



# **15. INTERNATIONAL "COMMUNICATION IN THE NEW WORLD" CONGRESS**

**18-20 November 2025  
Ankara Yıldırım Beyazıt University**

## **CONGRESS PROGRAM**



**Assoc. Prof. Dr. Hasan CIFTCI  
IKSAD INSTITUTE  
Organizing Committee Head**

**Meeting Id: 325 629 5864  
Passcode: meetcon**

<https://us06web.zoom.us/j/3256295864?pwd=cYbbqIXT67j0NliGNyeB4d7XTs1o6K.1&omn=86710175883>

### **PARTICIPANT COUNTRIES (18):**

Türkiye, Azerbaijan, Uzbekistan, Kyrgyzstan, Romania, India, Nigeria, Vietnam, Indonesia, USA, Bangladesh, Ethiopia, Iran, Albania, Malaysia, Pakistan, Slovakia, Portugal

**ÖNEMLİ, DİKKATLE OKUYUNUZ LÜTFEN / IMPORTANT, PLEASE READ CAREFULLY****Önemli, Dikkatle Okuyunuz Lütfen**

- ✓ Kongremizde Yazım Kurallarına uygun gönderilmiş ve bilim kurulundan geçen bildiriler için online (video konferans sistemi üzerinden) sunum imkanı sağlanmıştır.
- ✓ Online sunum yapabilmek için <https://zoom.us/join> sitesi üzerinden giriş yaparak "Meeting ID or Personal Link Name" yerine ID numarasını girerek oturuma katılabilirsiniz.
- ✓ Zoom uygulaması ücretsizdir ve hesap oluşturmaya gerek yoktur.
- ✓ Zoom uygulaması kaydolmadan kullanılabilir.
- ✓ Uygulama tablet, telefon ve PC'lerde çalışıyor.
- ✓ Her oturumdaki sunucular, sunum saatinden 15 dk öncesinde oturuma bağlanmış olmaları gerekmektedir.
- ✓ Tüm kongre katılımcıları canlı bağlanarak tüm oturumları dinleyebilir.
- ✓ Moderatör – oturumdaki sunum ve bilimsel tartışma (soru-cevap) kısmından sorumludur.

**Dikkat Edilmesi Gerekenler- TEKNİK BİLGİLER**

- ✓ Bilgisayarınızda mikrofon olduğuna ve çalıştığına emin olun.
- ✓ Zoom'da ekran paylaşma özelliğine kullanabilmelisiniz.
- ✓ Kabul edilen bildiri sahiplerinin mail adreslerine Zoom uygulamasında oluşturduğumuz oturuma ait ID numarası gönderilecektir.
- ✓ **Katılım belgeleri kongre sonunda tarafınıza pdf olarak gönderilecektir**
- ✓ Kongre programında yer ve saat değişikliği gibi talepler dikkate alınmayacaktır

**IMPORTANT, PLEASE READ CAREFULLY**

- ✓ To be able to attend a meeting online, login via <https://zoom.us/join> site, enter ID "Meeting ID or Personal Link Name" and solidify the session.
- ✓ The Zoom application is free and no need to create an account.
- ✓ The Zoom application can be used without registration.
- ✓ The application works on tablets, phones and PCs.
- ✓ The participant must be connected to the session 15 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.

**Points to Take into Consideration - TECHNICAL INFORMATION**

- ✓ 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.

**Before you login to Zoom please indicate your name\_surname and HALL number,  
exp. Hall-1, Ali ÖZDEMİR**



**Meeting ID: 325 629 5864**

**Passcode: meetcon**



## **-Opening Ceremony-**

18.11.2025

Time (Ankara): 12:40-13:00

Congress President  
Dean of Yıldırım Beyazıt University's Faculty of  
Communication



Prof. Dr. Enderhan KARAKOÇ

**Session-1, Hall-1****18.11.2025****Moderator: Evrim KABUKCU****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                                                                               | Author(s)                            | Affiliation                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------|----------------------------------------|
| THE DIGITAL REVOLUTION AND LUXURY FASHION MARKETING                                                                                                                                                                 | Evrin KABUKCU                        | Manisa Celal Bayar University, Türkiye |
| COMMUNICATION STRATEGIES OF FASHION BRANDS IN LUXURY MARKETING                                                                                                                                                      | Evrin KABUKCU                        | Manisa Celal Bayar University, Türkiye |
| COMMUNICATION BARRIERS ENCOUNTERED BY INTERNATIONAL UNIVERSITY STUDENT IN TURKEY                                                                                                                                    | Habibe AKÇAY BEKİROĞLU<br>Safiye OBA | Giresun University, Türkiye            |
| THE IMPACT AND ROLE OF RHETORIC ON VOTERS IN THE CONTEXT OF POLITICAL COMMUNICATION: THE CASE OF RECEP TAYYIP ERDOĞAN                                                                                               | Serkan GÜMÜŞBOĞA, Ahmet GÜNEŞ        | Sivas Cumhuriyet University, Türkiye   |
| A STUDY ON THE CONTRIBUTION OF GRAPHIC DESIGN IN PUBLIC SERVICE ANNOUNCEMENTS TO VISUAL HEALTH LITERACY BY THE MINISTRY OF HEALTH OF THE REPUBLIC OF TURKEY                                                         | Salih Apayadın                       | Istinye University, Türkiye            |
| UNDERSTANDING THE MECHANISMS OF FOMO APPEAL IMPACTS IN PERSUASIVE COMMUNICATION: A REVIEW                                                                                                                           | İnci DURSUN<br>Elif ARALIK           | Gebze Technical University, Türkiye    |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                      |                                        |

