chinenye P. Nwebiem, Edwin Ifeanyi Ogbo, and Celestine Onyebuchi Eze	Universiti Teknologi Mara, Malaysia Federal College of Education, Nigeria
COMMUNITY EMPOWERMENT IN AGRIBUSINESS GOVERNANCE AT THE CITARIK SUB WATERSHED IN CICALENGKA, BANDUNG. INDONESIA	Alamsyah, Iwan Setiawan, Ristina Siti Sundari, Predi Nanda, Farhan Ahmad	Universitas Padjadjaran, Indonesia
INTEGRATING INDUSTRY 4.0 AND LEAN MANUFACTURING PRINCIPLES INTO TECHNOLOGY EDUCATION: A ROADMAP FOR FUTURE-READY TECHNICAL SKILLS DEVELOPMENT	ZOSU Segbenu Joseph	Lagos State University of Education
TOURIST SAFETY IN ALBANIA: A PRIORITY FOR THE PEAK SEASON!	Enkeleda MEMISHA	Mediterranean University Of Albania
EVALUATING THE INFLUENCE OF DIGITAL LEARNING ON ATTAINING SDG 4 IN HIGHER EDUCATION IN PAKISTAN	Zohaib Hassan Sain	Superior University
FEELINGS TOWARDS GOD IN THE MIDDLE AGES	Ananda Majumdar	University of Alberta
FOSTERING EMPLOYEE ENGAGEMENT THROUGH ARTIFICIAL INTELLIGENCE	Dr. Pawan Kumar, Dr. Satish Menon, Dr. Kamaljit Singh	SRM University, Delhi-NCR, Sonapat, Haryana, India
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**Session-2, Hall-3****01.10.2024****Moderator: Mgr. Peter Krajčovič****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
EXPLORING THE ROLE OF INTERNET SPEED AS A MODERATOR IN THE SERVICE QUALITY–CUSTOMER SATISFACTION RELATIONSHIP	Sintayehu Ermias Lolemo	Gujarat University, India
REPRESENTATION OF MANICHEANISM, MACHIAVELLIANISM, AND HEROISM IN THE SONG OF ACHILLES	Umm-e-Rumman Syed	National University of Modern Languages, Islamabad
IMPACT OF RELIGIOUS ORIENTATION ON ALTRUISM: MODERATING ROLE OF RESILIENCE AMONG ADULTS	Nimra Bibi, Farhat Sana	Rawalpindi Women University Govt Graduate College Asgharmall, Rawalpindi
GOVTECH, AS IN PUBLIC GOVERNANCE TECHNOLOGY- THE CURRENT ISSUES OF REGTECH AND SUPTECH ARENA	Valeria Szeplaki	University of Public Service, Hungary
RELATIONSHIP BETWEEN BODY SELF-IMAGE AND PSYCHOLOGICAL WELLBEING: MODERATING ROLE OF SELF-COMPASSION AMONG UNIVERSITY STUDENTS	Laraib Tahir, Neelam Bibi, Umm Eman Syed, Dr. Anam Khan	Rawalpindi Women University, RWU, Rawalpindi Institute of Cardiology, RIC
ART AS SOCIAL COMMENTARY: VISUAL REPRESENTATIONS OF CONTEMPORARY SOCIAL ISSUES IN HUMANITIES	Ajayi, Olayemi T.	Lead City University, Ibadan, Oyo State, Nigeria
TIKTOK AS AN INNOVATIVE TOOL FOR MARKETING COMMUNICATION OF EDUCATIONAL INSTITUTIONS AND PROMOTION OF EDUCATIONAL CONTENT	Mgr. Peter Krajčovič	University of Ss. Cyril and Methodius in Trnava

