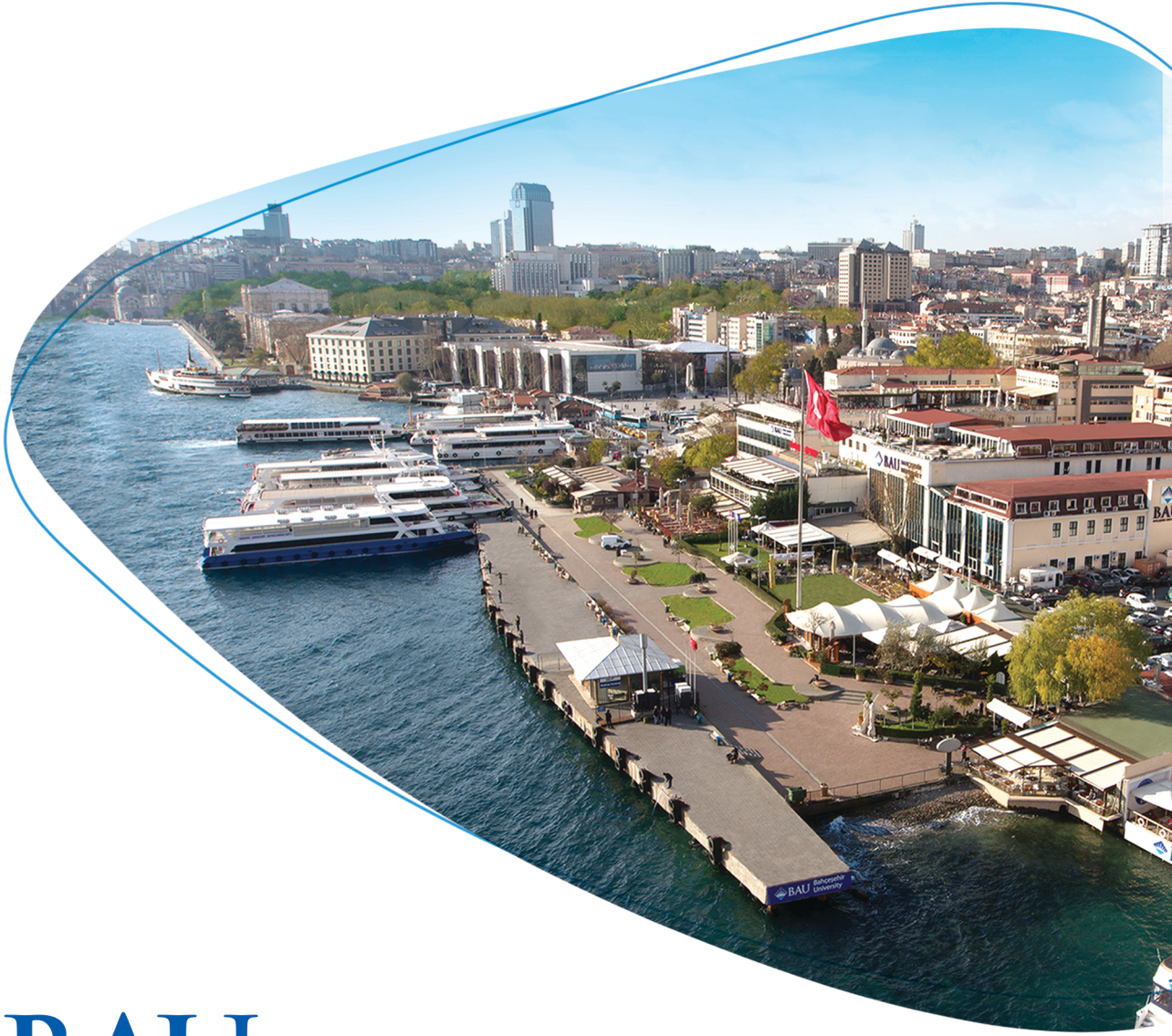




# GLOBE 2019

GLOBAL CONFERENCE ON BUSINESS AND ECONOMICS



**BAU**  
Bahçeşehir University



UNIVERSITY OF  
SOUTH FLORIDA  
SARASOTA-MANATEE



Association of North America  
Higher Education International

September

**30/3** 2019

*Istanbul*  
**Turkey**

October



# Welcome From the Chairs

Hoşgeldiniz, Welcome, Willkommen, Bienvenue, Добро пожаловать, لهسو لاهأ, 歡迎光臨, Bienvenido, Καλώς Ορίσαστε, Benvenuto, ようこそ, 환영합니다, ยินดีต้อนรับ, אברקאבא to the Global Conference on Business and Economics (GLOBE) here at the Bahçeşehir University, Istanbul, Turkey. The *Association of North America Higher Education International (ANAHEI)* is very honored and excited to host GLOBE 2019. This is the 10th GLOBE Conference 16<sup>th</sup> conference that ANAHEI is organizing.

GLOBE received more than 150 abstracts/papers for the conference from 220+ authors. Among the 150 abstracts/papers, 101 of them are accepted to be presented at GLOBE 2019. GLOBE is a truly an interdisciplinary and global conference as we will host 200+ participants from 23 countries and from different fields of studies. We would like to thank each author for submitting their research papers to GLOBE 2019.

As GLOBE 2019 was a peer-reviewed, double blind conference, we would like to thank each and every reviewer who ensured that the paper review process was a high quality and smooth. We also would like to thank the awards committee for their hard work in selecting the recipients of this year's award winners.

We would like to thank **Mr. Enver Yucel**, Chairman of the Board of Trustees of Bahçeşehir University, for hosting GLOBE 2019. Without his support and visionary insights, this conference would have not been possible. We also would like to thank the entire team of Bahçeşehir University. We would like to thank our sponsors for making this conference possible: University of South Florida Sarasota-Manatee (USFSM); M3 Center for Hospitality Technology and Innovation, USFSM; College of Business, USFSM; MUMA College of Business, USF; Bradenton Area Convention and Visitor's Bureau; Tourism Faculty, Akdeniz University; Department of Tourism and Hotel Management, Bilkent University; and Department of Tourism Administration, Bogazici University.

We would like to extend our gratitude to our distinguished speakers: Prof. Darkhan Ahmed-Zaki, Prof. Sirin Karadeniz, and Prof. Patrick J. Moreo for conducting a panel on: Education 2030 and Beyond; Prof. Dimitrios Buhalis, Prof. Valentina Della Corte, and Ms. Cheryl Strauss Einhorn for delivering a keynote speech; Mr. Emrullah Akcakaya, Mr. Timucin Dis, Mr. Ozge Ersu, and Mr. Elliott Falcione for delivering an industry speech; Dr. Faizan Ali, Dr. Murat Kizildag, and Dr. Rab Nawaz Lodhi for conducting a workshop; Dr. Xianglan Chen and Dr. Basak Denizci Guillet for delivering an invited session; Mr. Ali Bilir, Ms. Funda Eratici, Mr. Erhan Kaya, Prof. Dr. Salih Kusluvan, and Mr. Murat Toktas for conducting a panel on: Main Challenges in Turkish Tourism Development; Mr. Huseyin Baraner, Mr. Cemil Hakan Kilic, Mr. Mehmet Luleci, Mr. Halil Ibrahim San, Mr. Baris Turer, Dr. Nur Undey, and Prof Dr. M. Cihan Yavuz for conducting a panel on: Smart Tourism Solutions for Istanbul; and Mr. Kutsi Akili, Mr. Cenk Girginol, Mr. Zeki Kara, Ms. Deniz Orhun, Dr. Esra Mankan, and Dr. Mehtap Yucel Gungor for conducting a panel on: Gastronomy Tourism.

We extend our gratitude also to our ANAHEI Conference Director, Dr. Muhittin Cavusoglu, for his great contributions to the success of the GLOBE Conference. We also thank local organizing committee members: Dr. Seden Dogan, Mr. Ozan Gungor, Dr. Ahemt Vatan, and Dr. Mehtap Yucel Gungor. Moreover, we sincerely express our appreciation to all lecturers, supporting staff and students at the Bahçeşehir University, who have volunteered their time to make this conference a success. Especially, we would like to thank the Gastronomy Department, Bahçeşehir University for preparing all food and beverage for GLOBE 2019. We also thank all other volunteers.