**Session-1, Hall-2****18.11.2025****Moderator: Alican ÖZER****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                               | Author(s)                                 | Affiliation                             |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------|-----------------------------------------|
| THE FUTURE OF THE PUBLIC SPHERE<br>IN THE AGE OF DIGITAL<br>FRAGMENTATION: COLLAPSE OR<br>TRANSFORMATION?                                                           | Alican ÖZER                               | Ankara University, Türkiye              |
| THE IMPACT OF BODY LANGUAGE ON<br>VOTER BEHAVIOR IN THE CONTEXT<br>OF POLITICAL COMMUNICATION: THE<br>CASE OF RECEP TAYYIP ERDOĞAN                                  | Durdu Mehmet GEVHER<br>Ahmet GÜNEŞ        | Sivas Cumhuriyet<br>University, Türkiye |
| THE DISCOURSE OF DEMOCRACY<br>DURING THE MEMORANDUM<br>PERIODS: THE LANGUAGE OF<br>TUTELAGE FROM SILENCE TO<br>RESISTANCE IN THE TURKISH GRAND<br>NATIONAL ASSEMBLY | Zeynep ATILGAN<br>Raci TAŞCIOĞLU          | Atatürk University, Türkiye             |
| MEDIATIZED POLITICS AND NEW<br>FORMS OF POLICYMAKING: AN<br>ANALYSIS OF THE AK PARTY'S<br>ELECTION CAMPAIGN IN THE MAY 14,<br>2023 GENERAL ELECTIONS                | Nezihe ERÇELEBİ<br>Süleyman ŞAHAN         | Gaziantep University,<br>Türkiye        |
| THE TRANSFORMATION OF REALITY<br>AND TRUTH WITH ARTIFICIAL<br>INTELLIGENCE TECHNOLOGY                                                                               | Özge DELEN ULAŞ<br>Fazilet BAKIŞ ALTUNDAĞ | İnönü University, Türkiye               |
| DIGITAL TRANSFORMATION OF<br>GENDER REPRESENTATIONS IN<br>ADVERTISING                                                                                               | Fazilet BAKIŞ ALTUNDAĞ<br>Özge DELEN ULAŞ | İnönü University, Türkiye               |
| EMOTIONAL CONSUMPTION<br>BEHAVIORS AND BRAND HAPPINESS:<br>AN ANALYSIS OF ETİ FOOD COMPANY                                                                          | Zübeyde SÜLLÜ<br>Çiğdem GÜMÜŞ             | Kastamonu University,<br>Türkiye        |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-3****18.11.2025****Moderator: Mehmet ULAŞ****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                                                                               | Author(s)                                | Affiliation                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------|--------------------------------------------|
| THE TRANSFORMATION OF PRIVACY IN THE NEW MEDIA ENVIRONMENT: A CONTENT ANALYSIS ON INSTAGRAM                                                                                                                         | Merve YILMAZ ÇELİK<br>Tutku DİNAR DİZDAR | İstanbul Beykent University,<br>Türkiye    |
| THE HISTORY OF ADVERTISING IN TURKEY FROM THE EARLY YEARS OF THE REPUBLIC TO THE PRESENT DAY                                                                                                                        | Zeynep ÇELEBİ<br>Zübeyde SÜLLÜ           | Kastamonu University,<br>Türkiye           |
| EMOTION INDUSTRY AND NEW MEDIA: NARRATIVE AND INTERACTION IN SOCIAL NETWORKS                                                                                                                                        | Abuzer YEŞİL                             | Malatya Turgut Ozal<br>University, Türkiye |
| THE IMPACT OF DEEPFAKES ON YOUTH'S POLITICAL COMMUNICATION AND POLITICAL PARTICIPATION ON SOCIAL MEDIA                                                                                                              | Hasan BATAR                              | Malatya Turgut Özal<br>University, Türkiye |
| SOSYAL MEDYA HABER MANİPÜLASYONU: NARİN GÜRAN OLAYI ÜZERİNDEN İNCELEME                                                                                                                                              | Samet ÖZYEĞİT                            | Medipol University, Türkiye                |
| SUSTAINABILITY IN TURKISH FASHION: TRANSFORMATION OR MARKETING STRATEGY?                                                                                                                                            | Mehmet ULAŞ                              | Inonu University, Türkiye                  |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                          |                                            |

**Session-1, Hall-4****18.11.2025****Moderator: Dr. ODU Adejare Samuel****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                                                                                           | Author(s)                                                                    | Affiliation                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------|
| PRECISION JOURNALISM AND OBSERVATION METHOD: IMPLICATION FOR PROFESSIONALISM IN JOURNALISM                                                                                                                                      | Dr. ODU Adejare Samuel                                                       | The Federal Polytechnic Ilaro, Ogun State, Nigeria                                          |
| PORTRAYAL OF CHALLENGES OF LIVING WITH SICKLE CELL DISEASE BY NOLLYWOOD MOVIES                                                                                                                                                  | Atofojomo, Omolade Atinuke<br>Olatunji, Oladeji Andrew                       | Lagos State University, Lagos, Nigeria                                                      |
| ENDER REPRESENTATION OF #ENDBADGOVERNANCE PROTEST REPORTS ON ARISE TELEVISION, AFRICA INDEPENDENT TELEVISION AND CHANNELS TELEVISION                                                                                            | PAUL, Michael Akpan<br>INIYEKEKON Ondimietimi<br>Precious<br>ABRU, John Obri | Edwin Clark University, Kiagbodo, Delta State                                               |
| THE DEVELOPMENT OF VISHNUISM (A BRANCH OF HINDUISM IN INDIA) IN MAINLAND SOUTHEAST ASIAN COUNTRIES FROM THE 1ST CENTURY TO THE 13TH CENTURY                                                                                     | Duong To Quoc Thai<br>PhD. Duong Thi Ngoc Minh<br>PhD. Pham The Hung         | Dong Thap University                                                                        |
| UNHEALTHY COMMUNICATION PATTERNS AND SKILLS FOR EFFECTIVE FAMILY COMMUNICATION                                                                                                                                                  | Bibi Sayeda                                                                  | Ahlul bayt international university of Iran                                                 |
| ANALYSIS OF DIGITAL ADVERTISING EFFECTIVENESS ON CONSUMER LOYALTY                                                                                                                                                               | Ananda Sulistyani                                                            | UIN K.H Abdurrahman Wahid Pekalongan, Indonesia                                             |
| THE INFLUENCE OF CONTENT CREATORS ON CONSUMER BUYING BEHAVIOR IN THE FAST FASHION MARKET: ZARA CASE                                                                                                                             | Rita FERREIRA<br>Nuno BAPTISTA<br>Mário ANTÃO                                | Universidade Lusíada, Lisboa, Portugal<br>Polytechnic Institute of Leiria, Leiria, Portugal |
| <b>All participants must join the conference 10 minutes before the session time.</b><br><b>Every presentation should last not longer than 10-12 minutes.</b><br><b>Kindly keep your cameras on till the end of the session.</b> |                                                                              |                                                                                             |

**Session-1, Hall-5****18.11.2025****Moderator: Eva HABIŇÁKOVÁ****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                                                                                                     | Author(s)                                        | Affiliation                                                         |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------|---------------------------------------------------------------------|
| HOW FINANCIAL LITERACY AND SOCIAL MEDIA INFLUENCE SHAPE CONSUMER BEHAVIOR?                                                                                                                                                                | Mr. Vishal Jivani                                | Atmiya University, Rajkot, Gujarat, India.                          |
| THE REFLECTION OF MIGRATION PHENOMENON IN NEWSPAPERS                                                                                                                                                                                      | Eva HABIŇÁKOVÁ                                   | The University of SS. Cyril and Methodius in Trnava, Slovakia       |
| THE TRANSFORMATION OF CULTURAL VALUES AMONG GENERATION Z IN THE AGE OF SOCIAL MEDIA                                                                                                                                                       | Aisyah Dini Rahamwati                            | UIN K.H. Abdurrahman Wahid                                          |
| REVIEWING IMPACT OF SOCIAL MEDIA ON THE MODERN FEMINIST MOVEMENT IN PAKISTAN FROM 2020-2025                                                                                                                                               | R.SHERAZI                                        |                                                                     |
| ENHANCING FAKE NEWS DETECTOR ON SOCIAL MEDIA USING MACHINE LEARNING MODEL AND PYTHON: A CASE OF X SOCIAL MEDIA PLATFORM.                                                                                                                  | Ogunyinka Olawale Ige<br>Lateef Abass Olamilekan | Federal Polytechnic Ilaro, Ogun, Nigeria                            |
| METaverse AND VIRTUAL REALITY: THE NEXT ERA OF GAMING CULTURE                                                                                                                                                                             | P. Sankara Narayanan<br>Dr. S. Selvam            | S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India |
| AI AND GAMING SMARTER NPCS AND PROCEDURAL WORLDS                                                                                                                                                                                          | J.Jeyavarshana<br>Dr S.SELVAM                    | S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India |
| <b>All participants must join the conference 10 minutes before the session time.<br/>           Every presentation should last not longer than 10-12 minutes.<br/>           Kindly keep your cameras on till the end of the session.</b> |                                                  |                                                                     |

