



21st International Business Congress Online Program

Attention

The Program is scheduled with TRT Time Zone Turkey.
The actual standard time zone in Turkey is
UTC/GMT +3 hours.

We are happy to invite you to the **Meet-and-greet Session** of the 21st IBC
on **May 7, 2022 (Saturday) at 17:00 pm TRT**. Please feel free to join us!
<https://zoom.us/j/95600774766?pwd=TkNwZ1RMUDFyTHZnKzBLU0x5ckFGdz09>

Meeting-ID: 956 0077 4766

Password: ibc21

Participation Certificates

21st IBC is a nonprofit organization and we would like to make this wonderful program available for your network, for young academics and especially for your students. Therefore, please feel free to circulate this program in your network and to whoever you consider. The Organizing Committee will provide an official certificate of participation for the audience. After the completion of each session, the audience will automatically receive a short online form to give their feedbacks regarding the session and to leave their information (Name/Surname, Country, E-Mail address) to receive the above mentioned certificate.

Thursday, 12.05.2022

11:15

Human Resources with Prof. Dr. Mustafa Taşlıyan, Turkey

Zoom Link: <https://zoom.us/j/97267503336?pwd=TDVGeUpVV2hrVU50aHZMTjNjNm5UZz09>

Meeting ID: 972 6750 3336 Password: ibc21

Roman Kugler, HR Director, Robert Bosch Group, Germany

Strategic Workforce Planning: Foundation of People Management @ Bosch

Mohamed Redha Alkashami, Arab Open University, The Kingdom of Bahrain

Investigating the Impact of CIPD Level Three for the Skills Shortage on the Private Sector in the Kingdom of Bahrain

Katharina Cox-Nowak, Client Services/Change & Delivery, FIS GmbH & FOM University of Applied Sciences, USA

Between Working from the Office versus Remotely: Is there an optimal balance in hybrid working?

Ulkar Binnatova Erbaysal, Azərbaycan Dövlət Neft və Sənaye Universiteti, Azerbaijan

The Effect of Digitized Human Resources Management on Organizational Performance

13:30

Artificial Intelligence with Prof. Dr. Islam Tahir, Czech Republic

Zoom Link: <https://zoom.us/j/93857238323?pwd=OEZJZlsZ3VGaG9BNGc1VEo4WjJhQT09>

Meeting ID: 938 5723 8323 Password: ibc21

Gaia Rancati, Allegheny College, USA

Artificial Intelligence in Service Research

Erdinç Saçan, Fontys University of Applied Sciences, Netherlands

Inclusive Artificial Intelligence

Ashwani Kumar Upadhyay, Symbiosis Institute of Media and Communication, India

Application of Artificial Intelligence in Media Industry

15:00

Neuromarketing with Asst. Prof. Dr. Gaia Rancati, USA

Zoom Link: <https://zoom.us/j/98227933701?pwd=TW5VWERWZENSZVJtNiQzN2N2dVZ3QT09>

Meeting ID: 982 2793 3701 Password: ibc21

Tatiana Belskaia, CEO & Founder, Neuroscience Business School, Spain

Harseerat Kaur, Neuroscience Business School, Spain

WOW Effect: Sensory Perception and Neuromarketing for Business

Usha Seshadri, VIT-AP University, India

Role of New Technologies in Driving Marketing Theory and Practice

Arigun Bayaraa, Allegheny College, USA

Racial Diversity in Super Bowl Commercials? A Neuromarketing Approach

16:45

Pricing with Assoc. Prof. Dr. Ayça Can Kırgız, Turkey

Zoom Link: <https://zoom.us/j/92882280224?pwd=UFpOVtdodlB0YUxITGc2YnArbmM4MQT09>

Meeting ID: 928 8228 0224 Password: ibc21

Krista Li, Indiana University, USA

Artificial Intelligence: Information Collection and Behavior-Based Pricing Under Privacy Concerns

Koray Cosguner, Indiana University, USA

Pricing Under Various Sources of Demand Dynamics

Friday, 13.05.2022

09:00 **Designing & Development of Business Games - An Instructor's Perspective**