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**Session-2, Hall-4****01.10.2024****Moderator: Dr. Eze Ikechukwu Bernard****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
TRANSGENDER PEOPLE RIGHTS AND POLITICAL PARTICIPATION IN PAKISTAN (1947-2024)	Ayesha Gul	Rawalpindi Women University
IMPACT OF INTERPERSONAL ATTRACTION AND INVESTMENT ON COMMITMENT: MODERATING ROLE OF RELIGIOUS BELIEFS AMONG UNMARRIED YOUNG ADULTS	Waseela Gul, Umm Eman Syed, Dr. Anam Khan, Neelam Bibi	Rawalpindi Women University, Rawalpindi, Pakistan. Rawalpindi Institute of Cardiology, Rawalpindi, Pakistan.
EPIDEMIOLOGY AND FUNCTIONAL DEPENDENCE OF SPINAL CORD INJURY SURVIVORS IN PAKISTAN: A PROSPECTIVE STUDY	Neelam Bibi, Dr. Naeem Aslam	Quaid-i-Azam University, Islamabad Pakistan
QUALITY PERCEPTION AND CUSTOMERS PURCHASE INTENTION: A CASE OF WUSE ELECTRONIC MARKET AND COMPUTER VILLAGE IN FEDERAL CAPITAL TERRITORY ABUJA, NIGERIA	Dr. Eze Ikechukwu Bernard Dr. Gbagolo Henry	Nigeria Police Academy, Wudil Kano State, Nigeria
READINESS OF HALAL TOURISM PRACTICES IN HONG KONG	Sobi GHOZANI, Moh MUSLIH, Hendri Hermawan ADINUGRAHA	State Islamic University of K.H. Abdurrahman Wahid Pekalongan, Indonesia
PRE-ISLAMIC FAMILY STRUCTURES AND THE EVOLUTION OF WOMEN'S ROLES IN ISLAMIC SOCIETY	Ananda Aprilia Aulia Syahna, Putri Ayu Mayangsari	State Islamic Universiy K.H. Abdurrahman Wahid Pekalongan, Indonesia

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**Session-2, Hall-5****01.10.2024****Moderator: Dr. Pham Duc Thuan****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 12:30 – 14:30**

<b>Title</b>	<b>Author(s)</b>	<b>Affiliation</b>
LABOUR MIGRATION AND THE PERCEPTION OF CORRUPTION. A BRIEF LOOK INTO ROMANIA'S CASE	Oana-Maria COZMA	Alexandru Ioan Cuza University of Iasi, Romania
HISTORY AND DEVELOPMENT ORIENTATION OF FISH SAUCE VILLAGE IN PHU QUOC ISLAND - VIETNAM	Dr. Pham Duc Thuan	Can Tho University, Can Tho city, Vietnam
MAPPING THE THEMES UNDERLYING THE LITERATURE ON ISLAMIC BANKING AND SHARIAH GOVERNANCE: A BIBLIOMETRIC ANALYSIS	Mahir Farooq Dr. Muhammad Hanif Akhtar Dr. Muhammad Umer Quddoos	Hazrat Bahauddin Zakariya University, Multan
MAPPING THE THEMES UNDERLYING THE LITERATURE ON GREEN FINANCE: A CONTEMPORARY STRATEGY FOR SUSTAINABILITY	Muhammad Akram Muhamad Umer Quddoos	Hazrat Bahauddin Zakariya University, Multan
PRE-ISLAMIC FAMILY STRUCTURES AND THE EVOLUTION OF WOMEN'S ROLES IN ISLAMIC SOCIETY	Ananda Aprilia Aulia Syahna, Putri Ayu Mayangsari	State Islamic Universiy K.H. Abdurrahman Wahid Pekalongan, Indonesia
GEOGRAPHICAL FRAMEWORK OF ENERGY DEVELOPMENT IN THE WORLD	Polya Yordanova	University of Veliko Tarnovo "St. St. Cyril and Methodius"
FOSTERING REAL-WORLD LEARNING THROUGH INQUIRY-BASED LEARNING	Natalia Bolgari Ina Andoni	Academy of Economic Studies of Moldova
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**Session-3, Hall-1****01.10.2024****Moderator: Assoc. Prof. Dr. Hülya ÇAKIR****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 15:00 – 17:00**