While you are attending GLOBE 2019, please do not forget to enjoy great things Istanbul has to offer.

Congratulations to all of the presenters at this conference and a warm Welcome!

***Yours in Hospitality,***

Thank you

**Conference Honorary Chair:**

Mr. Enver Yucel, Chairman of the Board of Trustees, Bahçeşehir University

**Program Chairs:**

Dr. Cihan Cobanoglu, McKibbon Endowed Chair Professor, University of South Sarasota-Manatee & President of ANAHEI

Dr. Ali Gungor, Advisor to the President & Professor, Bahçeşehir University, Turkey

**Scientific Organizing Committee Chairs:**

Dr. Yavuz Gunalay, Dean & Professor, Faculty of Economics, Administrative and Social Sciences, Bahçeşehir University

Dr. Patrick J. Moreo, Dean & Professor, University of South Florida Sarasota-Manatee, USA

## Monday, September 30, 2019

Time	Event	Venue
8:30am-5:00pm	Registration	B Conference Hall Foyer
9:00am-12:00pm	Qualitative Research Methodologies and Data Analysis Using NVivo 12 - Session 1 <b>by Dr. Rab Nawaz Lodhi</b>	B Conference Hall
12:00pm-1:00pm	Lunch	Akademi Cafe
1:00pm-2:45pm	Qualitative Research Methodologies and Data Analysis Using NVivo 12 - Session 2 <b>by Dr. Rab Nawaz Lodhi</b>	B Conference Hall
1:00pm-2:45pm	Working Knowledge: Enhancing Your Edge in Financial Research <b>by Dr. Murat Kizildag</b>	Room: A105
3:00pm-5:00pm	Basic Mistakes in Quantitative Research Methods and How to Avoid Them <b>by Dr. Faizan Ali</b>	B Conference Hall
7:00pm-21:30pm	Doctoral Colloquium <b>by Dr. Elif Okan and Dr. Erdogan Koc</b>	Room: A105

## Tuesday, October 1, 2019

Time	Event	Venue
8:30am-5:00pm	Registration	B Conference Hall Foyer
08:30am-9:30am	Concurrent Sessions (1.1, 1.2 & 1.3)	Rooms: B Conference Hall, A101 & A104
9:30am-9:45am	Refreshment Break	B Conference Hall Foyer
9:45am-10:30am	Opening Ceremony	B Conference Hall
10:30am-11:15am	<b>Keynote Speaker:</b> Ms. Cheryl Strauss Einhorn	B Conference Hall
11:15am-12:00pm	<b>Keynote Speaker:</b> Dr. Valentina Della Corte	B Conference Hall
12:00pm-1:00pm	Lunch	Akademi Cafe
1:00pm-2:40pm	Concurrent Sessions (2.1, 2.2 & 2.3)	Rooms: B Conference Hall, A103 & A104
2:40pm-3:00pm	Refreshment Break	B Conference Hall Foyer
3:00pm-4:00pm	<b>Presidents Panel: Education 2030 and Beyond</b>	B Conference Hall
4:10pm-6:10pm	Concurrent Sessions (3.1, 3.2 & 3.3)	Rooms: B Conference Hall, A105 & A104
7:00pm-10:00pm	<b>Gala Dinner: Seven Regions in Seven Tastes</b>	Akademi Restaurant

## Wednesday, October 2, 2019

Time	Event	Venue
8:30am-5:00pm	Registration	B Conference Hall Foyer
08:30am-9:30am	Concurrent Sessions (4.1, 4.2 & 4.3)	Rooms: B Conference Hall, A205 & A104
9:30am-9:45am	Refreshment Break	B Conference Hall Foyer
9:45am-10:30am	<b>Keynote Speaker:</b> Dr. Dimitrios Buhalis	B Conference Hall
10:30am-11:15am	<b>Industry Speaker:</b> Mr. Ozge Ersu	B Conference Hall
11:15am-12:00pm	<b>Industry Speaker:</b> Mr. Elliott Falcione	B Conference Hall
12:00pm-1:30pm	Lunch	Akademi Cafe
1:30pm-3:10pm	Concurrent Sessions (5.1, 5.2 & 5.3)	Rooms: B Conference Hall, A205 & A207
3:10pm-3:30pm	Refreshment Break	B Conference Hall Foyer
3:30pm-4:30pm	<b>Industry Speaker:</b> Mr. Timucin Dis	B Conference Hall
4:40pm-6:20pm	Concurrent Sessions (6.1, 6.2 & 6.3)	Rooms: B Conference Hall, A205 & A207
6:30pm-8:00pm	<b>Networking Reception</b>	Akademi Cafe

## Thursday, October 3, 2019

Time	Event	Venue
8:30am-5:00pm	Registration	B Conference Hall Foyer
08:30am-9:10am	Invited Sessions & Roundtable Discussions	Rooms: B Conference Hall, A105 & A104
9:10am-9:50am	Refreshment Break & Poster Session	B Conference Hall Foyer
10:00am-11:00am	<b>Panel 1: Main Challenges in Turkish Tourism Development</b>	B Conference Hall
11:00am-12:00pm	<b>Panel 2: Smart Tourism Solutions for Istanbul</b>	B Conference Hall
12:00pm-1:00pm	Lunch	Akademi Cafe
1:00pm-2:00pm	<b>Panel 3: Gastronomy Tourism</b>	B Conference Hall
2:00pm-3:00pm	<b>Industry Speaker:</b> Mr. Emrullah Akcakaya	B Conference Hall
3:00pm-3:20pm	Refreshment Break	B Conference Hall Foyer
3:20pm-5:20pm	Concurrent Sessions (7.1, 7.2 & 7.3**)	Rooms: B Conference Hall, A105 & A206

\*The 3<sup>rd</sup> day of the GLOBE conference, October 3, 2019, is scheduled as a National Day. Panels will be conducted in the Turkish language.

\*\*Session 7.3 will be conducted in the Turkish language.

## Presidents Panel: Education 2030 and Beyond



Program.

**Prof. Darkhan Ahmed-Zaki** is the President of the University of International Business, where he is involved in progressive transformations to increase the university's competitiveness at local and international scale. Prof. Ahmed-Zaki has more than 100 scientific papers in the field of computer science and mathematical modeling of various processes published in leading Kazakhstani and international journals. He works as a scientific consultant for research projects in the field of digital transformations of cities focusing on the behavior of city residents. As a leading expert, he participated in the national team's activities dealing with the reformation of the higher education system projects within the context of Erasmus Lifelong Learning



**Prof. Sirin Karadeniz** is the President of Bahçeşehir University (BAU) since July 2019. She is also the vice-chairman of International Training Center for Authorities and Leaders, CIFAL Istanbul, an affiliated center of United Nations Institute for Training and Research (UNITAR). In her prior roles, she has served as Dean of Faculty of Educational Sciences at BAU, chairman of Innovative Education & Research Center, and chairman of Center for Teaching & Learning. She has also served on the boards of Turkish Industry & Business Association, Association of the Future of Education and Foundation of Bahçeşehir Uğur Educational Institutions. Prof. Karadeniz is an educational technologist.



Center.

**Moderator: Prof. Patrick J. Moreo** was appointed as the Dean of College of Hospitality & Tourism Leadership at the University of South Florida Sarasota-Manatee in July 2016. He is responsible for providing leadership to the faculty, students and industry constituents. He brings to USFSM more than 30 years of experience at college hospitality programs. Prior to his appointment at USFSM, he was a Professor and Associate Dean at the University of Nevada Las Vegas (UNLV) William F. Harrah College of Hotel Administration. At UNLV, he oversaw operations of a teaching restaurant and catering operations of the College. He also led the International Gaming Institute and the Hospitality Research and Development

## Keynote Speakers



**Prof. Dimitrios Buhalis** is a Strategic Management and Marketing expert with specialisation in Information Communication Technology applications in the Tourism, Travel, Hospitality and Leisure industries. He is the Head of Department of Tourism and Hospitality, Director of the eTourism Lab and Deputy Director of the International Centre for Tourism and Hospitality Research, at Bournemouth University in England. He is also the First Vice President of the International Academy for the Study of Tourism and an Executive Board Member of the United Nations World Tourism Organisation (UNWTO). He also serves as the Editor in Chief for the most established Journal in Tourism: Tourism Review (SSCI).



world. She is also a member of the Strategic Management Society and Academy of Management.