Zoom Link: <https://zoom.us/j/99571493007?pwd=c1FrU0xjSGxLM29VUm1MSktXUmNkUT09>
Meeting ID: 995 7149 3007 Password: ibc21

Shekhar Trivedi, *Dr. Gaur Hari Singhania (GHS) Institute of Management, India*

10:00 **Leadership in the 21st Century with Prof. Dr. Erdener Kaynak, USA**

Zoom Link: <https://zoom.us/j/97717092775?pwd=NC9PQU90V1FBeE52Qm11eG1wEtwUT09>
Meeting ID: 977 1709 2775 Password: ibc21

Mazia Yassim, *University of Greenwich, United Kingdom*

Shaukat Ali, *University Wolverhampton, United Kingdom*

11:30 **Sustainability with Prof. Dr. Thiago de Chaves, Brazil**

Zoom Link: <https://zoom.us/j/95341292315?pwd=L3MwbnlkD0lzbUJEOWJcXNhWm1zUT09>
Meeting ID: 953 4129 2315 Password: ibc21

Meysam Shirkhodaie, *University of Mazandaran, Iran*

Redefining International Business of Oil Countries in the Context of the United Nations Sustainable Development Program

Chigozie Nweke-Eze, *Integrated Africa Power (IAP) & Institute for Advanced Sustainability Studies, Germany*
Energy, Business and Sustainability in Africa – The Case of Large-Scale Geothermal Energy Development in Kenya

Mngqobi Banele Njoko, *University of Limpopo, Turfloop Graduate School of Leadership, South Africa*
Limitations to Effective Management and Sustainability of Agricultural Projects: A Case of Elias Motsoaledi Local Municipality, Limpopo Province, South Africa

Ahmed Maher Mohammed Ali, *University of Kufa, Faculty of Administration and Economics, Iraq*

Yasir Sahib Malik, *University of Kufa, Faculty of Administration and Economics, Iraq*

Sahar Mahede Jabar, *University of Kufa, Faculty of Engineering, Iraq*

Evaluation of Green Supply Chain Requirements in Developing Countries – Iraq as a Model

13:30 **Finance & Accounting with Assoc. Prof. Dr. Volha Rudkouskaya, Belarus**

Zoom Link: <https://zoom.us/j/97307496433?pwd=MkFgM0liaGgwTkkrREtkcmxDb0Yydz09>
Meeting ID: 973 0749 6433 Password: ibc21

Volha Rudkouskaya, *Belarusian State Economic University, Belarus*

Strategic Financial Planning in Business, Its Current Challenges and Prospects

Thai Minh Trang Phung, *Hoa Sen University, Vietnam*

Technology Readiness and Fintech Usage

Marxia Oli Sigo, *National Institute of Technology Sikkim, India*

In the Realm of FinTech (2022): India and the World

Michael Yeboah, *Kumasi Technical University, Ghana*

Benjamin Yeboah, *Kumasi Technical University, Ghana*

Accounting Practices and Fiscal Decentralisation's Impact on Corruption: A BRICS Perspective

15:30 **Consumer Behavior with Dr. Tatiana Belskaia, Spain**

Zoom Link: <https://zoom.us/j/99738748494?pwd=Ukx6eHBieWFoTVVZWURMSUFJRmQvUT09>
Meeting ID: 997 3874 8494 Password: ibc21

Rajeev Gupta, Teerthanker Mahaveer University, India
The Impact of Omni-Channel Customer Delight on Repurchase Intention

Maria Kanwal, The Woman University, Pakistan
Gender Based Behavioral Segmentation of Online Consumers

John Turcus, Product Management and Innovation, XR Technologies, Adidas, Germany
Consumer Engagement in the Age of Immersive Digital Experiences

Sarwar Alam Ansari, Universal Business School, India
Arshiya Fathima M. S., B.S. Abdur Rahman Crescent Institute of Science and Technology, India
Applying Theory of Planned Behavior with Environment's Concern and Knowledge Variables in Knowing the Consumer Intent Towards Solar Household Products

17:30 **Corporate Social Responsibility with Prof. Dr. Shekhar Trivedi, India**

Zoom Link: <https://zoom.us/j/98184241896?pwd=bkNMN0swa2VXLzd6K0JRbmtDZmF6UT09>
Meeting ID: 981 8424 1896 Password: ibc21