**Session-1, Hall-6****18.11.2025****Moderator: Eva Tia Putri****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                           | Author(s)                                                                              | Affiliation                                                         |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------|---------------------------------------------------------------------|
| A PRELIMINARY STUDY ON FINANCIAL STRESS AND BNPL USAGE AMONG ADULTS IN MALAYSIA                                                 | Hanani Binti Abdul Ghani<br>Charanjeet Kaur Amtar Singh<br>Nurul Fazlena Mohd Mohradi  | Politeknik Tuanku Sultanah Bahiyah, Malaysia                        |
| THE IMPACT OF AI ON ROBOTICS DEVELOPMENT                                                                                        | R.KAMALAM<br>M.DEVIBALA<br>Dr S.SELVAM                                                 | S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India |
| AI IN FINANCE: FRAUD DETECTION AND ALGORITHMIC TRADING                                                                          | S. Dharani<br>P. Kavi sri<br>Dr.S.Selvam                                               | Nadar Mahajana Sangam S. Vellaichamy Nadar College                  |
| AGRO TOURISM AS A BUSINESS MODEL- EXPLORE HOW FARMERS CAN GENERATE ADDITIONAL REVENUE THROUGH TOURISM                           | Snehal Salunkhe, Darshan Mali, Bhagyashri Gondkar, Pradnya Sawat, Prof. Jyoti Yadav    |                                                                     |
| WOMEN AS THE CUSTODIANS OF INDIGENOUS MEDICAL KNOWLEDGE IN ODE-ONDO, SOUTH-WESTERN NIGERIA, 1960-1999: A HISTORICAL PERSPECTIVE | Olanisimi Bankole Dickson<br>Muhammad Adamu<br>Ahmed Suleiman<br>Abdulrahman Bala Audu | FCT College of Education Zuba-Abuja, Nigeria                        |
| THE ROLE OF FINANCIAL TECHNOLOGY IN PROMOTING FINANCIAL INCLUSION AND ECONOMIC GROWTH                                           | Eva Tia Putri, Mansur Chadi Mursid                                                     | UIN K.H. Abdurrahman Wahid, Indonesia                               |
| ASSESSING TOURIST SATISFACTION WITH TOURISM AT LONG KHANH TRADITIONAL SCARF-WEAVING VILLAGE                                     | Ly My Tien, Nguyen Thi Hong Tuoi, Vo Thi Minh Thu, Nguyen Thuy Duong, Dang Nhu Ngoc    | Can Tho University, Viet Nam                                        |
| EMPATHY AND THE EROSION OF MEANING IN THE DIGITAL AGE: THE TRANSFORMATION OF HUMAN-CENTERED COMMUNICATION                       | Pelin YOLCU<br>Hasan ÇİFTÇİ                                                            | Dicle University, Türkiye<br>Harran University, Türkiye             |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-7****18.11.2025****Moderator: Semra TETİK****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                           | Author(s)                                         | Affiliation                                                                                                                  |
|-------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------|
| COVERAGE OF THE RUSSIA-UKRAINE CONFLICT IN KYRGYZ-LANGUAGE MEDIA. A CASE STUDY OF THE MEDIA OUTLETS 'AZATTYK', 'SPUTNIK', 'KAKTUS', AND '24.KG' | Alina MAMATOVA<br>Bakytbek ORUNBEKOV              | Mersin University, Türkiye<br>Kyrgyz-Turkish Manas University, Kyrgyzstan                                                    |
| DISINFORMATION FROM A COMMUNICATION PERSPECTIVE: AN ANALYSIS OF GRADUATE THESES WRITTEN IN TURKEY                                               | Sinem UTANIR ALTAY                                | Ege University, Türkiye                                                                                                      |
| DESPITE OR WITH: SCIENCE COMMUNICATION IN THE ARTIFICIAL INTELLIGENCE                                                                           | Fikriye ÇELİK                                     | Sivas Cumhuriyet University, Türkiye                                                                                         |
| THE NATURALNESS OF LOVE IN THE ARTIFICIALITY OF INTELLIGENCE                                                                                    | Fikriye ÇELİK                                     | Sivas Cumhuriyet University, Türkiye                                                                                         |
| HISTORY IS WHAT IS CARVED IN STONE                                                                                                              | Ülkü AYTAN                                        | Pamukkale Noteri, Arkeolog, Yazar                                                                                            |
| AGRICULTURAL COMMUNICATION AND CLIMATE CHANGE: THE EXAMPLE OF CERTIFIED WHEAT SEED                                                              | Fazilet ÖZDEMİR<br>Gülbin FERİDUN<br>Celal CEVHER | Turkish State Meteorological Service, Türkiye<br>Gazi University, Türkiye<br>Field Crops Central Research Institute, Türkiye |
| COMMUNICATION STUDIES AND ARTIFICIAL INTELLIGENCE: A THEMATIC ANALYSIS OF ACADEMIC APPROACHES                                                   | Seyyid Halid ÖZGÜR                                | Sakarya Applied Sciences University, Türkiye                                                                                 |
| THE RELATIONSHIP BETWEEN COMMUNICATION SKILLS AND SOCIAL PHOBIA: AN APPLICATION ON UNIVERSITY STUDENTS                                          | Semra TETİK                                       | Manisa Celal Bayar University, Türkiye                                                                                       |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-8****18.11.2025****Moderator: Şerif ARSLAN****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                                                                               | Author(s)                                   | Affiliation                          |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------|--------------------------------------|
| APPLICABILITY OF CORPORATE IDENTITY IN DIGITAL TOOLS: A STUDY ON TURKEY'S 2024 LOVEMARKS                                                                                                                            | Erhan ŞENYURT                               | Selçuk University, Türkiye           |
| THE USE OF DIGITAL TOOLS IN CORPORATE COMMUNICATION MANAGEMENT: A CASE STUDY OF KAHRAMANKAZAN MUNICIPALITY                                                                                                          | Veysel Karani ŞÜKÜROĞLU<br>Çiğdem GÜMÜŞ     | Kastamonu University,<br>Türkiye     |
| TRANSFORMATION OF TELEVISION BROADCASTING AND TELEVISION WATCHING HABITS FROM TRADITIONAL TO DIGITAL: A STUDY ON THE DIGITAL PLATFORM USAGE HABITS OF UNIVERSITY STUDENTS                                           | Şerif ARSLAN                                | Ondokuz Mayıs University,<br>Türkiye |
| RELIGIOUS EDUCATION IN THE DIGITAL AGE: CHILDREN'S PARTICIPATION AND MEDIATIZED RELIGIOUS DISCOURSE IN TRT DIYANET CHILDREN'S TV'S 'GOODNESS MESSENGERS FROM 7 CONTINENTS' PROGRAM                                  | Şerif ARSLAN                                | Ondokuz Mayıs University,<br>Türkiye |
| CUSTOMER SATISFACTION IN THE CONTEXT OF DIGITAL PUBLIC RELATIONS: A COMPARATIVE ANALYSIS OF THE MIGROS YEMEK, GETİR YEMEK, AND YEMEKSEPETİ APPLICATIONS IN THE CASE OF KASTAMONU                                    | Veysel Karani ŞÜKÜROĞLU<br>Rumeysa ZEYTÜNLÜ | Kastamonu University,<br>Türkiye     |
| THE USE OF ADVERTISING APPEALS IN THE ERA OF DIGITAL ADVERTISING                                                                                                                                                    | Zübeyde SÜLLÜ<br>Rumeysa ZEYTÜNLÜ           | Kastamonu University,<br>Türkiye     |
| AI-ENABLED ALGORITHMIC PERSUASION AND CONSUMER AUTONOMY: A BIBLIOMETRIC AND SYSTEMATIC REVIEW OF PSYCHOLOGICAL IMPLICATIONS IN DIGITAL MARKETING                                                                    | İbrahim Halil<br>EFENDİOĞLU                 | Gaziantep University,<br>Türkiye     |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                             |                                      |

