

WCBEM-2025

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**13th World Conference on Business, Economics and Management
(WCBEM-2025)**

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Grand Park Lara Hotel Convention Center

Antalya – Turkey

13 – 15 November 2025

<https://meet.google.com/pat-vqbb-vtp>

PROGRAM BOOK

Organization

University of Kyrenia

BD-Center, Nicosia, Cyprus

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Prof. Dr. Ana Cláudia Carvalho Campina, University Fernando Pessoa, Portugal

Prof. Dr. Carlos Rodrigues, University Fernando Pessoa, Portugal

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KEYNOTES



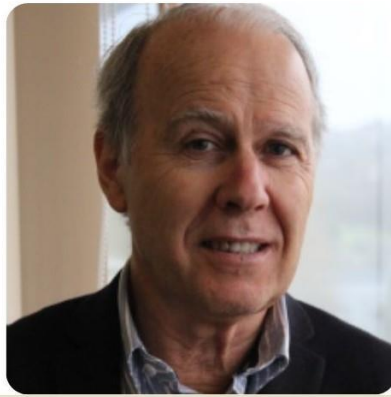
PROF. DR. ANA CAMPINA
UNIVERSITY FERNANDO PESSOA,
PORTUGAL

TITLE

The Human Rights Generations and Artificial Intelligence

BIOGRAPHY

Prof. Dr. Ana Campina has a PhD in Law; PhD in Human Rights; Political Scientist / Expert in International Relations ; FCHS – UFP University Fernando Pessoa Professor; Coordination Postdoctoral Fellowship “Human Rights in the Digital Age” UFP; Coordinator 1st SC Political Science and International Relations UFP; MODULE JEAN MONNET UFP “ “European Union's political statement on Human Rights in the age of Artificial Intelligence” Co-Coordinator; CEPESE – Centro de Estudos da População, Economia e Sociedade Researcher; FP-I3ID – Instituto de Investigação, Inovação e Desenvolvimento da UFP Researcher; CIGG – Centro de Investigación para la Gobernanza Global Researcher ; OCEAN – Open Council of Europe Academic Networks – Council of Europe Member : COST ACTION Expert; SVTFaculdade Visiting Professor SVTFaculdade (Brazil); Lecturer of Gonçalves Dias Chair (BR); Editor-in-Chief International Journal of New Trends in Social Sciences (IJSS); Editor Board Journal European Journal of Transformation Studies; Editorial Advisory Board of Law ADJURIS – International Academic Publisher; Co-Topic Editor “Human Rights and Artificial Intelligence”.



PROF. DR. CARLOS RODRIGUES
UNIVERSITY FERNANDO PESSOA,
PORTUGAL

TITLE

The Human Rights Generations and Artificial Intelligence

BIOGRAPHY

Prof. Dr. Carlos Rodrigues has a PhD European Tax Law; Associate Invited Professor in Universidade Fernando Pessoa; University Professor in Law; Coordination Postdoctoral Fellowship “Human Rights in the Digital Age”; MODULE Jean Monnet UFP Coordination; Researcher CEPESE – Centro de Estudos da População, Economia e Sociedade, Researcher FP-I3ID – Instituto de Investigação, Inovação e Desenvolvimento da Universidade Fernando Pessoa; Researcher CIGG – Centro de Investigación para la Gobernanza Global de USAL; SVTFaculdade Visiting Professor SVTFaculdade (Brazil); Lecturer of Gonçalves Dias Chair (BR); Ex-Principal Advisor Tax and Customs Authority; Legal Consultant; Frontiers in Political Science, Co-Topic Editor “Human Rights and Artificial Intelligence”; Editor-in-Chief Global Journal of Sociology: Current Issues (GJSOC); Member do OCEAN-CoE – Open Council of Europe Academic Networks; Member of High Commission of IKSAD Institute; COST – European Cooperation of Science & Technology - External Expert.