Thiago de Chaves, State University of Santa Catarina, Brazil (with Gabriel Vouga)
Social Business: Cases Made in Brazil

Muhammad Ishtiaq Ishaq, Quaid-i-Azam University, Pakistan
Cultural Differences in CSR Activities in Italian and Pakistani Hospitality Industry

Syed Shujaat Ali Shah, University of Central Punjab, Pakistan
Corporate Social Responsibility

19:00 **Education & Science with Dr. Mazia Yassim, UK**

Zoom Link: <https://zoom.us/j/95715532517?pwd=K1VjZfhWdGQ0RFp2QStJbGRnK09WZz09>
Meeting ID: 957 1553 2517 Password: ibc21

Mostafa Torabi, Brandon University, Canada
Online Reviews and Student Satisfaction: A Study Using a Service Quality Model

Abdul Waheed Siyal, ILMA University, Pakistan
Mentoring Students to Explore Their What, Why and How

20:30 **ULTIMER Session: Logistics with Asst. Prof. Dr. İbrahim Sarper Karakadılar, Turkey**

Zoom Link: <https://zoom.us/j/95106544736?pwd=dkNHTjM4cTJGODdSMWZDck1naHV6dz09>
Meeting ID: 951 0654 4736 Password: ibc21

Tekin Battal, Area Manager Bavaria, Hellmann Worldwide Logistics, Germany
Post Covid and War Times: The Chances in Logistics for Turkey

Olcay Yılmaz, Finance Director, Siemens Mobility Ltd., United Kingdom
Trends and Dynamics in the Rail Infrastructure Industry Suggesting Servitization

Can Sentürk, CEO, Plateau, Luxemburg & Germany
Challenges of AI Integration into Parcel Logistic

Janet Okello, Silesian University of Technology, Poland
Effects of Information System on Logistics Performance

Saturday, 14.05.2022

09:15 **Small Firms' Productivity Dilemma and Their Access to Business Knowledge**
with Prof. Dr. Erdener Kaynak, USA
Zoom Link: <https://zoom.us/j/94139465447?pwd=ZXAOUnRwWmtUbHJOVIZ1bU55UnVtdz09>
Meeting ID: 941 3946 5447 Password: ibc21

Lourdes Sosa, *London School of Economics, United Kingdom*

10:15 **Mobility** with Assoc. Prof. Dr. Ashwani Kumar Upadhyay, India
Zoom Link: <https://zoom.us/j/92746781137?pwd=RkFja29hNWJDcmhYaTdcTNNNnVydz09>
Meeting ID: 927 4678 1137 Password: ibc21

Stephan Röß, *CEO, AI-Charge Technologies, Germany*
Automotive Charging - Artificial Intelligence, Charging and Technologies

Osvaldo Romero, *Ford Motor Company, Mexico*
On the Road to the Autonomous Driving Experience

Laszlo Hammerl, Dennis Weber, Oliver Kremer, *Hungarian University of Agriculture and Life Sciences, Hungary*
Innovation in the Republic of Turkey: Strengths and Barriers of the Domestic Expansion of the Automotive Industry

13:00 **Services Management** with Dr. Shaukat Ali, UK
Zoom Link: <https://zoom.us/j/98263206618?pwd=OTBzYWVhSVGRFZ2ZIT2hvS051bkJXZz09>
Meeting ID: 982 6320 6618 Password: ibc21

Shabana Naveed, *University of Central Punjab, Pakistan*
Value Co-destruction in Inter-Organizational Interaction: The Public Service Logic Perspective

Leonardo Aureliano da Silva, *Escola Superior de Propaganda e Marketing, Brazil*
Services Management and Value Re-creation: A Service Recovery Paradox

14:00 **Health Sector** with Prof. Dr. Rajeev Gupta, India
Zoom Link: <https://zoom.us/j/94372774478?pwd=VXdxaU5TdzhLb3NJNU1MbnhTUTJPdz09>
Meeting ID: 943 7277 4478 Password: ibc21

Irfan Bashir, *Islamic University of Science and Technology, India*
Consumers' Perspectives on the Use of AI-Based Tools for Healthcare Purposes

