

4th

World Conference on Big Data



18-20
October
2019



Grand Park Lara Hotel
Convention Center
Lara – Antalya
Turkey

WC-BIGDATA
Participation
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PROGRAM BOOK

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4th World Conference on BIG DATA

(BIGDATA-2019)

18-20 October 2019

**Grand Park Lara Hotel
Convention Center
Lara – Antalya, Turkey**

Organization

Istanbul Ayyansaray University
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The Academic Events Group
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KEYNOTES



Prof. Dr. Ramazan Sari

Middle East Technical University, Department of Business Administration
Ankara – TURKEY

Keynote Title: “Importance of Economic and Social Issues in Efficient Solar and Wind Energy Policy Development”

Abstracts: Energy has a central role in the contemporary debates on global warming and sustainable development. There is an ongoing discussion on whether we have reached the limits of fossil-based energy forms. It

is very obvious that the transition from fossil-based energy forms to more renewable energy forms will positively alter the discussion on energy policies. It is not clear how replacing old energy forms with supposedly more renewable ones will be able to solve energy-related problems, without first addressing fundamental questions related to, for example, unsustainable production and consumption patterns, as well as deeper structural issues, such as social inequality in energy systems. Thus, two fields have grown in energy literature. Energy justice is an emerging research field that advances understandings of how energy systems and energy transitions impact upon societies. The social acceptance of policies are progressively becoming more important for policy and decision makers worldwide aiming to design policies that reach attempted targets smoothly with community support.



Prof. Dr. Özcan Asilkan

Dean of the Faculty of Computer Science and IT
Metropolitan University of Tirana (UMT)
Tirana, Albania

Keynote Title: “New Challenges for a Smarter Tourism in the Light of Big Data”

Abstract: In the last decade, Big data has become the most popular and widely used term to explain data availability and exponential growth in the rapidly changing modern world. It has evolved to bring new opportunities to professionals like scientists, managers, and policymakers to make

effective decisions. “Big data” by now is a buzzword that is often used without an understanding of what it actually refers to. According to Gartner’s technical definition, big data is: “high-volume, high-velocity and/or high-variety information assets that demand cost-effective, innovative forms of information processing that enable enhanced insight, decision making, and process automation.” Technicalities aside, big data is the most advanced tool that companies can use to know as much as possible your customers and target customers, no matter how large. Knowing the users you are addressing is the best way to communicate with them effectively, keep them loyal, and ensuring that they don’t turn to competitors. With digital transformation, nothing is the same as before, and this is especially the case for growing Travel & Tourism sector, which is responsible for generating about 10.4% of the world’s GDP and 319 million jobs (about one in 10, internationally). Digital transformation has triggered an enormous series of consequences that have placed the customer at the center of things. Today, it’s no longer the customer following the brand but the opposite. This is true for many sectors, but especially for travel and tourism. The industry of tourism thrives on information. Tourism big data is typical information produced by travelers themselves. Big data can deliver up-to-date and immensely informed inferences regarding behavior and human activity that enhances the tourism industry. Tourists leave various digital traces behind when using mobile technologies on the web. Through every tourist, enormous amounts of data are present about everything that is relevant to different stages of travel — before, between and after a voyage. Due to the vast amounts of data availability in the cloud, analytics has become a need to make sense of the information present in the data. If you are a new customer planning for a trip, you probably acquire more sources from the internet when you are buying tickets, researching attractions or reserving accommodations. Members of the tourism industry are slowly turning to big data to find new ways for improving opportunities, decision-making and overall performance, for example, an interconnection of scattered information can be made possible through big data. Merchants and agencies involved in tourism can find various methods to use a diversity of data resources to interact with potential guests at each stage of a tour and use these big data sources to timely and better understand the increasing visitor statistics. They can also re-market to aim customers who have chosen a particular destination on an agency travel website. Big data tourism using particular methods have benefits over traditional methodologies, which will be discussed during this conference.

