



# 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.
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- ✓ 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.
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- ✓ Kongre programında yer ve saat değişikliği gibi talepler dikkate alınmayacaktır

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- ✓ The Zoom application is free and no need to create an account.
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- ✓ 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.

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exp. Hall-1, Ali ÖZDEMİR**



**Meeting ID: 325 629 5864**

**Passcode: meetcon**



## **-Opening Ceremony-**

18.04.2025

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 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 Elif ARALIK	Gebze Technical University, Türkiye
DİJİTAL REKLAMCILIKTAN DOĞAL REKLAMA GEÇİŞ: YENİ MEDYA ÇAĞINDA REKLAMIN DÖNÜŞEN BİÇİMLERİ	Utku SOBAY	Kastamonu 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-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 IN THE AGE OF DIGITAL FRAGMENTATION: COLLAPSE OR TRANSFORMATION?	Alican ÖZER	Ankara University, Türkiye
THE IMPACT OF BODY LANGUAGE ON VOTER BEHAVIOR IN THE CONTEXT OF POLITICAL COMMUNICATION: THE CASE OF RECEP TAYYIP ERDOĞAN	Durdu Mehmet GEVHER Ahmet GÜNEŞ	Sivas Cumhuriyet University, Türkiye
THE DISCOURSE OF DEMOCRACY DURING THE MEMORANDUM PERIODS: THE LANGUAGE OF TUTELAGE FROM SILENCE TO RESISTANCE IN THE TURKISH GRAND NATIONAL ASSEMBLY	Zeynep ATILGAN Raci TAŞCIOĞLU	Atatürk University, Türkiye
MEDIATIZED POLITICS AND NEW FORMS OF POLICYMAKING: AN ANALYSIS OF THE AK PARTY'S ELECTION CAMPAIGN IN THE MAY 14, 2023 GENERAL ELECTIONS	Nezihe ERÇELEBİ Süleyman ŞAHAN	Gaziantep University, Türkiye
THE TRANSFORMATION OF REALITY AND TRUTH WITH ARTIFICIAL INTELLIGENCE TECHNOLOGY	Özge DELEN ULAŞ Fazilet BAKIŞ ALTUNDAĞ	İnönü University, Türkiye
DIGITAL TRANSFORMATION OF GENDER REPRESENTATIONS IN ADVERTISING	Fazilet BAKIŞ ALTUNDAĞ Özge DELEN ULAŞ	İnönü University, Türkiye
EMOTIONAL CONSUMPTION BEHAVIORS AND BRAND HAPPINESS: AN ANALYSIS OF ETİ FOOD COMPANY	Zübeyde SÜLLÜ Çiğdem GÜMÜŞ	Kastamonu University, Türkiye

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**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 Tutku DİNAR DİZDAR	İstanbul Beykent University, Türkiye
THE HISTORY OF ADVERTISING IN TURKEY FROM THE EARLY YEARS OF THE REPUBLIC TO THE PRESENT DAY	Zeynep ÇELEBİ Zübeyde SÜLLÜ	Kastamonu University, Türkiye
EMOTION INDUSTRY AND NEW MEDIA: NARRATIVE AND INTERACTION IN SOCIAL NETWORKS	Abuzer YEŞİL	Malatya Turgut Ozal University, Türkiye
THE IMPACT OF DEEPPAKES ON YOUTH'S POLITICAL COMMUNICATION AND POLITICAL PARTICIPATION ON SOCIAL MEDIA	Hasan BATAR	Malatya Turgut Özal 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
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**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 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 INIYEKEKON Ondimietimi Precious 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 PhD. Duong Thi Ngoc Minh 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 Nuno BAPTISTA Mário ANTÃO	Universidade Lusíada, Lisboa, Portugal Polytechnic Institute of Leiria, Leiria, Portugal
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**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 Lateef Abass Olamilekan	Federal Polytechnic Ilaro, Ogun, Nigeria
METaverse AND VIRTUAL REALITY: THE NEXT ERA OF GAMING CULTURE	P. Sankara Narayanan Dr. S. Selvam	S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India
AI AND GAMING SMARTER NPCS AND PROCEDURAL WORLDS	J.Jeyavarshana Dr S.SELVAM	S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India
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**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 Charanjeet Kaur Amtar Singh Nurul Fazlena Mohd Mohradi	Politeknik Tuanku Sultanah Bahiyah, Malaysia
THE IMPACT OF AI ON ROBOTICS DEVELOPMENT	R.KAMALAM M.DEVIBALA Dr S.SELVAM	S.Vellaichamy Nadar College, Nagamalai, Madurai-19 Tamilnadu, India
AI IN FINANCE: FRAUD DETECTION AND ALGORITHMIC TRADING	S. Dharani P. Kavi sri 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 Muhammad Adamu Ahmed Suleiman 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 Hasan ÇİFTÇİ	Dicle University, Türkiye Harran University, Türkiye

