



14. INTERNATIONAL "COMMUNICATION IN THE NEW WORLD" CONGRESS

11-12 April 2025

Kutahya Dumlupınar University

CONGRESS PROGRAM



Assoc. Prof. Dr. Hasan CIFTCI
IKSAD INSTITUTE
Organizing Committee Head

Meeting Id: 862 1528 3413

Passcode: 121212

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PARTICIPANT COUNTRIES (18):

Türkiye, Azerbaijan, India, Kosovo, Philippines, Russia, Romania, Algeria, Moldova, Serbia, Nigeria, Pakistan, Georgia, Mexico, Indonesia, USA, Vietnam, Uzbekistan

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- ✓ Moderatör – oturumdaki sunum ve bilimsel tartışma (soru-cevap) kısmından sorumludur.

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- ✓ Moderator is responsible for the presentation and scientific discussion (question-answer) section of the session.

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exp. Hall-1, Ali ÖZDEMİR**



Meeting ID: 862 1528 3413

Passcode: 121212



-Opening Ceremony-

11.04.2025

Time (Ankara): 09:00-10:00

FACE TO FACE (HALL -1)**11.04.2025****Moderator: Assoc. Prof. Dr. Gökhan KUZUCANLI****Address: Kutahya Dumlupınar University****Ankara Local Time: 10:00 – 12:00**

TITLE	AUTHOR(S)	AFFILIATION
VIOLENCE AND COMMUNICATION: PERCEPTION AND EVALUATION OF VIOLENCE IN COMMUNICATION BETWEEN SPOUSES/PARTNERS	Figen Vural ZEYBEK Akça Toprak ERGÖNEN	Dokuz Eylül University, Türkiye
SEMIOTICAL ANALYSIS OF PRODUCT ADVERTISEMENTS OF RAMADAN PERIOD 2025	Gökhan KUZUCANLI	Kütahya Dumlupınar University, Türkiye
TIMING AND ENGAGEMENT DYNAMICS IN SOCIAL MEDIA CONTENT MANAGEMENT: THE CASE OF DURLUPINAR UNIVERSITY'S INSTAGRAM ACCOUNT	Can SEVİMLİ	Kütahya Dumlupınar University, Türkiye
INTEGRATION OF ARTIFICIAL INTELLIGENCE IN MEDICINE: TRANSFORMING HEALTHCARE	Ali GÜVEY Fatih ÖLMEZ	Kütahya Health Sciences University, Türkiye
THE IMPACT OF HYPERBARIC OXYGEN THERAPY ON PUBLIC AWARENESS: ACCURATE INFORMATION STRATEGIES	Ayşe Sena YUMBUL KARDAŞ Yavuz ASLAN	Kutahya City Hospital, Türkiye Health Sciences University, Türkiye

FACE TO FACE (HALL -2)**11.04.2025****Moderator: Assist. Prof. Dr. Ayşe Amine TUĞ****Address: Kütahya Dumlupınar University****Ankara Local Time: 10:00 – 12:00**

TITLE	AUTHOR(S)	AFFILIATION
THE VIRAL EFFECT IN SOCIAL MEDIA: EXAMINING 36TH KRISTAL ELMA'S DIGITAL WINNERS	Nebican TAŞKAN	Kütahya Dumlupınar University, Türkiye
SOCIO-CULTURAL TARGET AUDIENCE ANALYSIS ON SOCIAL MEDIA: THE CASE OF THY AND X PLATFORM'S CUSTOM LIKE APPLICATION	İlayda İNAL	Kütahya Dumlupınar University, Türkiye
THE IMPACT OF SOCIAL MEDIA USAGE ON UNIVERSITY STUDENTS' PERCEPTION OF BEAUTY: THE CASE OF BILECIK SEYH EDEBALI UNIVERSITY	Sibel EZGİN AĞILLI Nazmiye GÖKCE Ela Nur AK Fatma VAROL	Bilecik Seyh Edebali University, Türkiye
AN EXAMINATION OF ELDERLY INDIVIDUALS' EXPERIENCES OF USING DIGITAL TECHNOLOGY IN BILECIK PROVINCE	Sibel EZGİN AĞILLI Gizem ŞENSOY Yağmur MIZRAK Ayşegül GÜRSOY	Bilecik Seyh Edebali University, Türkiye
THE SYMBOLIC LANGUAGE OF THE HANDS ON HIP MOTIF AND ITS INTERPRETATION AS A CONTEMPORARY AND SUSTAINABLE DESIGN ELEMENT ON FELT SURFACE	Birnaz ER CENGİZ	Kutahya Dumlupınar University, Türkiye
HATE SPEECH AGAINST MIGRANTS IN CARTOONS ON SOCIAL NETWORKING SITES: THE CASE OF X	Ayşe Amine TUĞ KIZILTOPRAK	Ankara Yıldırım Beyazıt University, Türkiye
SPIRAL OF SILENCE IN THE DIGITAL AGE: POLITICAL EXPRESSION, MAJORITY PRESSURE, AND THE VISIBILITY OF OPPOSING VIEWS ON X (FORMERLY TWITTER) AS A MASS COMMUNICATION PLATFORM	Mustafa Çağrı DEMİR	Kütahya Dumlupınar University, Türkiye