**Prof. Valentina Della Corte** is a Full Professor of Business Management at the University of Naples Federico II. She received her PhD at Ca'Foscari University. She teaches Tourism Business Management, Cultural Heritage Management, Revenue Management and Strategic Management and Marketing. She served as an author and reviewer for numerous articles in specialised journals, with both national and international scale, has contributions in books with plural authors and also monographic papers. She has coordinated several research activities and she is actively cooperating for Bachelor's and Master's degrees and PhD programs in Italy and Europe, while also promoting international relations with the entrepreneurial



awards for her investigative stories on international politics, business and economics.

**Ms. Cheryl Strauss Einhorn** is the creator of the AREA Method, a decision-making system to solve complex problems. Cheryl is the founder of a coaching and consulting firm, CSE Partners and an education technology company, Decisive. She is the author of the award-winning book "Problem Solved, a Powerful System for Making Complex Decisions with Confidence & Conviction" on personal and professional decision-making and the newly released book "Investing in Financial Research: A Decision-Making System for Better Results", on financial and investment decisions, which has been a number one new release on Amazon. Cheryl teaches as an adjunct professor at Columbia Business School and has won several journalism

## Industry Speakers



**Mr. Emrullah Akcakaya** was born in 1965 in Kayseri. He graduated from Mersin University, Department of Tourism and Hotel Management. Between 2001 and 2005, he was with Hilton Hotel, Konya. as the Sales Director. He served as the General Manager of Dedeman Hotel Konya and Swissotel Göcek between 2005-2007 and at Swissotel Ankara between 2008-2014. Since June 2014, he has been serving as the General Manager of Dedeman Hotels. He is also a Board Member of Dedeman Holding and Turkish Tourism Investors Association.



**Mr. Timucin Dis** is a graduate of Istanbul University, Department of Business Administration. He has 27 years of experience in Hospitality as a Professional, Executive and C Level Manager. Now he is serving as a Senior Freelance Hotel Opening Consultant for international hotel chains. He is providing Critical Opening Pathway Consultancy service to Hotel investors about Information Technology and Human Resources within the framework of brand and worldwide standards. He is experienced in Business Hotels and Resort Hotels, from Limited Service to Luxury level and he managed various hotel projects within Europe, Middle East, Africa and CIS Countries.



**Mr. Ozge Ersu** is a travel expert, travel writer, newspaper columnist, vlogger and professional tourist guide. He organizes luxury travels worldwide under his signature product 'Travel With Özge Ersu'. He is also known with his musical radio documentary Laterna broadcasted in Turkish radio channel NTV and online documentary musical web radio Lateradio, as well as his well-known conferences, lectures, seminars and workshops at various universities and institutions. He currently holds the Expert Travel Advisor position in the world-leading international travel management company American Express Global Business Travel, represented by Türk Ekspres Travel Agency in Turkey. He is the Tourism Advisor for GESIFED, Southern Aegean Industrialists and Businessmen Federation and Royal Caribbean Cruise Line in Turkey.



**Mr. Elliott Falcione** is the Executive Director at the Bradenton Area Convention and Visitors Bureau. A native of Pittsburgh, Pennsylvania, Elliott's 30-year career has allowed him to work for two organizations; the Pittsburgh Pirates Baseball Club in Pittsburgh, and for the Bradenton Area Convention & Visitors Bureau. During his business career, Elliott has always surrounded himself with talented and hardworking individuals who have helped him serve customers in a unique manner. His overall success, in return, always had a positive impact on his career, which led to empowered, creative team members and strong community partnerships.

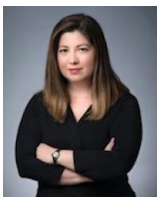
## Research Academy & Invited Session Presenters



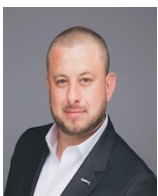
**Dr. Faizan Ali** received his PhD in Marketing with a dissertation on Customer Experience in the Hospitality Industry, at the International Business School, Universiti Teknologi Malaysia (UTM-IBS) in June 2015. Dr. Ali also holds an undergraduate degree in Business Administration and Information Technology [BBA-IT (Hons)] with distinction from Institute of Management Sciences, University of Peshawar, Pakistan, and a Master's degree in Management with a dissertation on Consumer Behavior in Airline Industry, from Glyndwr University, United Kingdom. Dr. Ali's research interests are in the areas of customer experience, service performance and quality, customer satisfaction and behavior.



**Dr. Xianglan Chen** is Full Professor of International Studies at the University of International Business and Economics (UIBE), Beijing, China. She is the Director of the eye-tracking lab at UIBE. She is a council member for several societies such as cognitive linguistics society and also eye-tracking society in China. She has so far authored 70 journal papers. In recent years, she has been applying the eye-tracking method to cognitive and business language research. She has got two national projects; National Planning Funds of Philosophy and Social Science. One of her monographs won the second award at the Seventh Outstanding Scientific Research Achievements of the Ministry of Education in 2015.



**Dr. Basak Denizci Guillet** is an Associate Professor of Hospitality Finance and Revenue Management at the School of Hotel and Tourism Management at the Hong Kong Polytechnic University (PolyU). She received her B.S. degree in Tourism and Hotel Management from Bilkent University, an M.S. degree in Hotel Administration from the University of Massachusetts, Amherst, and a Ph.D. in Hospitality Financial Management from the Pennsylvania State University. She worked in the hotel industry as part of the Hilton and Marriott teams. She is the recipient of 2012 President's Award for Excellent Performance and Achievement in Teaching, PolyU, 2013 School of Hotel & Tourism Management Award for Research Excellence and 2015 School of Hotel & Tourism Management Award for Service Excellence.



**Dr. Murat Kizildag** has been with the University of Central Florida since 2013. Before joining UCF, Dr. Kizildag served as an instructor of Managerial Finance at Texas Tech University. He received his Ph.D. in Hospitality Business Administration with a concentration in Finance, his MBA with an emphasis in Finance, and his M.S. in Restaurant, Hotel, and Institutional Management from the same institution. During his Ph.D. coursework, he also acquired Bloomberg Essentials Training Program Certification for Equity, Fixed-Income, Foreign Exchange (FX), and Commodity Essentials. In his current position, he teaches undergraduate and graduate courses in financial management, managerial accounting, and financial analysis for hospitality enterprises.



**Dr. Rab Nawaz Lodhi** is the Assistant Professor at the Institute of Business and Management, University of Engineering and Technology Lahore where he is currently teaching MBA, MS and Ph.D. classes and also supervising MS and PhD students. He is also an HEC Approved Ph.D. Supervisor in Pakistan. He earned his Ph.D. in Management Sciences from Bahria University Islamabad Pakistan. His Ph.D. research work is on the post-implementation success of large-scale information systems i.e., Enterprise Resource Planning (ERP) Systems. His major areas of interest are Management Information Systems, HRM/Leadership, Innovation and Technology Management while his minor areas are; Strategic Marketing, Brand Management and Project Management.

## National Day Panel 1: Main Challenges in Turkish Tourism Development



**Mr. Ali Bilir** is a graduate of Anadolu University, Department of Business Administration and holds an MBA in Business Administration. He completed his Master's Degree in Applied Psychology at Üsküdar University Institute of Social Sciences with a thesis on "Psychological Well-Being in Adults". His published books are "Geçmişten Günümüze Görele (From Past to Present: Görele)", "Çeşmi Bülbüle Gizlenmiş Ab-ı Hayat Beykoz" in the field of urban history and "Başka Yerler Farklı Mekanlar Geziyorum (Traveling to Other Places, Different Spaces)". Ali Bilir was shown among the Istanbul 100 authors in 2010. He has been serving as the Executive Board Member at TÜRSAB (Association of Turkish Travel Agencies).



