ICEBEG 2017
CONFERENCE PROGRAM

November 23rd, 2017 Ankara- Turkey

Ankara Yıldırım Beyazıt University (AYBU)
Esenboğa Campus

Morning: 9:30 - 12:00 Plenary Opening Sessions,
Amphitheatre in C Block, Ground Floor

9:30 - 10:00 Registration/
Welcome and Tea & Coffee for Networking

10:00 - 12:00 Opening and Plenary: EU-Supported-Project Dissemination, EMYNOS
Show-Case and GreenDC Outreach (Special Sessions organized in collaboration with TÜRKSAT)

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<th>Opening Speeches</th>
<th>Master of Ceremonies (AYBU Faculty of Business Administration)</th>
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<td>EMYNOS (nExt generation eMergencY commuNicationS, <a href="https://www">https://www</a>. emynos.eu/) and Pilots Introduction</td>
<td>TEIC (The Technological Educational Institute of Crete), Greece</td>
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</table>
A New Emergency Warning Notification System Developed by Türksat as Part of EMYNOS Project
Turkish Field Trials

Sami Yenice, Türksat, Turkey
Mehmet Aktaş, Türksat, Turkey
Fazıl Yaraşlı, Türksat, Turkey
Tunç Medeni, Ankara Yıldırım Beyazıt University, Türksat, Turkey
Ahmet Savaş, Türksat, Turkey
Halil Yeşilçimen, Türksat, Turkey

EMYNOS Showcase: Live Demos of Use Case 1, 2 and 3

TÜRKSAT, Turkey

GreenDC (Greening Data Centers, http://www.greendc.eu/) Introduction

TÜRKSAT, Turkey

Demand Side Management; a New Opportunity for Energy Efficient Data Centers

M. Hakan Hocaoglu, Gebze Technical University, Turkey
Tuba Gozel, Gebze Technical University, Turkey
M. Turker Takci, Gebze Technical University, Turkey

A Bird Eyes View on Green Data Centre Energy Management Practices

Habin Lee, Brunel University London, United Kingdom
Uthayasankar Sivarajah, Brunel University London, United Kingdom

Data Centres as Ancillary Service Provider: An Optimisation Approach

Tuba Gozel, Gebze Technical University, Turkey
M. Hakan Hocaoglu, Gebze Technical University, Turkey

Using Green Scale and Standards in Post-modern Buildings and Technology-related Systems

Demet Soylu, Ankara Yıldırım Beyazıt University, Turkey
Erdinç Alaca, Ankara Yıldırım Beyazıt University, Turkey
Tunç Medeni, Ankara Yıldırım Beyazıt University, Turkey

12:00 - 14:00 Lunch and Free Time in Esenboğa Campus
(AYBU Directorate of Health Culture And Sports)
Afternoon: 14:00 - 18:00 Parallel Sessions (PS), Amphitheatres and Classes (101, 102, 117, 120), B Block, 1st Floor
(Each session is expected to last 120' including Q&As and break before the next session, Tea & Coffee will be available during the sessions until 17:00)

14:00 - 16:00, 117, PS I.A, EU-Supported Project Development (Special Session organized in collaboration with Digit-al Magic Group, funded by Turkish National Agency)

