9TH INTERNATIONAL SCIENTIFIC CONFERENCE ON BUSINESS ADMINISTRATION

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ABSTRACT AND PROCEEDING BOOK





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Prof. Dr. Pelin KANTEN

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Res. Asst. Hüseyin ORAK
Res. Asst. Murat ÖZKAYA

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PREFACE BY RECTOR

It has been nearly two decades since our university embarked on an international partnership with Silesian University, and this collaboration holds a special place in our academic history. What began as a singular international symposium has now grown into a meaningful relationship that spans student and faculty exchanges, Erasmus programs, and joint conferences. As rector of Çanakkale Onsekiz Mart University, I am proud to say that this partnership continues to flourish, bringing invaluable benefits to both institutions.

One of our university's core objectives is to enhance its international presence, and this long-standing collaboration significantly contributes to that goal. While Çanakkale Onsekiz Mart University has already established itself as an institution with a global outlook, we are committed to pushing the boundaries even further. Our relationship with Silesian University remains strong, and we are eager to build upon this foundation through expanded student exchange programs, deeper academic collaborations, and innovative joint initiatives.

I would like to express my heartfelt appreciation to all the faculty members and scholars who have played a pivotal role in fostering this partnership since its inception. Their dedication has paved the way for the 9th International Scientific Symposium on Business Administration (ICBA 2024), held on May 16-17 in Çanakkale. The theme of this year's symposium, "Sustainable Futures: Embracing Digital Innovations for Tomorrow's Challenges," underscores the growing importance of digital transformation in shaping sustainable business practices.

On behalf of Çanakkale Onsekiz Mart University, I extend my sincere thanks to the participants and contributors to this symposium. Your work not only enriches our academic community but also strengthens the bonds between our universities. We look forward to many more years of fruitful collaboration and shared academic achievements.

Prof. Dr. R. Cüneyt ERENOĞLU
Rector of Çanakkale Onsekiz Mart University

PREFACE

We are pleased to present the Proceedings of the 9th International Scientific Symposium on Business Administration (ICBA 2024), held on May 16-17 in Çanakkale, Turkey. This symposium, a collaborative effort between Silesian University and Çanakkale Onsekiz Mart University, is themed "Sustainable Futures: Embracing Digital Innovations for Tomorrow's Challenges," reflecting the crucial role of digital transformation in fostering sustainable business practices.

For this year's symposium, 35 papers were accepted, and 31 were presented over the course of the event. This proceedings book includes a selection of these contributions, comprising 13 full papers and 5 abstracts, each addressing pertinent themes within Management and Business Sciences.

The papers featured in this volume cover a diverse array of topics, ranging from artificial intelligence and automation on international trade, the role of neuromarketing in sustaining customer loyalty, and digital transformation's effects in traditional industries such as banking and manufacturing. Additional studies explore critical themes such as sustainable business practices, economic growth, organizational behavior, and the evolving challenges in tourism, healthcare, and supply chain management.

Each submission underwent a rigorous review process to ensure high academic quality. We are confident that the insights shared in these contributions will enrich the current discourse and inspire future research on integrating digital innovations with sustainable business practices.

We sincerely thank the authors for their valuable contributions, the reviewers for their meticulous evaluations, and all participants for their active engagement. We hope this proceedings book will be a valuable resource for researchers, practitioners, and students, encouraging further exploration and dialogue on the interplay between digital innovation and sustainable business practices.

Prof. Dr. Pelin KANTEN
Chairman of the Congress

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THE EFFECTS OF COGNITIVE FAILURES ON SAFETY BEHAVIORS: ROLE OF PANAS AND PROPENSITY TO TAKE RISKS

Pelin KANTEN[a], Merve Gözde Durmaz[b*], Gülten GÜMÜŞTEKİN[c], Benan ARDA[d]

[a]Prof. Dr., Çanakkale Onsekiz Mart University, Çanakkale, Türkiye, pelinkanten@comu.edu.tr
[b*]Lecturer Dr., Çanakkale Onsekiz Mart University Ezine MYO, Çanakkale, Türkiye, mervegozde.durmaz@comu.edu.tr
[c]Prof.Dr., Çanakkale Onsekiz Mart University, Çanakkale, Türkiye, ggumustekin@comu.edu.tr
[d]Dr., Çanakkale Onsekiz Mart University, Çanakkale, Türkiye, benanardaa@gmail.com

Abstract

Cognitive failures generally defined as exhibition of failures and mistakes made in thoughts and actions by individuals under normal circumstances (Hsu et al., 2021: 155). Cognitive failures are conceptualized as momentary lapses in memory, perception, and/or action that result in mistakes or errors in daily life of individuals. These experiences as examples of someone to walk into a room and forget why he or she went there or for someone to meet another person and immediately forget their name. (Sutin et al., 2020: 1). Cognitive failures which considered as mistakes and errors may have led to adverse consequences in everyday life that also be transformed into accidents and even the cause of mutilating injuries or deaths (Mirza et al., 2021: 61). In literature, it is suggested that cognitive failures negatively affect the working environment such as work performance and result in adverse outcomes such as workplace accidents (Kumareswaran et al., 2023: 16). However, it is possible to express that there is evidence that cognitive failures are linked to several risky behaviors, such as driving without wearing a safety belt, gambling addiction, and substance abuse and unsafe behaviors (Kondracki et al., 2023: 267). Therefore, it can be inferred that cognitive failures related to the safety behaviors which has a crucial importance on employees' well-being. In addition, there is considerable evidence that positive and negative affect may have impact cognitive failures. For example, while negative affect has an adverse effect on cognitive performance, positive affect reduces the cognitive failures (Pupillo et al., 2021: 186).
Safety behaviors refer to the core activities that individuals need to perform to maintain workplace safety, and safety participation in organizational processes (Martínez-Córcoles et al., 2011: 1119). Today, it is important to determine the preventive components or identification of factors that contribute to the promotion of health and safety behaviors (Fugas et al., 2012: 469). Among the predictors of safety behaviors, individual dimension is considered as one of the key factors that lead employees to behave in a safe or unsafe manner (Prati and Pietrantoni, 2012: 406). In other words, it is expected that individual personality, attitudes, affect and beliefs can influence an employee to behave safely or unsafely (Henning et al., 2009: 338). For example, it is indicated that employees who have positive affect they tend to have fewer injuries and accidents, whereas employees with negative affect they are more susceptible to accidents and injuries (Buck, 2011: 44). Therefore, the purpose of this study is to investigate some of the antecedents of the safety behaviors of blue-collar workers which are labeled as cognitive failures, positive and negative affect and propensity to take risks. For the purpose of research, survey method has been used for data collection from 145 employees who work in manufacturing enterprises in Çanakkale. In this respect, data obtained from employees have been evaluated by the exploratory and confirmatory factor analysis and structural equation modelling.

Keywords: Cognitive failures, PANAS, Safety Behavior, Blue-Collar Workers.

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