**Ms. Funda Eratici** completed her B.S. Degree in Tourism and Hotel Management at Bilkent University. She started her hospitality career at Ankara Hilton in 1994. In 2005 Ms. Eratici continued her career as a sales manager for Conrad Istanbul, Hilton Istanbul and Hilton Park SA respectively and got promoted to become the Director of Business Development at Hilton Warsaw. In 2009; she became the Regional Director of Sales for the Hilton Hotels in Eastern Europe, Russia, Israel and Turkey. She is currently serving as the Regional Director of Sales Operations Turkey and Sales Operation Lead Focused Service- Europe, Middle East and Africa.



Mr. Erhan Kaya is an entrepreneur minded Business Development and Marketing professional with a passion for Internet and technology. He builds market position by locating, developing, defining, negotiating, and closing business relationships. Also, he has experience in starting a company from scratch, product management, online marketing, yield management, social media, SEO, SEM, blogging, website creation, graphic design, multimedia production and sales. Currently, he is the Vice President of Marketing and Business Development at Hotel Linkage. Hotel Linkage is a USA based leading brand in hospitality industry with the R&D office located in Istanbul, Turkey.



**Prof. Dr. Salih Kusluvan** is a Professor of Tourism Management and Head of the Tourism Management Department at Istanbul Medeniyet University, Turkey. He has received several research awards from the Scientific and Technological Research Council of Turkey. He is an external evaluator of Higher Education Institutions on the Board of the Higher Education Quality Council in Turkey. He also serves as an external expert for Turkish National Agency for Erasmus+ projects. He is one of the external experts for accrediting tourism related programs in higher education institutions in Turkey. His wide range of research and teaching interests include marketing, tourism marketing, human resources management in tourism and development

and tourism.



**Mr. Murat Toktas** is the general coordinator of North Point Hotels. He is founder / president of KATID (Black Sea Association of Tourism Operators), founder / president of SKAL-Black Sea, founder / vice president of TUROYD (Tourism and Hotel Managers Society) and board members of TUOFED (Turkey Hoteliers Federation). He also writes articles for various magazines and newspapers related to hospitality and tourism.

## Panel 2: Smart Tourism Solutions for Istanbul



**Mr. Huseyin Baraner** studied tourism at various private schools in Spain, Germany, and the UK. He worked as an administrator for many years in countries such as Thailand, Dominican Republic, Cuba and Sultanate of Oman. Following the executive board membership at Öger Holding, he represented TUI AG for nine years in Turkey. Also, he has served the RTK group, which consists of 7 thousand travel agents belonging to the German People's Bank, in Turkey for 15 years. He has served the industry abroad as Tour Operators Association General Secretary, TÜRSAB foreign representatives, President of the European Turkey Tourism Council for many years. As the Chairman of the Board of Directors of All Anatolia, he always prioritizes Anatolian culture and art tours in his tourism activities.

Anatolian culture



**Mr. Cemil Hakan Kilic** holds a BA degree in Business Administration from George Mason University, USA and an MBA from Strayer University, USA. He completed his doctorate at Istanbul University on labor economics and industrial relations. After working in the export department of some companies operating in USA, Russia, and Turkey, he started working as an assistant specialist in the research branch of the Istanbul Chamber of Commerce (ICC). After serving at managerial positions in the investment and technology service, SME R&D branch, and presidency branch, he served as a consultant, assistant secretary-general, and director at the ICC Secretariat. Having participated in national and international projects. Kilic is currently the General Manager of ICVB.



**Mr. Mehmet Luleci** holds a Bachelor's degree in Media Planning from the University of Bialystok, Poland and a master's degree in International Relations and EU from Sakarya University. He has worked with many brands from private and public sectors, including TRT, Al Jazeera, NTR, Turkcell, Vodafone, in the field of production and digital marketing. Luleci has continuously developed himself and the LLC Advertising Agency, which he is the founder and president of, with different types of training and workshops he joined in areas such as effective use of new media, media planning, production, digital marketing, Google and social media. As a result, in 2018 the agency "Turkey-TRNC was selected as the best advertising agency of the year".

Luleci is pleased to share his experience and knowledge with enthusiastic professionals.



**Mr. Halil Ibrahim San** is the Tourism Director of Istanbul Metropolitan Municipality. He studied Political Science at Government College University, Lahore. He graduated from Anadolu University, Faculty of Economics, Department of Public Administration. He is currently pursuing academic studies on Innovation and Entrepreneurship at the Institute of Management of Ibn Haldun University. In 2005, he started to work for Istanbul Metropolitan Municipality. He served as the Project Coordinator for European Association of Cities Against Drugs (ECAD) and Healthy Cities Association of Turkey Union of Municipalities. In 2018, he launched the first city branding Project "Visit Istanbul" for Istanbul Metropolitan Municipality. Within the scope

of the project, many promotional films were shot and Travel Influencers were brought to Istanbul.



**Mr. Baris Turer** pioneered the establishment of a tourism sectoral organization to improve communication and cooperation among hoteliers in 2015. This formation has turned to become the International Association of Hoteliers. He is a speaker at various events, organizations and universities, gives seminars and conducts sectoral research. He writes articles on tourism and travel for various magazines and different media. He also provides corporate communication and brand management consultancy to various companies. In 2017 (in Direction Staff Award Ceremony in Turkey) and in 2018 (Best of the Year), he was granted the "Best Tourism Manager of the

Year" award. Mr. Türer currently serves as the Chairman of the Board of Directors of the International Hoteliers Association.



**Dr. Nur Ündey** is an associate professor at the Department of Tourism Management at Haliç University. Ündey, who obtained her BA degree from the Department of Journalism and Public Relations, Faculty of Communication, Ege University, completed her master's and doctoral studies in the same faculty. She has been a professional tourist guide for archaeology and religious groups for many years. She teaches undergraduate and graduate courses, conducts seminars and research in the fields of tourism marketing, corporate communication, and marketing communication as a faculty member at various universities. Ündey is currently the head of the Department of Tourism Management at Haliç University, Faculty of Business

Administration.



**Prof. Dr. M. Cihan Yavuz** is a full professor at the School of Tourism at Cukurova University. He was born in 1976 in Istanbul. Yavuz obtained a BA degree in Economics in 2000, and a Ph.D. in Marketing in 2007 from Cukurova University. He has been actively involved in research and consultancy projects, while also authoring papers, books and receiving awards on city branding, tourism planning, and economic development. He has also advised some public and private bodies so far. He has worked on stakeholder supported smart city technologies and applications in recent years to help to improve city branding, tourism planning, and economic development. He believes that stakeholder supported smart technologies help to facilitate the daily life for citizens and enhance the city experience for tourists.

## National Day Panel 3: Gastronomy Tourism



**Mr. Kutsi Akili** was born in 1965 in Istanbul. He graduated from Kabataş High School and Mimar Sinan University, Faculty of Architecture. He served as a researcher and screenwriter for TV series and documentaries. He has more than 30 scenarios and 6 books that have been successfully published and produced. He developed the tradition of "good food" which he got from his family by strengthening it with theory. He started to work as a private cook by using Ottoman recipes. He continues his works on Twitter (@kuzubudu) and his website (kuzubudu.com) to provide information on the damage of "modernization" and "adaptation" on our food culture.



**Mr. Cenk Girginol** entered the coffee industry in 2003 with Egro Coffee Systems. In 2016, he published Turkey's first coffee-bio book named "Coffee - from the earth to the cup". In 2017, he was awarded the Best Book Award for Coffee Turkey by Gourmand World Cookbook Awards. He has represented Turkey as a Finalist in the Best in the World Championships in May and on 27 May 2017, has won the "Best in the World 2017" prize. In 2018, he was considered worthy to receive "BK Interior Design - 2018 Best Book Interior Design" award by the Independent Press Awards, which is known as one of the most prestigious book awards in the United States of America.



