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8th

İSTANBUL AYVANSARAY ÜNİVERSİTESİ

BEMTUR
Global Conference on
Business, Economics, Management and Tourism

16-18 October 2020
Ayvansaray University
Istanbul, Turkey

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BEMTUR - 2019
Participation
FLAG

PROGRAM
BOOK

8th GLOBAL CONFERENCE on BUSINESS, ECONOMICS, MANAGEMENT and TOURISM (BEMTUR-2020)

16-18 October, 2020
Ayvansaray University
Istanbul, Turkey

Draft Program

Organization
The Academic Events Group

Dear Participants

Thank you very much for you to participate **8th Global Conference on Business, Economics, Management and Tourism (BEMTUR -2020)** which **will be held online** at **16 – 18 October 2020**.

The conference will be held online. As you know, Coronavirus disease (COVID-19) has influenced the world.

It is prohibited in closed areas to hold meetings in Turkey. Therefore, it was decided by the conference organizing committee to hold the conference on **16 – 18 October 2020** online, considering your health.

Participation in the conference will be in the form of online. Within the scope of the program, the opening ceremony, keynote speeches, the speeches of the participants will be held online and interactively by everyone in the form of video, audio, or text chat. Likewise, participation and presentation certificates will be sent to you. In addition, abstract books and full papers will be published.

The **BEMTUR -2020 Draft Program** is published in our conference web site:
https://www.globalcenter.info/bemtur/?page_id=53

If your presentation is not underlined available in the draft program, or you may withdraw your paper, please send the name of your article and its authors' names and ID number to bemtur.info@gmail.com until **October 15, 2020, at 24:00 GMT+2**. Your paper will take or out place in the program in a short time.

Even if you have not submitted your full paper until now, you have still chance to take place in the conference program. Please send us an email stating your paper title for the conference program and also if it is ready attach last version of the abstracts until **October 15, 2020**.

Full Paper Publication
- You may publish your article on a journal indexed by **Scopus** or **Web of Science (ESCI)** following a review process and by paying an additional registration fee. For more information…
- **Selected papers will be published in Supporting or other Journals: Indexed in Clarivate Analytics Web of Science (SSCI or ESCI) or SCOPUS.**
- The Remain accepted full papers will be published as proceedings *"New Trends and Issues Proceedings on Humanities and Social Sciences" (indexed in Web of Science,* www.prosoc.eu) and also submitted to **SCOPUS** and **Clarivate Analytics Conference Proceedings Citation Index – CPCI (ISI Web of Science)** for evaluation for inclusion in the list. For more information please click here…

Full Paper Submission
The full paper deadline will be extended **November 01, 2020** and the Camera-ready submission for publication at **November 15, 2020**. This mean you should participate the conference and present your full paper at the conference (oral or virtual) and after the criticism during the conference you will have chance to make your last changes in the last version of your full paper and submit again until November 01, 2020.

Poster or Virtual Presentation
If you want to make POSTER or VIRTUAL PRESENTATION, please send us an email bemtur.info@gmail.com about your presentation type until October 14, 2020. Thus, we can organize the presentations. The posters will be displayed on the conference web site. The participants may be writing their criticism about the poster.

There will be an online (Virtual) presentation rehearsal taking place **on October 14, 2020 at 14:00 (GMT+2, Athens) -16:00 (GMT+2, Athens)**

You will be present your papers at your own home. We will send an invitation to your email address. Thus, you will have started your presentation beforehand. During your presentation, you will have the chance to show your PowerPoint slats. Also, those who follow you will be able to ask you questions.

Best Abstract and Poster Award and Poster Size:
The poster size is A0, equals 118 cm height x 84 cm length, or smaller. Please choose upright format and keep in mind that the font sizes should be big enough to allow your poster to be read from some distance. We suggest using a font size of 22 – 24 pt for texts and 60 – 70 pt for headings. The conference will offer the Poster Award to the three best posters. Please read the guidelines below carefully. You may change to modify you abstract until **September 29, 2020.** Then send it to us bemtur.info@gmail.com**.**

Registration
Please visit these addresses to apply for:
- Conference registration https://www.globalcenter.info/bemtur/?page_id=21
- If you have difficulty paying, please write to us. Papers without payment will be removed from the program.

We would like you to fill the registration form completely below. This is necessary to make your registration. This form includes personal and paper details, your attendee role (status).

If you have any questions, please contact me. Thank you for considering this conference as a venue for your work.

All the conference members are working hard for your excellence and for the conference.,

With Respect,

Prof. Dr. Gulzhanat Tayauova
Chair of the Conference

Organized by
Association for Human, Science, Natura, Education and Technology
Ayvansaray University

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Keynotes

Prof. Dr. Adem KARAHOCA
İstanbul Nişantaşı University
Istanbul, TURKEY

Keynote Title: "Industry 4.0 with Big Data for Data Driven Management"

Abstracts: Industry 4.0 is a term that refers to the current and fourth industrial revolution, and it fosters a vision of the 'smart factory'. To a large extent Industry 4.0 has been enabled by the collection of massive amounts of data, development of advanced Big Data applications, and the nearly ubiquitous nature of the IIoT. With a futuristic orientation Industry 4.0 is transitioning manufacturing to a semi- or fully autonomous mode of operation where production staff will increasingly be relieved of their responsibility to perform unsafe, physical and repetitive tasks. Data–driven decision making (DDDM) involves making decisions that are backed up by hard data rather than making decisions that are intuitive or based on observation alone. In this study, data driven management will be detailed for industry 4.0.

