13th ISTANBUL FINANCE CONGRESS (IFC) | December 23, 2024 | Istanbul

CONGRESS PROGRAM

13th Istanbul Finance Congress (IFC-2024) hosted by Işık University has participants from 15 different countries, namely; Turkiye, Jordan, USA, Italy, Morocco, Hungary, Turkish Republic of Cyprus, Kyrgyzstan, Romania, United Arab Emirates, Saudi Arabia, Norway, Nigeria, Tunisa and Cameroon. Hence, IFC-2024 is qualified an "International Congress" by the Higher Education Council of Turkiye.

Zoom for Opening Session
https://zoom.us/j/94235938458

OPENING SPEECHES | SESSION 1 | ROOM 1 | December 23, 2024, Monday

Time	Description
10.00-10.10	Prof. Suat Teker| Isik University	Welcoming Speech, Congress President
10.10-10.20	Prof. Hasan Bulent Kahraman |Rector, Isık University |Opening Speech
10.20-10.40	**Keynote Speaker I -** Assoc. Prof. Guzhan Gulay	Executive Vice President, Borsa Istanbul Borsa Istanbul and Sustainability
10.40-11.00	**Keynote Speaker II -** Prof. Ghassan Omet	University of Jordan Financial Development and Artificial Intelligence: Some Regional Analysis

PRESENTATION SESSIONS

ZOOM LINK	https://zoom.us/j/94235938458	https://zoom.us/j/99433386028
11.00 - 13.00	**ROOM 1 | SESSION 2.1** **Chair: Prof. Elcin Alp, Istanbul Ticaret University**	**ROOM 2 | SESSION 2.2** **Chair: Assoc. Prof. Cuneyt Dirican, Istanbul Arel University**
11.00-11.15	**Navigating financial awareness across generational shifts: Integrating agile management for future success** Kalman Botond Géza, Kodolanyi University, Hungary Malatyinszki Szilárd, Kodolanyi University, Hungary Horváth Géza, Kodolanyi University, Hungary	**Social media sentiment and its effects on cryptocurrency price volatility** Ozge Arabaci Urgenc, Istanbul Technical University, Turkiye Oktay Tas, Istanbul Technical University, Turkiye
11.15-11.30	**The impact of financing agriculture from European funds on climate change** Gabriela Badareu, University of Craiova, Romania Nicoleta Mihaela Doran, University of Craiova, Romania Marius Dalian Doran, West University of Timisoara, Romania	**The role of environmental taxes in generating tax revenues and reducing greenhouse gas emissions in the European Union** Fortea Costinela, University Dunarea de Jos of Galati, Romania Valentin Marian Antohi, University Dunarea de Jos of Galati, Romania Monica Laura Zlati, University Dunarea de Jos of Galati, Romania
11.30-11.45	**How green bonds affect clean energy investments and carbon emissions?** Gulden Poyraz, Bandırma Onyedi Eylul University, Turkiye Tugba Guz, Istanbul Yeni Yuzyil University, Turkiye	**Factors reshaping investor risk perception: social media, news, and behavioral** Bahar Koseoglu, Bahcesehir University, Turkiye
11.45-12.00	**Marketing aspects of the consumer culture theory** Petra Platz, University of Gyor, Hungary	**Gender difference in risk and confidence perception: implementation with logit model** Dilek Teker, Isik University, Turkiye Suat Teker, Isik University, Turkiye Beyda Demirci, Isik University, Turkiye
12.00-12.15	**Measuring the sensitivity of different Monte Carlo models in forecasting airline stock prices** Olcay Olcen, Aviation Consulting Group, Turkiye	**Dynamic leadership in AI-driven economies: navigating disruption through strategic foresight and adaptive capabilities** Benja Stig Fagerland, USN School of Business, Norway
12.15-12.30	**Twitter sentiment analysis for optimal portfolio construction** Oktay Tas, Istanbul Technical University, Turkiye Burak Kucukaslan, Istanbul Technical University, Turkiye	**Financial development and income inequality relationship: a study on Turkiye** Beyza Gunes, Bilgi University, Turkiye Sema Nur Bayraktar, Bilgi University, Turkiye
12.30-12.45	**Winery tours and tasting experiences as key factors in a successfull wine marketing strategy – based on the analysis of family-owned wineries' in the Neusiedlersee DAC** Petra Platz, University of Gyor, Hungary	**Beyond linear regression: enhancing predictive accuracy in stock price prediction using ensemble methods** Samir K. Safi, United Arab Emirates University, UAE Mariam Daiban, United Arab Emirates University, UAE Dania Awwad, United Arab Emirates University, UAE
12.45-13.00	**The impact of artificial intelligence on the audit process: automation and efficiency gains** Samir Errabih, University of Sidi Mohamed Ben Abdellah, Morocco Arabi Abdelbasset, University of Sidi Mohamed Ben Abdellah, Morocco	**Financial marketing through machine learning techniques and data analytics for customer behavior prediction** Tugce Ekiz Yilmaz, Dokuz Eylul University, Turkiye