**Mr. Zeki Kara** who is the Vice President of TAFED (Turkey Cooks Federation), has 26 years of professional experience in the culinary industry. He is an expert on Turkish, Ottoman and international cuisines and has represented Turkey on international platforms at various occasions. He has worked at several hotels and restaurants. Zeki Kara, who has produced several cooking programs on different TV channels, started to work at BTA Catering in 2010 and worked as the Executive Head Chef for nearly 10 years. In 2019, he established Chef Museum Atelier, where he organized various training sessions, workshops, cooking programs and international events in the field of gastronomy.



**Ms. Deniz Orhun** graduated from Ankara University-Department of Agriculture Engineering in 1996, she completed her MBA - Executive Management Master's degree at London College and Hacettepe University. She worked for Merck Sharp & Dohme, Novartis and Tetra Pak for various missions in Sweden, Dubai and Brazil. After a while, she went to USA and pursued culinary studies, majoring in baking and pastry at Kendall College, Chicago. She was honored as "2007 Best Chef of the Year" at the International Cuisine Festival in Chicago. She even served Presidents Bill Clinton & Barack Obama. She also prepared the food served at the wedding ceremony of Prince William.



**Moderator: Dr. Esra Mankan** is the head of the Department of Gastronomy at Bahçeşehir University (BAU), where she teaches nutrition, food management, food hygiene, nutrition anthropology and international gastronomy. Nutritional habits and purchasing behaviors in different segments of society (youth, women, etc.) form the basis of her academic studies. Her research includes new trends in gastronomy, and she participates in many national and international congresses and symposiums. She plans to do innovative work in the field of gastronomy at the newly established BAU Culinary Arts Center. She works to harmonize her personal knowledge with the experiences of BAU to adapt the academy to the wants and needs of private kitchens, chefs and all the stakeholders involved in the process.



**Moderator: Dr. Mehtap Yucel Gungor** started her education in tourism at Malatya Anatolian Hotel and Tourism Vocational High School. Following her Bachelor's degree studies at Gazi University, she also completed her Master's degree in Tourism Management Education at the same institution. She received her Ph.D. in Tourism Management from Adnan Menderes University in 2018. She also had field experience in hospitality industry through her work in the culinary and service departments of various hotels and restaurants. She started her teaching career in 2008 as a culinary trainer and continued as a Lecturer at Gaziosmanpaşa University and Adnan Menderes University. She is currently an Assistant Professor at Anadolu University, Department of Gastronomy and Culinary Arts.



## Tuesday, October 1, 2019

<b>8:30am</b>	<b>Concurrent Session 1.1</b>	<b>Room: B Conference Hall</b>
<b>9:30am</b>	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Damien Duchamp</i>
<b>20 min.</b>	A Data Driven Playlist-Based Recommendation and Vote Box System Using Spotify Developer API: An Approach to Enhance Customer Experience Using Music Data <b>-Gizem Kayar, Tolga Sumer, Furkan Soy Turk, Galip Erkin Doruk, and Cihan Cobanoglu</b>	
<b>20 min.</b>	Respect for Tourism Jobs in Ghana, West Africa <b>-Damien Duchamp</b>	
<b>20 min.</b>	Competitive Intelligence in the Hospitality Industry Perspectives of Turkish Revenue Managers: A Pilot Study <b>-Tevfik Demirciftci and Amanda Belarmino</b>	
<b>8:30am</b>	<b>Concurrent Session 1.2</b>	<b>Room: A101</b>
<b>9:30am</b>	<i>Track: Ethics &amp; Social Responsibility</i>	<i>Session Chair: Leanne DeFoor</i>
<b>20 min.</b>	Environment and Crime in Turkey <b>-Ismet Nezih Abanoz</b>	
<b>20 min.</b>	A Review of the Laws Regulating Biometric Data Internationally and the Need for a Global Standard <b>-Leanne DeFoor</b>	
<b>20 min.</b>	Effects of Confucian Values and National Culture on Business Ethics in China: An Empirical Examination <b>-Rafik Beekun, Ji Guo, Jim Westerman, and Jennifer Westerman</b>	
<b>8:30am</b>	<b>Concurrent Session 1.3</b>	<b>Room: A104</b>
<b>9:30am</b>	<i>Track: Environmental Issues &amp; Sustainability</i>	<i>Session Chair: Onder Yayla</i>
<b>20 min.</b>	Achieving Sustainable Tourism Through Eco-Lodge Venture: Evidence From Eco-Lodge Cases <b>-Niloofer Behnamshirazi, Habib Alipour, and Sahar Ebadinezhad</b>	
<b>20 min.</b>	The Causal Link Between FDI, FPI and Carbon Emissions: Evidence From South Africa <b>-Mabutho Sibanda and Hlengiwe Penelope Ndlela</b>	
<b>20 min.</b>	Spatial Analysis of Cooking Oils Usage in Turkey: Example of Bulgur Pilaff and Casserole Meal <b>-Onder Yayla and Semra Gunay Aktas</b>	
<b>9:30am</b>	<b>Refreshment Break</b>	
<b>9:45am</b>	<i>B Conference Hall Foyer</i>	
<b>9:45am</b>	<b>Opening Ceremony</b>	
<b>10:30am</b>	<i>B Conference Hall</i>	
<b>10:30am</b>	<b>Keynote Presentation by Ms. Cheryl Strauss Einhorn</b>	
<b>11:15am</b>	<i>"The AREA Method: Making Big Decisions Better"</i>	
<b>11:15am</b>	<b>Keynote Presentation by Dr. Valentina Della Corte</b>	
<b>12:00pm</b>	<i>"Coopetition in Tourism Business: New Challenges"</i>	
<b>12:00pm</b>	<b>Lunch</b>	
<b>1:00pm</b>	<i>Akademi Cafe</i>	
<b>1:00pm</b>	<b>Concurrent Session 2.1</b>	<b>Room: B Conference Hall</b>
<b>2:40pm</b>	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Ozge Ersu</i>
<b>20 min.</b>	Coopetition in Travel Industry: Cooperation Within Competition in the Near Future <b>-Ozge Ersu</b>	
<b>20 min.</b>	Conflicts and Strategies of Negotiation in the Greek Tourism Industry: Hotels vs. Mass TOs <b>-Lemonia Papadopoulou-Kelidou, Andreas Papatheodorou, and Dimitrios Buhalis</b>	
<b>20 min.</b>	How to Attract Young Generation to Museums Using the Idea of Gamification and an Augmented Reality Based Mobile Application <b>-Gizem Kayar and Cihan Cobanoglu</b>	
<b>20 min.</b>	The Effect of Servicescape on Revisit Intention in Restaurants: The Moderating Effect of Brand Familiarity <b>-Seray Gulertekin Genc and Volkan Genc</b>	
<b>20 min.</b>	Motivations for Visiting Ethnic Restaurants: A Cross Cultural Study <b>-Seo Yeon Jang and Sainatee Chermbumroong</b>	

