

Grand Park Lara Hotel Convention Center
Lara – Antalya, Turkey
14 – 16 October 2021



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**PROGRAM
BOOK**

**WC-BIGDATA
2021**

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6th WORLD CONFERENCE ON BIG DATA
(WC-BIGDATA - 2021)

ONLINE

ANTALYA
TURKEY

14 OCTOBER 2021

PROGRAM BOOK

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KEYNOTES



Dr. Shakir Ullah

University of Maryland Global Campus, USA

University of Louisiana Monroe, USA

Keynote Title: “The New Realities of Big Data, Artificial Intelligence, and FinTech: Future Prospects and Implications”

Abstract: Even though we may argue that big data, Financial Technologies (FinTech), and Artificial Intelligence (AI) are new phenomena, they existed before we coined the modern terms. Big Data accumulated before we even realized it Big Data existed. AI helped us analyze the growing data before we thought it

was AI and FinTech was there to make the large amounts of financial data more meaningful. As big data accumulated over time, analyzing it for decision-making became increasingly difficult for human minds to tackle. So, AI was needed to do the job, and FinTech plays a role in the specific realm of the financial world. All that information had to be analyzed by humans for decision-making purposes. This used to be a tedious, time-consuming task and even resulted in inefficient decisions. All of these tasks are now done by AI systems. The human involvement in these decisions is shrinking day by day. For example, we had to do numerous hours of calculations to analyze stock data for placing a single order. This process has been automated so much that the AI analyzes the data for us and trades on our behalf and has proved to be making more money than an average investor. In the marketing and customers relations space, AI is the driver in making critical decisions. Customers’ social activity, product reviews, likes/dislikes, shared content, and even their searches for specific products are analyzed by the artificially intelligent machines, loyalty/rewards applications, and CRM (customer relationship management) systems. Finance is being transformed by AI, big data and blockchain technologies. The emerging technologies of decentralized finance (DeFi) and Non-Fungible Tokens (NFTs) will transform the world in the years to come. All businesses and in particular, financial institutions must embrace these new technologies before its too late.

This keynote speech sheds light on the future prospects and challenges for businesses in the emergence of these new technologies.

Bio: Dr. Shakir Ullah is working as an Associate Professor of finance at the University of Maryland Global Campus and the University of Louisiana Monroe, in the United States. He is also a Doctoral Dissertation Chair at the California Intercontinental University. Earlier, he worked as Dissertation Chair at Georgetown University, Washington D.C, as a faculty of finance at Stratford University, Virginia, as the Chair of Stratford University’s Institutional Review Board (IRB), as lecturer at the University of Southampton, United Kingdom, and as Global Business Analyst at Euromonitor International,

Shakir holds PhD in finance from the University of Southampton, UK, and MBA in finance from KDI School of Public Policy and Management, South Korea. He is a published author in Financial Times top 20 journals including the Journal of Business Et



Carlos Rodrigues



& Ana Campina

Prof. Carlos Rodrigues

Universidade Fernando Pessoa (UFP), Porto, Portugal

Prof. Ana Campina

Universidade Fernando Pessoa (UFP), Porto, Portugal

Keynote Title: *“Industry 4.0, Environment and Human Rights”*

Abstract: Technological advancement, especially in digital technologies, has had such an advance at the business level that it has produced yet another Industrial Revolution with all the consequences for business development in constant change.

Alongside this Industrial Revolution caused by computer/digital technological development, there is another in terms of energy producing sources, that is, we are witnessing the replacement of polluting energy producing sources, based on fossil fuels, by the so-called clean energy, or that is, based on natural sources, wind, sun, water and biomass.

These simultaneous changes that currently involve the industry have, of course, implications for Human Rights.

In this study, we intend, then, to link the consequences for the industry of the new revolutions produced by the advancement of digital technologies, with the introduction of new sources of clean energy and the link with Human Rights.

Bio:

Carlos Rodrigues

PhD European Tax Law; Professor in Universidade Fernando Pessoa (UFP), Porto, Portugal; Visiting Professor in SVTFaculdade – Brazil; Researcher in IJP Portucalense Institute for Legal Research; Lecturer of Gonçalves Dias Chair – Brazil; Ex-Principal Advisor Tax and Customs Authority; Legal Consultant.

