



Conference Agenda

23 - 24 September 2021

**Small Firm Internationalisation and
International Entrepreneurship in
times of crises**

Thursday, 23 September 2021

09.00 – 10.00

Registration and Welcome Reception

Location: 2nd Floor next to Room M 1.13

10.00 – 10.45

Welcome Speeches

Prof. Dr. Normen Langner, Vice-President of FHWS, Germany

Prof. Dr. Turgut Ozkan, Rector of Dogus University, Turkey

Prof. Dr. Axel Bialek, Dean of Faculty of Economics and Business Administration, FHWS, Germany

Prof. Dr. S. Gonca Telli, Dean of Faculty of Economics and Administrative Sciences, Dogus University, Turkey

Prof. Dr. Diederich Bakker, President of GASMERG – Global Alliance SME Research and Cooperation & Hanze University of Applied Sciences, The Netherlands

Prof. Dr. Rainer Wehner, Co-chairman of Executive Board, WIBF; FHWS, Germany

Prof. Dr. Emin Akcaoglu, Co-chairman of Executive Board, WIBF; Manisa Celal Bayar University, Turkey

Location: 2nd Floor Room M 1.13

10.45 – 11.30

Keynote Speeches

Session Chair: Prof. Dr. Rainer Wehner

Kemal Sahin, Chairman of the Board of Directors of Sahinler Holding, Turkey

“What makes an engineer a successful international entrepreneur: Kemal Sahin’s personal experience”

Mr. Kemal Sahin was born in Turkey. He got a Turkish state scholarship for RWTH Aachen University in Germany and studied Metallurgical Engineering. He started his own business in Aachen by opening a small gift shop in 1982. Over the years he expanded this shop and established the wholesale and retail company "Santex Modern GmbH" which was the foundation of today's Sahinler Holding. Mr. Sahin is currently the Chairman of the Board of Directors of Sahinler Holding whose turnover is over 1 billion dollars with 10 thousand employees. The company operates in 6 countries, in 7 industries, and exports its products to 170 countries.

Prof. Dr. Harald Bolsinger, University of Applied Sciences
Würzburg-Schweinfurt, Germany

"Deep Impact Lean Startups: Founders for Future start with deep impact"

Dr. rer. pol. Harald J. Bolsinger is Professor of Business Ethics and Economics at the University of Applied Sciences Würzburg-Schweinfurt (FHWS). Würzburg-based business ethicist Harald Bolsinger has gained considerable practical experience in corporate customer service and distribution in the cooperative banking sector as well as a business promoter for the City of Nuremberg. He is actively involved in numerous initiatives to promote ethics and Christian values in business life. He has taught at various universities and was recently the Dean of the Faculty of Economics and Business Administration at FHWS.

Keynotes → 2 Speakers (20 minutes each)

Location: 2nd Floor Room M 1.13

11.30 – 11.45

Coffee Break

Location: 2nd Floor next to Room M 1.13

11.45 – 13.00

Plenary Session – I (Parallel to Plenary Session – III)

Session Chair: Prof. Dr. Axel Bialek

Paper 1 – "The importance of performance and credit access of SMEs in their internationalization process"

Presenter: **Mehmet Civelek**, Dogus University, Istanbul, Turkey

Paper 2 – “Small and Medium Enterprise Financing during the Covid-19 Pandemic in Portugal”

Presenter: **Hakan Bal**, Beykent University, Istanbul, Turkey

Paper 3 – “Internationalization of Indian MSMEs with reference to Post-Covid Era”, by Sonja Mukherjee, Christ University, Bangalore, India, and Reeta Tomar, Christ University, Bangalore, India

Presenter: **Sonja Mukherjee**, Christ University, Bangalore, India

Paper 4 – “Innovation Centers in the Contribution of SME's to the Economy”, by Halit Targan Ünal, Dogus University, Istanbul, Turkey; Elif Y. Basaran, Istanbul Okan University, Turkey, and Hakan Bektas, Istanbul University, Turkey

