May 28, 2015, Thursday (1st Day)

Hall 1

10:00 - 11:10
OPENING CEREMONY

OPENING SPEECHES

Prof. Sedat Murat
Vice Rector of the Istanbul University and Conference President

Prof. Mahmut Ak
Rector of the Istanbul University

Fikri Işık
Minister of Science, Industry and Technology, Republic of Turkey

11:15 - 12:25

Chairman: Prof. David Anderson

Keynote Speaker: Dominique Guellec
Head of the Country Studies and Outlook (CSO) Division, Directorate for Science, Technology and Industry, OECD
Government Policies for Supporting Innovative Entrepreneurship

Keynote Speaker: Prof. Stefan Schepers
Secretary General High Level Group on EU Innovation Policy Management
Innovation Ecosystems: The Way to Ensure Economic Progress and Social Well-being
13:40 - 14:50 SESSION 1  
Chairman: Jarko Fidrmuc

OP-001  A Comparative Assessment of Turkey for its Status and Readiness for Knowledge Society from Human Capital Perspective  
Muammer Koc

OP-002  Prospective Human Capital: How Materialistic are Thai College Students? An Analysis of Spending Tendencies and Debts  
Phaninee Naruetharadhol, Chavis Ketkaew, Pornwadee Kerdpech, Praphasorn Kaoplod, Rattiporn Kannarat

OP-003  A Research on Job Satisfaction Factors of Private Entrepreneurs: The Case of Beylikduzu Organized Industrial Zone  
Ayşegül Ertecğul, Evren Ayrancı

OP-004  Testing The Impact of Unemployment on Self-Employment: Empirical Evidence from OECD Countries  
Ferda Halıcıoğlu, Sema Yolaç

OP-005  Levels of Job Satisfaction Among Engineers in a Malaysian Local Organisation  
Rahman Hashim

OP-006  Business World-University Cooperation Interfaces Perception of Faculty Members  
Murat Yalçintas, Cihan Çiflikli Kaya, Başar Kaya

13:40 - 14:50 SESSION 1  
Chairman: Bahadır Akçam

OP-025  Entrepreneurship Education at Universities: Suggestion for a Model Using Financial Support  
Eşref Savaş Başcı, Reha Metin Alkan

OP-026  Conceptual Development of Academic Entrepreneurial Intentions Scale  
Ufuk Özgüç, Özlem Kunday

OP-027  A New Approach in Preschool Education: Social Entrepreneurship Education  
Muammer Sarıkaya, Eda Coşkun

OP-028  Exploring Business Student Perception of Information and Technology  
Bahadir K Akçam, Hakan Hekim, Ahmet Guler

OP-029  Identification of Factors Affecting Organizational Entrepreneurship In Selected Sama Technical Schools  
Hooshang Maktabi, Mehdi Babakhaniyan

OP-030  Evaluation of a Pay for Performance Scheme in Maternity Care: The Commissioning Quality and Innovation Payment Framework in England  
Merve Ertok

13:40 - 14:50 SESSION 1  
Chairman: Tanyel Özelçi Eceral

OP-048  Innovating General Aviation MRO’s through IT: The Sky Aircraft Management System - SAMS  
Caglar Ucier, Orhan Gök

OP-049  The Moderating Effect of Global Competitiveness Index on Dimensions of Logistics Performance Index  
Murat Çemberci, Mustafa Emre Çivelek, Neslihan Canbolat

OP-050  Turkish Passenger Characteristics and Approach to Self Service Applications Provided by Turkish Air Transport Corporations  
Selva Staah, Sait Teber

OP-051  Incentive Mechanisms in Industrial Development: An Evaluation Through Defence and Aviation Industry of Ankara  
Tanyel Özelçi Eceral, Bilge Armatlı Köroğlu

OP-052  Human Capital and Innovation Capacity of Firms in Defense and Aviation Industry in Ankara  
Bilge Armatlı Köroğlu, Tanyel Özelçi Eceral

OP-053  Measuring or Support ? AiR - a pilot Project on Support Systems for Innovation In Industrial Automation Companies  
Jennie Schaeffer, Helena Karlsson, Karolina Winbo
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13:40 - 14:50 SESSION 1  HALL 4

Chairman: Mithat Zeki Dinçer

OP-070 Environmental Regulation Becomes Restriction or a Cause for Innovation – A case of Toyota Prius and Nissan Leaf
Sajit Chandra Debnath

