



European Proceedings of Social and Behavioural Sciences



Volume 101



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LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT

Selected, peer-reviewed papers from the
9th International Conference on Leadership, Technology, Innovation and Business
Management (ICLTIBM 2019), 12-13 December 2019, Beykent University, Istanbul,
Turkey

Edited by:

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ISSN: 2357-1330 (online).

European Proceedings of Social and Behavioural Sciences

ISBN: 978-1-80296-100-3 (e-book)

LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT

[https://doi.org/10.15405/epsbs\(2357-1330\).2021.2.1](https://doi.org/10.15405/epsbs(2357-1330).2021.2.1)



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The registered company address is:

293 Green Lanes, Palmers Green, London,

United Kingdom, N13 4XS

Reg. Number: 9219513

Preface

On behalf of the organizing committee, I am pleased to present the proceedings containing selected, peer-reviewed papers from the 9th International Conference on Leadership, Technology Innovation and Business Management (ICLTIBM) on the theme of “Leadership, Innovation, Media and Communication” which was held in December 12-13, 2019, in Istanbul, Turkey.

The 9th International Conference on Leadership, Technology, Innovation and Business Management focused on the theme of “Leadership, Innovation, Media and Communication.” Bringing together each year, scholars and business leaders around the world to share research and best practices in its areas of focus, the conference in 2019 opened up its horizons to related disciplines.

The main aim of the conference was to provide a forum for the discussion and dissemination of the latest research and best practices in the areas of leadership, technology, innovation and business management.

The conference itinerary comprised keynote speeches, plenary sessions, and workshops which covered thematic sections on Innovation Policy: Government and corporate perspectives; Drivers of entrepreneurship and innovation; Marketing, brand management, and social media; Leadership, knowledge management, and communication; Innovation and sustainability; Leading for innovation; Leadership and organizational behavior; Perspectives on leadership and human resource management; Leadership and innovation management.

70 papers were accepted, and 46 papers were presented at the conference. Each author was allotted 15 minutes to present their paper. The conference’s international flavour was provided by participants who came from Turkey, Italy, Ireland, Greece, Germany, Latvia, Albania, Bulgaria, Switzerland, Algeria, Nigeria, South Africa, USA, Mexico, and Brazil. The best paper award went to the paper entitled The ways of measuring corporate communication performance in major enterprises (Nicolas Dolle and Irina Kuzmina-Merlino).

The review process for the papers was stringent. The software program iThenticate was used for plagiarism detection. Each submission was subjected to a double-blind review process by two reviewers. The number of submissions received and reviewed was 70 and the number of submissions accepted was 46 indicating an acceptance rate of 66%. A total of 62 reviewers were involved in the review process.

The 9th International Conference on Leadership, Technology, Innovation and Business Management was hosted by Beykent University, Istanbul, Turkey, and organized by Beykent University’s Communication Faculty, in collaboration with the International Strategic Management and Managers Association, Gebze Technical University, Istanbul Technical University, Yildiz Technical University, and CEDIMES.

The conference chair and co-chairs express their sincere appreciation to all the organizing institutions. Special thanks are due to the two riveting keynote speakers, Professor Eric Knudsen (University of Central Lancashire, UK) and Dr. Jeroen Kraaijenbrink (University of Amsterdam, Netherlands), the panelists at the discussion on the conference theme and sub-themes for 2019 – Professor Lütüfihak Alpkın (Vice Rector, Istanbul Technical University, Istanbul, Turkey), Professor Halit Keskin (Member, Turkish Academy of Sciences; Yildiz Technical University, Istanbul, Turkey), Dr. Murat Yalçınbaş (Former President of the Istanbul Chamber of Commerce; Associate Professor, Istanbul Commerce University), and Professor Cemal Zehir (Yildiz Technical University) for his contribution as panel moderator as well as presenter of a seminar on “How to publish in high-impact journals: Guidelines,” and finally, all the session chairs, members of the organizing committee, scientific committee, and peer review committee.

10 February, 2021

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Keynote Speakers

The Personal Voice in Creative Leadership
Erik Knudsen, Prof. Dr.
University of Central Lancashire, UK

Leadership in a World of Too Much
Jeroen Kraaijenbrink, Associate Prof. Dr.
University of Amsterdam, Holland

Plenary Speaker

The Personal Voice in Creative Leadership

Erik Knudsen, Prof. Dr.

University of Central Lancashire, UK

Seminar

How to Publish in High-Impact Journals: Guidelines

Professor Cemal Zehir, Chairman of the Conference

Yildiz Technical University, Istanbul, Turkey

Panel Discussion

Leadership, Innovation, Media and Communication

Moderator: Professor Cemal Zehir, Chairman of the Conference

Yildiz Technical University, Istanbul, Turkey

Panel Members:

Professor Lütüfihak Alpkın (Vice-Rector, Istanbul Technical University, Istanbul, Turkey): Industry 4.0

Professor Halit Keskin (Member, Turkish Academy of Sciences; Yıldız Technical University, Istanbul, Turkey): Aspects of leadership

Dr. Murat Yalçın (Former President, Istanbul Chamber of Commerce; Associate Professor, Istanbul Commerce University): Entrepreneurship and innovation.

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