**Session-1, Hall-9****18.11.2025****Moderator: Muhammad Faisal****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                                                                                           | Author(s)                                                                                           | Affiliation                                                                                                                                                                                       |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| BRAND PERFORMANCE AS MEDIATOR BETWEEN CUSTOMER TRUST, PROMOTION AND PURCHASE INTENTION: INSIGHTS FROM INDONESIAN GEN Z SKINCARE MARKET                                                                                          | Siska Purnama Manurung,<br>Fitri Amalia Rahman                                                      | President University, and<br>Indonesia                                                                                                                                                            |
| BALANCING WORK AND LIFE: HOW STRESS MANAGEMENT SHAPES EMPLOYEE LOYALTY AND MENTAL HEALTH IN JAKARTA COMPANIES                                                                                                                   | Russel Lay, Genoveva<br>Genoveva                                                                    | President University,<br>Indonesia                                                                                                                                                                |
| STREAMING STYLE: HOW ALINOO SHOP TRANSFORMS THRIFT FASHION INTO AN INTERACTIVE EXPERIENCE                                                                                                                                       | Sesyana Aurelia, Genoveva<br>Genoveva                                                               | President University,<br>Indonesia                                                                                                                                                                |
| REIMAGINING PAKISTAN'S FUTURE STRATEGIC PATHWAYS FOR IMMEDIATE NATIONAL TRANSFORMATION THROUGH DIGITAL INNOVATION AND COLLABORATIVE GOVERNANCE                                                                                  | Muhammad Faisal                                                                                     | Allama Iqbal Open<br>University                                                                                                                                                                   |
| THE CONTRIBUTION AND FUNCTION OF LOCAL TAXES AS A SOURCE OF LOCAL REVENUE IN INDONESIA                                                                                                                                          | Afifah Tarisya Putri, Erina<br>Maharani, Gesya Aviska<br>Satriani, Mega Metalia,<br>Ratna Septiyani | University of Lampung                                                                                                                                                                             |
| HUMAN CAPITAL, PUBLIC POLICY, AND LABOR MARKET PERFORMANCE: AN INTEGRATED FRAMEWORK FOR SUSTAINABLE ECONOMIC DEVELOPMENT IN ROMANIA                                                                                             | Popa Larisa<br>Cristea Anca                                                                         | National Institute for<br>Economic Research "Costin<br>C. Kirişescu", School of<br>Advanced Studies of The<br>Romanian Academy,<br>Doctoral School of Economic<br>Sciences, Bucharest,<br>Romania |
| REDEFINING MENTAL HEALTH SUPPORT: THE IMPACT OF SUPPORTED HOUSES IN PROMOTING INCLUSION AND RECOVERY                                                                                                                            | Meriglina Rusta<br>Prof.Asc.Dr. Juliana Ajdini                                                      | University of Tirana                                                                                                                                                                              |
| <b>All participants must join the conference 10 minutes before the session time.</b><br><b>Every presentation should last not longer than 10-12 minutes.</b><br><b>Kindly keep your cameras on till the end of the session.</b> |                                                                                                     |                                                                                                                                                                                                   |

**Session-1, Hall-10****18.11.2025****Moderator: Dr. Deepali Tomar****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                      | Author(s)                                            | Affiliation                                                              |
|------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|--------------------------------------------------------------------------|
| THE HISTORICAL DEVELOPMENT OF APPAREL MANUFACTURING AND ITS INFLUENCE ON CULTURE AND SOCIETY                                                               | Seifeslasie Asmamaw,<br>Hailemichael Getnet          | Bahir Dar University,<br>Ethiopia<br>Debre Tabor University,<br>Ethiopia |
| THE PSYCHOLOGICAL IMPACT OF RISING DIVORCE RATES ON WOMEN: AN INTERDISCIPLINARY EXAMINATION                                                                | Nasrin Ziayee                                        | Ahlul-Bayt International<br>University Tehran.                           |
| DEVALUED LABOR IN THE AGE OF AUTOMATION: ECONOMIC PRESSURES ON HUMAN TRANSLATORS IN THE ERA OF GENERATIVE AI                                               | Mahmoud Afrouz<br>Narjes Asgari Vartooni             | University of Isfahan                                                    |
| PHYSICAL AND LEGAL SAFETY OF JOURNALISTS IN ALBANIA: THE RIGHT TO TELL AND ITS LIMITS                                                                      | PhD. Cand. Armand Braho                              | “Fan S. Noli” University –<br>Korçë, Albania                             |
| DOES LIQUIDITY DRIVE HEDGING DECISIONS IN ASEAN ASSET CLASS BANKING COMPANIES?                                                                             | Syartika Putri Hermalia<br>Reni Oktavia              | University of Lampung                                                    |
| INDUSTRIALISATION, CAPITALISM, AND LEGAL RESTRAINTS ON UNREGULATED SINGLE-USE PLASTIC WASTE: AN ANALYSIS WITH SPECIAL REFERENCE TO SUSTAINABLE DEVELOPMENT | Pritheeraj Sen<br>Dr. Mainan Ray                     | Amity University Kolkata                                                 |
| AN ASSESSMENT OF ENTREPRENEURIAL PERFORMANCE- A CASE OF UTTARAKHAND'S MICRO ENTERPRISES                                                                    | Dr. Deepali Tomar                                    | Tecnia Institute of Advanced<br>Studies CDL, Delhi India                 |
| CORPORATE GOVERNANCE REINVENTED: THE ROLE OF GENDER DIVERSITY IN BOARDROOMS                                                                                | Chanpreet<br>Dr. Rajpal Singh<br>Dr. Shalu<br>Khanak | M.D. University, Rohtak<br>Sh. L.N. Hindu College,<br>Rohtak             |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-11****18.11.2025****Moderator: K.R.Padma****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                         | Author(s)                                     | Affiliation                                                                   |
|-------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------|-------------------------------------------------------------------------------|
| RESILIENCE AND RECOVERY: THE IMPACT OF ECONOMIC CRISIS AND COVID-19 ON SRI LANKA'S TOURISM SECTOR AND ITS RECENT DEVELOPMENTS | Jelsa MAF, Halith HM, Saajir MSM              | South Eastern University of Sri Lanka, Oluvil                                 |
| TAXATION OF THE DIGITAL ECONOMY: ADAPTING A TWENTIETH-CENTURY TAX SYSTEM TO A TWENTY-FIRST-CENTURY ECONOMY                    | Imane TESSE, Zakariae BELMKADDEM              | University of Chouaib Doukkali                                                |
| GLOCAL STRATEGIES IN TRANSITION: HOW GLOBAL BRANDS ADAPT TO LOCAL MARKETS USING DIGITAL INTELLIGENCE AND CULTURAL SENSITIVITY | K.R.Padma                                     | Sri Padmavati Mahila Visvavidyalayam (Women's University), Tirupati, AP.India |
| THE ROLE OF THE BANK OF INDOCHINA (BANQUE DE L'INDOCHINE) IN THE FRENCH COLONIAL CREDIT SYSTEM IN COCHINCHINA (1875-1945)     | PhD. Duong To Quoc Thai<br>PhD. Pham The Hung | Dong Thap University                                                          |
| TAX AWARENESS AND COMPLIANCE BEHAVIOUR: AN EMPIRICAL STUDY OF POLYTECHNIC STUDENTS' KNOWLEDGE AND ATTITUDES                   | Charanjeet Kaur Amtar Singh                   | Politeknik Tuanku Sultanah Bahiyah, Malaysia                                  |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-1****19.11.2025****Moderator: Gizem Şebnem BEYDOĞAN****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:30**