OP-071 SME Firm Performance - Financial Innovation and Challenges
Anthony Abiodun Eniola, Harry Entebang

OP-072 Effect of Management Factor’s on Employee Job Satisfaction; an Application in the Telecommunication Sector
Napıkhan Yıldıç Tıpret, Kadir Tuna

OP-073 Upper Echelon Theory Revisited: The relationship between CEO Personal Characteristics and Financial Leverage Decision
Irene Wei Kiong Ting, Noor Azlina Azizan, Qian Long Kweh

OP-074 The Determination of Panel Causality Analysis on the Relationship Between Economic Growth and Primary Energy Resources Consumption of Turkey and Central Asian Turkish Republics
Nurcan Şentürk, Ceyda Sutuf

13:40 - 14:50 SESSION 1  HALL 5

Chairman: Ali Akdemir

OP-093 Sustainability in Construction Sector
Mustafa Yılmaz, Adem Bakış

OP-094 Stress-Strain State of Two Diagonal Cavities Weighty Inclining Layered Massif System with Shears in Terms of Elastic-Creep Deformations
Tursinbay Turymbetov, Nurlan Azhikhanov, Nurseit Zhunissov, Zhenis Aimeshov

OP-095 Study of Granulated Blast Furnace Slag as Fine Aggregates in Concrete for Sustainable Infrastructure
Garavey Singh, Souvik Das, Abdullaziz Abdullahi Ahmed, Shousmen Saha, Somnath Karmakar

OP-096 Split Tensile Strength of Self-Compacting Concrete Containing Coal Bottom Ash
Mohd Haziman Wan Ibrahim, Ahmad Farhan Hamzah, Norwezi Jamaluddin, Ramadhasyah Putra Jaya, Mohd Fadzil Arshad

OP-097 Development of Building Damage Functions for Big Earthquakes in Turkey
Diaa Gadelmavla, Güvenç Arslan

OP-098 Innovative Crisis Management in Construction: Approaches and the Process
Selim Sahin, Serdar Uluteyli, Aynur Kazaz

13:40 - 14:50 SESSION 1  HALL 6

Chairman: Süleyman Özdemir

OP-118 Artificial Neural Network and Agility
Selva Staub, Emin Karaman, Seyit Kaya, Hatem Karapınar, Elçin Güven

OP-119 The Effectiveness of 8 Weeks Physical Activity Programme Among Obese Students
Norkhalid Salmin, Gunathewa Elumadai, Mohd Izwan Shahril, Gobinath Subramaniam

OP-120 Employment Oriented Case Study of the Individuals with Down Syndrome - Smiling Faces
Mehmet Levent Kocaalan

OP-121 Consumers’ and Physicians’ Perceptions about High Tech Wearable Health Products
Suphan Nasir, Yigit Yuruder

OP-122 A Research for People to Determine the Relationship Between Oral Hygiene and Socio-Economic Status
Nurcan Colakoglu, Ladisla Has