**PROF. DR. BEKIM FETAJI, MOTHER
TERESA UNIVERSITY
SKOPJE, NORTH MACEDONIA**

TITLE

Devising Algorithmic Framework for Cybersecurity Scientific Analytics

BIOGRAPHY

Bekim Fetaji is Full Professor of Informatics (Computer Sciences) at University Mother Teresa, Skopje, North Macedonia. I received his PhD in Computer Sciences at the Faculty of Computer Sciences at Graz University of Technology in 2008. He received his master's degree from Oxford Brookes University, Oxford, England UK. He was Visiting Professor at Staffordshire University UK, Tokyo University of Agriculture and Engineering, Japan, OREBRO University, Computer Science, Sweden, Canadian Institute of Technology, Tirana, Albania, Rochester Institute of Technology RIT, campus Prishtina, Kosovo, University of Novi Pazar, Serbia and other Universities. More than 25 years of teaching experience and working in higher education in different Universities in the region and abroad. Lectured in 4 languages in different Universities: English, Albanian, Macedonian, Serbian language.

Participated in several projects within different programs such as Tempus, Erasmus and other national and international research projects. Published more than 150 scientific papers in international conferences most of them in IEEE and ACM and more than 30 international journals, some of them with ISI Web of Science impact factor. Published 9 (nine) academic textbooks and 2 (two) books in English that can be found online at Amazon. Keynote speaker in many conferences among others also in IEEE Conferences (Reference: <https://iccece23.theiaer.org/keynote.html>).

Main research interest and published work is in enhanced technology enhanced education, virtual learning environments, software engineering, programming and lately Data science with AI and machine learning, Data processing with Data Analytics and closely related fields.



PROF. DR. ÖZCAN ASILKAN
BUSINESS ANALYTICS DEPARTMENT
HIGHER COLLEGES OF TECHNOLOGY
ABU DHABI, UNITED ARAB EMIRATES

TITLE

AI-Powered Personalized Learning Pathways

BIOGRAPHY

Prof. Dr. Özcan Asilkan is an accomplished Computer Science Engineer and Academic with a robust background spanning higher education and multiple industries, including software development, data analysis, manufacturing, tourism, and healthcare. His research interests cover a broad range of interdisciplinary topics such as Management Information Systems (MIS), Business Analytics, Computer Science, Database Systems, Data Mining, Customer Relationship Management (CRM), and Hospitality Management.

With nearly 30 years of combined academic and industry experience, Prof. Asilkan has held numerous teaching and professional engagements across almost 10 countries and 15 universities worldwide.

In academia, he has served in various leadership and instructional capacities; including Dean, Chair, and Lecturer, and has taught a wide array of courses while publishing nearly 70 academic papers. He has also participated as a Chair and Keynote Speaker at more than 10 international conferences.

As a Computer Science Engineer, Prof. Asilkan has undertaken diverse professional roles such as Systems Analyst, Database Administrator, Application Developer, and Consultant, contributing to several major projects, including the implementation of CRM and ERP systems.

Since July 2024, he has been serving at the Higher Colleges of Technology (HCT) in Abu Dhabi, United Arab Emirates.

PROGRAM

14/11/2025, Friday

ONLINE PRESENTATIONS

14.11.2025 9:00 – 9:20	Opening Ceremony	Hall 1
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TIME	TITLE	SPEAKER	HALL NAME
14.11.2025 9:20 – 10:00 Keynote 1	“AI-Powered Personalized Learning Pathways”	Prof. Dr. Özcan Asilkan , Senior Lecturer Business Analytics Department Higher Colleges of Technology Abu Dhabi, United Arab Emirates	1

TIME	TITLE	SPEAKER	HALL NAME
14.11.2025 10:00 – 11:00 Keynote 2	“Devising Algorithmic Framework for Cybersecurity Scientific Analytics”	Prof. Dr. Bekim Fetaji , Faculty of Informatics, Mother Teresa University, Skopje, North Macedonia	1

TIME	TITLE	SPEAKER	HALL NAME
14.11.2025 11:00 – 12:00 Keynote 3	“The Human Rights Generations and the Artificial Intelligence”	Prof. Dr. Ana Campina , University Fernando Pessoa, Portugal Prof. Dr. Carlos Rodrigues , University Fernando Pessoa, Portugal	1

12:00 – 13:00	Lunch
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Session 1

