



2nd Annual Business Administration Conference: Digital Challenges and Strategies in a Post-Pandemic World

18th & 19th NOVEMBER 2021, ONLINE FROM ISTANBUL

The second Annual Business Administration Conference (ABAC) on Digital Challenges and Strategies in a Post-Pandemic World which will take place online in Istanbul on 18 – 19 November 2021 and is organized by Turkish-German University (Istanbul) and Bielefeld University of Applied Sciences (Bielefeld).

The COVID-19 pandemic, which emerged towards the end of 2019, affected not only human health and life all over the world, but it also affected and changed many areas such as economy, the way of doing business, work life, education, urban life, consumption habits. Digital technologies and solutions played an important role in the change that occurred due to the pandemic. For instance, from an economic perspective, it was seen how important e-commerce is. Digitalization has brought along its own challenges and in order to cope with such challenges, it is important to identify appropriate measures and implement strategies.

The conference aims to bring both academicians from different disciplines and practitioners together for discussing new digital applications, effects of digitalization, digital challenges and necessary measures as well as strategies to cope with these challenges in a post-pandemic world.

Attending the conference is free of charge.

Participants who want to take part in the conference as a listener should fill in the **registration form** and accept **privacy policy** and send it to the email address: **tuba.meral@fh-bielefeld.de** till **12.11.2021** the latest.



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Contact Turkish-German University Istanbul:

Prof. Dr. Ela Sibel Bayrak Meydanoglu
Dean of Faculty of Economics and Administrative Sciences & Head of Business Administration
Phone +90.216.333-3200, meydanoğlu@tau.edu.tr

Contact Bielefeld University of Applied Sciences:

Prof. Dr. Riza Öztürk
Dean of Faculty of Business and Head of International Studies and Management
Phone +49.521.106-5085, riza.oeztuerk@fh-bielefeld.de

2nd Annual Business Administration Conference: Digital Challenges and Strategies in a Post-Pandemic World

CONFERENCE PROGRAM:

18th November 2021

10:00 h – 11:00 h | **Opening Session**

- Prof. Dr. Halil Akkanat (Rector, Turkish-German University) (*Welcome Speech*)
- Prof. Dr. Ela Sibel Bayrak Meydanoglu (Dean of Faculty of Economics and Administrative Sciences, Turkish-German University) (*Welcome Speech*)
- Prof. Dr. Rıza Öztürk (Dean of Faculty of Business, Bielefeld University of Applied Sciences) (*Welcome Speech*)
- Hüseyin Gelis (President, Siemens Turkey) (*Keynote Speech*)
- 11:00 h–11:10 h | **Coffee Break**

Session 1

Chair: Dr. Sven Packmohr

- 11:10 h–11:30 h | Axel Benning, Abdullmuttalip Erduran (Bielefeld University of Applied Sciences)
Legal Challenges due to the Pandemic Impacts
- 11:30 h–11:50 h | Müge Klein, Sevgin Batuk, Selin Karaca, Merve Ahter Dede (Turkish-German University)
Factors Affecting Work-Family Conflict in the Digital Work Environment
- 11:50 h–12:10 h | Hüseyin Hayri Nuroğlu (Turkish-German University)
Digital Challenges in the Governance of Business Networks in Post-Pandemic Era
- 12:10 h – 13:30 h | **Lunch Break**

Session 2

Chair: Prof. Dr. Dilek Zamantılı Nayır

- 13:30 h–13:50 h | Ahmet Tuğrul Tuğır (Piri Reis University)
Understanding Service Artificial Intelligence in the Post Pandemic Period
- 13:50 h–14:10 h | Ulrich Tamm, Rainer Lenz (Bielefeld University of Applied Sciences)
Significance of the Governance of Blockchain Systems
- 14:10 h–14:30 h | Sven Packmohr (Malmö University), Henning Brink, M. Sc. (Osnabrück University)
Research-Based Learning During a Pandemic-Findings from a Course on Business, Informatics Conducting Research on Barriers to Digital Transformation
- 14:30 h – 14:50 h | **Coffee Break**

Conference hours are determined according to the Turkish Local Time.
There may be changes in the event schedule.



2nd Annual Business

Administration Conference:

Digital Challenges and Strategies in a Post-Pandemic World

CONFERENCE PROGRAM:

18th November 2021

Session 3

Chair: Prof. Dr. Riza Öztürk

- 14:50 h–15:10 h | Sinem Cantürk (Partner, Head of Information Risk Management, Fintech Sector Leader, KPMG Turkey) *Global Fintech Trends*
- 15:10 h–15:30 h | İlke Kocamaz (Marmara University), Bilal Dede (TUGIAD) *Digital Marketing Trends during the Covid 19 Outbreak: Entrepreneurship Perspectives and Turkish SME Cases from the Young Businessmen Association of Turkey (TUGIAD) as Evidence from an Emerging Economy*
- 15:30 h–15:50 h | Umut Pehlivan (Head of Supply Chain Management, Siemens Turkey) *Digitalization Trends in SCM*
- 15:50h – 16:00 h | *Coffee Break*

Panel Session

Moderator: Gülşah Öztürk (Vertical Sales Director, Siemens Turkey)

16:00 h –17:00 h | **Panel: Smart Cities**

Conference hours are determined according to the Turkish Local Time.
There may be changes in the event schedule.