OP-123 The Evaluation of The Effects of Socio-Demographic Factors on Oral and Dental Health: A Study on the Ages 6-12
Nurcan Colakoglu, Ethem Has
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| 13:40 - 14:50| HALL 7    |         | Lulzime Kamberi     | **OP-143** The Validity and Reliability of ISO Test Towards Future Physical Education Teachers Performance Assessment in Teaching and Learning Process  
Mohd Izwan Izwan Shahril, Norkhalid Norkhalid Salimin, Gunathevan Gunathevan Elumalai | Mohd Izwan Izwan Shahril, Norkhalid Norkhalid Salimin, Gunathevan Gunathevan Elumalai |
|              |           |         |                     | **OP-144** The Usage of ‘Turnitin’ as an Innovative Educational Tool: Inculcating Critical Thinking in Integrating Naqli and Aqli for Subject of Malaysian Economy  
Fauziah Shahbodin | Fauziah Shahbodin |
|              |           |         |                     | **OP-145** Personalized Learning Environment: Alpha Testing, Beta Testing & User Acceptance Test  
Che Ku Nuraini Che Ku Mohd, Fauziah Shahbodin | Che Ku Nuraini Che Ku Mohd, Fauziah Shahbodin |
|              |           |         |                     | **OP-146** Linguistic Change and Identity  
Hanae Sarmou | Hanae Sarmou |
|              |           |         |                     | **OP-147** Determinants of International College Student’s Performance in Mathematics  
Chavis Kethaew, Phaninee Namethardhol | Chavis Kethaew, Phaninee Namethardhol |
|              |           |         |                     | **OP-148** Using Blogs in EFL Teaching - A Case Study of Macedonia  
Lulzime Kamberi | Lulzime Kamberi |
|              | HALL 8    |         | Sulong Abu Bakar    | **OP-168** Application of Neutron Activation Analysis for Heavy Oil Production Control  
Valeria Kornienko, Petr Avtonomov | Valeria Kornienko, Petr Avtonomov |
|              |           |         |                     | **OP-169** Suitability of Biochar Produced from Biomass Waste as Soil Amendment  
Nur Shahidah Ab Aziz, Mohd Adib Mohd Nor, Sharena Fairuz Abdul Manaf | Nur Shahidah Ab Aziz, Mohd Adib Mohd Nor, Sharena Fairuz Abdul Manaf |
|              |           |         |                     | **OP-170** Acidogenesis of Palm Oil Mill Effluent to Produce Biogas: Effect of Hydraulic Retention Time and pH  
Bambang Trisakti | Bambang Trisakti |
|              |           |         |                     | **OP-171** Enhancement of Eco-Efficiency Through Life Cycle Assessment in Crumb Rubber Processing  
Serf Maslia, Nik Meriam Nik Sulaiman, Noor Zalina Mahmood | Serf Maslia, Nik Meriam Nik Sulaiman, Noor Zalina Mahmood |
|              |           |         |                     | **OP-172** Enzymatic Transesterification of DPO to Produce Biodiesel by Using *Lypozime RM IM* in Ionic Liquid System  
Renita Manurung, Rosdaneill Hashbani, Taslim Taslim, Nur Sri Rahayu, Aina Darmey | Renita Manurung, Rosdaneill Hashbani, Taslim Taslim, Nur Sri Rahayu, Aina Darmey |
|              |           |         |                     | **OP-173** An Experimental Study About Determination of Transesterification Reaction Parameters Giving the Lowest Viscosity Waste Cooking Oil Biodiesel  
Asilda Bilem, Mert Gültam, Ihsan Koyuncuoglu, Elif Naç, Abdülvahap Çakmak | Asilda Bilem, Mert Gültam, Ihsan Koyuncuoglu, Elif Naç, Abdülvahap Çakmak |
|              | HALL 9    |         | Nattapong Kongprasert | **OP-191** Do Demographic Characteristics Make a Difference on Housing Investment Preferences? Household Survey for Istanbul  
Cansu Sarıkaya İcelliğlu | Cansu Sarıkaya İcelliğlu |
|              |           |         |                     | **OP-192** Innovation for a New Tax Incentive: Patent Box Regime Turkey and the European Union Application  
Ayşe Yüksel Sakar | Ayşe Yüksel Sakar |
|              |           |         |                     | **OP-193** Election of Deputy Candidates for Nomination with AHP-PROMETHEE Methods  
Halim Kazem, Salih Örçelik, Elif Haykler Hobikoğlu | Halim Kazem, Salih Örçelik, Elif Haykler Hobikoğlu |
|              |           |         |                     | **OP-194** Is Turkey’s “Technological Balance of Payments” Balanced?  
Hatice Özkurt Çokgümüş | Hatice Özkurt Çokgümüş |
|              |           |         |                     | **OP-195** Urban System of Innovation: Main Agents and Main Factors of Success  
Seda Bayrakdar, Mustafa Yavuz | Seda Bayrakdar, Mustafa Yavuz |
|              |           |         |                     | **OP-196** The Role of Taxation Problems on the Development of E-Commerce  
Burcu Kuzucu Yavuz, Seda Bayrakdar, Mustafa Yavuz | Burcu Kuzucu Yavuz, Seda Bayrakdar, Mustafa Yavuz |
### 14:50 - 16:00 SESSION 2  HALL 1

**Chairman:** David Anderson

**OP-007** The Effects of Leader’s Behavior on Job Satisfaction: A Research on Technology Fast50 Turkey Companies  
Buket Akdol, F. Selmem Avikhoga

**OP-008** Characteristics and Attitudes of Entrepreneurs Towards Entrepreneurship  
Sükrü Gedik, Mehmet Minan, Serdar Kesici

**OP-009** Things have Changed: Making and the Future of Entrepreneurship  
Eric Joseph Van Holm

**OP-010** Incentives to Promote Entrepreneurship in Greece: Results Based on the ‘New Innovative Entrepreneurship’ Program  
Maria Markatou