Oliver Kremer, Laszlo Hammerl, Dennis Weber, *Hungarian University of Agriculture and Life Sciences, Hungary*
Implementation of Cyber-Physical Systems in the Work Processes of Hospitals

15:00 **Covid-19 and Business** with Prof. Dr. Mohamed Redha Alkashami, *The Kingdom of Bahrain*
Zoom Link: <https://zoom.us/j/93697332810?pwd=Y3VuZU40aVc3ZlQxKzlnTlpyRktKUT09>
Meeting ID: 936 9733 2810 Password: ibc21

Islam Tahir, *Prague University of Economics and Management, Czech Republic*
Covid-19 and Consumer Behavior: The Next Normal

Babatunde Agbi, *Kola Daisi University, Nigeria*
Implications of Covid-19 Pandemic on SMEs in Nigeria

Tan Poh Ling, *Xiamen University, Malaysia*
Crisis Preparedness During Pandemic

Arzu Seçer, Matteo Masotti, Matteo Vittuari, *Çukurova University, Turkey & University of Bologna, Italy*
Consumers' Food Waste Behavior and Attitude During Covid 19 Pandemics Restrictions: Insights from Three Metropolitan Cities in Turkey

16:30

Tourism with Prof. Dr. Musa Pinar, USA

Zoom Link: <https://zoom.us/j/99525546360?pwd=djVNZmxLeEFINGFpVDJnZVFZQEwUT09>

Meeting ID: 995 2554 6360 Password: ibc21

Ali Asgari, Islamic Azad University, Iran

The Influence of Crisis on Tourists' Perceived Destination Image and Visit Intention

Samah Ibnou-Laaroussi, SIST British Education, Morocco

Emergence of Domestic Tourism as Holiday Experience Destinations Amid Covid-19 Pandemic

17:30

Entrepreneurship with Assoc. Prof. Dr. Meysam Shirkhodaie, Iran

Zoom Link: <https://zoom.us/j/94927261657?pwd=bGkra3hxdEpHRlhTdmxpU3JHejdBdz09>

Meeting ID: : 949 2726 1657 Password: ibc21

Vinod Kumar Patel, Amity University, Business School, India

Role of Indian Government to Support Entrepreneurship

Varun Massey, St. John's College, India

Entrepreneurial Growth in India

Olajumoke Omodara, University of Gdańsk, Poland

Applicability of Innovative Urban Green Infrastructure on Air Pollution Mitigation: A Case Study of Lagos State, Nigeria

19:00

Strategic Management with Assoc. Prof. Dr. Abdul Waheed Siyal, Pakistan

Zoom Link: <https://zoom.us/j/95046480566?pwd=Njk2aTJlOE9mbUN4L3kyaFJkckV0QT09>

Meeting ID: 950 4648 0566 Password: ibc21

Ahmad Kahwaji, Dhofar University (former), Germany

To What Extent Strategic Management Reflects Reality?

Aida Bakhtiyarova, Azərbaycan Dövlət Neft və Sənaye Universiteti, Azerbaijan

The Strategic Decisions and Effects of Business: Strategies on Success of Strategic Management

John Akoko, Silesian University of Technology, Poland

Improving the Productivity of SME's by Kaizen Methodology

20:30

Proposed Session with Asst. Prof. Dr. Usha Seshadri, India

Zoom Link: <https://zoom.us/j/99419551730?pwd=OGpKcWZXU3hqNUhiZzZreGJqK2pwdz09>

Meeting ID: 994 1955 1730 Password: ibc21

Akoto Sellassie, University of Energy and Natural Resources, Ghana

Water Resource Sourcing in Transition: The Diminishing Factor of Sustainable Practices in Ghana

Kwaku Opoku-Ware, Eberswalde University of Sustainable Development, Germany & University of Energy and Natural Resources, Ghana

Big Data Analysis with Machine Learning Classification Algorithms

Danil Akoto Sarfo, University of Energy and Natural Resources, Ghana

Environmental and Economic Determinants of Producing Bioenergy from Bamboo and Two Other Agroforestry Species

Amprofi Amproche, University of Energy and Natural Resources, Ghana