Biography:

Prof. Özcan Asilkan is an experienced Computer Engineer and Professor of Management Information Systems with a demonstrated experience in manufacturing and tourism industries. His research Interests focus on Management Information Systems, Machine Learning, Data Mining, CRM and Tourism. With more than 20 years of academic and business expertise, he has held many engagements throughout the world, mainly in Turkey, North Cyprus, Germany and Balkan countries. As an IT expert, he worked as System Analyst, Database Administrator and Application Developer, took part in many projects, e.g. the implementation of CRM and ERP Systems in manufacturing companies and hotel resorts. He also served as consultant for the several software companies, located in Antalya Technopark, dedicated to the production of hotel management software. As an Academic, he founded and chaired the departments of Computer Engineering and Management Information Systems in various universities. Among the major courses he has taught over the years are Statistics, Data Mining, Artificial Intelligence, MIS, XML, Algorithms & Programming, Software Testing, etc. He is the co/author of approximately 50 papers published in international journals and conferences. He chaired several international conferences and joined as Keynote speaker to several others. In addition to the native language (Turkish), he also knows English and German. Since September 2019 he has been working as the Dean of the Faculty of Computer Science and IT at Metropolitan University of Tirana (UMT) in Albania.

PANEL



Assoc. Prof. Dr. MURAT SÖNMEZ

Middle East Technical University, Northern Cyprus Campus, North Cyprus

Panel Title: “Is the Aim, in any Case, to Publish Articles at all Costs? Research and Publication Ethics”

Abstract: In today’s competitive world, the importance of scientific research leading to new technologies and innovative products is undeniable. Publishing the results and outcomes of a research is crucial. It should be recorded by whom the research was conducted and who is responsible for the research outputs. The publication of research results in scientific community will enable other researchers to

benefit from the results and, if necessary, to carry out additional studies. In the recruitment of professors to universities, and later in the extension of their contracts, and their promotions, number of publications is used as an important criterion. In some universities, number of publication is used as the main measuring tool to promote academic staff. Such a wrong policy may enforce young academicians to publish articles in any case at all costs. They may violate research ethics rules, or may find journals that their referees are not very competent on the subjected things or may even show someone else’s research as his own, in order to be promoted in a shorter period of time. In this article, research and publication ethics are reviewed. The role of journal editors and ethics committee of universities are highlighted for preventing possible violations.

Key Words: Research ethics, publication ethics

Bio: Assoc. Prof. Dr. Murat Sönmez, was born in Ankara, Turkey, in 1959. He received his PhD degree in Mechanical Engineering from Middle East Technical University (METU), in 1995. He worked as a research engineer, a teaching assistant and then an instructor for METU (Ankara Campus) between 1981- 2007. Currently, he is a full-time faculty member in the Mechanical Engineering Program at METU Northern Cyprus Campus. His main research interests include energy saving, energy management, technical education, computer aided design and manufacturing. He is editor in chief of World Journal of Environmental Research, member of Research and Publication Ethics Committee of METU NCC, and one of the members of the editorial board of the Science PG- Educational Journal. He is also one of the peer reviewers of Science PG- American Journal of Energy Engineering, and that of British Educational Research Journal.

DRAFT PROGRAM

IMPORTANT EVENTS

17 October 2019	
18:00 – 19:00	Welcome Cocktail (Lobby Bar)

17 October 2019	
19:00 – 21:00	Open Buffet Dinner

17 October 2019	
21:30 – 23:00	Hotel Show

18-19-20 October 2019	
07:00 – 09:00	Breakfast

18-19 October 2019	
08:30 – 10:00	Registration

18.10.2019		Opening Ceremony	Hall 1
10:00 – 10:10			

TIME	TITLE	SPEAKER	HALL NAME
18.10.2019 10:10 – 11:10 Keynote 1	“Importance of Economic and Social Issues in Efficient Solar and Wind Energy Policy Development”	Prof. Dr. Ramazan Sari Middle East Technical University, Department of Business Administration Ankara – TURKEY	1

TIME	TITLE	SPEAKER	HALL NAME
19.10.2019 09:00 – 10:00 Keynote 2	“New Challenges for a Smarter Tourism in the Light of Big Data”	Prof. Dr. Özcan Asilkan Dean of the Faculty of Computer Science and IT, Metropolitan University of Tirana (UMT), Tirana, Albania	1

TIME	TITLE	SPEAKER	HALL NAME
18.10.2019 11:30 – 12:30 Panel	“Is the Aim, in any Case, to Publish Articles at all Costs? Research and Publication Ethics”	Assoc. Prof. Dr. MURAT SÖNMEZ Middle East Technical University, Northern Cyprus Campus	1

18-19.10.2019 19:00 – 20:30	Dinner
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18-19.10.2019 20:30 – 21:30	Networking Time (Lobby Bar)
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19.10.2019 18:00 – 18:20	Closing Ceremony
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18-19.10.2019 18:00 – 18:20	Hotel Show
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20.10.2019 09:00 – 17:00	Historical Places and Shopping Tour
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Session 1
13:30 – 15:30