Bio: Adem Karahoca is currently a full-time professor in the Department of Computer Eng. And dean of Engineering and Architecture Faculty, Nisantasi University, Istanbul, Turkey. He received his B.Sc. degree in Mathematical Engineering from Istanbul Technical University, M.Sc. and Ph.D. degrees in Software Engineering from Istanbul University. He has published 20 IT related books in Turkish and edited 4 IT related books in English. His research interests are data mining, fuzzy systems, information systems, business intelligence, computers in education, human computer interaction and big data. His research papers have published in Expert Systems with Applications, Applied Soft Computing, Soft Computing, Neural Computing and Applications, Journal of Biomedical Informatics etc.

Michael Joseph Ennis
Free University of Bozen-Bolzano (Italy)

Keynote Title: "Towards Data-Driven Teaching: Simple Methods and Tools for Classroom Analytics"

Abstract: Teachers have never had access to as much data as they do during the Information Age on precipice of the Fourth Industrial Revolution. But most teachers are not exploiting the data they currently have to its full potential and are certainly not prepared to use the data which will be available in the near future. The aim of this talk is to persuade the audience to embrace all data at their disposal and engage in a form of reflective practice which is evidence-based and data-driven. After making the case for data-informed reflective practice and discussing some of the ethical considerations of collecting, analyzing, and sharing student data, the data collection features of some of the most commonly used learning applications and platforms (such as Moodle and Google tools) will be briefly presented. Next, some of the many freely accessible tools which can be used to analyze data will be presented. The basic functionality of some of these tools will be demonstrated, including tools for basic statistical analysis (e.g., iNZight, a free statistical analysis application developed at Auckland University, and Realstats—a free statistical analysis addon for Microsoft Excel developed by the statistician Charles Zaiontz) and tools for the analysis of corpora (e.g., Lancsbox—developed at Lancaster University—and Antconc—developed by Laurence Anthony at Waseda University). Examples will be taken from the field of language teaching in higher education, but the tools and methods of data collection and analysis will be applicable to any educational context and any subject. The talk will conclude with a brief overview of the "big data" approach to curriculum monitoring which is being developed at a Language Centre in Italy, as an emergent example of how such reflective practice can be applied at a curricular or institutional level.

Bio: Michael Joseph Ennis, PhD, is the Didactic and Scientific Coordinator for the Eng-lish Language at the Language Centre of the Free University of Bozen-Bolzano in Italy. Over the past eighteen years, he has taught German and English as a foreign language at universities in the United States, Germany, and Italy. During that time, he has given numerous presentations and published widely on his interests in cultural studies, English for specific and academic purposes, Content and language integrated learning, learner motivation, and intercultural language teaching. In recent years he has become interested in applying data analytics to reflective practice in language teaching. Two of his most recent publications are the edited volumes Teaching English for Tourism: Bridging Research and Praxis (Routledge, 2019) and Approaches to English for Specific and Academic Purposes: Perspectives on Teaching and Assessing in Tertiary and Adult Education (bu,press, 2020).

DRAFT PROGRAM
(Turkey Time, GMT+2)

IMPORTANT EVENTS

16.10.2020 10:00 – 10:15	Opening Ceremony	

TIME	TITLE	SPEAKER	HALL NAME
16.10.2020 10:15 – 11:00 **Keynote 1**	"Industry 4.0 with Big Data for Data Driven Management"	**Prof. Dr. Adem KARAHOCA** İstanbul Nişantaşı University Istanbul, TURKEY	1

11:00 – 11:20	Coffee Break

TIME	TITLE	SPEAKER	HALL NAME
16.10.2020 11:20 – 12:00 **Keynote 2**	"Towards Data-Driven Teaching: Simple Methods and Tools for Classroom Analytics"	**Prof. Dr. Michael Joseph Ennis** Free University of Bozen-Bolzano (Italy)	1

12:00 – 13:00	Lunch

16.10.2020 18:40 – 19:00	Closing Ceremony	

Session 1
13:00 – 15:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Exploring Cultural Values of Ethnic Groups in North-West Vietnam for Tourism Development	Doan Duc Hoang, *FPT University, Vietnam*, Viet nam
2	Determining the Target Group by Using Apriori Algorithm in The Digital Marketing	Arif Cüheylan, *Okan University*, Turkey
3	A Decision Support System Application for Marketing Operations Using Big Data Architecture	Okan Tunalı, Ahmet Tuğrul Bayrak, *Ata Technology Platforms*, Turkey
4	Strategıc Envıronmental Assessment (Sea) Process for Busıness, Economıcs, Management and Eco-Tourısm Towards Sustaınable Development	Vijayan Gurumurthy Iyer, India

15:00 – 15:20	Coffee Break

Session 2
15:20 – 17:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	A Comparison of Entitlement Methods as Described by Contract Proceedings of Construction Businesses Covered by Public Auctions Using AMP Software	Süleyman Özdemir, *Okan University, Turkey*
2	IHS Estimation	Zeynep Ertinas, Kaan Özdöker, Ali Kara, *CMS Jant ve Makina Sanayi A.Ş, Turkey*
3	Environmental Impact Assessment (Eia) Process for Business, Economics, Management and Tourism in Industry 4.0 To Achieve Sustainable Big Data Management Development	Vijayan Gurumurthy Iyer, India

16.10.2020 17:00 – 17:30	Closing Ceremony	