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**Session-2, Hall-1****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 Bakytbek ORUNBEKOV	Mersin University, Türkiye 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
HISTORY IS WHAT IS CARVED IN STONE	Ülkü AYTAN	Pamukkale Noteri, Arkeolog, Yazar
TARIMSAL İLETİŞİM VE İKLİM DEĞİŞİKLİĞİ: SERTİFİKALI BUĞDAY TOHUMU EĞİLİMLERİ	Fazilet ÖZDEMİR Gülbin FERİDUN Celal CEVHER	Turkish State Meteorological Service, Türkiye Gazi University, Türkiye 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
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**Session-2, Hall-2****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 Çiğdem GÜMÜŞ	Kastamonu University, 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, 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, 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 Rumeysa ZEYTÜNLÜ	Kastamonu University, Türkiye
THE USE OF ADVERTISING APPEALS IN THE ERA OF DIGITAL ADVERTISING	Zübeyde SÜLLÜ Rumeysa ZEYTÜNLÜ	Kastamonu University, Türkiye
AI-ENABLED ALGORITHMIC PERSUASION AND CONSUMER AUTONOMY: A BIBLIOMETRIC AND SYSTEMATIC REVIEW OF PSYCHOLOGICAL IMPLICATIONS IN DIGITAL MARKETING	İbrahim Halil EFENDİOĞLU	Gaziantep University, Türkiye
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**Session-2, Hall-3****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, Fitri Amalia Rahman	President University, and Indonesia
BALANCING WORK AND LIFE: HOW STRESS MANAGEMENT SHAPES EMPLOYEE LOYALTY AND MENTAL HEALTH IN JAKARTA COMPANIES	Russel Lay, Genoveva Genoveva	President University, Indonesia
STREAMING STYLE: HOW ALINOO SHOP TRANSFORMS THRIFT FASHION INTO AN INTERACTIVE EXPERIENCE	Sesyana Aurelia, Genoveva Genoveva	President University, Indonesia
REIMAGINING PAKISTAN'S FUTURE STRATEGIC PATHWAYS FOR IMMEDIATE NATIONAL TRANSFORMATION THROUGH DIGITAL INNOVATION AND COLLABORATIVE GOVERNANCE	Muhammad Faisal	Allama Iqbal Open University
THE CONTRIBUTION AND FUNCTION OF LOCAL TAXES AS A SOURCE OF LOCAL REVENUE IN INDONESIA	Afifah Tarisya Putri, Erina Maharani, Gesya Aviska Satriani, Mega Metalia, Ratna Septiyani	University of Lampung
HUMAN CAPITAL, PUBLIC POLICY, AND LABOR MARKET PERFORMANCE: AN INTEGRATED FRAMEWORK FOR SUSTAINABLE ECONOMIC DEVELOPMENT IN ROMANIA	Popa Larisa Cristea Anca	National Institute for Economic Research "Costin C. Kirişescu", School of Advanced Studies of The Romanian Academy, Doctoral School of Economic Sciences, Bucharest, Romania
REDEFINING MENTAL HEALTH SUPPORT: THE IMPACT OF SUPPORTED HOUSES IN PROMOTING INCLUSION AND RECOVERY	Meriglina Rusta Prof.Asc.Dr. Juliana Ajdini	University of Tirana
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**Session-2, Hall-4****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, Hailemichael Getnet	Bahir Dar University, Ethiopia Debre Tabor University, Ethiopia
THE PSYCHOLOGICAL IMPACT OF RISING DIVORCE RATES ON WOMEN: AN INTERDISCIPLINARY EXAMINATION	Nasrin Ziayee	Ahlul-Bayt International University Tehran.
DEVALUED LABOR IN THE AGE OF AUTOMATION: ECONOMIC PRESSURES ON HUMAN TRANSLATORS IN THE ERA OF GENERATIVE AI	Mahmoud Afrouz 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 – Korçë, Albania
DOES LIQUIDITY DRIVE HEDGING DECISIONS IN ASEAN ASSET CLASS BANKING COMPANIES?	Syartika Putri Hermalia 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 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 Studies CDL, Delhi India
CORPORATE GOVERNANCE REINVENTED: THE ROLE OF GENDER DIVERSITY IN BOARDROOMS	Chanpreet Dr. Rajpal Singh Dr. Shalu Khanak	M.D. University, Rohtak Sh. L.N. Hindu College, Rohtak

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**Session-2, Hall-5****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 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

