1st ANNUAL INTERNATIONAL
CONFERENCE ON SOCIAL SCIENCES
(AICSS)
ISTANBUL, 21st-23rd MAY 2015
www.aicss2015.org
<table>
<thead>
<tr>
<th>Time</th>
<th>YTU Auditorium</th>
<th>Red Hall</th>
<th>Green Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>08.30 – 12.30</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10.00 – 11.00</td>
<td>Welcome and Opening Ceremony*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.00 – 12.00</td>
<td>Keynote Speech*</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12.00 – 13.30</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13.30 – 15.00</td>
<td><strong>Session 1</strong> Complexity in Economics and Business I</td>
<td><strong>Session 2</strong> Studies on Firms and Manufacturing Industry</td>
<td><strong>Session 3</strong> Sustainability</td>
</tr>
<tr>
<td>15.00 – 15.30</td>
<td>Coffee Break and Networking</td>
<td></td>
<td></td>
</tr>
<tr>
<td>08.30 – 12.30</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09:00-10:30</td>
<td><strong>Session 4</strong> Complexity in Economics and Business II</td>
<td><strong>Session 5</strong> Consumer Behavior I</td>
<td><strong>Session 6</strong> Accounting and Finance</td>
</tr>
<tr>
<td>10.30 – 11.00</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.00 – 12.30</td>
<td><strong>Session 7</strong> Banking</td>
<td><strong>Session 8</strong> Financial Crisis and Management</td>
<td><strong>Session 9</strong> Consumer Behavior II</td>
</tr>
<tr>
<td>12.30 – 13.30</td>
<td>Lunch</td>
<td></td>
<td></td>
</tr>
<tr>
<td>14.00 – 15.30</td>
<td><strong>Session 10</strong> Money Demand</td>
<td><strong>Session 11</strong> Poverty and Inequality</td>
<td><strong>Session 12</strong> Innovation and Management</td>
</tr>
<tr>
<td>15.30 – 16.00</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>16.00 – 17.30</td>
<td><strong>Session 13</strong> Behavioral Sciences</td>
<td><strong>Session 14</strong> World Economies</td>
<td><strong>Session 15</strong> Labor</td>
</tr>
<tr>
<td>17.30 – 20.00</td>
<td>Free Time</td>
<td></td>
<td></td>
</tr>
<tr>
<td>20.00 – 23.00</td>
<td><strong>GALA DINNER: CEMİLÊ SULTAN KORUSU</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>08.30 – 12.30</td>
<td>Registration</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09.00 – 10.30</td>
<td><strong>Session 16</strong> Political Economy</td>
<td><strong>Session 17</strong> Development and Growth</td>
<td><strong>Session 18</strong> Macroeconomics and Fiscal Policy</td>
</tr>
<tr>
<td>10.30 – 11.00</td>
<td>Coffee Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11.00 – 12.30</td>
<td><strong>Session 19</strong> Economic Theory</td>
<td><strong>Session 20</strong> Stock and Bond Markets</td>
<td>-</td>
</tr>
</tbody>
</table>

*The sessions will be held at YTU Auditorium*
**AICSS 2015 / 21-23 MAY 2015**  
**CONFERENCE PROGRAM**  

**21 MAY 2015 THURSDAY**  

**08.30 – 12.30 REGISTRATION**  
10.00 – 11.00 OPENING CEREMONY  
Opening Speeches  
Prof. Ismail YÜKSEK - Rector, Yıldız Technical University  
Prof. Kenan AYDIN - Dean, Faculty of Economics and Administrative Sciences, Yıldız Technical University  

11.00 – 12.00 KEYNOTE SPEECH  
Prof. Erdener KAYNAK - School of Business Administration, The Pennsylvania State University at Harrisburg  
"Comparative Marketing Systems: A Shift from Triad to Duality"  