1:00pm	<b>Concurrent Session 2.2</b>	<b>Room: A103</b>
2:40pm	<i>Track: Marketing</i>	<i>Session Chair: Joyce Eisel</i>
20 min.	Marketing Proposal for the Expansion of UVA-Wise Into the Greater Appalachian Region <b>-Elizabeth Hirschman</b>	
20 min.	Barriers to Organic Food Purchasing: A Qualitative Approach <b>-Sirin Gizem Kose and Ibrahim Kircova</b>	
20 min.	Use of Artificial Intelligence in Direct Marketing Adaptation in Transnational Strategy <b>-Ilhami Tuncer, Mehmet Akif Gunduz, and Fatih Cura</b>	
20 min.	A Multi-Category Assortment Packing Problem Under Cross-Selling and Cannibalization Effects <b>-Ameera Ibrahim and Ahmed Ghoniem</b>	
20 min.	Multinational Business/Clinical Global Curriculum Model <b>-Joyce Eisel, Fara Zakery, Charles Sykes, and Robert Kamkwala</b>	
1:00pm	<b>Concurrent Session 2.3</b>	<b>Room: A104</b>
2:40pm	<i>Track: Education &amp; Training</i>	<i>Session Chair: Burcu Toker</i>
20 min.	Educational Tourists' Familiarity With the Traditional Foods in Their Host Community: The Case of a Mediterranean Island <b>-Burcu Toker and Hamed Rezapouraghdam</b>	
20 min.	HTM Partnerships With High Schools: A Case Study for How Faculty Can Help Increase Enrollment <b>-Damien Duchamp</b>	
20 min.	Education is Lifestyle <b>-Vilhjalmur Egilsson</b>	
20 min.	Attitudes of Anadolu University Open Education Students Towards English Learning <b>-Gul Er, Remzi Reha Durucasu, and Sinan Aydin</b>	
20 min.	The Impact of Erasmus + Mobility on the Language Skills of Learners: An Exploratory Study <b>-Lamiha Ozturk</b>	
2:40pm	<b>Refreshment Break</b>	<b>B Conference Hall Foyer</b>
3:00pm	<b>Presidents Panel: Education 2030 and Beyond</b>	<b>B Conference Hall</b>
4:10pm	<b>Concurrent Session 3.1</b>	<b>Room: B Conference Hall</b>
6:10pm	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Mehmet Cihan Yavuz</i>
20 min.	Effective Use of Local Dances in Creating Destination Experience: The Case of Adana Ciftetellisi and International Orange Blossom Carnival <b>-Mehmet Cihan Yavuz and Muzaffer Sumbul</b>	
20 min.	Comparison of Turkish Airlines and Aegean Airlines Loyalty Programs via Frequent Flyer Money Saver Analysis <b>-Bora Suavi Unsal</b>	
20 min.	Operational Design as a Framework for Developing Diligence-Based Strategy in Food and Beverage Operations: A Case Study Approach <b>-Emre Erbas</b>	
20 min.	Peer to Peer Accommodation and Sharing Economy From Tourist' Perspective: A Quantitative Research <b>-Cigdem Ozkan</b>	
20 min.	Analyzing Rental House Demand in Turkey With Factor Analysis and Gray Relational Analysis <b>-Gulen Arikan Kokkaya and Vildan Kistik</b>	
20 min.	Treating the Employees as Guests: The Impact of Quality of Employee Meals on Job Satisfaction <b>-Cihan Cobanoglu, Jay Schrock, Ibrahim Hakan Yilmaz, and Timucin Dis</b>	
4:10pm	<b>Concurrent Session 3.2</b>	<b>Room: A105</b>
5:50pm	<i>Track: Consumer Behavior</i>	<i>Session Chair: Jamil Hebali</i>
20 min.	Antecedents and Consequences of Social Network User's Commitment <b>-Jamil Hebali</b>	
20 min.	Tell Me Everything About Your Pet: Pet Owners as Consumers (Profiles, Perceptions of Pets, and Spending on Pets) <b>-Burcu Selin Yilmaz</b>	
20 min.	Do Socio-Psychological Features Affect Generation-Z' Attitudes Towards Leading Hospitality Trends? <b>-Ainur Kenebayeva and Gainiya Tazhina</b>	
20 min.	Consumer Behavior in Tourism and the Internet: A Review Paper <b>-Cihan Cobanoglu and Luana Nanu</b>	
20 min.	Authentic Appalachia Website <b>-Elizabeth Hirschman</b>	

4:10pm	<b>Concurrent Session 3.3</b>	Room: A104
6:10pm	<i>Track: Management</i>	<i>Session Chair: Fady Mansour</i>
20 min.	Cultural Tightness or Looseness: An Examination From the Context of Pakistani Universities <b>-Sevil Akyurek, Nadia Nasir, Sobia Nasir, and Muhammad Rashid</b>	
20 min.	Authentic Leadership and Follower Trust in Leader: The Effect of Leader Optimism <b>-Nevra Baker</b>	
20 min.	The Impact of Conflict on Organizational Commitment <b>-Ali Sukru Cetinkaya</b>	
20 min.	Business-NGO Interactions, Corporate Sustainability Performance and Competitiveness <b>-Tuba Bozaykut-Buk</b>	
20 min.	The Effects of Workplace Incivility on Turnover Intention: The Mediating Role of Job Embeddedness <b>-Mert Gurlek</b>	
20 min.	Health Insurance Coverage Take-Up Rates in Small Firms After the ACA <b>-Nour Kattih, Fady Mansour, and Franklin Mixon</b>	
7:00pm	<b>Gala Dinner: Seven Regions in Seven Tastes</b>	Akademi Restaurant
10:00pm		

## Wednesday, October 2, 2019

8:30am	<b>Concurrent Session 4.1</b>	Room: B Conference Hall
9:30am	<i>Track: Hospitality &amp; Tourism</i>	<i>Session Chair: Kivanc Inelmen</i>
20 min.	Turkish Cuisine and Its Historical Development <b>-Bulent Aydin and Abdulkadir Corbaci</b>	
20 min.	Hotel Managers' Thoughts Towards New Technologies and Service Robots' at Hotels: A Qualitative Study in Turkey <b>-Seden Dogan and Ahmet Vatan</b>	
20 min.	The Relationship Between Tourist Profile and Job Satisfaction in Accommodation Enterprises: The Case of Beyoglu <b>-Kivanc Inelmen and Oyku Ozturk</b>	
8:30am	<b>Concurrent Session 4.2</b>	Room: A205
9:30am	<i>Track: Management</i>	<i>Session Chair: Ali Sukru Cetinkaya</i>
20 min.	Workplace Violence: A Theoretical Review <b>-Ali Sukru Cetinkaya, Muhammad Rashid, and Sobia Nasir</b>	
20 min.	The Effect of Leader Optimism on the Relationship Between Authentic Leadership and Follower Job Satisfaction <b>-Nevra Baker</b>	
20 min.	Managing Distrust in Occupational Safety and Management: Contextual Manifestations and How It Might Best Be Overcome <b>-Cihangir Gumustas and Fatma Kusku</b>	
8:30am	<b>Concurrent Session 4.3</b>	Room: A104
9:30am	<i>Track: Accounting &amp; Finance</i>	<i>Session Chair: Emre Cengiz</i>
20 min.	Does the Indonesia's Shariah Accounting Conceptual Framework Need Revision? Stakeholders Perception <b>-M. Nur A. Birton, Mahfud Sholihin, Dian Andari, and Aly Abdel Moneim</b>	
20 min.	How Does Perceived External Prestige of Accounting Managers Affect Their Professional and Organizational Identification: Empirical Evidence From Turkish Industry <b>-Emre Cengiz</b>	
20 min.	Systemic Risk Analysis of Chinese Banking System Based on Dynamic Vine Copula Models <b>-Ping Li, Jie Li, and Yingwei Han</b>	
9:30am	<b>Refreshment Break</b>	B Conference Hall Foyer
9:45am	<b>Keynote Presentation by Dr. Dimitrios Buhalis</b>	B Conference Hall
10:30am	"Ambient Tourism"	
10:30am	<b>Industry Presentation by Mr. Ozge Ersu</b>	B Conference Hall
11:15am	"Overtourism: Anti Tourist Campaigns"	
11:15am	<b>Industry Presentation by Mr. Elliott Falcione</b>	B Conference Hall
12:00pm	"Lessons Learned From a Destination Re-Branding Experience: The Bradenton Area, Florida"	