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Prevention Of Disputes In Construction Contracts	Maria João Mimoso, Portugal
2	Patterns Of Economic Growth And Regional Disparities In Central And Eastern European Countries	Zoltán Peredy, Balázs Laki, <i>Edutus University</i> , Hungary
3	Factors Affecting The Level Of Financial Statement Disclosure: Evidence From An Emerging Market	Ahmet Özcan, <i>Adana Alparslan Türkeş Science And Technology University</i> , Turkey
4	Determinant Factors Of External Audit Opinion Modification In Portuguese Manufacturing Sector	Isabel Maldonado, Carlos Pinho, Portugal
5	Employment Structure Versus The Economics Of Production Processes Robotization In SME's	Robert Ulewicz, <i>Czestochowa University Of Technology</i> , Poland
6	Evaluation Of The Tourist Services Quality On The Example Of The Pilgrimage City - Czestochowa	Manuela Ingaldi, <i>Czestochowa University Of Technology</i> , Poland

Hall 2

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Continuous Innovation As A Method Of The Products Value Inceacment In Sustainable Business Practices	Dorota Klimecka-Tatar, Olga Kiriliuk, <i>Czestochowa University Of Technology</i> , Poland
2	Improving Changeover Processes In Manufacturing Processes And Their Economic Rationale	Magdalena Mazur, <i>Czestochowa University Of Technology</i> , Poland
3	From Stress Due To E-HRM Practices Towards The Stress Due To Digital Communication: Conceptual Framework Of The Problematic	Khaoula Salmoun, Morocco
4	Integrated Framework For Strategic Cost Management Based On Target Costing, ABC, And Product Life Cycle In PDP: Empirical Experience	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
5	Security As A Factor For Tourists In Choosing Accommodation	Rafał Nagaj, <i>University Of Szczecin</i> , Poland
6	The Moderating Role Of Firm Size To Capital Structure-Performance Relationship: A Panel Data Approach	Ummara Fatima, Uzma Bashir, Syeda Shireen Hassan, Pakistan

15:30 – 16:00	Coffee Break
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Session 2
16:00 – 18:00

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Attitudes Toward The Value Of Real Estate Linked To The Sense Of Security Of The Neighborhood	Bojan Grum, Darja Kobal Grum, Slovenia
2	Delayed Fiscal Adjustment As Cause And Effect: Empirical Evidence For Tunisia	Salem Kanoun, Tunisia
3	An Empirical Analysis Of Terrorism Impact On Public Debt: A Dynamic Heterogeneous Panel Approach	Islem Khelifa, Lamia Jaidane-Mazigh, Aymen Chamakh, Tunisia
4	Entrepreneurial Framework Conditions And Entrepreneurial Activity In The Mena Region: A Panel Gmm Approach	Islem Khelifa, Rabia Romdhane, Tunisia
5	Business Focused In Dollars	Witness Nakyanzi, Uganda
6	Migration Networks And Tourism Flows To Home Countries: Evidence From Morocco	Samir Djelti, Mohammed Seghir Guellil, Mohamed Hadj Ahmed, <i>University Of Mascara</i> , Algeria

18-19.10.2019 19:00 – 20:30	Dinner
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18-19.10.2019 20:30 – 21:30	Networking Time (Lobby Bar)
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18-19.10.2019 18:00 – 18:20	Hotel Show
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19/10/2019, Saturday

IMPORTANT EVENTS

18-19-20 October 2019	
07:00 – 09:00	Breakfast

18-19 October 2019	
08:30 – 10:00	Registration

TIME	TITLE	SPEAKER	HALL NAME
19.10.2019 09:00 – 10:00 Keynote 2	“New Challenges for a Smarter Tourism in the Light of Big Data”	Prof. Dr. Özcan Asilkan Dean of the Faculty of Computer Science and IT, Metropolitan University of Tirana (UMT), Tirana, Albania	1

10:00 – 10:30	Coffee Break
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Session 3 10:30 – 12:30