Presenter: **Halit Targan Ünal**, Dogus University, Istanbul, Turkey

Paper 5 – “Penny Wise, Pound Foolish? On Capital Structure and International Entrepreneurship of Island Based Firms”

Presenter: **Guido Rojer Jr.**, University of Curacao/UNED, Willemstad, Curacao

Paper presentations → 5 Speakers (maximum 15 minutes each)

Location: 2nd Floor Room M 1.13 (online)

13.00 – 14.30

Lunch Break

Location: 2nd Floor next to Room M 1.13

14.30 – 15.45

Plenary Session – II (Parallel to Plenary Session – IV)

Session Chair: Prof. Dr. Harald Bolsinger

Paper 1 – “Global Trade and Political Risk for SMEs: A Case Study on Supplier Selection”

Presenter: **A. Murat Koseoglu**, Dogus University, Istanbul, Turkey

Paper 2 – “Designing a Performance Measurement System Based on a Simplified Strategy Process – An Action Research Case Study”

Presenter: **Björn Baltzer**, University of Applied Sciences Würzburg-Schweinfurt, Germany

Paper 3 – “Impact of Brand Value on Profitability of Small and Medium Sized Enterprises [SMEs]”, by Halit Targan Ünal, Dogus Univeristy, Istanbul, Turkey; Sevinc Bozkaya, Capital Markets Board, Istanbul, Turkey, and Ali Serhan Koyuncugil, Baskent University, Ankara, Turkey

Presenter: **Sevinc Bozkaya**, Capital Markets Board, Istanbul, Turkey, and **Ali Serhan Koyuncugil**, Baskent University, Ankara, Turkey

Paper 4 – “Access to Finance of SMEs in Turkey”, Halit Targan Ünal, Dogus Univeristy, Istanbul, Turkey, and Neslihan Özdemir, KPMG, Istanbul, Turkey

Presenter: **Neslihan Özdemir**, KPMG, Istanbul, Turkey

Paper 5 – “Slowbalization - Challenges and solutions for German SMEs”

Presenter: **Manfred Kiesel**, FHWS, Germany

Paper presentations → 5 Speakers (maximum 15 minutes each)

Location: 2nd Floor Room M 1.13 (online)

11.45 – 13.00

Plenary Session – III (Parallel to Plenary Session – I)

Session Chair: Prof. Dr. Manfred Kiesel

Paper 1 – “The Effect of Institutionalization of Family Businesses on Firm Performance: An Analysis on Borsa Istanbul Corporate Governance Index (XKURY)”, by Halit Targan Ünal, Dogus University, Istanbul, Turkey, and Sunay Cirali, Dogus University, Istanbul, Turkey

Presenter: **Sunay Cirali**, Dogus University, Istanbul, Turkey

Paper 2 – “A New Instrument in the Turkish Financial Markets: Surety Bonds”

Presenter: **Banu Erkök**, Turk Eximbank, Istanbul, Turkey

Paper 3 – “Demonstrate the impact of Enterprise Architecture Management in the company by using frameworks” by Ronja Hoepfner, FOM Hochschule für Oekonomie und Management, Munich, Germany, and Bjarne Eric Roscher, University of Latvia, Riga, Latvia

Presenter: **Ronja Hoepfner**, FOM, Munich, Germany

Paper 4 – “Determinants of Foreign Direct Investment in Turkey between 2008-2021, by Özlem Tasseven, Dogus Univeresity, Istanbul, Turkey, and Suna Gönültas, Dogus University, Istanbul, Turkey

Presenter: **Suna Gönültas**, Dogus University, Istanbul, Turkey

Paper 5 – “Industry Destination Chooses and International Market Targets of Turkish and Foreign Investors” by Halit Targan Ünal, Dogus University, Istanbul, Turkey; M. Busra Engin Oztürk, Istanbul University, and Osman Evren Arikan, Okan University, Istanbul, Turkey

Presenter: M. Busra Engin Ozturk

Paper presentations → 5 Speakers (maximum 15 minutes each)

