

12th GLOBAL BUSINESS RESEARCH CONGRESS | June 11, 2026 | ISTANBUL

CONGRESS PROGRAM

12th Global Business Research Congress (GBRC.2026) jointly hosted by Işık University has participants from 9 different countries, namely; Türkiye, Uzbekistan, Philippines, Nigeria, Mexico, USA, India, Germany, Northern Republic of Türkiye. Hence, GBRC.2026 is defined an "International Congress" qualified by the Higher Education Council of Türkiye.

<https://zoom.us/j/92260111905>

OPENING SPEECHES | SESSION 1 | June 11, 2026, Thursday | ROOM 1

10.00-10.10	Prof. Suat Teker, Congress Co-President, Welcoming Speech
10.10-10.30	Keynote Speaker I: Dr. Himanshu Goel Independent AI Researcher, India <i>The \$240K question: how outdated AI costs businesses more than bad AI</i>
10.30-10.50	Keynote Speaker - II: Prof. Erskin Blunck Nürtingen-Geislingen University, Germany <i>Entrepreneurial business education: The example of Zukunft.Gruenden at Nürtingen-Geislingen University in Germany</i>
10.50-11.10	Keynote Speaker - III: Prof. Brandon J. Price Virginia Commonwealth University, USA <i>Entrepreneurship in your career: Why you need to think like an entrepreneur!</i>

PRESENTATION SESSIONS

11.30 - 14.30	SESSION 2 June 11, 2026, Thursday ROOM 1
	Session Chair: Eser Ozbay, Isik University
	https://zoom.us/j/92260111905
11.30 - 11.45	Experiential learning from personal experience as an effective entrepreneurship teaching process for universities Brandon Price, Panamerican University of Mexico
11.45 - 12.00	Mediating role of strategic agility on the relationship of HRM strategies and sustainable competitive advantage of manufacturing companies in selected municipalities of Batangas province Irene H. Maralit, Batangas State University, Philippines Maylyn L. Masilang, Rosario Integrated National School, Philippines
12.00 - 12.15	Exploring the heterogeneous effects of brand equity on stock market performance using quantile-on-quantile regression analysis: evidence from the top 10 technology companies Abdulaziz Abuobaid, Istanbul Aydin University Tarana Azimova, Istanbul Aydin University
12.15 - 12.30	AI-oriented risk assessment models in emerging insurance markets: the case of Uzbekistan Rustam Sadykovich Azimov, Uzbekinvest Miradiil Abdullayevich Mirsadikov, Uzbekinvest
12.30 - 12.45	Drivers of consumption-based carbon emissions: the role of green finance, digital transformation, and trade under cross-sectional dependence Gulden Poyraz, Bandirma Onyedi Eylul University Tugba Guz, Istanbul Yeniuyuzil University
12.45 - 13.00	Do OPEC oil price shocks matter for the Turkish stock market? Evidence from the BIST 100 index (2010–2026) Huseyin Cetin, Bursa Technical University

13.00 - 13.15	Generating added value for impoverished rural regions through agritourism
	Anda Elvan Yarman Ak, Isik University Dilek Teker, Isik University
13.15 - 13.30	Institutionalizing social entrepreneurship in Turkiye: a comparative perspective through the community interest company model in the United Kingdom with insights from women social entrepreneurs' access to finance
	Eser Ozbay, Isik University Dilek Teker, Isik University
13.30 - 13.45	Monetary policy responses to energy price shocks: a literature review
	Serpil Kuzucu, Istanbul Beykent University
13.45 - 14.00	When authenticity signaling backfires: an inverted relationship
	Sara Khwaira, Istinye University Alpaslan Kelleci, Istinye University
14.00 - 14.15	Supervisory gender constructivist beliefs, FWA consistency, and leadership aspiration: evidence from Turkiye
	Sunduz Yilmaz, Istanbul Technical University Fatma Kusku, Istanbul Technical University
14.15 - 14.30	Internationalization strategies of digital universities: a strategic framework for university 5.0
	Ali, Eskinat, Netkent University Suat Teker, Isik University