| Title                                                                                                                                                                                                               | Author(s)                          | Affiliation                                                      |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------|
| A SEMIOTIC ANALYSIS OF THE REPRESENTATION OF ARTIFICIAL INTELLIGENCE IN CINEMA: ANALYSIS OF THE FILM THE CREATOR (2023)                                                                                             | Ala SİVAS GÜLÇUR<br>Oya ŞAKI AYDIN | Medipol University, Türkiye<br>Fenerbahçe University,<br>Türkiye |
| FACEBOOK USERS' ATTITUDES TOWARDS NEWS ON PKK'S LAYING DOWN ARMS IN TURKEY: A THEMATIC ANALYSIS                                                                                                                     | Mahmut Fevzi CENGİZ                | Necmettin Erbakan<br>University, Türkiye                         |
| A BIBLIOGRAPHIC ANALYSIS OF POPULAR CULTURE RESEARCH: CURRENT TRENDS BETWEEN 2021 AND 2025                                                                                                                          | Hakan BAKAR                        | Iğdir University, Türkiye                                        |
| LOCALIZATION AS A MARKETING STRATEGY IN MAGAZINE PUBLISHING                                                                                                                                                         | Sergül VURAL KARA                  | Mersin University, Türkiye                                       |
| AI AGENTS FOR DIGITAL MARKETING STRATEGIES: TASK PLANNING AND TOOL USAGE                                                                                                                                            | Gizem Şebnem BEYDOĞAN              | Kirsehir Ahi Evran<br>University, Türkiye                        |
| THE INFLUENCER PARADOX: PERFORMANCE OF SINCERITY AND RELATABLE CONTENT IN THE EXAMPLE OF EMMA CHAMBERLAIN                                                                                                           | Güler CANBULAT                     | İstanbul Gelişim University,<br>Türkiye                          |
| ARTIFICIAL INTELLIGENCE AND THE FUTURE OF HUMANITARIAN SCIENCES IN THE 21st CENTURY                                                                                                                                 | Gunel GARAYEVA                     | Azerbaijan University of<br>Languages                            |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                    |                                                                  |

**Session-1, Hall-2****19.11.2025****Moderator: Ayben GÜL****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:300**

| Title                                                                                                                                                                                                               | Author(s)           | Affiliation                            |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|----------------------------------------|
| PREDICTIONS FOR THE FUTURE OF PRINT NEWSPAPERS DURING THE TRANSITION FROM TRADITIONAL JOURNALISM TO DIGITAL JOURNALISM                                                                                              | Mihalis KUYUCU      | İstanbul Galata University,            |
| GİYİLEBİLİR İLETİŞİM TEKNOLOJİLERİNE İLGİNİN DİJİTAL GÖSTERGELERİ ÜZERİNE BİR ANALİZ                                                                                                                                | Bahar BALCI AYDOĞAN | Muğla Sıtkı Koçman University, Türkiye |
| FROM TYPOGRAPHICAL FIXITY TO DIGITAL FLUIDITY: REINTERPRETING BARTHES' CONCEPT OF TEXT IN THE CONTEXT OF INTERNET HYPERTEXT LITERATURE                                                                              | Uygar AYDEMİR       | Üsküdar University, Türkiye            |
| DIGITAL MEDIA LITERACY AS A PROTECTIVE FACTOR AGAINST CYBER BULLYING IN YOUTH                                                                                                                                       | Damla Seda TOSUN    | Atatürk University, Türkiye            |
| ARTIFICIAL INTELLIGENCE-SUPPORTED PUBLIC RELATIONS STRATEGIES IN THE AGE OF DIGITAL TRANSFORMATION                                                                                                                  | Damla Seda TOSUN    | Atatürk University, Türkiye            |
| PUBLIC RELATIONS AND NEW MEDIA: PUBLIC DIPLOMACY PRACTICES ON SOCIAL MEDIA                                                                                                                                          | Ayben GÜL           | Atatürk University, Türkiye            |
| THE USE OF ARTIFICIAL INTELLIGENCE IN DIGITAL PUBLIC RELATIONS AND ITS ETHICAL DIMENSIONS                                                                                                                           | Ayben GÜL           | Atatürk University, Türkiye            |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                     |                                        |

**Session-1, Hall-3****19.11.2025****Moderator: Gülsüm ŞİMŞEK****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:300**

| Title                                                                                                                                      | Author(s)                          | Affiliation                                                                        |
|--------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------------------------------------------------------|
| THE BALANCE BETWEEN FREEDOM OF COMMUNICATION AND NATIONAL SECURITY: A CONSTITUTIONAL APPROACH                                              | Kadir Can ÖZEL                     | Hacettepe University, Türkiye                                                      |
| THE ROLE OF DIGITALIZATION IN INTERPERSONAL COMMUNICATION: A GENERAL OVERVIEW OF FAMILY COMMUNICATION                                      | Gülsüm ŞİMŞEK                      | Ankara University, Türkiye                                                         |
| SOCIAL COMMUNICATION AS THE BASIS OF SOCIAL INTERACTION IN THE REPUBLIC OF KARAKALPAKSTAN                                                  | Khatira KAMALOVA                   | Berdah Karakalpak State University, Uzbekistan                                     |
| SUSTAINABILITY IN THE TURKISH FASHION INDUSTRY: A REAL TRANSFORMATION OR A MARKETING STRATEGY?                                             | Mehtap Tunç ZENGİN<br>İdil SAYIMER | Istanbul Bilgi University, Türkiye<br>Kocaeli University, Türkiye                  |
| VALUE CREATION IN STRATEGIC COMMUNICATION: A PROCESS-THEORETICAL APPROACH TO THE PUBLIC RELATIONS DISCIPLINE                               | Büşra KÜÇÜKCİVİL<br>Murat KOÇYİĞİT | Necmettin Erbakan University, Türkiye<br>Niğde Ömer Halisdemir University, Türkiye |
| ALGORITHMIC PUBLIC SPHERE AND THE RECONCEPTUALISATION OF COMMUNICATION: DISCOURSE, ETHICS, AND POWER IN THE AGE OF ARTIFICIAL INTELLIGENCE | Büşra KÜÇÜKCİVİL<br>Murat KOÇYİĞİT | Necmettin Erbakan University, Türkiye<br>Niğde Ömer Halisdemir University, Türkiye |
| MAGICAL REALISM AND THE MAGIC OF ANIMATION: THE CASE OF WISH                                                                               | Beyzanur YILDIZ                    | Sakarya University, Türkiye                                                        |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-4****19.11.2025****Moderator: Maria Duarte Bello****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:300**