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**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 Oya ŞAKI AYDIN	Medipol University, Türkiye Fenerbahçe University, Türkiye
FACEBOOK USERS' ATTITUDES TOWARDS NEWS ON PKK'S LAYING DOWN ARMS IN TURKEY: A THEMATIC ANALYSIS	Mahmut Fevzi CENGİZ	Necmettin Erbakan 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 University, Türkiye
THE INFLUENCER PARADOX: PERFORMANCE OF SINCERITY AND RELATABLE CONTENT IN THE EXAMPLE OF EMMA CHAMBERLAIN	Güler CANBULAT	İstanbul Gelişim University, Türkiye
ARTIFICIAL INTELLIGENCE AND THE FUTURE OF HUMANITARIAN SCIENCES IN THE 21st CENTURY	Gunel GARAYEVA	Azerbaijan University of Languages
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**Session-1, Hall-2****19.11.2025****Moderator: Mihalıs KUYUCU****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 TRANSATION FROM TRADITIONAL JOURNALISM TO DIGITAL JOURNALISM	Mihalıs 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
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**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 TURKISH FASHION: TRANSFORMATION OR MARKETING STRATEGY?	Mehtap Tunç ZENGİN İdil SAYIMER	Istanbul Bilgi University, Türkiye Kocaeli University, Türkiye
VALUE CREATION IN STRATEGIC COMMUNICATION: A PROCESS-THEORETICAL APPROACH TO THE PUBLIC RELATIONS DISCIPLINE	Büşra KÜÇÜKCİVİL Murat KOÇYİĞİT	Necmettin Erbakan University, Türkiye 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 Murat KOÇYİĞİT	Necmettin Erbakan University, Türkiye Niğde Ömer Halisdemir University, Türkiye
MAGICAL REALISM AND THE MAGIC OF ANIMATION: THE CASE OF WISH	Beyzanur YILDIZ	Sakarya University, Türkiye
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**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 ; IMPROVING COMPANY PERFORMANCE	Sulis Ari Arofaturun	UIN K.H. Abdurrahman Wahid Pekalongan, Indonesia
THE IMPACT OF DIGITAL TRANSFORMATION ON OPEN STRATEGY	José FERNANDES Nuno BAPTISTA Mário ANTÃO	Polytechnic Institute of Leiria, Leiria, Portugal
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 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. Adroit Discovery Lab (ADL), Bangladesh. 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

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**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 Abang, Akunjom Edim Etim, Ikakke Edet	Federal College of Agriculture, Ibadan, Oyo State 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 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. Adroit Discovery Lab (ADL), Bangladesh. 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
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**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, Leony Rossy Anggun Monica, Merry Desima Sihite	Lampung University, Lampung, Indonesia
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**Session-2, Hall-1****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 Kübra ERBAYRAKÇI	Atatürk University, Türkiye
ALEKSANDRA SOKUROV SİNEMASINDA ZAMAN	Aslı YURDİGÜL 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 Şerife KARAGÖZ	Selcuk University, Türkiye
FROM SHAME TO LIBERATION: AN AUDIENCE EXPERIENCE OF THREE CINEMATIC REPRESENTATIONS OF DIVORCE	Hacer AKER 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
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**Session-2, Hall-2****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 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 Tuğba ÇAKMAK Hüseyin Efe DEMİR Arda ÖZBAY 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
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**Session-2, Hall-3****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
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**Session-2, Hall-4****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 Eva Habiňáková	The University of SS. Slovakia
PHUBBING AND INTERPERSONAL COMMUNICATION IN CHRISTIAN FAMILIES: A QUALITATIVE ANALYSIS	Vitus Juli Agustinus 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 Cristea Anca	Hyperion University, Bucharest, Romania 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 Dr Afshan Naseem Dr Almas Shoaib Dr Aisha Sami Dr Abdul MLaik Ms Freeha Sherazi	Dept of Education. University of Management and Technology, Pakistan

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**Session-2, Hall-5****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 Dr. Rekha Goel	MDU, Rohtak 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 University of Rajshahi, Bangladesh University of Dhaka
MOTIVATION OF SAVING IN THE DIGITAL ERA: FACTORS THAT INFLUENCE OUR SPENDING AND SAVING HABITS	Marilena DRĂGHICI 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 Honiyyeh 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 Yahya Mirshekaran	Ahlul-Bayt International University
A CRITICAL REVIEW OF THE CONCEPT OF FAMILY IN FEMINIST THOUGHT	Elham Vahidi Nasim Al-Sadat Mahboubi Shariatpanahi	Ahlul-Bayt International University Tarbiat Modares University

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**Session-2, Hall-6****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 Aida Ndreja	University of Tirana, Albania Resident in Rheumatology at University Hospital Center "Mother Teresa" (QSUT), Tirana
EFFECT OF E-TAXATION ON TAX REVENUE GENERATION IN ADAMAWA STATE, NIGERIA	Abdul Hamid Isah Dr. Daniel Marcel	Federal Polytechnique Mubi, Adamawa state, Nigeria Mudiambe University, Irrua, Edo State
CORPORATE ADAPTATION IN A DIGITALLY EVOLVING SOCIETY	Geanina Gabriela Prodan	Alexandru Ioan Cuza University of Iasi, Doctoral School of Economics and Business Administration, Department of Finance, Iasi, Romania
FROM REFILLABLE TO DISPOSABLE WATER GALLONS: A DILEMMA IN ECO-FRIENDLY WATER CONSUMPTION	Emalisa Emalisa, Jhanghiz Syahrivar	President University – 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 Dr. Seema Rathee Naiya Chanpreet	MDU, Rohtak
THE EFFECT OF GENDER AWARENESS ON COLLEGE STUDENTS' ACADEMIC LIFE SATISFACTION	Ritchell Ann S. Hervas, Imelda T. Lauron, Lalaine M. Gella, Joeper M. Abella, Aldwin T. Miranda	
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