Session-1, Hall-1**11.04.2024****Moderator: Prof. Dr. Esra CİZMECİ ÜMİT****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
EXAMINATION OF PERCEPTIONS TOWARDS VIRTUAL INFLUENCER "ALARA X" THROUGH SOCIAL MEDIA	Esra CİZMECİ ÜMİT Tuğçe DURMAZ	Yalova University, Türkiye
SEMIOTICAL ANALYSIS OF THE DIVORCE PARTIES TREND IN SOCIAL MEDIA: THE INSTAGRAM EXAMPLE	Esra CİZMECİ ÜMİT Nurten DUMAN	Yalova University, Türkiye
BIOMETRIC ANALYSIS OF CULTURE AND ARTS JOURNALISM STUDIES	Yusuf DOKUR Mustafa MAYDA	Çanakkale Onsekiz Mart University, Türkiye
DÜNYA BASININDA İKLİM MÜLTECİLİĞİNİN TEMSİLİ	Elif KAYA GÜLER	Selçuk University, Türkiye
NEW JOURNALISM MENTALITY: INVESTIGATION OF FOREIGN NEWS AGENCIES REGARDING THE STRAY ANIMALS LAW	Leyla YILDIRIM Semra AĞCABAY	Piri Reis University, Türkiye Independent Researcher, İstanbul
THE EFFECTS OF HOLLYWOOD STUDIOS' DOMINANCE IN TURKEY IN THE 1980S AND 1990S ON CONTEMPORARY TURKISH CINEMA	Mustafa Mert ATALAR	Mimar Sinan Fine Arts University, Türkiye
THE SEARCH FOR QUALITY IN CINEMA ART: AESTHETIC ISSUES OF THE MODERN WORLD	Hande SEZMEZ	Mimar Sinan Fine Arts University, Türkiye
CINEMATOGRAPHY IN DENIS VILLENEUVE MOVIES	Cihan Emre TANÇ	Istanbul Gelişim University, Türkiye
SOVIET AVANT-GARDE CINEMA: HISTORICAL CONTEXT, AESTHETICS, AND POLITICAL IDEOLOGY	Sibel SEBUKTEKİN Yasemin KILINÇARSLAN	Uşak University, Türkiye

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Session-1, Hall-2**11.04.2024****Moderator: Assoc. Prof. Dr. Arzu KALAFAT ÇAT****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
MEDIATISATION AND POPULISM IN POLITICAL CAMPAIGNS: AN ANALYSIS IN THE CASE OF DONALD TRUMP	Süleyman ŞAHAN	Gaziantep University, Türkiye
QUITTING SOCIAL MEDIA: A THEMATIC ANALYSIS OF THE DISCUSSION ON THE EKŞİ SÖZLÜK ENTRY "INDIVIDUALS WHO DO NOT USE SOCIAL MEDIA"	Songül TAN	Artvin Çoruh University, Türkiye
ORGANIZATIONAL COMMUNICATION OF CORPORATE SUSTAINABILITY IN THE SOCIAL MEDIA: A DISCURSIVE STRATEGIES APPROACH	Sedat Ilgaz GÜNAY	Ankara Yıldırım Beyazıt University, Türkiye
THE RELATIONSHIP BETWEEN SOCIAL MEDIA AND AESTHETIC PROCESSING IN THE CONTEXT OF SOCIAL APPEARANCE ANXIETY	Arzu KALAFAT ÇAT Ayça Nur ŞİRİN	Karabük University, Türkiye
AN EXAMINATION OF PARENTAL APPROACHES TO REGULATING CHILDREN'S SOCIAL MEDIA USE: A QUALITATIVE STUDY	Hande Müge Yıldız	Ankara University, Türkiye
THE EFFECTS OF CHILDREN'S SOCIAL MEDIA DEPRIVATION ON THEIR COMMUNICATIONS WITH THEIR PARENTS	Fetih Mücahit ÇİFTÇİ	Sakarya University, Türkiye
SOSYAL MEDYADA YEŞİL REKLAMLAR VE TÜKETİCİ DAVRANIŞI: FARKINDALIK ÜZERİNE BİR İNCELEME	Ecem KARABULUT	Ege University, Türkiye
A CONTENT ANALYSIS IN THE CONTEXT OF CONTROL AND CHILD CONCEPTS IN SOCIAL MEDIA PLATFORMS: THE EXAMPLE OF YÖK NATIONAL THESIS CENTER	Merve ERDOĞAN Mariye KARTAL	Çanakkale Onsekiz Mart University, Türkiye