Title	Author(s)	Affiliation
YENİ MEDYA İLE DEĞİŞEN TÜKETİCİ DAVRANIŞLARI VE KRİZ YÖNETİMİ. PATISWISS ÇİKOLATA KRİZİNİN İNCELENMESİ	Merve YILMAZ ÇELİK Tutku DİNAR DİZDAR	İstanbul Beykent University, Türkiye
THE EFFECT OF VIOLENCE IN NEW MEDIA ON YOUTH	Hülya ÇAKIR	Yozgat Bozok University, Türkiye
COMPARATIVE ETHICAL PROBLEM OF TURKISH MEDIA	Kubilay ÇELİK	Maltepe University, Türkiye
INSTAGRAMDA KULLANILAN GÖRSELLERİN TAKİPÇİLER ÜZERİNDEKİ ETKİSİ VE VERİLEN EMEĞİN KARŞILIK GÖRMESİNİN ÖRDEK SENDROMUYLA İLİŞKİLENDİRİLMESİ	Mehtap KORKMAZ	Çanakkale Onsekiz Mart University, Türkiye
DİJİTAL SENTEZ: YAPAY ZEKA VE DUYGUSAL ZEKA İLE GELECEĞİN ETKİLEŞİM PARADİGMALAR	Mehtap KORKMAZ	Çanakkale Onsekiz Mart University, Türkiye
THE IDEOLOGICAL PRESENTATION OF THE U.S. CAPITOL ATTACK NEWS IN SÖZCÜ AND YENİ ŞAFAK NEWSPAPERS: A CRITICAL DISCOURSE ANALYSIS	Tamer TÜRKEL	İzmir Kavram Meslek Yüksekokulu
CYBERBULLYING AND ITS REPRESENTATION IN MEDIA THROUGH SERIES "KUŞ UÇUŞU"	Seda Gökçe TURAN	Bahçeşehir University, İstanbul Visitor Researcher Bournemouth University, UK

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**Session-3, Hall-2****01.10.2024****Moderator: Dr. Deniz KATIEL KURT****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 15:00 – 17:00**

Title	Author(s)	Affiliation
AN ANALYSIS ON THE AWARENESS OF CLIMATE MIGRATION ON SOCIAL MEDIA: THE "X PLATFORM" EXAMPLE	Lale Cansu TUTAR CİVELEK Didem ÇELİK	The Republic of Türkiye Directorate of Communications, Çanakkale Marmara University, Türkiye
THE USE OF ARTIFICIAL INTELLIGENCE IN THE PRODUCTION OF FAKE NEWS IN NEW MEDIA: "DEEPFAKE" JOURNALISM	Samet GÜMÜŞ Mehmet ÖZÇAĞLAYAN	Marmara University, Türkiye
SOCIAL MEDIA IN THE CONTEXT OF CONSPICUOUS CONSUMPTION: AN ANALYSIS OF INSTAGRAM INFLUENCERS	Sena Nur GÜRPINAR Gülenay PINARBAŞI	Çanakkale Onsekiz Mart University, Türkiye İstanbul Medeniyet University, Türkiye
MARKET SHARE ANALYSIS OF VIRTUAL REALITY TECHNOLOGY DEVICES	Yarkın ÇELİK Ali Çağlar KARABIYIK	Tekirdağ Namık Kemal University, Türkiye
SOCIALIZING PLACES FOR ISTANBUL JOURNALISTS	Deniz KATIEL KURT	İstanbul
EXAMINATION OF NEWS AGENCIES IN TURKIYE ON THE AXIS OF ECONOMY – POLITICAL APPROACH	Selahattin BÖLÜKBAŞI	Üsküdar University, Türkiye
HIGH SCHOOL STUDENTS' PERCEPTIONS ABOUT SOCIAL MEDIA: AN EXAMPLE OF METAPHOR ANALYSIS	Bahar ÖZET Güldalı AYBAŞ Neşe DURAN	İstanbul Aydın University, Türkiye