| Title                                                                                                                                           | Author(s)                                                   | Affiliation                                                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
| DIGITAL HUMAN CAPITAL STRATEGY ;<br>IMPROVING COMPANY PERFORMANCE                                                                               | Sulis Ari Arofaturun                                        | UIN K.H. Abdurrahman<br>Wahid Pekalongan,<br>Indonesia                                                          |
| THE IMPACT OF DIGITAL<br>TRANSFORMATION ON OPEN STRATEGY                                                                                        | José FERNANDES<br>Nuno BAPTISTA<br>Mário ANTÃO              | Polytechnic Institute of<br>Leiria, Leiria, Portugal                                                            |
| MOVING BEYOND CANCEL CULTURE:<br>DEVELOPING A CHRISTIAN DIGITAL<br>MEDIA THEOLOGY FOR AN ETHICAL AND<br>RECONCILIATORY VIRTUAL PUBLIC<br>SPHERE | Degunias Ton, Bina<br>Monika Br Siringo Ringo               | Universitas Kristen<br>Indonesia                                                                                |
| BEYOND CANCEL CULTURE:<br>DEVELOPING A CHRISTIAN DIGITAL<br>MEDIA THEOLOGY FOR AN ETHICAL AND<br>RECONCILIATORY VIRTUAL PUBLIC<br>SPACE         | Degunias Ton, S.Pd<br>Bina Monika Br Siringo<br>ringo, S.Pd | Indonesian Christian<br>University                                                                              |
| DIGITAL PATHWAYS TO WOMEN'S<br>EMPOWERMENT: USE OF FACEBOOK,<br>INSTAGRAM, WHATSAPP, AND E-<br>COMMERCE BY WOMEN<br>ENTREPRENEURS IN BANGLADESH | Arafatur Rahaman, Tanjim<br>Sarah Zaman, Feroz<br>Ahmed     | Southeast University,<br>Bangladesh.<br>Adroit Discovery Lab (ADL),<br>Bangladesh.<br>Lamar University, TX, USA |
| WHAT REMAINS WHEN EVERYTHING<br>CHANGES: THE VALUE ANCHORS IN<br>PEOPLE AND BRANDS                                                              | Maria Duarte Bello                                          | University of Lisbon                                                                                            |
| TRANSFORMATION CHRISTIAN<br>RELIGIOUS EDUCATION MANAGEMENT<br>THROUGH DIGITAL MEDIA AND<br>TECHNOLOGY IN MODERN SOCIETY                         | Risa Yulianti, Dinyarti Rara<br>Bolu                        | Christian University of<br>Indonesia                                                                            |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-5****19.11.2025****Moderator: Dr. ODU Adejare Samuel****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:300**

| Title                                                                                                                                                                                                                 | Author(s)                                                              | Affiliation                                                                                               |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| PRECISION JOURNALISM AND OBSERVATION METHOD: IMPLICATION FOR PROFESSIONALISM IN JOURNALISM                                                                                                                            | Dr. ODU Adejare Samuel                                                 | The Federal Polytechnic Ilaro, Ogun State, Nigeria                                                        |
| ATTITUDE AND SELF CONCEPT ON UTILIZATION OF INFORMATION AND COMMUNICATION TECHNOLOGY AMONG UNDERGRADUATE LIBRARY USERS IN CROSS RIVER STATE, NIGERIA                                                                  | Ibukun-Oluwa Chidinma Obafemi<br>Abang, Akunjom Edim Etim, Ikakke Edet | Federal College of Agriculture, Ibadan, Oyo State<br>University of Calabar, Calabar, Nigeria              |
| MOVING BEYOND CANCEL CULTURE: DEVELOPING A CHRISTIAN DIGITAL MEDIA THEOLOGY FOR AN ETHICAL AND RECONCILIATORY VIRTUAL PUBLIC SPHERE                                                                                   | Degunias Ton, Bina Monika Br Siringo Ringo                             | Universitas Kristen Indonesia                                                                             |
| BEYOND CANCEL CULTURE: DEVELOPING A CHRISTIAN DIGITAL MEDIA THEOLOGY FOR AN ETHICAL AND RECONCILIATORY VIRTUAL PUBLIC SPACE                                                                                           | Degunias Ton, S.Pd<br>Bina Monika Br Siringo ringo, S.Pd               | Indonesian Christian University                                                                           |
| DIGITAL PATHWAYS TO WOMEN'S EMPOWERMENT: USE OF FACEBOOK, INSTAGRAM, WHATSAPP, AND E-COMMERCE BY WOMEN ENTREPRENEURS IN BANGLADESH                                                                                    | Arafatur Rahaman, Tanjim Sarah Zaman, Feroz Ahmed                      | Southeast University, Bangladesh.<br>Adroit Discovery Lab (ADL), Bangladesh.<br>Lamar University, TX, USA |
| WHAT REMAINS WHEN EVERYTHING CHANGES: THE VALUE ANCHORS IN PEOPLE AND BRANDS                                                                                                                                          | Maria Duarte Bello                                                     | University of Lisbon                                                                                      |
| TRANSFORMATION CHRISTIAN RELIGIOUS EDUCATION MANAGEMENT THROUGH DIGITAL MEDIA AND TECHNOLOGY IN MODERN SOCIETY                                                                                                        | Risa Yulianti, Dinyarti Rara Bolu                                      | Christian University of Indonesia                                                                         |
| <b>All participants must join the conference 10 minutes before the session time.<br/> Every presentation should last not longer than 10-12 minutes.<br/> Kindly keep your cameras on till the end of the session.</b> |                                                                        |                                                                                                           |

**Session-1, Hall-6****19.11.2025****Moderator: Habibur Rahman****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:00 – 14:300**

| Title                                                                                                                                                                                                                           | Author(s)                                                                           | Affiliation                                |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------|
| DETERMINANTS OF ACADEMIC STRESS AMONG UNIVERSITY STUDENTS IN BANGLADESH                                                                                                                                                         | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| IMPACT OF MOBILE PHONE USAGE ON ACADEMIC PERFORMANCE AMONG UNIVERSITY STUDENTS IN BANGLADESH                                                                                                                                    | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| FACTORS AFFECTING FARMERS' CLIMATE CHANGE ADAPTATION STRATEGIES: A STUDY ON THE SOUTHERN PART OF BANGLADESH                                                                                                                     | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| PERCEPTION ON DISASTER PREPAREDNESS AMONG THE COASTAL PEOPLE IN SHYAMNAGAR UPAZILA, SATKHIRA                                                                                                                                    | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| DISASTER PREPAREDNESS AND RESILIENCE NEXUS: A STUDY ON COASTAL BANGLADESH                                                                                                                                                       | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| DISASTER-INDUCED HEALTH VULNERABILITIES AMONG CHILDREN: A STUDY OF PANJIA UNION IN KESHOBPUR UPAZILA, BANGLADESH                                                                                                                | Habibur Rahman                                                                      | Khulna University, Khulna-9208, Bangladesh |
| EFFECTIVENESS OF TAX COLLECTION ON DIGITAL ECONOMIC TRANSACTIONS IN INDONESIA: A STUDY ON E-COMMERCE AND DIGITAL PLATFORMS                                                                                                      | Diah Krista Putri Angelita,<br>Leony Rossy Anggun<br>Monica, Merry Desima<br>Sihite | Lampung University,<br>Lampung, Indonesia  |
| <b>All participants must join the conference 10 minutes before the session time.</b><br><b>Every presentation should last not longer than 10-12 minutes.</b><br><b>Kindly keep your cameras on till the end of the session.</b> |                                                                                     |                                            |