**OP-011** Success Factors of Lebanese SMEs: An Empirical Study  
Lina Mohamed Kemayel

**OP-012** The Economic Contribution of Turkish Tourism Entrepreneurship on the Development of Tourism Movements in Islamic Countries  
Mithat Zeki Dinçer, Füsun Istanbullu Dinçer, Selman Yılmaz

### 14:50 - 16:00 SESSION 2  HALL 2

**Chairman:** Özcan Karahan

**OP-031** Analysis of The World’s Most Innovative Companies on the Basic of Industry: 2005-2014  
Aysel Ercişi, Musa Ünalhan

**OP-032** An Empirical Study Regarding Entrepreneurship in Europe and Central Asia  
Sema Yolac

**OP-033** Factors for Increasing the Competitiveness of Small and Medium Enterprises (SMES) in Bulgaria  
Sibel Ilhanova Ahmedova

**OP-034** Economic and Social Benefits that can be Obtained by a Combination of Innovation and Corporate Entrepreneurship activities in Turkish companies  
Yavuz Çingiç, Zümrüt Ecevit Satı

**OP-035** Determinant Factors of E-commerce Adoption by SMEs in Developing Countries: Evidence from Indonesia  
Rita Rahayu

### 14:50 - 16:00 SESSION 2  HALL 3

**Chairman:** Selva Staub

**OP-054** Increasing Importance of Entrepreneurship and Support and Facilities Provided to Entrepreneurs in Turkey  
Ali Şahin Örnek, Yasin Danyal

**OP-055** Comparative Analysis in the Frame of Business Establishment Criteria and Entrepreneurship Education from the Viewpoint of Economy Policies Supported by Innovative Entrepreneurship  
Elif Haydar Hobkoğlu, Bahar Şanlı Gülbaşar

**OP-056** An Investigation of the Effects of Open Leadership to Organizational Innovativeness and Corporate Entrepreneurship  
Tuna Uslu, İldi Ayda Bülbül, Derya Çubuk

**OP-057** Determination of Innovative Activities in the Dried Fruit Exporter Companies: The Case of Aegean Region  
Murat Kayalar, Koray Çetu, Bilent Ergani, Elif Aktekin

**OP-058** Designing an Innovation Engine Model and a Software Tool to Meet Large Organisations Challenges with SMEs Capabilities, a Pilot Study  
Luis Hernandez Munoz, Meghana Torane, Ardavan Amini
Scientific Program

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14:50 - 16:00 SESSION 2  HALL 4

Chairman:  Tuncay Bayrak

OP-075 Emigration of Innovative Workforce in the Light of Patent Data
Özgür Topkaya

OP-076 Analysis of Innovation-Based Human Resources for Sustainable Development
İsmail Bircan, Funda Gençler

OP-077 Organisational Knowledge: The Panacea to NGO-operations
Sheikh Shamim Hasnain

OP-078 A Study on the Assessment Framework for the Novelty of Idea Generated by the Analogical Thinking
Eunyoung Kim, Hideyuki Horii

OP-079 A Review of Business Analytics: A Business Enabler or Another Passing Fad
Tuncay Bayrak

OP-080 Innovation Culture and Strategic Human Resource Management in Public and Private Sector Within the Framework of Employee Ownership
Tuna Uslu

OP-081 Leadership in TVET for the 21st Century: Challenges, Roles and Characteristics
Hadijah Ahmad, Badaruddin Ibrahim

14:50 - 16:00 SESSION 2  HALL 5

Chairman:  Shinto Teramoto

OP-099 Diversity Management Research as a Strategy for Sustainable Development in the Third World
Ogo Ann Ichekwuadiebu, Kifordu Anthony AnyiwhEu

OP-100 Factors Affecting the Internationalization Process of Small and Medium Enterprises (SMEs)
Orzem Kandey, Ece Pidenssir Sentler

OP-102 The Barriers to Increasing the Productivity in Expatriate Management: Examples in the World and Turkey
Mehmet Araci

OP-103 Immigrant Entrepreneurs on the World’s Successful Global Brands in the Cosmetics Industry (Case Studies: Avon Products and Estée Lauder)
Nur Suhaili Ramli

OP-104 Innovation Management in Global Competition and Competitive Advantage
Deniz Dilara Dede

OP-105 Reverse Globalization by Internationalization of SME’s: Opportunities and Challenges Ahead
Binod Anand

