<table>
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<tr>
<th>Day</th>
<th>Time</th>
<th>Event</th>
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<tr>
<td>Thursday, November 9, 2017</td>
<td>15:00-18:00</td>
<td>Conducting Academic Research</td>
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<tr>
<td>Friday, November 10, 2017</td>
<td>08:30-10:00</td>
<td>Registration</td>
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<td>10:00-12:00</td>
<td>Opening Ceremony &amp; Plenary Session</td>
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<td>14:00-15:00</td>
<td>Session I</td>
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<td>15:00-15:30</td>
<td>Coffee Break</td>
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<td>15:30-16:30</td>
<td>Session II</td>
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<td>16:30-17:00</td>
<td>Coffee Break</td>
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<td>17:00-18:30</td>
<td>Session III</td>
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<td>19:30-22:00</td>
<td>Gala Dinner</td>
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<td>Saturday, November 11, 2017</td>
<td>10:00-11:00</td>
<td>Session IV</td>
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<td>11:00-11:30</td>
<td>Coffee Break</td>
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<td>11:30-13:00</td>
<td>Session V</td>
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<td>14:00-15:00</td>
<td>Session VI</td>
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<td>15:30-15:45</td>
<td>Coffee Break</td>
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<td>15:45-17:00</td>
<td>Session VII</td>
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<td>17:00-17:30</td>
<td>Coffee Break</td>
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<td>17:30-18:30</td>
<td>Session VIII</td>
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<td>18:30-19:00</td>
<td>Discussion Meeting</td>
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Session I 14:00-15:00
Salon A
Innovation and Social Innovation
Chair: Oya Erdil

Public Personnel Management in Intelligent Transportation Systems: The Case of Istanbul Electric Tram and Tunnel Administration (IETT) Performance-Based Job Assignment Model  
Hicran Hamza Çelikyay, Arif Emecen

Holit Keskin, Ali Eker Akgünoğlu, Tubo Etiloğlu

Humble but Proud: A Comparative Case Study on Social Innovation Practices in Turkey  
Nihan Yıldırım, Olçay Bige Aşkun

Appropriate Renewable Energy Sources for Electricity Generation: A Multi-Attribute Decision-Making Approach  
Jalil Heidary Dahooie, Navid Mahrammadi, Amirsalar Varaki, Majid Ghanadarian

Session II 15:30-16:30
Salon A
Marketing Management 2
Chair: Meral Elçi

The influence of customer value, brand trust, and self congruity in creating emotional brand attachment  
Aysel Eric, Tuğba Yıldız, Bahar Türk

The Antecedents to “Network-Advertising” Among North African Consumers  
C.Hathout, C.Hamadi

Determination of Fanatic Consumer Behaviors at the Personality Level  
Aysel Eric, F. Gorgün Deveci, Bahar Türk

Theory of Constraints and Throughput Accounting: the simple way to profit  
Azar Izmailov, Diana Izmailova, Artem Kozhemiakin, Artem Tikhonov

Salon B
Marketing Management 1
Chair: Ömür Yaşar Saatçioğlu

The Effect of Experiential Marketing on the Purchase Intention and Loyalty of Online Customers  
Yahya Khansari

Study of the effect of consumption values on the environmental concern in terms of purchasing behavior  
Aysel Eric, Tuğba Yıldız

Market-oriented or Customer-oriented: for whom and why?  
Bouchra Esslimani

The Moderating Effect of Strategy Formulation Capability on The Relationship between knowledge Management Processes and Business Performance  
Bozkurt Kağan Aktürk, Mehtap Özşahin

Session III 17:00-18:30

Prof. Dr. Lütfihak Alpkan
How to Write an Academic Paper for the Top Journals

Gala Dinner 19:30-22:00

The Silent Treatment: What We Need to Know More about Ostracism in Workplace  
Buşra Muceldili, Oya Erdil
**Session IV 10:00-11:00**

**Salon A**

**Currents & Discussions**

**Chair: Tanses Gürsoy**

What Do Postgraduates Know About Knowledge Management in Turkey?
Ömür Yaşar Saatçioğlu, Esra Baran, İlike Sezin Ayaz, Abdullah Ağır

Unravelling Family Firms: Agency Theory, Resource-Based View and Beyond
Mahvesh Mahmud

An Empirical Research on Academicians’ Perceptions About Rhetoric Discourse For Its Content Quality and Aim of Effect
Nilüfer Rüzgar, Ali Akdemir

Site Selection and Pond Construction using an Integrated SWARA and COPRAS-G Methodology
Jalil Heidary Dahooiea, Navid Mohammad, Amirsalar Vanaki