**Session-1, Hall-7****19.11.2025****Moderator: Hacer AKER****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                                                                               | Author(s)                         | Affiliation                               |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------|-------------------------------------------|
| ALEKSANDRA SOKUROV SİNEMASINDA MEKÂN                                                                                                                                                                                | Aslı YURDİGÜL<br>Kübra ERBAYRAKÇI | Atatürk University, Türkiye               |
| ALEKSANDRA SOKUROV SİNEMASINDA ZAMAN                                                                                                                                                                                | Aslı YURDİGÜL<br>Kübra ERBAYRAKÇI | Atatürk University, Türkiye               |
| ANALYSIS OF PENNY DREADFUL IN THE CONTEXT OF INTERTEXTUALITY IN TELEVISION SERIES                                                                                                                                   | Nisa YILDIRIM                     | İstanbul Gelişim University, Türkiye      |
| BETWEEN MADNESS AND HUMANITY: AUDIENCE PERCEPTIONS OF SCHIZOPHRENIA IN SHUTTER ISLAND, A BEAUTIFUL MIND, AND K-PAX                                                                                                  | Hacer AKER<br>Şerife KARAGÖZ      | Selcuk University, Türkiye                |
| FROM SHAME TO LIBERATION: AN AUDIENCE EXPERIENCE OF THREE CINEMATIC REPRESENTATIONS OF DIVORCE                                                                                                                      | Hacer AKER<br>Beyzanur KILIÇ      | Selcuk University, Türkiye                |
| DIGITAL RESTORATION PROCESSES IN CINEMA FILMS                                                                                                                                                                       | Esra EREN                         | Mimar Sinan Fine Arts University, Türkiye |
| NEW FORMS OF LABOR IN DIGITAL CAPITALISM: THE PHENOMENON OF DEEPFAKE INFLUENCERS IN THE CONTEXT OF ALGORITHMIC LABOR AND INVISIBLE PRODUCTION                                                                       | Pınar KARACA                      | İstanbul Galata University, Türkiye       |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                   |                                           |

**Session-1, Hall-8****19.11.2025****Moderator: Çiğdem KILIÇ AYDOĞDU****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                                                                               | Author(s)                                                                   | Affiliation                                    |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------|------------------------------------------------|
| ARTIFICIAL INTELLIGENCE AND THE FUTURE OF HUMANITARIAN SCIENCES IN THE 21st CENTURY                                                                                                                                 | Gunel Garayeva                                                              | Azerbaijan University of Languages             |
| THE TRANSFORMATION OF MYTH IN THE CONTEXT OF POPULAR CULTURE: THE CASE OF ŞAHMARAN                                                                                                                                  | Berna BÜYÜKŞAHİN<br>Onur ÖNÜR MEN                                           | Erciyes University, Türkiye                    |
| NOIR AS SOCIAL COMMENTARY: A MARXIST ANALYSIS OF AMERICAN PSYCHO, THE MATRIX, AND CHINATOWN                                                                                                                         | Özlem YILDIZ                                                                | T. C. İstanbul Yeni Yüzyıl University, Türkiye |
| REPRESENTATION OF TOGG IN GERMAN POPULAR MEDIA: THE CASE OF AUTO BILD                                                                                                                                               | Ahmet SUNAL                                                                 | Kütahya Health Sciences University, Türkiye    |
| BİREYLERİN MYERS-BRIGGS TYPE INDICATOR (MBTI) KİŞİLİK TİPİNE GÖRE SOSYAL MEDYA KULLANIM DAVRANIŞLARININ İNCELENMESİ: NİTEL BİR ARAŞTIRMA                                                                            | Yeliz BAŞ<br>Tuğba ÇAKMAK<br>Hüseyin Efe DEMİR<br>Arda ÖZBAY<br>Seval ŞAHİN | Düzce University, Türkiye                      |
| SOCIAL MEDIA LYNCH CULTURE                                                                                                                                                                                          | Çiğdem KILIÇ AYDOĞDU                                                        | Bolu Abant İzzet Baysal University, Türkiye    |
| NEW MEDIA EDUCATION IN TÜRKİYE                                                                                                                                                                                      | İsmail KAPLAN                                                               | Anadolu University, Türkiye                    |
| THE DIGITAL PARADOX OF CULTURAL INTELLIGENCE: ARTIFICIAL INTELLIGENCE AND THE ALGORITHMIC SHALLOWING OF SOCIAL MEDIA CONTENT                                                                                        | Mustafa BÖYÜK                                                               | Ankara Yıldırım Beyazıt University, Türkiye    |
| <b>All participants must join the conference 10 minutes before the session time.<br/>Every presentation should last not longer than 10-12 minutes.<br/>Kindly keep your cameras on till the end of the session.</b> |                                                                             |                                                |