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Ana Campina

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PROGRAM BOOK

IMPORTANT EVENTS

14.10.2021 10:00 – 10:15	Opening Ceremony	

TIME	TITLE	SPEAKER	HALL NAME
14.10.2021 10:15– 11:00 Keynote 1	<i>Industry 4.0, Environment and Human Rights</i>	Ana Campina, Carlos Rodrigues; Universidade Fernando Pessoa (UFP), Porto, Portugal	1

12:00 – 13:00	Lunch		
TIME	TITLE	SPEAKER	HALL NAME
14.10.2021 14:00 – 15:00 Keynote 2	<i>The New Realities of Big Data, Artificial Intelligence, and FinTech: Future Prospects and Implications</i>	<i>Dr. Shakir Ullah, University of Maryland Global Campus, USA</i>	1

14.10.2021 18:20 – 19:00	Closing Ceremony
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14/10/2021, Thursday

IMPORTANT EVENTS

TIME	TITLE	SPEAKER	HALL NAME
14.10.2021 10.15 – 11:00 Keynote 1	<i>Industry 4.0, Environment and Human Rights</i>	Ana Campina, Carlos Rodrigues; Universidade Fernando Pessoa (UFP), Porto, Portugal	1

Session 1
11:00 – 12:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Determination of Aluminum Accumulation in Atmosphere by Using Cedar Tree Annual Rings	Hatice Çobanoğlu, <i>Duzce University</i> , Turkey
2	Determination of 180 years variation of Ba concentration in the atmosphere with the help of annual rings of <i>Corylus colurna</i> tree	Kübra Key, <i>Duzce University</i> , Turkey
3	Investigation of Green Metric Sustainability Index: Evaluation of Turkish Universities in the Top 500 in 2020 Ranking by Categories	Gamze Altun, Murat Zencirkiran, <i>Bursa Uludag University</i> , Turkey

12:00 – 13:00	Lunch
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Session 2
13:00 – 14:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	İKLİM DEĞİŞİKLİĞİ İLE MÜCADELE KAPSAMINDA YEŞİL ALTYAPI KAVRAMININ DEĞERLENDİRİLMESİ	Sena Yanık, Banu Öztürk Kurtaslan, <i>Selcuk University</i> , Turkey
2	Changes of Cadmium (Cd) concentrations in some plants depending on traffic density	Kaan Işınkaralar, <i>Kastamonu University</i> , Turkey
3	The Effect of Indoor Air Quality to Indoor Plants	Hakan Sevik, <i>Kastamonu University</i> , Turkey

TIME	TITLE	SPEAKER	HALL NAME
14.10.2021 14.00 – 15:00 Keynote 2	<i>The New Realities of Big Data, Artificial Intelligence, and FinTech: Future Prospects and Implications</i>	<i>Dr. Shakir Ullah, University of Maryland Global Campus, USA</i>	1

15:00 – 15:15	Coffee Break
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Session 3 15:15 – 17:00

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	Treatment of lead chloride-contaminated wastewater with <i>Scenedesmus acuminatus</i> grown under different color light sources	Melih Onay, <i>Van Yuzuncu Yil University, Turkey</i>
2	On Sustainable Tourism and the Threat of Environmental Degradation: the Case of the Rinjani-Lombok UNESCO Global Geopark	Diemas Sukma Hawkins, Dhiya Nisrina Pawitranti Rahma Budi, Ananda Bilqis Shafira, <i>Universitas Pertamina, Indonesia</i>
3	Impact Of Liberal Democracy Toward Deforestation In Indonesia: Case Study Kotawaringin Timur, Kalimantan Tengah	Dhefara Sahidha Aurella, Ezra Surya Aji, Karema Margareth Lolong, Rusdi J. Abbas, <i>Universitas Pertamina, Indonesia</i>
4	Management of liquid digestate in biogas plants	Sena Gençoğlu, Mehmet Sinan Bilgili, <i>Yıldız Technical University, Turkey</i>
5	Environmental Assessment of Rainwater Harvesting and Solar System for Agriculture	Meral Korkmaz, <i>Munzur University, Turkey</i>

17:00 – 17:15	Coffee Break
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Session 4 17:15 – 19:15

ORDER	TITLE	AUTHOR, AFFILIATION and COUNTRY
1	The virtual tours in museums and art galleries business practice- the case of Dubrovnik	Marija Dragicevic, <i>University of Dubrovnik, Croatia</i>
2	Evaluation of sustainability of economic activities using environmental footprint methods	Kestutis Biekša, Violeta Valiule, <i>Klaipeda University, Lithuania</i>
3	Online Reputation Management – Tools to Manage Reputation Online	Oliver Bubelíny, <i>University of Žilina, Slovakia</i>
4	COVID-19 PANDEMİ SÜRECİ KAPSAMINDA SAĞLIKLI BİR ÇEVREDE YAŞAMA HAKKININ DEĞERLENDİRİLMESİ	A. Cem Sönmez, Murat Zencirkıran, <i>Bursa Uludağ University, Turkey</i>

5	Strategies For Employee Participation By Nigerian Construction Organisations	Adegbenga Raphael Ashiru, Kamaldeen Jide Anifowoshe
6	Partition Based Frequent Subgraph Mining	Ahmet Cumhur Öztürk, Turkey

15.10.2021 19:15 – 19:30	Closing Ceremony
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