2nd Annual Business Administration Conference: Digital Challenges and Strategies in a Post-Pandemic World

CONFERENCE PROGRAM:

19th November 2021

Session 1

Chair: Assoc. Prof. Dr. Taşkın Dirsehan

- 10:00 h–10:20 h | Elif Ceren Yıldız, Taşkın Dirsehan (Marmara University)
Blockchain Technology as a Solution to the Bullwhip Effect: Negatively Impacting Supply Chain Management
- 10:20 h–10:40 h | Hande Türker, Aslıhan Nasır (Boğaziçi University)
Creating Enhanced Experiences via Audio Visual Sensory Technologies in the Digital Commerce Environment: A Preliminary Investigation of Consumer Attitudes and Intentions
- 10:40 h–11:00 h | Ela Sibel Bayrak Meydanoglu (Turkish-German University), Margareta Teodorescu (Koblenz University of Applied Sciences), Müge Klein (Turkish-German University)
The Impact of Blockchain Technology on Marketing Mix Elements: A Literature Review
- 11:00 h – 11:05 h | ***Coffee Break***

Session 2

Chair: Prof. Dr. Hande Türker

- 11:05 h–11:25 h | Tuğrul Günel (President, Supply Chain Management Association (TEDAR))
Future of Supply Chain Management: Modern Management Systems / Challenges and Required Key Competencies in Supply Chain Management
- 11:25 h–11:45 h | Mehmet Ali Taş, Batin Latif Aylak, Damla Durak Uşar (Turkish-German University)
Investigating the Effects of Digital Challenges and Strategies in Post-Pandemic Era on Supply Chain Management
- 11:45 h–12:05 h | Işıl Ketan, Alexander Dreyer, Dilek Zamantılı Nayır (Turkish-German University)
Video On-Demand Platforms: A Preliminary Study on Preferences and Prospective Binge Behaviour
- 12:05 h–13:05 h | ***Lunch Break***

Conference hours are determined according to the Turkish Local Time.
There may be changes in the event schedule.



Deutscher Akademischer Austauschdienst
German Academic Exchange Service



Contact Turkish-German University Istanbul:
Prof. Dr. Ela Sibel Bayrak Meydanoglu
Dean of Faculty of Economics and Administrative Sciences & Head of Business Administration
Phone +90.216.333-3200, meydanoğlu@tau.edu.tr

Contact Bielefeld University of Applied Sciences:
Prof. Dr. Riza Öztürk
Dean of Faculty of Business and Head of International Studies and Management
Phone +49.521.106-5085, riza.oeztuerk@fh-bielefeld.de

2nd Annual Business Administration Conference: Digital Challenges and Strategies in a Post-Pandemic World

CONFERENCE PROGRAM:

19th November 2021

Session 3

Chair: Assist. Prof. Dr. Çiydem Çatak

- 13:05 h–13:25 h | Seyfullah Selimefendigil (Turkish-German University), Hakan Güzeloğlu (KPMG), Çiydem Çatak (Turkish-German University)
Cryptocurrencies and Blockchain Technology: Investigating The Relationship Between Bitcoin and Financial Markets
- 13:25 h–13:45 h | Kersten Kellermann (Turkish-German University)
Mind the Gap: Why Germany Should Invest More in its Future?
- 13:45 h–14:05 h | Mehmet Hakan Özdemir (Turkish-German University), Tolga Tuzcuoğlu (Bosch Turkey), Erençan Yavrucu (Turkish-German University)
The Asset Allocation Preferences of Mutual Fund Managers in the Pre-Pandemic and Post-Pandemic Period
- 14:05 h–14:10 h | ***Coffee Break***

Session 4

Chair: Assoc. Prof. Dr. Ulrich Tamm

- 14:10 h–14:30 h | Alev Özer Torgaloğlu (İzmir Demokrasi University), Pınar Yozgatlı Özbilen (Boğaziçi University), Deniz Mat Artun (Istanbul Technical University)
Family-Work Conflict and Job Performance During Remote Working: Does Technostress Mediate this Relationship?
- 14:30 h–14:50 h | Meltem Sezer Özata, Çiğdem Vatansever (Tekirdağ Namık Kemal University), Ayça Ünsever (Istanbul Bilgi University)
Transformation of Home into Work Space for Women during Covid-19 Pandemic: Expression of Work and Non-Work Life Balance on Social Media
- 14:50 h–15:10 h | Elif Posos Devrani (Turkish-German University)
Digitalizing Family: Digital Parenting During the Covid-19 Pandemic

Conference hours are determined according to the Turkish Local Time.
There may be changes in the event schedule.