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The Business Excellence	Pavel Adámek, <i>Silesian University</i> , Czech Republic
2	The Effect Of Service Quality And Strategic Human Resources Management On The Performance Of Hotel Enterprises (Antalya Example)	Mustafa Tandogan, Nermin Gürhan
3	Forecasting The Customer Churn In Tourism & Hospitality Management: A Literature Review	Ozcan Asilkan, Elton Domnori, <i>Metropolitan University Of Tirana (UMT)</i> , Albania
4	Scheduling Of Infrastructure Projects Implemented By Polish Local Government Units	Ewa Marchwicka, <i>Wroclaw University Of Science And Technology</i> , Poland
5	The Effects Of Alternative Tourism Activities On Sustainable Tourism Potential And Employment (Example Of Alanya District)	Üzeyir Yıldız, Nermin Gürhan
6	Contribution Of Traditional And Complementary Medical Practices To Health Tourism	Bariş Balasar, Üzeyir Yıldız

12:30 – 13:30	Lunch
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Session 4
13:30 – 15:30

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Kurumsal İmaj, Duygusal Bağlılık Ve İş Tatmini İlişkisi: Konaklama İşletmeleri Üzerinde Bir Araştırma	Mehmet Kahyaoğlu, Meltem Akca, <i>Alanya Alaaddin Keykubat Üniversitesi, Turkey</i>
2	Internal Marketing Activities Of Turkish Banks	Ahmed Bulunmaz, Sakarya University, Turkey
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15:30 – 16:00	Coffee Break
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Session 5
16:00 – 18:00

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Parties In The Malaysian Parliament: The Study Of Opposition In The Thirteen Parliament	Rosyidah Muhamad, Ummu Atiyah Ahmad Zakuan, <i>Universiti Malaysia Terengganu, Malaysia</i>
2	A Study Of Marketing Needs Affecting The Development For Bachelor Of Science In Health Service Business Management, College Of Allied Health Sciences, Suan Sunandha Rajabhat University	Jirawat Sudsawart, <i>Suan Sunandha Rajabhat University, Thailand</i>
3	A Study Of The Use Of Acupuncture Treatment For Insomnia With Traditional Chinese Medicine Methods To Staffs In College Of Allied Health Sciences, Suan Sunandha Rajabhat University	Suwanna Hadsamad, <i>Suan Sunandha Rajabhat University, Thailand</i>
4	Effect Of Parenting Styles On Vegetable Having Behavior Of Small Children	Veena Chantarasompoch, <i>Suan Sunandha Rajabhat University, Thailand</i>
5	The Background Management Of Elderly Personsof Health Behavior At Ratchaburi District, Ratchaburi Province	Phanee Rojanabengakun, <i>Suan Sunandha Rajabhat University, Thailand</i>
6	A Guideline Of Performance Report By Indicators On The Requirement Of Suan Sunandha Rajabhat University: Case Of QS World University Rankings	Atcharapun Daiporn, <i>Suan Sunandha Rajabhat University, Thailand</i>
7	How Political Conditions Affects Public Policies And Tax Harmonization In The EU	Maria Rosário Anjos, <i>IJP - Portucalense Institute For Legal Research, Portugal</i>

Hall 2

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Statistical Analysis To Identify The Most Effective Reasons On Divorce Between Men And Women In Erbil-Iraq	Hazhar Blbas, <i>Salahaddin University-Edbil, Iraq</i>
2	The Future Of Filmmaking: Data Driven Movie Making Techniques	Nadide Gizem Akgülgil Mutlu, <i>Başkent University, Turkey</i>
3	The Significance Of Typography In Data Visualization	Halime Türkkân, <i>Başkent University, Turkey</i>
4	Importance Of Big Data In Fashion Designers 'Access To Market-Related Information	Burcu Ay, <i>Başkent University, Turkey</i>
5	Exploring Big Data To Develop Accessibility Maps Of Public Transport For Istanbul	Ozcan Asilkan, Kadir Akgol, Banihan Gunay
6	Development Of A Prediction Model For Hospital Medicaments Needs Using Python Programming	Majlinda Fetaji, Özcan Asilkan, Bekim Fetaji, Mirlinda Ebibi
7	Generating Arabic Stop Words List For Classical Arabic Text For Hadith Verification	Norita Md Norwawi , <i>Universiti Sains Islam Malaysia, Malaysia</i>