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Session-1, Hall-3**11.04.2024****Moderator: Lect. Feride ÖZDEMİR****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
ARTISTIC DIMENSIONS OF OBJECTIFICATION OF HUMAN TRANSFORMATION	Özge BAYRAK Zeynep BAYRAK	Trabzon University, Türkiye Independent Resercher
BIOMETRIC ANALYSIS OF GRADUATE THESES ON DIGITAL PUBLIC RELATIONS	Mehmet YALÇINKAYA	Ordu University, Türkiye
WAYS TO ACCESS ACCURATE INFORMATION IN THE POST-TRUTH ERA: AN EXAMINATION OF U.S. FIRE POSTS ON TEYIT.ORG	Tutku DİNAR DİZDAR	İstanbul Beykent University, Türkiye
ARTIFICIAL INTELLIGENCE POWERED PUBLIC RELATIONS: OPPORTUNITIES, CHALLENGES AND ETHICAL DIMENSION OF DIGITAL TRANSFORMATION	Feride ÖZDEMİR	Bitlis Eren University, Türkiye
REPRESENTATION OF WOMEN IN COSMETIC ADVERTISEMENTS: AN EVALUATION WITHIN THE FRAMEWORK OF FEMINIST MEDIA CRITICISM	Dursun YILMAZ	Tokat Gaziosmanpaşa University, Türkiye
CORPORATE REPUTATION MANAGEMENT AND CRISIS COMMUNICATION: AN EVALUATION THROUGH THE CASE OF ZORLU HOLDING	Dursun YILMAZ	Tokat Gaziosmanpaşa University, Türkiye
COMMUNICATION STRATEGIES IN SUSTAINABLE FASHION	İrem Süleyman KARIKSIZ	Kadir Has University, Türkiye
COMMUNICATION BETWEEN NEWBORN BABIES AND FAMILIES	Emine DEĞİRMEN ŞİŞMAN Halil İBRAHİM ŞİŞMAN	Kütahya City Hospital, Türkiye
THE FUTURE OF COMMUNICATION IN HEALTHCARE WITH ARTIFICIAL INTELLIGENCE	Halil İBRAHİM ŞİŞMAN Emine DEĞİRMEN ŞİŞMAN	Kütahya City Hospital, Türkiye
COMMUNICATION OF GYNECOLOGISTS WITH PARENTS	Halil İBRAHİM ŞİŞMAN Emine DEĞİRMEN ŞİŞMAN	Kütahya City Hospital, Türkiye

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Session-1, Hall-4**11.04.2024****Moderator: POPESCU Gh. Cristina Raluca****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
GENERATIVE ARTIFICIAL INTELLIGENCE IN HEALTH SYSTEM MANAGEMENT: OPPORTUNITIES, CHALLENGES, AND ETHICAL CONSIDERATIONS	Enver Malsia, Afrim Loku	Chief Technology Officer at LEIDIT, USA University of Applied Sciences in Ferizaj, Address: St. University” 70000, Ferizaj, Kosovo
HOW CAN PROFESSORS OVERCOME BARRIERS OF COMMUNICATION IN CLASSROOMS WHEN PROMOTING THE SUSTAINABLE DEVELOPMENT GOALS?	POPESCU Gh. Cristina Raluca	University of Bucharest, Bucharest, Romania and The Bucharest University of Economic Studies, Bucharest, Romania
THE CONTRIBUTION OF WOMEN IN STEM: OBSTACLES, PROSPECTS, AND FUTURE DIRECTIONS	K.R.Padma, K.R.Don, M.Reshma Anjum, M.Sankari, A.Mouni, Y. Ravali	Sri Padmavati Mahila Visvavidyalayam (Women’s) University, Tirupati, AP. Bharath Institute of Higher Education and Research (BIHER) Bharath University, Chennai, Tamil Nadu, India
STUDENTS’ EMOTION MANAGEMENT SKILLS	Phạm Thu Hằng	People’s Police Academy
ANALYSIS OF INFORMATION TECHNOLOGY IMPLEMENTATION IN THE ISLAMIC FINANCIAL INSTITUTION PT. ASKRINDO SYARIAH SEMARANG	Dio Samudra, Ikin, Zahrotul Wirda, AM Khafidz, Hendra Hermawan Adinugraha	UIN KH. Abdurrahman Wahid Pekalongan, Indonesia
CHALLENGES IN DEVELOPING PRODUCTIVE COMMUNICATION SKILLS OF ENGLISH AMONG COLLEGE STUDENTS	Dr Irfan Bashir Dr Yasira Waqar Dr Rizwan Akram Rana Dr Afshan Naseem Dr Fariha Gul Dr Aisha Sami Dr Almas Shoab	University of Management and Technology, Pakistan
SUPERSTITIONS AND CRIMINAL BEHAVIOR: THE ROLE OF WITCHCRAFT ACCUSATIONS IN NIGERIAN RURAL COMMUNITIES	Ijeoma B. Uche, Okala A. Uche	University of Nigeria, Nsukka