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**Session-3, Hall-3****01.10.2024****Moderator: Patrícia Beličková****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 15:00 – 17:00**

Title	Author(s)	Affiliation
DIGITAL TRANSFORMATION, HR DIRECTORS, IT DIRECTORS, AND FINANCE DIRECTORS: WHAT ROLES IN SUPPORT AND COORDINATION	NACIRI Said, El ALAOUI Aicha, Salah AHBALA	Sultan Moulay Slimane University – Morocco
EFFECT OF POPULATION MIGRATION ON THE SPREAD OF INFECTIOUS DISEASES: MULTI-CITY MODELING USING NEURAL NETWORKS	Achraf Zinihi, Moulay Rchid Sidi Ammi, Moulay Ahmed Aziz Alaoui	Moulay Ismail University of Meknes, Morocco Le Havre Normandie University, France
NEW PERSPECTIVES IN LANGUAGE TEACHER TRAINING METHODOLOGY	Gabriella KOVÁCS	Sapientia Hungarian University of Transylvania
ENHANCING COMMUNICATION STRATEGIES WITH AI-POWERED NEUROMARKETING	Patrícia Beličková	University of Ss. Cyril and Methodius, Trnava, Slovakia
IMPACT OF CELEBRITY WORSHIP ON DESIRE FOR FAME: MEDIATING ROLE OF SOCIAL MEDIA ADDICTION AMONG ADOLESCENTS AND YOUNG ADULTS	Hira Fatima, Dr. Anam Khan	Rawalpindi Women University
SOCIAL ANXIETY: A LINK BETWEEN SOCIAL MEDIA USAGE AND AGGRESSIVE TENDENCIES AMONG PAKISTANI ADOLESCENT	Anum Hussain Neelam Bibi Umm Eman Syed Dr. Anam Khan	Riphah International University Islamabad Rawalpindi Institute of Cardiology, RIC Rawalpindi Women University, RWU
INDEGENOUS METHODS OF MALARIA PREVENTION IN RURAL CAMEROON	Asahngwa Constantine Tanywe	Dr. Cameroon Centre for Evidence-Based Healthcare, Cameroon University of Yaounde1, Cameroon
THE INFLUENCE OF CULTURE ON THE TREATMENT SEEKING BEHAVIOIR OF MALARIA PATIENTS IN CAMEROON	Asahngwa Constantine Tanywe	Dr. Cameroon Centre for Evidence-Based Healthcare, Cameroon University of Yaounde1, Cameroon

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**Session-3, Hall-4****01.10.2024****Moderator: Sándor Földvári****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 15:00 – 17:00**

Title	Author(s)	Affiliation
THE ROLE OF RUMINATION, SELF-REFLECTION IN PREDICTING PSYCHOLOGICAL VULNERABILITY AMONG UNIVERSITY STUDENTS	Fiza Ahmed Dr. Ayesha Jabeen	University of Management Technology, Lahore. Pakistan
WHAT'S LITERATURE FOR? — PART-II, HAUSA & SONGHAY-ZARMA ORAL LITERATURES	Karim MAHAMANE KARIMOU	Abdou Moumouni University
PSYCHOSOCIAL PREDICTORS OF MENTAL HEALTH OF TRANSGENDERS	Nayab Nadeem Nemat, Umm Eman Syed	Rawalpindi Women University, Rawalpindi, Pakistan.
RELATIONSHIP BETWEEN FEAR OF MISSING OUT (FOMO) AND CYBERLOAFING AMONG EMPLOYEES: MODERATING ROLE OF DARK TRIAD	Unsa Andleeb Ayub, Umm Eman Syed, Neelam Bibi, Dr. Anam Khan	Rawalpindi Women University, Rawalpindi, Pakistan. Rawalpindi Institute of Cardiology, Rawalpindi, Pakistan
THE MEDIATING ROLE OF FEAR OF MISSING OUT IN THE RELATIONSHIP BETWEEN NOMOPHOBIA AND CYBERLOAFING AMONG EMPLOYEES	Sana Rasool, Umm Eman Syed, Dr. Anam Khan, Neelam Bibi	Rawalpindi Women University, Rawalpindi, Pakistan. Rawalpindi Institute of Cardiology, Rawalpindi, Pakistan
THE RUSSIAN WAR AGAINST LIVONIA AND ITS CONSEQUENCES ON THE BALTIC TERRAINS IN THE EARLY MODERN AGE (16 C.)	Sándor Földvári	Debrecen University
CULTURAL MONUMENTS IN PEJA AND GJAKOVA	Idriz Kovaçi, Alberta Tahiri, Jehona Rama, Mimoza Zhubi	University of Applied Sciences in Ferizaj, Ferizaj, Kosovo University "Haxhi Zeka" Pejë, UÇK 30000, Pejë, Kosovo