**Session-1, Hall-9****19.11.2025****Moderator: Cansu ÖKSÜZ KARADEMİR****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                               | Author(s)             | Affiliation                                 |
|-----------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|---------------------------------------------|
| MENTAL POLLUTION IN THE DIGITAL AGE: THE CULTURE OF 'BRAIN ROT' AND ARTIFICIAL INTELLIGENCE-SUPPORTED COMMUNICATION DYNAMICS                        | Doğukan BASALAN       | Hatay Mustafa Kemal University, Türkiye     |
| THE AESTHETICS OF MODERN TRADITION IN THE DIGITAL WORLD: BALLERINA FARM AND REPRESENTATIONS OF WOMANHOOD                                            | Hande KALAYCI         | Bolu Abant İzzet Baysal University, Türkiye |
| DIGITAL AMNESIA, AND THE AESTHETICS OF FORGETTING: A COMPARATIVE ANALYSIS OF ETERNAL SUNSHINE OF THE SPOTLESS MIND AND AFTER YANG                   | Cansu ÖKSÜZ KARADEMİR | Pamukkale University, Türkiye               |
| THE EPISTEMOLOGICAL ROLE OF THE ECO-DOCUMENTARY GENRE: THE REPRESENTATION OF ENVIRONMENTAL REALITY AND THE FORMATION OF ENVIRONMENTAL CONSCIOUSNESS | Cansu ÖKSÜZ KARADEMİR | Pamukkale University, Türkiye               |
| AN ANALYSIS OF FEMALE CHARACTER REPRESENTATIONS IN ARTIFICIAL INTELLIGENCE-SUPPORTED DIGITAL GAMES                                                  | Merve KIZILTAŞ        | T.C. Istanbul Gedik University, Türkiye     |
| AN ANALYSIS OF ARCHETYPE USAGE IN DIGITAL GAMES FEATURING MYTHOLOGICAL REFERENCES                                                                   | Mustafa C. SADAKAOĞLU | Haliç University, Türkiye                   |
| PERCEPTION MANAGEMENT IN ARTIFICIAL INTELLIGENCE TOOLS: THE DIGITAL EVOLUTION OF THE UNDERSTANDING OF REALITY                                       | Gökhan ŞENYURT        | Hitit University, Türkiye                   |
| THE LANGUAGE OF COMMUNICATION IS BODY LANGUAGE                                                                                                      | Turkan AYDOĞAN        | Trabzon Avrasya University, Türkiye         |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-10****19.11.2025****Moderator: Favour C. Uroko****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                                                       | Author(s)                                                                                                      | Affiliation                                                                     |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------|
| THE SILENT POWER OF MICROINFLUENCERS                                                                                                                        | Andrea Tománková<br>Eva Habiňáková                                                                             | The University of SS. Slovakia                                                  |
| PHUBBING AND INTERPERSONAL COMMUNICATION IN CHRISTIAN FAMILIES: A QUALITATIVE ANALYSIS                                                                      | Vitus Juli Agustinus<br>Telaumbanua, Eklin Amtor de Fretes                                                     | Indonesian Christian University                                                 |
| GIVING BIRTH LIKE THE HEBREW AND EXPECTANT WOMEN IN PENTECOSTAL CHURCHES IN NIGERIA                                                                         | Favour C. Uroko                                                                                                | University of Nigeria, Nsukka                                                   |
| THE ROLE OF INTERNATIONAL ORGANIZATIONS IN SUPPORTING WOMEN'S RIGHTS                                                                                        | Najia Mohammadi                                                                                                | Ahlul bayt international university of Iran                                     |
| EU FUNDS AND THE REINDUSTRIALIZATION PROCESS IN ROMANIA: BETWEEN FINANCIAL ABSORPTION AND STRUCTURAL TRANSFORMATION                                         | Balan Mariana<br>Cristea Anca                                                                                  | Hyperion University, Bucharest, Romania<br>Romanian Academy, Bucharest, Romania |
| ECONOMIC ASPECTS OF ATTRACTING FOREIGN INVESTMENT IN GREEN ECONOMY AND GREEN CONSTRUCTION FOR ENSURING SUSTAINABLE DEVELOPMENT IN THE REGIONS OF KYRGYZSTAN | A.S. Pazylova                                                                                                  | Osh Technological University, Department of Economics and Finance (Kyrgyzstan)  |
| GLASS CEILING EXPERIENCES OF FEMALE LEADERSHIP IN ACADEMIA                                                                                                  | Dr Irfan Bashir<br>Dr Afshan Naseem<br>Dr Almas Shoaib<br>Dr Aisha Sami<br>Dr Abdul MLAik<br>Ms Freeha Sherazi | Dept of Education.<br>University of Management and Technology, Pakistan         |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-11****19.11.2025****Moderator: Dr. Sujayita Bhattacharjee****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                                 | Author(s)                                                           | Affiliation                                                                                                                        |
|-----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| DIGITAL TECHNOLOGIES ENABLING SUSTAINABLE PACKAGING: BLOCKCHAIN, QR CODES, AND DATA TRANSPARENCY FOR A GREENER FUTURE | Kajal Antil<br>Dr. Rekha Goel                                       | MDU, Rohtak<br>KL Mehta Dayanand College For Women, Faridabad                                                                      |
| WEAVING NETWORKS OF EMPOWERMENT: THE ROLE OF SOCIAL CAPITAL IN TRANSFORMING RURAL WOMEN'S LIVES IN BANGLADESH         | Md. Rafiqul Islam, Nirapad Kumar Mahanta, Lipika Biswas, Ruhul Amin | Jahangirnagar University<br>University of Rajshahi, Bangladesh<br>University of Dhaka                                              |
| MOTIVATION OF SAVING IN THE DIGITAL ERA: FACTORS THAT INFLUENCE OUR SPENDING AND SAVING HABITS                        | Marilena DRĂGHICI<br>Ana-Maria OPREA                                | National Institute for Economic Research "Costin C. Kirițescu", "Victor Slăvescu" Centre for Financial and Monetary Research       |
| RETHINKING URBAN WATER RESOURCE MANAGEMENT IN INDIA                                                                   | Dr. Sujayita Bhattacharjee                                          | S.I.W.S N.R. Swamy College of Commerce & Economics and Smt. Thirumalai College of Science (Autonomous), Mumbai, Maharashtra, India |
| EDUCATIONAL CHALLENGES OF AFGHAN FEMALE STUDENTS IN IRAN: A SOCIOLOGICAL ANALYSIS                                     | Elham Vahidi<br>Honiye Haydari                                      | Ahlul-Bayt International University                                                                                                |
| MODELING THE BARRIERS TO AND STRATEGIES FOR ENHANCING WOMEN'S POLITICAL PARTICIPATION WITH A FOCUS ON THE ELITE LEVEL | Elham Vahidi<br>Yahya Mirshekaran                                   | Ahlul-Bayt International University                                                                                                |
| A CRITICAL REVIEW OF THE CONCEPT OF FAMILY IN FEMINIST THOUGHT                                                        | Elham Vahidi<br>Nasim Al-Sadat Mahboubi<br>Shariatpanahi            | Ahlul-Bayt International University<br>Tarbiat Modares University                                                                  |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**

**Session-1, Hall-12****19.11.2025****Moderator: Assoc. Prof. Dr. Juliana AJDINI****Meeting ID: 325 629 5864 / Passcode: meetcon****Ankara Local Time: 13:30 – 15:00**

| Title                                                                                                           | Author(s)                                                                                                | Affiliation                                                                                                                                           |
|-----------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| ADDRESSING SOCIAL INEQUALITY AND DISCRIMINATION: THE CASE OF THE ROMA MINORITY IN TIRANA MUNICIPALITY – ALBANIA | Assoc. Prof. Dr. Juliana AJDINI<br>Aida Ndreja                                                           | University of Tirana, Albania<br>Resident in Rheumatology<br>at University Hospital<br>Center "Mother Teresa"<br>(QSUT), Tirana                       |
| EFFECT OF E-TAXATION ON TAX REVENUE GENERATION IN ADAMAWA STATE, NIGERIA                                        | Abdul Hamid Isah<br>Dr. Daniel Marcel                                                                    | Federal Polytechnique Mubi,<br>Adamawa state, Nigeria<br>Mudiambe University, Irrua,<br>Edo State                                                     |
| CORPORATE ADAPTATION IN A DIGITALLY EVOLVING SOCIETY                                                            | Geanina Gabriela Prodan                                                                                  | Alexandru Ioan Cuza<br>University of Iasi, Doctoral<br>School of Economics and<br>Business Administration,<br>Department of Finance, Iasi,<br>Romania |
| FROM REFILLABLE TO DISPOSABLE WATER GALLONS: A DILEMMA IN ECO-FRIENDLY WATER CONSUMPTION                        | Emalisa Emalisa, Jhanghiz Syahrivar                                                                      | President University –<br>Indonesia                                                                                                                   |
| ASYMMETRIC DECISION MAKING: TRUMP, XI, AND THE DYNAMICS OF US - CHINA RIVALRY                                   | Quoc Tran-Nam                                                                                            | Ho Chi Minh City, Vietnam                                                                                                                             |
| THE ROLE OF RIDE-HAILING SERVICES IN ADVANCING SMART URBAN MOBILITY                                             | Khanak<br>Dr. Seema Rathee<br>Naiya<br>Chanpreet                                                         | MDU, Rohtak                                                                                                                                           |
| THE EFFECT OF GENDER AWARENESS ON COLLEGE STUDENTS' ACADEMIC LIFE SATISFACTION                                  | Ritchell Ann S. Hervas,<br>Imelda T. Lauron, Lalaine<br>M. Gella, Joeper M. Abella,<br>Aldwin T. Miranda |                                                                                                                                                       |

**All participants must join the conference 10 minutes before the session time.****Every presentation should last not longer than 10-12 minutes.****Kindly keep your cameras on till the end of the session.**