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Session-1, Hall-5**11.04.2024****Moderator: Assoc. Prof. Dr. Viola Makzhoum****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
PUBLIC SPACE, SOCIAL MEDIA AND FAKE NEWS	Prof. Dr. Sureyya Yigit	New Vision University, Tbilisi, Georgia.
ENVIRONMENTAL IMPACT OF DIGITAL COMMUNICATION-- CHALLENGES AND OPPORTUNITIES	Vijay Kumar, Sunil Kumar	Indira Gandhi University, Meerpur (Rewari)-122502, Haryana, India.
ISLAMIC BANK DIGITALIZATION STRATEGY: CHALLENGES AND OPPORTUNITIES IN IMPROVING OPERATIONAL EFFICIENCY AT BSI PEMUDA PEKALONGAN	Zahrotul Jannah, Desy Adella, Nur Istiqomah, Muhtar Ali Ahmadi, M.M.Khafidz Ma'shum, Hendri Hermawan Adinugraha	UIN K.H. Abdurrahman Wahid Pekalongan
HATE SPEECH AGAINST NIGERIAN RULERS FROM THE LENS OF EXODUS 22:28	Dr. Favour C. Uroko	University of Nigeria, Nsukka
DETECTIVE TECHNIQUES FOR ANALYZING THE SOCIAL AND ECONOMIC IMPACT ON SUICIDAL TENDENCIES AND THEIR EXPRESSION OVER THE INTERNE	B Bhaskara Rao, Badrinath G Srinivas, Chandrakant Naikodi, Suresh L	Cambridge Institute of Technology, KR Puramu, Bengaluru. Sr Applied Scientist, United States (US)
STUDENTS' PERCEPTIONS AND ADAPTATION TO THE USE OF DIGITAL TECHNOLOGY IN THE CONTEXT OF DIGITAL TRANSFORMATION: SOME INITIAL QUALITATIVE RESEARCH RESULTS	Le Quang Ngoc, Ho Dieu Huyen	Vietnam Academy of Social Sciences
TOURISM AND CULTURE IN THE PEJA REGION-NATURAL VALUES AND TRADITIONS OF RUGOVA	Besa Zeneli Baloku Alberta Tahiri	University "Haxhi Zeka" Pejë, UÇK 30000, Pejë, Kosovo
DIGITAL LITERACY AND ITS IMPACT ON EFFECTIVE COMMUNICATION	Dr. Kanwal Preet Singh Attwal	Punjabi University, Patiala.
AN ANALYTICAL REVIEW OF PEDAGOGICAL APPROACHES IN FOREIGN LANGUAGE INSTRUCTION	Prof.Dr. Azamat Akbarov	Silk Road Research Academy, Samarkand, Uzbekistan
EFFECTIVE COMMUNICATION STRATEGIES IN EDUCATIONAL INSTITUTIONS DURING CRISES: A CASE STUDY OF LEBANON	Assoc. Prof. Dr. Viola Makzhoum	Modern University for Business and Science (MUBS).Faculty of Business. Beirut, Lebanon

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Session-1, Hall-6**11.04.2024****Moderator: Prof. Dr. María Cruz Cuevas Álvarez****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 10:00 – 12:00**