14:50 - 16:00 SESSION 2  HALL 6

Chairman:  Kadir Tuna

OP-124 Properties of Hardened Concrete Produced by Waste Marble Powder
Gülden Çağın Ulubeyli, Recep Artır

OP-126 In Situ Copolymerization of Silver Containing Nanocomposites of Pyrrole and Thiienyl End Capped Ethoxylated Nonyl Phenol by Iron (III) Chloride
Gökem Ülkü, Nesrin Köken, Esin Ateş Güvel, Nilgün Kızılcı

OP-127 Sustainability for Blast Furnace Slag: Use of Some Construction Wastes
Gülden Çağın Ulubeyli, Recep Artır

OP-128 Synthesis of Si-ZnS Core-shell Nanoparticles by Reactive Deposition of Photocatalytic ZnS Layer on the Surface of Carrier Si Nanoparticles in Aerosol Microdrops
Richard Dvorsky, Ladislav Stvoboda, Katerina Solová, Jana Trojanová, Jiří Bednář, Bruno Kostura, Dalibor Matysák, Markéta Pomídková

OP-129 Statistical Evaluation of Urea-Multiwalled Carbon Nanotubes Fertilizer Using Plackett Burman Experimental Design
Norazlina Mohamad Yatim, Azižah Shaaban, Mohd Fairuz Dimin, Faridah Yusof
Scientific Program

14:50 - 16:00 SESSION 2  HALL 7

Chairman:  Smail Haddadi

OP-149  Applying Minimum Quantity Lubrication (MQL) Method on Milling of Martensitic Stainless Steel by Using Nano MoS2 Reinforced Vegetable Cutting Fluid
Alper Uysal, Furkan Dönmez, Erhan Alatan

OP-150  Mechanical and Physical Properties of Injection Molded Halloysite Nanotubes-Thermoplastic Polyurethane Nanocomposites
SULONG ABU BAKAR, GIAY TAYSER SAMER, SAHARI JAIFAR

OP-151  Incorporating Malaysian’s Population Anthropometry Data in the Design of an Ergonomic Driver’s Seat
BABA MD DEROS

OP-152  New Revolutionary Ideas of Material Processing – A Path to Biomaterial Fabrication by Rapid Prototyping
SHREETPAL MANOJRAO SARGALE, RAVI MAHADEV WARKHEDKAR

OP-153  Influence of Natural Rubber on Creep Behavior of Bituminous Concrete
FAYSSAL CHERIET, KHEDOUDJA SOULAMI, SMAIL HADDADI

OP-154  Integrated System for Detection of Dangerous Materials and Illicit Objects in Cargoes
PETR AXTONOVÁ, VALERIA KOMIENKO

OP-155  Improving of Sewability Properties of Varios Knitted Fabrics with the Softeners
ALÎNE ASÎ ILLEZ, EYLÎN SEMA DALBAŞÎ, GONÇA ORÇELÎK KAYSERÎ

14:50 - 16:00 SESSION 2  HALL 8

Chairman:  Angelo Corelli

OP-174  The Characteristics of Urban Heat Island in Bangkok Metropolitan Area, Thailand
SIEGT DWIWANTO ARTIWILODO, TAKAHIRO TANAKA

OP-175  Tourists’ Approach to Local Food
TANK SENGEL, AYESN KARAGOZ, GUREL CETIN, FUSUN ISTANBULLU DİNCER, SUNA MUGAN ERTUGRAL, MEHTAP BALIK

OP-176  Research About Molecule Cuisine Application as an Innovation Example in Istanbul Restaurants
DEMET TİZİNKAN, ASÎ ALBAYRAK

OP-177  Tourist Perceptions of Cultural Identity: The Case of the Thai Experience
NATTATTONG KONGTHASERT, PORPORM VINUTAMASEN

OP-178  Rogers Theory on Diffusion of Innovation - The Most Appropriate Theoretical Model in the Study of Factors Influencing the Integration of Sustainability in Tourism Businesses
MIRIAM XVAVİD DİBYA

OP-179  The Intersection of Entrepreneurship and Strategic Management: Strategic Entrepreneurship
NIHON DOĞAN

14:50 - 16:00 SESSION 2  HALL 9

Chairman:  Kageeporn Wongpreedeew

OP-197  The Environmental Kuznets Curve and Corruption in the MENA Region
IKRAM SAHLI, JALELDEEN BEN REJEB