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**Session-3, Hall-5****01.10.2024****Moderator: Dr. Kavita Singh****Meeting ID: 884 2447 8604 / Passcode: 010203****Ankara Local Time: 15:00 – 17:00**

Title	Author(s)	Affiliation
BUFFERING ROLE OF EMOTIONAL REGULATION IN INTER-PARENTAL CONFLICT AND ACADEMIC PERFORMACE OF ADLOSCENTS: PAKISTANI PERSPECTIVE	Hijab Shabbir Neelam Bibi Umm Eman Syed Dr. Anam Khan	Rawalpindi Women University, Rawalpindi, Pakistan. Rawalpindi Institute of Cardiology, Rawalpindi, Pakistan
THE RESPONSIBILITY OF THE ELITE FOR THE DEVELOPMENT OF THE STATE	Hanaba Svitlana Oleksandrivna	National Academy of the State Border Guard Service of Ukraine named after Bohdan Khmelnyskyi
EXPLORING THE RELATIONSHIP BETWEEN BODY SELF-IMAGE AND PSYCHOLOGICAL WELLBEING AMONG UNIVERSITY STUDENTS IN PAKISTAN: THE BUFFERING ROLE OF SELF-COMPASSION	Laraib Tahir Neelam Bibi Umm Eman Syed Dr. Anam Khan	Rawalpindi Women University, Rawalpindi, Pakistan. Rawalpindi Institute of Cardiology, Rawalpindi, Pakistan
A REVIEW ON HOW EMPLOYEE WELL-BEING PROGRAMS SHAPE PRODUCTIVITY, SATISFACTION, AND ORGANIZATIONAL SUCCESS	Dr. Kavita Singh Komal Dr. Satish Menon	SRM University, Delhi-NCR, Sonapat, Haryana
ASSESSMENT OF IMPACT OF MARKETING STRATEGIES ON THE PERFORMANCE OF SLECTED DEPOSIT MONEY BANK IN ADAMAWA STATE	Daniel Marcel Peter Augustine	Mudiame University Irrua, Edo State, Nigeria Federal Polytechnic Mubi, Adamawa State
THE EXPERIENCE ECONOMY: PROVIDING MEMORABLE EXPERIENCES TO CUSTOMERS	Radoslav BALTEZAREVIĆ Ivana BALTEZAREVIĆ	Institute of International Politics and Economics, Belgrade, Republic of Serbia Megatrend University, Belgrade, Republic of Serbia
THE IMPACT OF NATURAL DISASTERS ON INSURANCE MARKETS	Ali Zhuniqi Idriz Kovaçi Alberta Tahiri Jehona Rama	University "St. Kliment Ohridski"- Bitola, Republic of North Macedonia University of Applied Sciences in Ferizaj, Ferizaj, Kosovo University of Peja "Haxhi Zeka", Peja, Kosovo
LOCAL CRAFTSMANSHIP IN ALBANIA: THE NEED FOR PRESERVATION AS PART OF NATIONAL IDENTITY	Enkeleda MEMISHA	Mediterranean University Of Albania

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