Title	Author(s)	Affiliation
ASSESSING THE CHALLENGES OF ARTIFICIAL INTELLIGENCE (AI) TOOLS' ADOPTION IN ACCOUNTING EDUCATION: INSIGHTS FROM EDUCATORS ON INSTITUTIONAL SUPPORT AND RESOURCE AVAILABILITY	OLUWOLE-MOSES, Omotayo Matina	Federal College of Education (Technical)
ANALYSIS OF INFORMATION TECHNOLOGY IMPLEMENTATION IN ISLAMIC FINANCIAL INSTITUTIONS:A CASE STUDY OF PT JASA GADAI SYARIAH PEKALONGAN	Aditya Dharmawan, Awalludin Taufiq, M. Nur Ikhawan, Hendri Hermawan Adinugraha, A.M. Hafidz Ma'shum	UIN K.H. Abdurrahman Wahid Pekalongan
STRATEGIES FOR EFFECTIVE CLIMATE CHANGE COMMUNICATION	Rufai Abdulmajid	Isa Kaita College of Education, Dutsin-Ma, Katsina State, Nigeria
WHY INDUSTRIAL B2B COMPANIES STRUGGLE WITH GOOGLE ADS—AND HOW TO FIX IT	Mohammad Ruvi	STIE Ganesha, Department of Management, Jakarta, Indonesia.
ASSESSING THE CHALLENGES OF ARTIFICIAL INTELLIGENCE (AI) TOOLS' ADOPTION IN ACCOUNTING EDUCATION: INSIGHTS FROM EDUCATORS ON INSTITUTIONAL SUPPORT AND RESOURCE AVAILABILITY	OLUWOLE-MOSES, Omotayo Matina	Federal College of Education (Technical)
INTERNATIONALIZATION OF THE CURRICULUM FOR ENHANCING SOFT SKILLS: A CASE STUDY	Prof. Dr. María Cruz Cuevas Álvarez Prof. Dr. Marcos Pérez Mendoza Alex Pérez Cuevas	Universidad Juárez Autónoma de Tabasco, Mexico
EXPLORING THE INTERSECTION OF DIDACTICS AND ASSESSMENT PRACTICES IN DEVELOPING HOLISTIC EDUCATION IN PSYCHOLOGY: AN ETHNOGRAPHIC STUDY	Alex Pérez Cuevas Prof. Dr. María Cruz Cuevas Álvarez Prof. Dr. Marcos Pérez Mendoza	Universidad Olmeca, Mexico Universidad Juárez Autónoma de Tabasco, Mexico
CURRENT STATUS AND SOLUTIONS FOR TOURISM DEVELOPMENT IN TINH BIEN TOWN, AN GIANG PROVINCE	Dr. Nguyen Thi Be Ba Do Van Tien Huynh Hoan Toan	Can Tho University
MANG DEN TOURISM HAS OUTSTANDING FEATURES	Nguyen Thi Be Ba Do Van Tien	Can Tho University

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Session-2, Hall-1**11.04.2024****Moderator: Dr. Aziz ILGAZI****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
THE ROLE OF NEW GENERATION FATHERS IN ALPHA GENERATION'S INTERACTIONS WITH THE DIGITAL WORLD	Feyza YONTAR	Sakarya University, Türkiye
THE DEVELOPMENT OF PUBLIC SPEAKING IN THE DIGITAL AGE	Yegana Aliyeva Nuraddin	Baku State University, Azerbaijan
ASSESSMENT OF FACTORS THREATENING VALUE DEVELOPMENT IN DIGITAL ENVIRONMENTS FROM THE PERSPECTIVES OF YOUTH	Yusuf SÖZER Abdullah Manap Abdullah YILDIRMAZ Meryem DİLEK	Batman University, Türkiye
DİJİTAL MEDYA VE SANAT	Buse SOYDAN	Yozgat Bozok University, Türkiye
THE IMPACT OF NEW GENERATION FATHERS ON THE RELATIONSHIP BETWEEN GENERATION ALPHA AND NEW MEDIA	Feyza YONTAR	Sakarya University, Türkiye
ASSESSMENTS ON FILM PRESERVATION IN THE DIGITAL AGE	Esra EREN	Mimar Sinan Fine Arts University, Türkiye
SELF-PRESENTATION IN DIGITAL GAMING ENVIRONMENTS	Şefaat FERMANCI	Ondokuz Mayıs University, Türkiye
ETHICAL ISSUES IN ONLINE JOURNALISM IN THE DIGITALIZED WORLD	Mihalis KUYUCU	İstanbul Galata University, Türkiye
CRISIS OF MASCULINITY AND HEGEMONIC MASCULINITY: REPRESENTATIONS OF MASCULINITY IN THE MOVIE THE HUNT (2012)	Arzu YAVUZ Amalia Rustamova	Yozgat Bozok University, Türkiye
IMAGE OF WOMEN IN VISUAL-AUDITORY CULTURE: GENDER ROLES AND CONSUMER STEREOTYPES	Arzu YAVUZ	Yozgat Bozok University, Türkiye