Location: 2nd Floor Room M 1.13 (online)

13.00 – 14.30

Lunch Break

Location: 2nd Floor next to Room M 1.13

14.30 – 15.45

Plenary Session – IV (Parallel to Plenary Session – II)

Session Chair: Prof. Dr. Emin Akcaoglu

Paper 1 – “The Foreign Funded Enterprises and the Population in China by Province”

Presenter: **Ayse Öcal**, Dogus University, Istanbul, Turkey

Paper 2 – “A Research on Legal Regulations on Data Privacy in Turkey and EU Countries”, by Gonca Telli Yamamoto, Dogus University, Istanbul, Turkey; Tansu Isikay, Dogus University, Istanbul, Turkey, and Veysel Sunman, Dogus University, Dogus University, Istanbul, Turkey

Presenter: **Tansu Isikay**, Dogus University, Istanbul, Turkey

Paper 3 – “Teaching international business via labs: business skills development by virtual and augmented reality – the BBS FIMB case study”, by Andrasi Gabor, Budapest Business School, Budapest, Hungary; Katalin Cseko, Budapest Business School, Budapest, Hungary, and Lazlo Budai, all Budapest Business School, Budapest, Hungary

Presenter: **Katalin Cseko**, Budapest Business School, Budapest, Hungary

Paper 4 – “Internal factors and networking critical for success of SMEs in international markets: Practical implications of a case study” by Tanja Evrosimovska, SMBS, University of Salzburg, Austria; Wayne Graham, USC Business School, University of the Sunshine Coast, Maroochydore DC, Australia, and Josef Neuert, SMBS, University of Salzburg, Austria

Presenter: **Tanja Evrosimovska**, University of Salzburg, Austria

Paper 5 – “The Impact of Digitalisation on the Internationalisation of SMEs in Small and Medium-Sized Towns”

Presenter: **Kaarina Vieru**, LUT, School of Business and Management, Lappeenranta, Finland

Paper presentations → 5 Speakers (maximum 15 minutes each)

Location: 2nd Floor Room M 1.13 (online)

18.00

Dinner

Bürgerspital

Theaterstraße 19, 97070 Würzburg

Friday, 24 September 2021

09.30 – 10.00

Welcome Reception

Location: 2nd Floor next to Room M 1.13

10.00 – 11.15

Panel Meeting

Discussion Topics:

"How do MNCs make FDI decisions with a focus on country-specific locational factors"

&

"What is the role of financial institutions to support SME internationalisation?"

Prof. Dr. Emin Akcaoglu, Co-chairman of Executive Board, WIBF; Manisa Celal Bayar University, Turkey (Moderator)

Prof. Dr. Wimboh Santoso, Chairman of the Indonesia Financial Services Authority, Indonesia

Mr. Kurt Treumann, Chamber of Commerce, IHK Würzburg-Schweinfurt, Germany

Mr. Gürhan Güven, Chairman of Executive Board and CEO of FERSAN (DEVELEY Group), Turkey & Germany

Dr. Martin G. Kaspar, Business Development, Fraenkische Industrial Pipes, Germany

Prof. Dr. Rainer Wehner, Co-chairman of Executive Board, WIBF; FHWS, Germany

Panel presentations → 5 Speakers (maximum 15 minutes each)

Location: 2nd Floor Room M 1.13 (online)

11.15 – 11.30

Introduction of WIBR – Würzburg International Business Review

Prof. Dr. Rainer Wehner, Co-chairman of Executive Board, WIBF; FHWS, Germany

Prof. Dr. Emin Akcaoglu, Co-chairman of Executive Board, WIBF; Manisa Celal Bayar University, Turkey

Location: 2nd Floor Room M 1.13 (online)

11.30 – 12.00

Coffee Break

Location: 2nd Floor next to Room M 1.13

12.00 – 13.30

GASMERC Annual Meeting

Session Chair: Prof. Dr. Diedrich Bakker

Location: 2nd Floor Room M 1.13 (online)