OP-198  Speciation and Availability of Heavy Metals on Serpentine Soil and Paddy Yield
ROSILAI ABDUL AZIZ, SAHIBIN ABD RAHIM, ISMAIL SAHID, WAN MOHD RAZI IDRIS, ATİPÂR RAHMAN BHUIYAN

OP-199  Rosa Bitamina (Organic Fertilizer) Effects in Enhancing Rosa Centifolia Resistanstcy and Flowering Process
NURHÂLÂYATİ MAD NÎ, NUR ÂZİNİ AZHARİ, SİTI NURÂLİ MAHŞEZH MAHMAH

OP-200  Mapping of Biochemical Constituents in Platanus Acetifolia Leaves by Analytical Techniques
İSL KUTBÎ, FUNDA ŞENTİRÎK AKÎFÎât

OP-201  Investigating the Oxidative Function of the Scytalidium Thermophilum Catalase
MELİS ZENÎN, YONÇA YUYUGULLA, SINEM BALÇI, GİNCÊ GIOC, YONÇA DUMAN, ARWEN R PEARSON

OP-202  Anti-Microbial Activity of Chloramphenicol from Streptomyces sp.10CM9
KAHRİVE ÖÇÊM, ATÂ ÜZÊL, ERDÂL BEDİR

OP-203  Tunisian Wetlands Valuation Elements and Sustainable Development: Case of Sebkhat El Kelbia Sousse Tunisia
KARİM BEN HAJ FARHât, İKRAM SAHLÎ, HİCHEM REJÊB
### SESSION 3 HALL 1

**Chairman:** Ferda Halıcıoğlu

**OP-013** A Framework for a Successful Research Products Commercialisation Among Academic Researchers in Malaysia  
Norain Ismail, Mohd Jailani Mohd Nor, Safiah Sidek

**OP-014** A Fact or an Illusion: Social Media Usage of Female Entrepreneurs  
Barcu Öksüz, Merve Genç

**OP-015** Strengthen Brand Association Through Se: Institutional Theory Revisited  
Porngarm Virutamasen, Kajeeporn Wongpreedee, Weeranan Kumnungwuot

Başak Bak

**OP-017** Entrepreneurial Brand  
Hatice Anıl Değirmen Erenkol, Yaprak Burçak Boydak Öztaş

**OP-018** Attributes for Image Content That Attract Consumers’ Attention to Advertisements  
Muhammad Helmi Abu Bakar, Mohd Asyiek Mat Desa, Muhizam Mustafa

**OP-019** Adjusting the Strength of Intellectual Property Rights to Allow Healthy Competition  
Shinto Teramoto

### SESSION 3 HALL 2

**Chairman:** Ahmet İncekara

**OP-036** Creativity Process in Innovation Oriented Entrepreneurship: The Case of Vakko  
Evrim Kabukçu

**OP-037** Connections Between Leadership Features and Attitudes Towards Innovativeness: A Research on Small and Medium-Sized Business Owners  
Avserül Ertuğrul, Evren Ayrancı

**OP-038** Comparing Turkish Universities Entrepreneurship and Innovativeness Index’s Rankings with Sentiment Analysis Results on Social Media Messages  
Elifcan Işıkdeniz, Gülgonül Bozoğlu Batt

**OP-039** Applicability to Green Entrepreneurship in Turkey: A Situation Analysis  
Yeter Demir Ulu, Yasemin Hancıoğlu, Erol Demir

**OP-040** The R&D and Innovation Capacity of SMEs’ in IMES  
Zafer Ulu, Gizem Akınç

**OP-041** The Effect of Personality Traits on Social Entrepreneurship Intentions: A Field Research  
Osman İrencan, Sebnem Arıkboğaziçi

### SESSION 3 HALL 3

**Chairman:** Baba Md. Deros

**OP-059** A Study on Ergonomic Awareness Among Workers Performing Manual Material Handling Activities  
Baba Md Deros, Dian Darina Indah Daruis, Ishak Mohamed Basir

**OP-060** A Concept Analysis of Innovation in Nursing  
Nurten Kaya, Nuray Turan, Gülşün Özdemir Aydın

**OP-061** Health Problems and Help Seeking Behavior at the Internet  
Nuray Turan, Nurten Kaya, Gülşün Özdemir Aydın

**OP-062** The Role of Health Literacy in Access to Online Health Information  
Gülşün Özdemir Aydın, Nurten Kaya, Nuray Turan

