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IX. European Conference on Social and Behavioral Sciences^{*}

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Abstract. In this study, the evaluation of the 9th European Conference on Social and Behavioral Sciences held on 3-6 February 2016 in Paris will be mentioned.

Keywords. Social sciences, Political sciences, Business administration, Financial economics, Finance, European Conference, Paris.

JEL. G10, M10, M20.

Conference Notes

9th European Conference on Social and Behavioral Sciences was organized in Paris, France on 3-6 February 2016 with the focus of social sciences, which was sponsored by International Association of Social Science Research, Georgia Southern University, USA and University of L'Aquila, Italy. The conference was held in Magic Circus Hotel at Disneyland, Paris.

The conference has fulfilled in thirteen sessions and six parallel tracks per days and three keynote speakers, namely Prof. Alejandro J. Gallard – plan all you want but if you do not take into account the contextual factors that mitigate your plans, the best you will do is plan hard; Prof. Francesco Sidoti – habits enforcement and peace enforcement; Prof. Maria Slowey – rethinking equality challenges: higher education in the wider educational landscape.

The themes of the conference were concerned with history, arts, law, education, humanities, communication, international relations, economics, psychology, political sciences, business administration, cultural studies, sociology, finance, archeology, philosophy, health sciences and linguistics.

On 3rd of February, the first day of the conference started with opening speeches whom Hasan Arslan and three keynote speakers and then were presented papers by authors.

The last day of the conference, on 5th of February, our papers were presented by Onur İzmir. The names of our studies are “Do CSR efforts impact financial performance and brand equity of firms in Turkey? The synergy between financial performance and brand equity” and “A contemporary model proposal for the concept of CSR: Consumer perception of the CSR modelling”. In these studies the fields of the effect of CSR efforts upon financial performances and brand equity of all Turkey-based companies in the sustainability index and a new model for CSR, inasmuch as CSR needs a revision and restructuring in compliance with the

^{*} Vienna House Magic Circus, Paris, France on 3-6 February 2016.

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changing needs and requirements of the market structure has been analyzed respectively. In our first study, a survey has been applied to the employers of the companies to measure the relationship between brand equity and CSR. In the second one, a questionnaire was constituted based on several former CSR scales in the literature to develop the best possible CSR construct which successfully measures different dimensions of CSR considering on today's market conditions in terms of the expectations of mainly consumer and business sides has been applied in Turkey to have insights on the perceptions of consumers regarding to what extent they are satisfied by CSR efforts of the firms in Turkey using IPA (Importance-Performance Analysis) grid by which the importance and performance of each CSR dimension can be measured.

Finally, it would be useful to remind that International Association of Social Science Research has announced its X. European Conference on Social and Behavioral Sciences to be held in Sarajevo, Bosnia and Herzegovina on May 19-22, 2016. The conference will be a great event to discover the beauty and diversity of Sarajevo and Eastern Europe. The conference aims to create a platform for raising the issues of changes, challenges and responsibility in the social science world. It is open to all scholars, academicians, researchers, teachers and students across all social sciences. The conference venue will be held in the main campus of International University of Sarajevo. X. European Conference on Social and Behavioral Sciences will be an important and meaningful event, bringing together scholars from all over the world and contributing to a better understanding of changes and challenges in the social sciences.



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