12:00pm 1:30pm	<b>Lunch</b>	<i>Akademi Cafe</i>
1:30pm 3:10pm	<b>Concurrent Session 5.1</b> <i>Track: Hospitality &amp; Tourism</i>	<b>Room: B Conference Hall</b> <i>Session Chair: Hande Bilsel</i>
20 min.	The Sources and Components of Social Embeddedness as a Determinant of Business Cooperation in the Tourism Sector <b>-Katarzyna Czernek-Marszałek</b>	
20 min.	Investigation Into the Subjective Well-Being of the Emerging Workforce of Hospitality Industry: A Perspective of Cultural Values <b>-Juan Tang</b>	
20 min.	The Brave New Touristic Sight-to-See of Turkey: The Future of the Shopping Mall Is Not at all About Shopping <b>-Hande Bilsel and Aysegul Gunduz Songur</b>	
20 min.	Are Rural Tourism Initiatives Sustainable? Evidence From Turkey <b>-Guliz Coskun</b>	
20 min.	How to Increase Sales in Hospitality by Using Social Media: A Case Study in International Hotels in Ankara Province <b>-Gokhan Sener</b>	
1:30pm 3:10pm	<b>Concurrent Session 5.2</b> <i>Track: Management</i>	<b>Room: A205</b> <i>Session Chair: Jay Schrock</i>
20 min.	The Role of Storytelling, and a Firm's Responses to Environmental Changes in the Leisure Industry: An Attention-Based View <b>-Wei-Tien Hung</b>	
20 min.	Effects of Institutions on a Firm's Political Behavior <b>-Kenneth (Kyeungrae) Oh</b>	
20 min.	The Effect of Recent Changes in Turkish Exchange Legislation on Operations of Foreign Trade and Accounting <b>-Mehmet Melemen, Sezayi Dumanoglu, and Hanifi Ayboga</b>	
20 min.	The AREA Method: Countering Bias & Building Trust in Decision-Making <b>-Cheryl Strauss Einhorn</b>	
20 min.	Mediating Role of Job Satisfaction Between (Autocratic and Democratic) Leadership Styles and Its Possible Outcomes: An Examination From Hospitality Sector of Pakistan <b>-Sobia Nasir, Nadia Nasir, Muhammad Rashid, and Sevil Akyurek</b>	
1:30pm 3:10pm	<b>Concurrent Session 5.3</b> <i>Track: Accounting &amp; Finance</i>	<b>Room: A207</b> <i>Session Chair: Sumaiya Zaman</i>
20 min.	An Analysis on Return Performances of City Indices From BIST <b>-Neslihan Fidan Kececi and Yonca Erdem Demirtas</b>	
20 min.	Modeling on a Flexible Loan Based on Its Borrower's Asset With Credit Rating Migration <b>-Jin Liang and Zhaoya Liu</b>	
20 min.	Credit Guarantee Schemes: A Critical Analysis of the Small Business Administration as a Model for Emerging Economies Developing Business and Entrepreneurship <b>-Gary Bliss</b>	
20 min.	Efficiency Measurement Based on Financial Performance: An Application in Manufacturing Industry <b>-Nalan Ece and Umran Sengul</b>	
20 min.	Factors Influencing Labor Cost in Garment Industry of Bangladesh: A Panel Data Approach <b>-Sumaiya Zaman</b>	
3:10pm 3:30pm	<b>Refreshment Break</b>	<i>B Conference Hall Foyer</i>
3:30pm 4:30pm	<b>Industry Presentation by Mr. Timucin Dis</b> <i>"Evolution of Information Technologies in Lodging Business"</i>	<i>B Conference Hall</i>
4:40pm 6:20pm	<b>Concurrent Session 6.1</b> <i>Track: Hospitality &amp; Tourism</i>	<b>Room: B Conference Hall</b> <i>Session Chair: Faizan Ali</i>
20 min.	Augmented Reality Enhanced Experiences: An Exploratory Study <b>-Faizan Ali, Cihan Cobanoglu, and Kisang Ryu</b>	
20 min.	Examining the Competitive Advantage of Gastronomy Tourism With Diamond Model <b>-Onur Dirlik and Zeynep Karsavuran</b>	
20 min.	Destination Experience: Making the Tourism Cities 5-Star <b>-Mehmet Cihan Yavuz</b>	
20 min.	Determinants of Repurchase Intention of Iranian Tourists Visiting Province of Van <b>-Ibrahim Cetin</b>	

20 min.	An Assessment of the Marketing Budget in the Tourism Businesses <b>-Resat Arica, Abdulkadir Corbaci, and Bulent Aydin</b>	
4:40pm	<b>Concurrent Session 6.2</b>	<b>Room: A205</b>
6:20pm	<i>Track: Human Resource Management</i>	<i>Session Chair: Aysin Pasamehmetoglu</i>
20 min.	Impact of Error Management Culture on Employees' Anxiety, Gratitude, and Service Recovery Performance <b>-Xingyu Wang, Priyanko Guchait, and Aysin Pasamehmetoglu</b>	
20 min.	Despotic Leadership and Counterproductive Behavior: The Role of Reduce Organization-Based Self-Esteem (ROBSE) and Emotional Stability <b>-Muhammad Anwar ul Haq, Mirza Ashfaq Ahmed, Sobia Shabeer, and Shaista Khalid</b>	
20 min.	The Roles of Job Satisfaction and Motivation on Employees' Intentions to Use Social Media for Businesses: Towards a Multilevel and Integrative Organizational Model <b>-Francesca Di Virgilio, Monica Valderrama Santome, and Carlos Toural Bran</b>	
20 min.	Assessing the Influence of Cultural Intelligence (CQ) of Project Manager on Team Performance: Study on Project Team Working under the Umbrella of CPEC <b>-Ahsan Tahir and Osman Khan</b>	
20 min.	The Effect of Strategic Human Resources Management on Intrapreneurship <b>-Ali Sukru Cetinkaya</b>	
4:40pm	<b>Concurrent Session 6.3</b>	<b>Room: A207</b>
6:20pm	<i>Track: Economics</i>	<i>Session Chair: Orhan Torul</i>
20 min.	Does Relative Intergenerational Educational Mobility Track Absolute Intergenerational Educational Mobility? <b>-Orhan Torul</b>	
20 min.	Foreign Direct Investment and Economic Growth in Developed and Developing Countries <b>-Raul Chamorro-Narvaez and Nidia Garavito-Calderon</b>	
20 min.	Research Into the Effect of Monetary Supply on Effectiveness of China's Monetary Policy--Based on Macro Data From 1995 to 2013 <b>-Liqun Du and Wenzhong Li</b>	
20 min.	Commitments Made in the Election Period and Political Moral Hazard <b>-Vildan Kistik and Gulen Arikan Kokkaya</b>	
20 min.	Energizing Intellectual Concept: Integration of Intellectual Capital Theory and Resource-Based Theory <b>-Zulkifli, Tatiek Nurhayatie, and Widodo</b>	
6:30pm	<b>Networking Reception</b>	<b>Akademi Cafe</b>
8:00pm		

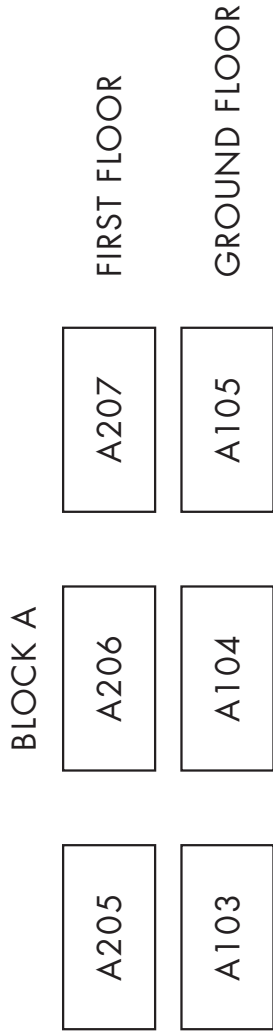
## Thursday, October 3, 2019

8:30am	<b>Invited Session 1.1</b>	<b>Room: B Conference Hall</b>
9:10am		
40 min.	Revenue Management 2.0 <b>-Basak Denizci Guillet</b>	
8:30am	<b>Invited Session 1.2</b>	<b>Room: A105</b>
9:10am		
40 min.	Consumers' Attention to Branding: An Eye-Tracking Perspective <b>-Xianglan Chen</b>	
8:30am	<b>Round Table Discussions</b>	<b>Room: A104</b>
9:10am		
20 min.	The Role of Restaurant Management Lab Courses in Hospitality Education <b>-Patrick J. Moreo</b>	
20 min.	Hospitality Infusion: Making Hospitals More Hospitable <b>-Damien Duchamp, Christina Caruso, Tatyana Simmons, Claudia Velis, and Daisy Lau</b>	
9:10am	<b>Refreshment Break &amp; Poster Session</b>	<b>B Conference Hall Foyer</b>
9:50am		
40 min.	Is Leverage a Friend or Foe for Return Sensitivity and Risk Vulnerability? <b>-Murat Kizildag</b>	
	Differences Between National Culture Dimensions and Innovative Performance in Croatia and Turkey <b>-Mate Damic</b>	
	Examining Factors That Impact Flight Attendants' Job Satisfaction <b>-Alexia Franzidis, Steven Zinder, and Michael Yau</b>	