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Session-2, Hall-2**11.04.2024****Moderator: Prof. Dr. Zekiye TAMER****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
THE USE OF DEMONSTRATION TOOLS AS AN INSTRUMENT OF POLITICAL COMMUNICATION: THE EXAMPLE OF THE 100TH ANNIVERSARY OF THE REPUBLIC CELEBRATIONS OF THE PRESIDENCY'S DIRECTORATE OF COMMUNICATIONS	Oğuz GÖKSU	Ankara Hacı Bayram Veli University, Türkiye
THE IMPACT OF INFORMATION AND COMMUNICATION TECHNOLOGIES ON THE ACTIVITIES OF NEWS AGENCIES	Shahnaz ABDULLAYEVA	Baku State University, Azerbaijan
DESCRIPTIVE CONTENT ANALYSIS OF CONSUMPTION AWARENESS AND CARBON FOOTPRINT WITHIN THE SCOPE OF SUSTAINABILITY	Hande Ayhan GÖKCEK Ahmet Esad YURTSEVER Engincan YILDIZ	Istanbul Gelisim University, Türkiye
AI-SUPPORTED CRISIS COMMUNICATION IN PUBLIC RELATIONS AND STATE INSTITUTIONS' STRATEGIES: THE CASE OF AFAD, WHO, AND FEMA	Özgenur Reyhan GÜLER	Istinye University, Türkiye
AN EXAMINATION OF THE VISUAL COMMUNICATION DESIGN OF THE WEBSITES OF THE UNION OF THRACE UNIVERSITIES	Yarkın ÇELİK	Tekirdağ Namık Kemal University, Türkiye
THE ROLE OF QR CODES IN PUBLIC RELATIONS AND MARKETING STRATEGIES: A FUTURE-ORIENTED ANALYSIS	Yarkın ÇELİK	Tekirdağ Namık Kemal University, Türkiye
USE OF FRAMING THEORY IN HEALTH COMMUNICATION CAMPAIGNS: AN EXAMINATION OF BREAST CANCER CAMPAIGN	Betül DURUKAN Zekiye TAMER	Sivas Cumhuriyet University, Türkiye
THE STATUS OF SCIENCE COMMUNICATION IN TURKEY: AN EXAMINATION OF THESIS WRITTEN IN HIGHER EDUCATION	Zekiye TAMER	Sivas Cumhuriyet University, Türkiye

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Session-2, Hall-3**11.04.2024****Moderator: Prof. Dr. Mariam Jikia****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
REDEFINING THE CONCEPT OF MARRIAGE IN INDIA: UNDERSTANDING MARITAL RAPE AND ITS CONSEQUENCES	Libina M H	University of Kerala
UNDERSTANDING VOTER TURNOUT THROUGH THE FEAMEWORK OF SOCIAL MEDIA COMMUNICATION DYNAMICS	Prof. Dr. Mariam Jikia	Georgian Technical University
THE FUTURE OF VIRTUAL COMMUNICATION IN BUSINESS - ADAPTING TO ARTIFICIAL INTELLIGENCE AND AUTOMATION	Assoc . Prof. Dr. Arben Tërstena Prof. Asst. Dr. Gazmend Deda Assoc. Prof. Dr. Ismail Mehmeti Prof. Assoc. Dr. Sokol Krasniqi MsC , Fisnik Bislimi	University of Applied Sciences in Ferizaj
WOMEN EMPOWERMENT AND SOCIAL CHANGE FOR SUSTAINABLE DEVELOPMENT IN NIGERIA: A REVIEW	Bashir M.B, Lukman A, Faruk A.U.	Ahmadu Bello University, Zaria, Nigeria
WRITTEN COMMUNICATION AND ITS EFFECTIVENESS	Shumaila Naz	University of Karachi, Karachi-75270, Pakistan
TECHNOLOGY TRANSFER AND ITS ROLE IN INTERNATIONAL ENVIRONMENTAL LAW	Dr. Tahir Qureshi	Symbiosis International (Deemed University) Pune. India
LIFESTYLE AND BODY IMAGE IN THE PROFESSIONAL DANCE COMMUNITY OF WARSAW	MSc Sara Kaźmierska-Urban Monika Łopuszanska-Dawid MSc Paulina Maria Kubot	Józef Piłsudski University of Physical Education in Warsaw, Poland
SOCIAL FACTORS OF THE INTRODUCTION OF INTERNAL AUDIT AND FINANCIAL MANAGEMENT AND CONTROL WITH THE HELP OF IT SYSTEMS	Dejan Sredojević Miloš Dragosavac Slobodan Popović	High School of Modern Business, Republic of Serbia
SOCIO-ECONOMIC FACTORS OF THE INFLUENCE OF INTERNAL AUDIT AND FINANCIAL MANAGEMENT AND CONTROL IN THE ECONOMY OF SMALL ECONOMIES	Dejan Sredojević Miloš Dragosavac Slobodan Popović	High School of Modern Business, Republic of Serbia