VIRTUAL PRESENTATIONS

Hall 1

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
14:00 – 14:20 Friday	The Virtual Tours In Museums And Art Galleries Business Practice-The Case Of Dubrovnik	Marija Dragicevic, <i>University Of Dubrovnik</i> , Croatia
14:20 – 14:40 Saturday	Crowd Funding In The Public Sector: A Systematic Review And Future Research Agenda	Regina Lenart-Gansiniec, <i>Jagiellonian University</i> , Poland
14:40 – 15:00 Friday	Exploring The Relationship Between The Characteristics And Business Incubators Performance: How The Characteristics Affect The Outcomes? - Towards Brazil, Chile, Israel And USA	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
15:00 – 15:20 Friday	Relationship Between High Product Innovation Radicality And High Sustainable Business Performance Under High Agility And High Flexibility In Manufacturing System: How Agility And Flexibility Affects The High Sustainable Business Performance Of Most Innova	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
15:20 – 15:40 Friday	High Technological Innovation Capacity And High Innovation Performance: Evidence From Entrepreneurial Firms In Brazil	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
15:40 – 16:00 Friday	Optimization Of The Pension System Of The Russian Federation: Precondition, Tendencies And Prospects	Nurkhodzha Akbulaev, Gadir Bayramli, <i>Azerbaijan State University Of Economics (UNEC)</i> , Azerbaijan
16:00 – 16:20 Friday	From Characteristics To Business Incubators' Sustainable Performance	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
16:20 – 16:40 Friday	What Is The Next Frontier In Innovativeness? Eco-Innovation Practices And Sustainability Performance: An Empirical Evidence In Business Incubators In Brazil	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
16:40 – 17:00 Friday	Borderless Innovativeness: Disruptive Innovations Capacity And Innovation Performance - Empirical Evidence From Business Incubators	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil

14:00 – 14:20 Saturday	Business Incubators Characteristics Performance	Selma Oliveira, <i>Federal Fluminense University</i> , Brazil
14:20 – 14:40 Saturday	Green Business In Slovakia	Mária Moresová, Mariana Sedláčiková, <i>Technical University In Zvolen</i> , Slovakia
14:40 – 15:00 Saturday	An Index Of Sustainable Economic Welfare For Romania	Anca Butnariu, Florin Alexandru Luca, <i>Technical University "Gheorghe Asachi" Iasi</i> , Romania
15:00 – 15:20 Saturday	Human Resources Collaboration In Industry 4.0	Diaconescu Andra, <i>Politehnica University Of Timisoara</i> , Romania
15:20 – 15:40 Saturday	Statistical Records And Assessment Of Inflation In Investment Projects	Nurkhodzha Akbulaev, Niyazi Hasanov, <i>Azerbaijan State University Of Economics (UNEC)</i> , Azerbaijan
15:40 – 16:00 Saturday	Causal Relationship between Public Debt and Economic Growth: Evidence from ARDL Bound Test for Tunisia	Azza Ziadi, <i>Chaqra university</i> , Tunisia

POSTER PRESENTATIONS

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
14:00 – 16:00 Friday	Impact Of The Tourist Services On Development Of The City And Life In It According To The Opinion Of Its Residents - Case Study	Manuela Ingaldi, <i>Czestochowa University Of Technology</i> , Poland
14:00 – 16:00 Friday	The Costs Of Quality In Industrial And Manufacturing Engineering - Business Development Or Inhibition Of Growth	Dorota Klimecka-Tatar, <i>Czestochowa University Of Technology</i> , Poland
18:00 – 15:00 Friday	Work Safety Management In The Aspect Of 5S Standards	Marta Niciejewska, <i>Czestochowa University Of Technology</i> , Poland
15:00 – 17:00 Friday	Guidelines Of The Production Management System To Ensure The High Quality Of The Products Offered	Magdalena Mazur, <i>Czestochowa University Of Technology</i> , Poland
17:00 – 19:00 Friday	Economic Consequences Of Corruption In Transition Economies	Veronika Linhartova, <i>University Of Pardubice</i> , Czech Republic
19:00 – 21:00 Friday	Identifying The Opportunities For Mobile Services With ANP And TOPSIS	Chulhyun Kim, <i>Induk University</i> , Republic Of Korea

18-19.10.2019 19:00 – 20:30	Dinner
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18-19.10.2019 20:30 – 21:30	Networking Time (Lobby Bar)
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19.10.2019 18:00 – 18:20	Closing Ceremony
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18-19.10.2019 18:00 – 18:20	Hotel Show
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20.10.2019 09:00 – 17:00	Historical Places and Shopping Tour
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20/10/2019, Sunday

20.10.2019 09:00 – 17:00	Historical Places and Shopping Tour
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