A Discussion about the Effects of Artificial Intelligence on the Basic Categories of Social Life
Lütfihak Alpkan, Medhiha Belgemen, Atakan Şenel

**Salon B**

**Strategic Management**

**Chair: Yasin Şehitoğlu**

The Mediating Role of Organizational Learning Capabilities in the Relationship Between Market Driving Strategies and Firm Performance
Cemal Zehir, Aysegul Eryilmaz Kirali, Hakan Akdag

Product Development Capability, Market Orientation and Market Performance, A Research in Large Scale Enterprises in Turkey
Cemal Zehir, Begüm Ata

The Relationship Between Learning Orientation and New Product Development Performance: The Intermediary Role of Innovation Types
Cemal Zehir, Saniye Yıldırım Özmülu

Scientization and context in academic management literature in Turkey: A research note for the 2000s
Serkan Dirlik, Yasin Şehitoğlu, Serhat Türklen

**Session VI 11:30-12:30**

**Salon A**

**Organizational Behaviour 2**

**Chair: Cemal Zehir**

Delineating the Impact of Organizational Dissent on Job Insecurity and Turnover Intention
Berivan Tatar, Oya Erdil

Gamification Based Performance Evaluation System: A New Model Suggestion
Ayhan Artar, Bahman Huseynli

The mediating effect of psychological ownership on person-organization fit and turnover intention: The Turkey private sector case
Ahmet Cengiz Uçar, Meral Elçi, Esra Erzengin Özdemir

**Salon B**

**Organizational Behaviour**

**Chair: Serkan Dirlik**

The relationship between professional values and organizational commitment levels: a research on tourism employees
Haluk Tanrıverdi, Arif Yılmaz, Gül Bayrakçı, Songül Zehir

The Effect of Emotional Intelligence on Organizational Performance: The Mediating Role of Organizational Identification
Cemal Zehir, Ahmet Uzmez, Mahmut Köle, Hacer Yıldız Öztürk

The Effect of Psychological Empowerment on Work Life Quality
Haluk Tanrıverdi, Arif Yılmaz, Serhat Turan
Session IV 13:30-14:30

Salon A

Strategic Management 2
Chair: Haluk Tanrıverdi

Health Related Opinion Leadership in Social Media: Exploring Attractive Health-focused Contents for Instagram Users
Alev Koçak Alan, Ebru Tümer Kabadayı, Nilşah Cavdar

Major Motives And Barriers Of Internationalization For Turkish Furniture Smes
Javad Esmaeili Nooshabadi, Mehtap Özşahin

Investigation of the Relationship Between Market Orientation, Coopetition, Innovation Capabilities and Firm Performance
Melike Zehir, Cemal Zehir

Mediating Role of Innovation Capability On Learning Orientation and Firm Performance: An Implementation On Manufacturing Sector
Cemal Zehir, Dilek Karaca

Effects of Organizational Structures of Family Businesses on Growth Strategies
Haluk Tanrıverdi, Arif Yılmaz, Bilal Sekman

Innovation and Performance: The Mediating Effect of Organizational Learning and Technological Capability
Neriman Esendemir, Cemal Zehir

Session VII 15:00-17:00

Salon B

Managing Sport
Chair: Mehmet Bayansalduz

Investigation Of The Correlation Between Athletes’ Training Continuity And Flow Experience
Şenol Yanar, Özlem Kırandı, Osman Ateş, Murat Ehlizoğlu, Sinan Çelikbilek

Investigation Of The Correlation Between Emotion Regulation Ability And The Flow Experience Identified On Athletes
Özlem Kırandı, Şenol Yanar, Mustafa Şahin, Murat Ehlizoğlu, Sinan Çelikbilek

Examination Of The Hopelessness Levels Of University Students In Terms Of Some Variables
İrfan Ünver, Ercan Polat, Şenol Yanar, Sinan Çelikbilek, Murat Ehlizoğlu

Investigation Of Relationship Between Life Satisfaction And Work-Life Balance’s And Organizational Climate Perception In Sports Managers’
Yusuf Can, Mehmet Bayansalduz, Şenol Yanar, Özlem Kırandı

Investigation Of Relationship Between Job Satisfaction And Career Satisfaction’s And Work-Life Balance In Sports Managers’
Mehmet Bayansalduz, Şenol Yanar, Yusuf Can

Investigation Of Relationship Between Organizational Support Perception And Organizational Commitment And Career Satisfaction In Sports Managers’
Yusuf Can, Mehmet Bayansalduz