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Session-2, Hall-4**11.04.2024****Moderator: Dr.C.Vijai****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
THE ROLE OF DIGITAL COMMUNICATION IN ENHANCING WORKPLACE COLLABORATION AND PRODUCTIVITY	Dr.C.Vijai, Ms. V. Uma Maheswari	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India
THE IMPACT OF CROSS-CULTURAL COMMUNICATION ON INTERNATIONAL BUSINESS NEGOTIATIONS	Dr.C.Vijai Ms.Sindhuja S	Vel Tech Rangarajan Dr. Sagunthala R&D Institute of Science and Technology, India
TECHNOLOGY OF MOTORCYCLE TOURIST JACKETS	Lotoreva Yuliana Igorevna, Kiseleva Marianna Vladimirovna	Russian State University. A.N. Kosygin
BODY COMPOSITION OF THE FINALISTS OF THE U17 EUROPEAN WATER POLO CHAMPIONSHIP	Jovan Gardasevic, Ivan Vasiljevic, Ivan Jovancevic, Milos Tripkovic	University of Montenegro, Niksic, Montenegro PI Secondary School of Economics and Hospitality, Niksic, Montenegro
UNLOCKING CAREER POTENTIAL: MASTERING SKILLS FOR PROFESSIONAL GROWTH	Ankdeep Kaur Attwal	Sri Guru Granth Sahib World University, Fatehgarh Sahib.
THE CONCEPT AND PLACE OF OBJECTIVITY OF JUDICIAL PROCEEDINGS IN CIVIL PROCEEDINGS	ARSENI Igor	Comrat State University, Republic of Moldova
IMPACT OF CRIME AND DEVIANT SOCIALIZATION ON THE BEHAVIOR OF JUVENILE OFFENDERS: A CASE STUDY AT THE UNIVERSITY OF ANNABA, ALGERIA	Sahraoui Amara	Baji Mukhtar Annaba University Algeria
PERCEIVED ANONYMITY, EMOTIONAL REGULATION AND CYBER DATING ABUSE PERPETRATION AMONG YOUNG ADULTS	Syeda Ariba Fatima Amna Waheed Dr.Beenish Mubeen	University of Management and Technology, Lahore
INTEGRATING EXPERIENTIAL LEARNING INTO THE DESIGN-BASED LEARNING MODEL: A FRAMEWORK FOR DEVELOPING LIFE-CAREER SKILLS	Bashir A. U., Saifullahi M., Garba Shuaibu, Bawa S.	Federal University of Technology Minna Bayero University Kano
PERFORMANCE AUDIT STANDARD (ISSAI 3000) COMPLIANCE AND PROJECT QUALITY AMONG MINISTRIES DEPARTMENT AND AGENCIES (MDAs) IN NIGERIA	Oluwatayo Olugbenga IFELOLA, Olusegun Opeyemi ONI, Olusola E. IGBEKOYI, Adebayo Oluwasegun ADEWOLE	Afe-Babalola University, Ado-Ekiti, Ekiti State, Nigeria Agricultural & Rural Management Training Institute (ARMTI), Ilorin, Nigeria