13.00-16.15	ROOM 1 | SESSION 3.1	ROOM 2 | SESSION 3.2
	Chair: Prof. Oktay Tas, Istanbul Technical University	**Chair: Dr. Fahrettin Pala, Gumushane University**
13.00-13.15	**The use of social networking websites as a recruiting practice**	**Energy consumption-outward foreign direct investment-natural resource rents nexus: evidence from BRICS-T countries**
	Alexandra-Ioana Popescu, West University of Timisoara, Romania	Suat Mumcu, Gebze Technical University
	Denisa Abrudan, West University of Timisoara, Romania	Huseyin Ince, Gebze Technical University
13.15-13.30	**Rising value of data in contemporary higher education**	**Corporate governance and artificial intelligence: transition, responsibilities and prospects**
	Ali Eskinat, Netkent University, Türkiye	Antonio Tipaldi, Università degli Studi di Salerno, Italy
	Suat Teker, Işık University, Turkiye	
13.30-13.45	**Bitcoin prices using ARCH and GARCH models: a backcasting study**	**Economic competitiveness and population well-being in Europe: strategies for sustainable growth**
	Dilek Teker, Isik University, Turkiye	Alexandrina Brinza, University of Galați, Romania
	Suat Teker, Isik University, Turkiye	Cristea Dragos-Sebastian, University of Galați, Romania
	Esin Demirel, Isik University, Turkiye	Lăzărescu Ioana, University of Galați, Romania
13.45-14.00	**Cash flow, efficiency and financial stability analysis for sustainable business development**	**Enacting entrepreneurship and leadership: a longitudinal exploration of gendered identity**
	Lucian Gabriel Maxim, Transilvania University of Brasov, Romania	Mohamed Fitouri Fsegmahdia, University of Monastir and LISEFE, Tunisia
		Akram Belhadj Mohamed, Taif University Arabie Saoudite, Saudi Arabia
14.00-14.15	**The distance between the profit and the tax base for Hungarian enterprises consequences for the Hungarian accounting regulation**	**Impact of cross-border e-commerce on growth of Turkish SMEs**
	László Péter Lakatos, Budapest Corvinus University, Hungary	Irmak Orman, Isık University, Turkiye
		Suat Teker, Isık University, Turkiye
14.15-14.30	**A comparative analysis of hybrid midas-sarimax models for GDP forecasting: empirical evidence from Palestine**	**Transition to modular architecture in mobile finance applications**
	Samir K. Safi, United Arab Emirates University, UAE	Pinar Celdirme Kaygusuz, Turkcell, Turkiye
	Olajide Idris Sanusi, University of Wisconsin, USA	
	Umar Kabir Abdullahi, Ahmadu Bello University, Nigeria	
14.30-14.45	**The impact of business intelligence on administrative decision-making at Amman Arab University**	**Analysis of economic regulatory and supervisory authorities in Turkey in the context of public interest theory: the example of Banking Regulation and Supervision Agency -** *Türkiye'de ekonomik düzenleyici ve denetleyici otoritelerin kamu yararı teorisi bağlamında analizi : Bankacilik Düzenleme ve Denetleme Kurumu örneği*
	Mahmoud Hussein Abu Joma, Amman Arab University, Jordan	Ahmet Kavakli, Istanbul Commerce University, Turkiye
		Ali Osman Gurbuz, Istanbul Commerce University, Turkiye

14.45-15.00	**Evaluation of sustainable energy sources and sustainability reports: the case of Canadian solar** - *Sürdürülebilir enerji kaynakları ve sürdürülebilirlik raporlarının değerlendirilmesi: Canadian solar örneği*	**The impact of the widespread use of digital payment systems on individual spending habits and savings** - *Dijital ödeme sistemlerinin yaygınlaşmasının bireysel harcama alışkanlıklarına ve tasarruflarına etkisi*
	Merve Vaysal, Karabuk University, Turkiye	Fahrettin Pala, Gumushane University, Turkiye
15.15-15.30	**Financial fragility in resource-rich high-income economies** - *Yüksek gelirli kaynak zengini ekonomilerde finansal kırılganlık*	**Design and development of smart POS systems: commission optimization and transaction efficiency** - *Akilli POS sistemlerinin tasarimi ve geliştirilmesi: komisyon optimizasyonu ve işlem verimliliği*
	Sami Kucukoglu, Istanbul Ticaret University, Turkiye	Begum Al, Turkcell, Turkiye
	Elif Guneren Genc, Istanbul Ticaret University, Turkiye	Gamze Sezgen, Turkcell, Turkiye
15.30-15.45	**Analysis of the impact of climate policy and energy uncertainties on the stock exchange: the case of Turkiye and USA** - *İklim politikası ve enerji belirsizliklerinin borsa üzerindeki etkisinin analizi: Türkiye ve Amerika*	**The impact of fintech investments in Turkey on e-commerce** - *Türkiye'deki fintek yatırımlarının e-ticarete etkisi*
	Kübra Saka Ilgın, Erzincan Binali Yıldırım University, Turkiye	Anıl Atas, Firat University, Turkiye
		Gamze Ayca Kaya, Firat University, Turkiye
15.45-16.00	**Green finance: development, current situation and future in Turkiye and the world** - *Yeşil finans: Türkiye ve dünyada gelişimi, mevcut durumu ve geleceği*	**The relationship between social security policies and life insurance demand in OECD countries** - *OECD ülkelerinde sosyal güvenlik politikalarının hayat sigortası talebi üzerindeki yansıması*
	Esra Aksoylu, Maltepe University, Turkiye	Hasan Meral, Marmara University, Turkiye
16.00-16.15	**The effects of trade tariffs on inflation in Cameroon: the moderation effect of exchange rate**	**Mainstream economics and finance dogmas and neoclassical memorizations: examples of Milton Friedman, Eugene Fama and Nobel** - *Ana akım ekonomi ve finans dogmaların ve neoklasik ezberler: Milton Friedman, Eugene Fama ve Nobel örnekleri*
	Nzembanteh, University of Bamenda, Cameroon	Cuneyt Dirican, Istanbul Arel University