**OP-063** Entrepreneurship: Is it an Addiction!  
Gülseren Keskin, Säreyya Gümüşsoy, Elif Aktekin
### 16:30 - 17:40 SESSION 3  
**HALL 4**

**Chairman:** İsmail Bircan  

| OP-082 | Innovation and Labor Productivity in BRICS Countries: Panel Causality and Co-integration  
Serdar Kurt, Ünyele Kurt  
| OP-083 | Determinants of Innovation Performance: A Resource-Based Study  
Roğat Komasak  
| OP-084 | Effects of Innovation Strategy on Firm Performance: A Study Conducted on Manufacturing Firms in Turkey  
Ahu Tuğba Karabulut  
| OP-085 | The Relationship Between Intellectual Capital, Innovative Work Behavior and Business Performance Reflection  
Ali Şahin Ornek, Şeyret Ayas  
| OP-086 | CSR Practice and Sustainability of Business Performance: Evidence from the Global Financial Centre of China  
Artie W Ng, Tai Ming Wut  
| OP-087 | The Effects of Innovative Features of Women Managers on Their Business Performance: The Case of Food Exporter Companies in Aegean Region  
Nezih Metin Özmutar, Elif Aktekin, Bulent Ergani, Koray Çita |

### 16:30 - 17:40 SESSION 3  
**HALL 5**

**Chairman:** Ayfer Gedikli  

| OP-106 | Systematic Design of an Open Innovation Tool  
Ahmet Çubukcu, Bulent Gümüş  
| OP-107 | Example of Open Innovation: P&G  
Nesli Nazik Orhan  
| OP-108 | Effects of Innovation Types on Performance of Manufacturing Firms in Turkey  
Ahu Tuğba Karabulut  
| OP-109 | Innovation Management System of Ecuador  
Carlos Raul Carpio, William Emilio Figueroa, Martha Paola Alvarado  
| OP-110 | Breaking Free From ‘The Linear’: In Search for Innoveaders  
Ahmet Hakan Yaksel  
| OP-111 | Drivers of Innovative Constructive Deviance: A Moderated Mediation Analysis  
Bora Yıldız, Serhat Erat, Lütfiha Alpkan, Harun Yıldız |

### 16:30 - 17:40 SESSION 3  
**HALL 6**

**Chairman:** Mehmet Onur Gülbahar  

| OP-130 | Technical Innovations in Cruise Tourism and Results of Sustainable Approaches  
Naci Polat  
| OP-131 | Marketing Efforts Related to Social Media Channels and Mobile Application Usage in Tourism: Case Study in Istanbul  
Mehmet Onur Gülbahar, Fazlı Yıldırım  
| OP-132 | Art Via Architecture ‘Lükisan Kajian’ Style in Hybrid Model ‘A+AGPD’: Observation ‘Garisan Stroke Line’ (gSLine)  
Maria Binti Mohammad, Nasir Bin Ibrahim, Mohamad Rusdi Bin Md.nasir, Kasran Bin Mat Jaddin, Mohamad Faisal Bin Ahmad  
| OP-133 | Creating a Network of Youth in Nakhon Phanom and Laos PDR. About Sustainable Tourism Development in The Greater Mekong Sub-region  
Sirimonporn Thipsingh  
| OP-134 | Developing Innovative Methods of Outdoor Ads with Interaction of Digital Arts  
Ayşe Nesrin Akören  
| OP-135 | Economic Development of Ski Industry in Experimental Innovation: Example of Palandoken Turkey and Alps Switzerland  
Elif Hayku Hobikoğlu, Hüseyin Karademir |
### SESSION 3

#### HALL 7

**Chairman:** Tuncay Bayrak

**OP-156** Direct vs. Anonymous Feedback: Teacher Behavior in Higher Education, with Focus on Technology Advances  
Angelo Corelli

**OP-157** Evaluation of the Mechatronics Curriculum Using Model Stufflebeam (CIPP)  
Sharifah Nurulhuda Tuan Mohd Yassin, Azman Hasan, Mohd Fauzi Mohd Yunus

**OP-158** The Relationship of the Creativity of Public and Private School Teachers to Their Intrinsic Motivation and the School Climate for Innovation  
Tuncer Fidan, Inci Oztekin

**OP-159** The Academicians’ Perspective on the Challenges Facing Higher Education in Turkey  
Tuncay Bayrak, Fahrettin Oztekin

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