12.00 – 13.30 LUNCH  
13.30 – 15.00 PARALLEL SESSIONS 1  
**Session 1 Complexity in Economics and Business I**  
Room: F – 17  
Chair: Prof. Ercan EREN  
- Modeling Macroeconomics with System Dynamics, SERÇİN ŞAHİN, KAAN ÖĞÜT and ERCAN EREN  
- Firm Size, Self-Organised Criticality and Complexity, RÜYA ESER  
- Mary Parker Follett Re-visited: Tracing Back the Signs of Complexity in Management, AHMET HAKAN YÜKSEL  

**Session 2 Studies on Firms and Manufacturing Industry**  
Room: Red Hall  
Chair: Prof. Remzi ALTUNISIK  
- A Modern Perspective on Organization Structure: Organigraph and Its Relation with Firm Business Model, ESİN CAN and PINAR BÜYÜKBALCI  
- Agglomeration and Geographic Concentration in Turkish Manufacturing Industries, OYA KENT  
- The Effect of Hydraulic Fracturing and Natural Gas Production on Housing Values, ANDREW T. BALTHROP and ZACKARY HAWLEY  

**Session 3 Sustainability**  
Room: Green Hall  
Chair: Prof. Nevin COSAR  
- Consumers’ Willingness to Pay for Environmental Attributes of a Cut Flower in Ethiopia; A Choice Experiment Approach, AHMED SEID HASSEN  
- Advantage of Green Supply Chain Management and Its Effects for Increasing Quality, SEDA İREM KUŞ and EMRAH BULUT  
- Ethical Markets and Sustainable Development; Iran and Some Competitor Countries, ESMAEILI HABIBEH and SAATI CHOOPER FATEMEH  

15.00 – 15.30 COFFEE BREAK and NETWORKING
22 MAY 2015 FRIDAY

08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 2

Session 4 Complexity in Economics and Business II
Room: F - 17
Chair: Prof. Ercan EREN

- Network Analysis of Turkey’s Trade with EU-28 with Regards to BEC Classification, ERCAN EREN and SEMANUR SOYYIĞIT KAYA
- An Agent-Based Complex Network Approach to Extra-EU International Trade, YASEMIN ASU ÇİRPICI and HALE KİRER
- Evolving Complex Systems and Sources of Economic Change, SEÇKİN SUNAL

Session 5 Consumer Behavior I
Room: Red Hall
Chair: Prof. Ercan GEGEZ

- Female Decision; Making Styles for Ready-Made Clothing, SEDA YILDIRIM, KENAN AYDIN and EROL USTAAHMETOĞLU
- Segmenting the Gamers to Understand the Effectiveness of in Game Advertising, TUĞÇE OZANSOY ÇADIRCI, AYŞEGÜL SAĞKAYA GÜNÇÖR and ŞİRİN GIZEM KÖSE

Session 6 Accounting and Finance
Room: Green Hall
Chair: Prof. Salih DURER

- Stickiness in Costs and Management Earnings Forecasts, MUSTAFA CIFTÇİ
- Suitcase Trade between Turkey and Selected Countries and Its Impact the Turkish Economy, KENAN AYDIN, EMRAH BULUT and LAÇIN İDİL ÖZTİĞ
- A Research on the Significance of Accounting-Auditing Profession in Marmara Region, CEVDET KIZIL, VEDAT AKMAN and HASAN KORKMAZ

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 3

Session 7 Banking
Room: F - 17
Chair: Prof. Hüseyin İNCİ

- Sweden’s Riksbank Encounters the Lower Bound, HENRY W. CHAPPELL and ROB ROY MCGREGOR
- Role of National Bank in Georgian Banking System, NINO SAMCHKUASHVILI and NIKOLOZ DARCHIASHVILI
- Operational Bank Efficiency: Case of Bank of Albania, ERIS AZIZAJ and MIRJANA SEJDINI
Session 8 Financial Crisis and Management
Room: Red Hall
Chair: Prof. Cevat GERNİ
- Economic and Management Theories and LG Performance, MİRJANA SEJDİNİ
- Management of Public Credit: Amortization and Credit Fund, NEVİN COŞAR and YUSUF YALÇINKAYA
- Income and Earning Inequality Decomposition in Turkey, SİNEM SEFİL