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Session-2, Hall-5**11.04.2024****Moderator: Dr.C.Vijai****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
NAVIGATING DAILY CHALLENGES: TECHNOLOGY'S INFLUENCE IN SAKHARALE VILLAGE	Vandana Bagal, Aishwarya Shewale, Pratiksha Jagadale, Pranjali Suryawanshi, Dr. Krishnaji Patil	Rajarambapu Institute of Technology, Islampur, Maharashtra, India
HOW DO STUDENT LEADERS IN A TEACHERS' COLLEGE COPE WITH STRESS?	John Erwin Prado Pedroso, Timothy Christian Bonyog, Renee Mae Hinojales, Hiezyl Marie Sinoy, Sherwin Siosan	West Visayas State University, La Paz, Iloilo City, Philippines
PHYSICIAN-PATIENT COMMUNICATION: A PREMISE FOR MEDICAL MALPRACTICE CLAIMS	Poroşnicu Gianina Vera	
AUDITOR VS. AI — WHO DESIGNS THE FUTURE OF AUDIT?	Melinda Timea FÜLÖP, Nicolae MĂGDAŞ, George-Silviu CoORDOŞ	Babeş-Bolyai University Transylvania Business Scholl, Babes-Bolyai University
THE USE OF JAPAN'S CULTURAL CODE IN THE MODERN INTERPRETATION OF WOMEN'S FASHION	Istratii Elina Sergeevna Kopylova Maria Dmitrievna	Kosygin Russian State University (Technologies, Design, Art), Russia
THE ACCOUNTING PROFESSION AND ACCOUNTING EDUCATION – BEST PEDAGOGICAL PRACTICES AT THE SERVICE OF LEARNING	Ciocşan Violeta-Diana	Bucharest University of Economic Studies
PRESERVATION OF CULTURAL HERITAGE AND TOURISM IN THE PEJA REGION	Alberta Tahiri, Nora Draga, Selvije Lajqi, Suad Tosuni, Redžep Ibraimi, Flaka Muriqi, Kushtrim Agaj, Doresa Mulaj, Fatbardha Shala, Ismet Berisha, Ardiana Hyseni	University "Haxhi Zeka" Pejë, UÇK 30000, Pejë, Kosovo
HOW PUBLIC RELATIONS AND PUBLICITY OF THE GOVERNMENT HAVE FORGED INDIANS A SENSE OF NATIONAL IDENTITY AND CRAVING FOR DEVELOPMENT: AN EPLORATION OF MODI REGIME	Dr. Keshab Chandra Mandal	S.M. Nagar Derozio Smriti Vidyalaya (High)
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Session-2, Hall-6**11.04.2024****Moderator: Dr. Deepali Tomar****Meeting ID: 862 1528 3413 / Passcode: 121212****Ankara Local Time: 12:30 – 14:30**

Title	Author(s)	Affiliation
SOCIOLOGICAL ASPECT, BUYING BEHAVIOR, HEALTH CONSIDERATIONS, AND POTENTIAL TRENDS FOR BROWNIE MARKET – A CONSUMER SURVEY-BASED COMMUNICATION STUDY	Kunika Gandotra, Barinderjit Singh	I. K. Gujral Punjab Technical University, Kapurthala, Punjab 144603, India
CLASSROOM MANAGEMENT PRACTICES OF MATHEMATICS TEACHERS IN PUBLIC SECONDARY SCHOOL OF TAGUDIN DISTRICT	Marlee C. Manzano	Ilocos Sur Polytechnic State College
DEVELOPMENT AND VALIDATION OF INTERACTIVE LEARNING NOTEBOOK IN MATHEMATICS 7	Rachelle L. Acosta	Ilocos Sur Polytechnic State College
SUSTAINABLE ECONOMIC AND ENVIRONMENTAL DEVELOPMENT IN KOSOVO	Idriz Kovaçi, Alberta Tahiri, Diellza Misini, Çlirim Ajeti, Valmir Musa, Mendim Nimonaj, Fortesa Hadergjonaj, Mimoza Mekuli	University of Applied Sciences in Ferizaj, Kosovo University "Haxhi Zeka" Pejë, UÇK 30000, Pejë, Kosovo
GAMING FOR GOOD: UNVEILING THE MENTAL HEALTH BENEFITS OF VIDEO GAMES	Anindita Mahapatra	Sharda University
AUTHOR'S MODALITY IN "WISE BLOOD" BY FLANNERY O'CONNOR	Pogodina Alyona A.	Southern Federal University
BRIDGING THE GAP: THE ROLE OF COMMUNICATION IN RAISING AWARENESS ABOUT COMMUNICABLE DISEASES IN RURAL TIRUPATI, ANDHRA PRADESH	P. Suvarnalatha Devi, K. Rukmini, K. Gnaneswari, T. Sudha Rani	Sri Padmavati Mahila Visvavidyalayam, Tirupati - 517502, Andhra Pradesh, India
TOURISM DEVELOPMENT AND BIODIVERSITY IN THE ALBANIAN ALPS NATIONAL PARK IN RUGOVA	Selvije Lajqi, Alberta Tahiri, Nora Draga, Mendim Nimonaj, Diellza Berisha, Kushtrim Agaj	University "Haxhi Zeka", Pejë, UÇK 30000, Pejë, Kosovo
TO ANALYZE THE PERFORMANCE OF MSME'S IN INDIA: WITH SPECIAL REFERENCE TO RAJASTHAN STATE	Dr. Deepali Tomar	Tecnia Institute of Advanced Studies, Delhi.

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