13:00 – 15:30

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	A Bibliometric Analysis of Quality in Higher Education	Merve Nur Atalar, Ondokuz Mayıs University, Turkey Aysel Cetindere Filiz, Ondokuz Mayıs University, Turkey
2	The Impact of Creative Leadership on Enhancing Municipal Service Efficiency: A Mixed Methods Study	Seror N. Aldouri, University of Samarra, Iraq
3	Demystifying Sustainable Performance in Fmcg Companies: The Roles of Open Innovation, Dynamic, and Knowledge Management Capabilities	Banji Rildwan Olaleye, North West University, Potchefstroom, South Africa
4	Exploring the Role of Blockchain Technology in Sustainable Waste Management within Pharmaceutical Supply Chains: An Illustrative Case of the US FDA Project	khalid litim, Batna1 University, Batna, Algeria Houssam Messaoudi, Echahid Cheikh Larbi Tebessi University, Tebessa, Algeria Samir Bensahnoune, Tipaza University, Algeria Nabil Chenene, Echahid Cheikh Larbi Tebessi University, Tebessa , Algeria
5	Understanding management strategies for smart infrastructure in Tomorrow's Turkish cities	Hamdi Tekin, Alanya University, Turkey
6	Sensory Metaphors in Digital Tourism Marketing: Bridging the Physical – Digital Gap	Mihail Cristian Ditoiu, The Faculty of Business and Administration (University of Bucharest), Romania

8	The Application of Convolutional Neural Network for Classifying Non-Defect from Defect Software Systems	Aamo Iorliam, Benue State University, Makurdi, Nigeria. Özcan Asilkan, Business Analytics Department, Higher Colleges of Technology, United Arab Emirates. Suleiman Adamu, ICT Unit of Sule Lamido University in Kafin Hausa, Jigawa State, Nigeria. Moses Iorsoo Tyavnannde Benue State Polytechnic, Ugbokolo, Nigeria.
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15/11/2025, Saturday
ONLINE PRESENTATIONS
09:00 – 10:30
Session 3

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Measuring Employer Brand Image and Scale Development for the IT Service Industry	Anca Clipa, Claudia Stoian, <i>Alexandru Ioan Cuza University</i> , Romania
2	Influence of Technology Transfer Offices on Commercialisation of Science and Technology in Latvia	Justine Vīķe, <i>Rīga Stradiņš University</i> , Latvia
3	The Measurement of Antecedents of Purchase Intentions and WoM Marketing in Fashion Industry	Mirza Ashfaq Ahmed, <i>University of Gujrat</i> , Pakistan
4	The Impact of Tourism Activity Development on the Romanian Economy	Tiberiu Iancu, Tabita Cornelia Adamov, Sorin Stanciu, Dorin Camen, Mihaela Moatar, Ioan Brad, Romania
5	Trend of Income Inequality In Asia and Effects of Education	Kang Hoon Park, <i>Southeast Missouri State University</i> , United States

10:30 – 11:00	Coffee Break
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Session 4
11:00 – 12:30

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Bio-districts as living labs for the promotion of sustainable development and the resilience of territories	Nadia Cipullo, <i>Link Campus University</i> , Italy
2	The impact of European integration on trade flows in Romania	Anca Maria Paraschiv, Laurentiu Dinu, Coralia Ioana Zavera, <i>Bucharest University of Economic Studies</i> , Romania
3	Tourism contribution to Gross Domestic Product and Gross Value Added	Ioana Anda MILIN, Iuliana Ioana Merce, Tiberiu Iancu, Ioan Petroman, Elena Pet, Eugenia Tigan, <i>University of Agricultural Sciences and Veterinary Medicine</i> , Romania
4	The challenges of computational simulation with industry 4.0	Tiago dos Santos Almeida, Lie Yamanaka, Thales Botelho Souza, <i>Federal University of Goiás</i> , Brasil
5	Research on the tourist traffic in protected areas in Romania	Ioana Anda MILIN, Iuliana Ioana Merce, Cornelia Petroman, Elena Tonea, <i>University of Agricultural Sciences and Veterinary Medicine</i> , Romania
6	Transformational leadership style in the relationship between innovation and efficiency of healthcare units	Wojciech Głód, <i>University of Economics</i> , Poland

12:30 – 13:00	Closing Ceremony
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16/11/2025, Sunday

16.11.2025

09:00 – 18:0

Antalya Historical Places Tour