Session 9 Consumer Behavior II
Room: Green Hall
Chair: Prof. Gonsa TELLİ YAMAMOTO
- The Housing Market in Albania; Hedonic Regression, ABDULMENAF SEJDİNİ and ILİRJANA KRAJA
- The Moderating Effects of Price Aversion, Value Optimization, and Conspicuousness Motivations on Price-Perceived Quality Relationship, ÜMİT KOÇ and KENAN AYDİN
- Influence of Self-Brand Connections on Consumers’ Purchase Intentions, İBRAHİM KIRCOVA, EBRU ENGİN KAYA and HAKAN YILMAZ

12.30 – 13.30 LUNCH
14.00 – 15.30 PARALLEL SESSIONS 4
Session 10 Money Demand
Room: F - 17
Chair: Prof. Targan ÜNAL
- Euro at Risk; The Impact of Member Countries’ Credit Risk on the Stability of the Common Currency, LAMIA BEKKOUR, XISONG JIN, THORSTEN LEHNERT, FANOU RASMOUKI and CHRISTIAN WOLFF
- Non-monotonic Money Demand with Financial Innovations, EMİN GAHROMANOV, İSMAIL HAKKI GENC, GEORGE NAUFAL and HENRY CHAPPELL
- Estimate and Stability of Money Demand Function in Turkey; Time Series Analysis, MORTEZA OJAGHLOU

Session 11 Poverty and Inequality
Room: Red Hall
Chair: Prof. Ahmet İNCEKARA
- Aid Allocation and Poverty: Are Grants and Loans Different?, KHUSRAV GAIBULLOEV and JAVED YOUNAS
- Gender Preference and Family Size in Egypt, SAMER KHERFI
- Impacts of Natural Resource Availability and Social Networks on Rural-Urban Migration in Pakistan, MUHAMMAD IMRAN

Session 12 Innovation and Management
Room: Green Hall
Chair: Prof. Yonca GÜROL
- Positive Communication in Business Environments and how it relates to Self-Compassion, PELİN OZKUZEY
- The Impacts Innovation and R&D Researches on SME’s growth, ZAKARİYA CHABANI
- Modern Tools for Models of Management of the Electronic Banking, KAREL URBANOVSKY

15.30 – 16.00 COFFEE BREAK
16.00 – 17.30 PARALLEL SESSIONS 5

Session 13 Behavioral Sciences
Room: F -17
Chair: Prof. Nihat ERDOĞMUS
- Investigating Cynicism Perception of Employees Based on Personality Traits, ALİ ACARAY, SEDA YILDIRIM and AYŞE GÜNSEL
- The Social Media Habits of Abant Izzet Baysal University Students; A Case Study of Gerede Campus, OYA ERU
- Selection Works Both Ways: BMI and Marital Formation Among Young Women, İLKER KAYA and MICHAEL MALCOLM

Session 14 World Economies
Room: Red Hall
Chair: Prof. Christian WOLFF
- The Consequences of Natural Disasters in Southern and South-East Asia; The Economic Analysis, AGNIESZKA KUKULKA
- Conflicts, Terrorism and International Financial Flows, KHUSRAV GAIBULLOEV and JAVED YOUNAS
- Turkey-Africa FDI and Trade in the 21st Century, ABDULKADIR WAHAB AMAN

Session 15 Labor
Room: Green Hall
Chair: Prof. Halit KESKİN
- Behind the Invisible Wall: What Determines Wage Differentials between Urban and Migrant Workers in China, YIH-CHYI CHUANG and ERIC YAN
- Labor Standards in Muslim Countries, TOLGA AKSOY and ÖZGE KAMA
- Impact of Unionization on Industrial Growth, TOLGA AKSOY