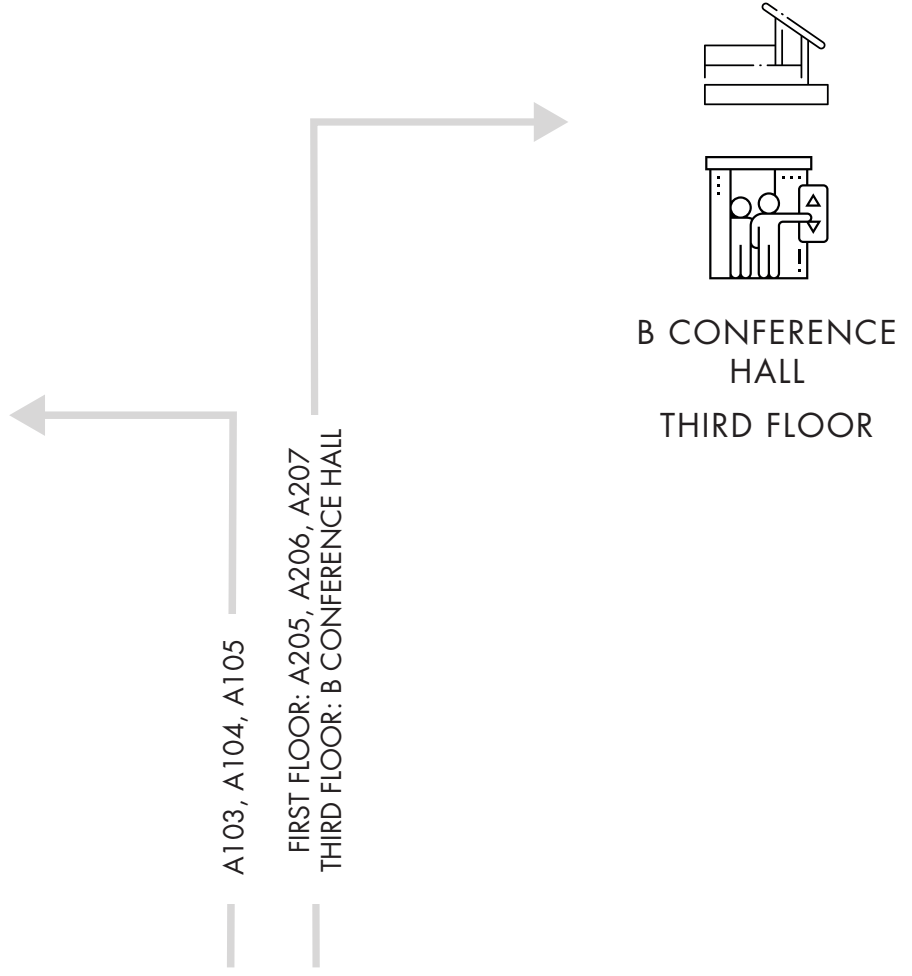
10:00am 11:00am	<b>Panel 1: Main Challenges in Turkish Tourism Development</b>	<i>B Conference Hall</i>
11:00am 12:00pm	<b>Panel 2: Smart Tourism Solutions for Istanbul</b>	<i>B Conference Hall</i>
12:00pm 1:00pm	<b>Lunch</b>	<i>Akademi Cafe</i>
1:00pm 2:00pm	<b>Panel 3: Gastronomy Tourism Istanbul</b>	<i>B Conference Hall</i>
2:00pm 3:00pm	<b>Industry Presentation by Mr. Emrullah Akcakaya</b> "Dedeman Smart Brand Promises for Next Generation Hotel Guests"	<i>B Conference Hall</i>
3:00pm 3:20pm	<b>Refreshment Break</b>	<i>B Conference Hall Foyer</i>
3:20pm 5:00pm	<b>Concurrent Session 7.1</b> <i>Track: Technology/E-Business/Social Media</i>	<b>Room: B Conference Hall</b> <b>Session Chair: Ayse Bas Collins</b>
20 min.	Management by Social Media <b>-Muhammad Rashid and Ali Sukru Cetinkaya</b>	
20 min.	The Effect of Hotel Lobby Design on Booking Intent Among Different Generations <b>-Luana Nanu, Faizan Ali, Ekaterina Berezina, and Cihan Cobanoglu</b>	
20 min.	The Effect of Negative Perceptions of OTA Customers Over Non-Controllable Satisfaction Factors in Hotel Website Marketing <b>-Ersem Karadag and Aysegul Gunduz Songur</b>	
20 min.	Does Communication With Emoticons/Emojis Work Efficiently? Evidence from Turkey <b>-Seden Dogan and Ayse Bas Collins</b>	
20 min.	Gamification in Human Resources: Processes and Reflections in the Hospitality Industry <b>-Semsettin Oguz Yuksek, Cihan Cobanoglu, Sri Suwanti, and Gizem Kayar</b>	
3:20pm 5:00pm	<b>Concurrent Session 7.2</b> <i>Track: Hospitality &amp; Tourism</i>	<b>Room: A105</b> <b>Session Chair: Deniz Karagoz</b>
20 min.	Enhancing the Cultural Tourism Experience Through Augmented Reality <b>-Eda Avci</b>	
20 min.	Measuring the Financial Performances of Tourism Firms Traded on the Borsa Istanbul Through Fuzzy TOPSIS <b>-Nalan Ece and Umran Sengul</b>	
20 min.	Netnographic Analysis of Folklore Festivals: Cultural Experience or Touristic Attraction? <b>-Muzaffer Sumbul</b>	
20 min.	Tourism in Protected Areas: The Case of Yenice Forests <b>-Eray Caglayan and Hakan Sezerel</b>	
20 min.	Development and Validation of a Festival Personality Scale <b>-Deniz Karagoz</b>	
3:20pm 5:20pm	<b>Concurrent Session 7.3</b> <i>Track: National Day*</i>	<b>Room: A206</b> <b>Session Chair: Bilal Bagis</b>
20 min.	The Effects of Global Economic Dynamics on the National State <b>-Mehtap Yesilorman</b>	
20 min.	ING Bank Case in Electronic Banking Applications <b>-Ilhan Kanusagi and Lamiha Ozturk</b>	
20 min.	Stabilization Versus Development: A Tale of Two Tales <b>-Bilal Bagis</b>	
20 min.	Self-Perceptions of Aging of University Students in Turkey: An Evaluation in the Context of Different Faculties <b>-Bilal Bagis and Aynur Yumurtaci</b>	
20 min.	Sound Pollution and Tourism in the Urban Area <b>-Esref Ay and Semra Gunay Aktas</b>	
20 min.	The Christian Sanctuaries and Faith Tourism <b>-Eda Avci</b>	

\*Presentations will be conducted in the Turkish language.

FRONT  
GARDEN



FOYER A



A101

MAIN  
ENTRANCE



**BAU**  
Bahçeşehir University



**UNIVERSITY OF  
SOUTH FLORIDA**  
SARASOTA-MANATEE



**Association of North America  
Higher Education International**

S P O N S O R S



**Bilkent University**  
Department of Tourism and Hotel Management



**BOĞAZIÇI UNIVERSITY**  
DEPARTMENT OF TOURISM ADMINISTRATION



Bradenton  
Anna Maria Island  
Longboat Key  
FLORIDA'S WEST COAST