11.30 - 14.30	SESSION 3 June 11, 2026, Thursday ROOM 2
	Session Chair: Cuneyt Dirican, Istanbul Arel University
	https://zoom.us/j/97791255200
11.30 - 11.45	User resistance and habit-based adoption processes in innovative technologies: a data-driven software case study - <i>Inovatif teknolojilerde kullanıcı direnci ve alışkanlık temelli benimseme süreçleri: veri odaklı bir yazılım incelemesi</i>
	Nagihan Unsal, Ankara Social Sciences University
11.45 - 12.00	Economic policy uncertainty, unexpected inflation developments, and risk-on conditions in the Turkish equity market: evidence from a NARDL approach - <i>Ekonomik politika belirsizliği, beklenmeyen enflasyon gelişmeleri ve Turkiye hisse senedi piyasasındaki risk alma koşulları: NARDL yaklaşımından bulgular</i>
	Tutku Unkaracalar, Kırklareli University
12.00 - 12.15	The impact of digital accounting literacy on the perception of professional competence: a study on accounting and tax applications program students - <i>Dijital muhasebe okuryazarlığının mesleki yetkinlik algısı üzerindeki etkisi: muhasebe ve vergi uygulamaları programı öğrencileri üzerine bir araştırma</i>
	Nesegül Parlak, Ordu University Didem Ozturk Ciftci, Ordu University
12.15 - 12.30	Insurance in international trade and management of global supply chain risks through integrated models - <i>Uluslararası ticarette sigorta ve küresel tedarik zinciri risklerinin bütünlük modellerle yönetimi</i>
	Cigdem Kelepce, Halic University

12.30 - 12.45	<p>Macroeconomic drivers of the BIST sustainability index: evidence from ARDL and VAR models - BIST sürdürülebilirlik endeksini etkileyen makroekonomik faktörler: ARDL ve VAR modelleri ile bir inceleme</p> <p>Suat Teker, Isik University</p> <p>Dilek Teker, Isik University</p> <p>Beyda Demirci, Isik University</p>
12.45 - 13.00	<p>The transformation of public relations in the age of artificial intelligence: a conceptual evaluation from the perspective of strategic communication and corporate reputation - Yapay zeka çağında halkla ilişkilerin dönüşümü: stratejik iletişim ve kurumsal itibar perspektifinden kavramsal bir değerlendirme</p> <p>Veysel Karani Sukuroglu, Kastamonu University</p>
13.00 - 13.15	<p>Supply chain finance and corporate liquidity optimization in digital banking - Dijitalleşen bankacılıkta tedarik zinciri finansmanı ve kurumsal likidite optimizasyonu</p> <p>Hande Esin Sahanlı, Isık University</p> <p>Suat Teker, Isık University</p>
13.15 - 13.30	<p>A conceptual evaluation from the perspectives of micro-luxury consumption and conspicuous consumption - Mikro-lüks tüketim ve gösterişçi tüketim perspektifinden kavramsal bir değerlendirme</p> <p>Enes Yuce, Kastamonu University</p>
13.30 - 13.45	<p>Psychological safety experiences of HR leaders in the Bursa automotive cluster: a qualitative inquiry on mobbing, exclusion, and participation - Bursa otomotiv kümelenmesinde İK liderlerinin psikolojik güvenlik deneyimleri: mobbing, dışlanma ve katılım üzerine nitel bir inceleme</p> <p>Ayhan Yazar, Bursa Uludag University</p>
13.45 - 14.00	<p>A descriptive quantitative analysis of commercial space and the space economy - Ticari uzay ve uzay ekonomisi üzerine tanımlayıcı bir nicel analiz</p> <p>Cuneyt Dirican, Istanbul Arel University</p>
14.00 - 14.15	<p>Consumer trust during brand crises: influencer vs. brand spokesperson</p> <p>Hafsah Bilal, Kadir Has University</p> <p>Sandy Ipekler Cagliyor, Kadir Has University</p> <p>Burcin Kaplan, Istanbul Aydın University</p>
14.15 - 14.30	<p>Digital banking innovations and operational efficiency – evidence from the listed deposit money banks in Nigeria</p> <p>Olofin Abiona Jeremiah, Nile University of Nigeria</p> <p>Taiwo Adewale Muritala, Nile University of Nigeria</p> <p>Akeem Adewale Bakare, Nile University of Nigeria</p>