17.30 – 20.00 FREE TIME

20.00 – 23.00 GALA DINNER: CEMİLE SULTAN KORUSU
23 MAY 2015 SATURDAY

08.30 – 12.30 REGISTRATION

09.00 – 10.30 PARALLEL SESSIONS 6

**Session 16 Political Economy**
*Room: F 17*
*Chair: Prof. Özden Zeynep OKTAV*

- Applying Multicriteria Analysis in on-going Evaluation of EU Structural Programs, MASSIMO BAGARANI
- Configuration of Political Power and the Spatial Allocation of Core Infrastructure, MELVİN AYOĞU
- Political connections and price synchronicity; Evidence from MENA region, ASHRAF KHALLAF, OMNEYA ABDELSALAM, KHALIFA MAZOUZ and NARJESS BOUBAKRI

**Session 17 Development and Growth**
*Room: Red Hall*
*Chair: Prof. Feride GÖNEL*

- Do Natural Resources and Social Networks Matter in Rural-Urban Migration; Evidence from Punjab, KHUDA BAKHSH, MUHAMMAD IMRAN and SARFRAZ HASSAN
- Impact of Development Innovation Sphere on the Growth of Economic Competitiveness of the Country, TĂMAR DUDAURI
- The Relationship Between Competitiveness and Entrepreneurship and the Impacts on Economic Growth, NADİDE SEVİL HALICI TÜLÜÇE and ASUMAN KOÇ YURTÇUR
- Economic Growth, Financial Development, and Trade Openness in Emerging Markets: Panel Approach, ÇAĞRİ LEVENT USLU, EBRU TOMRİS AYDOĞAN and NĂTALYA KETÊNCİ

**Session 18 Macroeconomics and Fiscal Policy**
*Room: Green Hall*
*Chair: Prof. Henry CHAPPEL*

- Fiscal Multipliers and Remittance Outflows in Saudi Arabia, AL-MUKHTAR AL-ABRI, İŞMAİL HAKKI GENÇ and GEORGE NAUFAL
- A Macroeconomic Model for Turkey, MERAL ÖZHAN
- Structural Balance and Fiscal Policy; The Limits of the European Approach, STEFANO FANTACONE, PETYA G. GARALOVA and CARLO MILANI

10.30 – 11.00 COFFEE BREAK

11.00 – 12.30 PARALLEL SESSIONS 7

**Session 19 Economic Theory**
*Room: F – 17*
*Chair: Prof. Ferda HALICOĞLU*

- Managerial Collusive Behavior under Asymmetric Incentive Schemes, JEAN-DANIEL GUIGOU
- Two Simple Characterizations of the Liberal Rule Based on Consistency Requirement, AZAR ABIZADA and İPEK GÜRSEL TAPKI
- Competition in Markets with Network Externalities, FATMA BÜŞRA GÜNAY BENDAŞ
Session 19  Stock and Bond Markets  
Room: Red Hall  

Chair: Prof. Ismail Hakkı Genç

- Performance Evaluation of a Type Turkish Mutual Funds Analysis of Quantitative Easing Era, ÖMER FARUK TAN and GÖZDE ÜNAL.
- Is There a Rational Bubble in BIST 100 and Sector Indices, AYŞEGÜL DUMLU KIRKPINAR, ELİF ERER and DENİZ ERER.
- Measures of Uncertainty for the European Central Bank's Survey of Professional Forecasters, VÍCTOR LOPEZ-PEREZ.
- The Value Relevence of Component of Other Comprehensive Income when Net Income is Disaggregated, TAISIER A. ZOUBI, FERAS SALAMA, MAHMUD HOSSEIN and YASS A. ALKAFAJI.

www.aicss2015.org
Yıldız Technical University & American University of Sharjah
Tel: +90212-383-52-21 Fax: +90212-259-4202
GALA DINNER VENUE: CEMİLE SULTAN KORUSU

Address: Kandilli Mah. Ömürtepe Yokuşu Sok. No:6 Üsküdar / ISTANBUL
Tel: 90 216 308 49 43
E-mail: info@cemilesultan.com

GOOGLE MAPS:
https://www.google.com/maps/d/viewer?mid=zrld4WCXFtqU.KeoAAQ_g7_Kk&ie=UTF8&hl=tr&source=embed&msa=0&ll=41.074304,29.063215&spn=0.011323,0.018239&z=15