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<th>Introduction: Project Development Process</th>
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<td>Magical Wish Box: A Social Responsibility Project for the Disadvantaged Children of 15th July Martyrs and Ghazis</td>
<td>Demet Soylu, AYBU, Turkey Tunç Medeni, AYBU, Turkey Yakup Özsaraç, AYBU, Turkey İ. Tolga Medeni, AYBU, Turkey Hacı Kaya, AYBU, Turkey Erdinç Alaca, AYBU, Turkey</td>
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<td>OFF-FEF (Organic &amp; Fertile Production - Farm Enterprises and Fields): Project Proposal</td>
<td>Demet Soylu, AYBU, Turkey Tunç Medeni, AYBU, Turkey İ. Tolga Medeni, AYBU, Turkey Mustafa Sağsan, Near East University, Cyprus Sami Esselimani, Near East University, Cyprus</td>
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<td>This is the Last call for Planet Lovers: Project Proposal on Climate Change, Environmental Literacy and Green ICT</td>
<td>Demet Soylu, AYBU, Turkey Tunç Medeni, AYBU, Turkey İ. Tolga Medeni, AYBU, Turkey</td>
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<td>Empowerment of Noncitizens Using EduCitizen Project Best Practices and ECVET Recognition Tools</td>
<td>Tunç Medeni, AYBU, Turkey Demet Soylu, AYBU, Turkey Erdinç Alaca, AYBU, Turkey</td>
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<td>Conclusion: Remarks on the Results and Impacts of Project Development and Implementation</td>
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14:00 - 16:00, 101, PS I.B, General Perspectives and Frameworks on E-Government Theory and Practice, Chair Weifeng Chen (Brunel University)

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<td>Use of Citizen Journey Approach in Government</td>
<td>Aysun Özen Tacer, Deloitte Consulting, Turkey</td>
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<td>Digital Data Technologies of Modern Societies: A Foucauldian Perspective</td>
<td>Atilla Aydın, Ph.D Candidate, TODAIE, Turkey</td>
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<td>Digital Divide as a Source of Poverty</td>
<td>Neşe Algan, Çukurova University, Turkey Erhan İşcan, Çukurova University, Turkey Duygu Serin, Çukurova University, Turkey</td>
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<td>The Role Of ICT In Transformation Of Government And Its Influence On Citizens’ Trust</td>
<td>Mohamed Mahmood, Brunel University London, UK Vishanth Weerakkody, Bradford University, Bradford, UK Weifeng Chen, Brunel University London, UK</td>
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<td>The Scientometric Overview of the Research in e-Government Studies</td>
<td>Ozcan Konur, Ankara Yıldırım Beyazit University, Turkey</td>
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14:00 - 16:00, 102, PS I.C, Electronic and Mobile Financial Tools and Instruments, Chair Kemal İlter (AYBU)

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<td>New Age Information Technology Oriented Economy: A BlockChain Oriented Analysis</td>
<td>Ihsan Tolga Medeni, Ankara Yıldırım Beyazit University, Turkey Mazlum Özçagdavul, Ankara Yıldırım Beyazit University, Turkey</td>
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<td>Bank Customers' Internet Banking Usage Purposes: A Research on Private and Public Sector Employees</td>
<td>Hüsnə Doğan, Afyon Kocatepe University, Turkey Mesut Doğan, Afyon Kocatepe University, Turkey A. Selçuk Köylüoğlu, Selçuk</td>
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<td>Determining Employers' Attitudes Towards Credit Card and Money</td>
<td>Hüsna Doğan, Afyon Kocatepe University, Turkey Mesut Doğan, Afyon Kocatepe University, Turkey A. Selçuk Köylüoğlu, Selçuk University, Turkey H. Serhat Çerçi, Selçuk University, Turkey</td>
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<td>Effort Expectancy Enchanced Behavior Intention To Use Mobile Payment in Indonesia</td>
<td>Agus Rahayu, Universitas Pendidikan Indonesia, Indonesia Ulfah Rifa’ul Mahmudah, Universitas Pendidikan Indonesia, Indonesia L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia</td>
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<td>Integrating e-Trust Antecedents into TAM to Explain Mobile Banking Behavioral Intention: A SEM-Neural Network Modeling</td>
<td>Yakup Akgül, Alaaddin Keykubat University, Turkey</td>
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14:00 – 16:00, 120, PS I.D, Latest and Future Trends in Local and Central Governments, and Society, Chair Derya Fındık (AYBU)

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<td>Mobile Government, E-Voting &amp; E-Signature: What is the Future of E-Government Practices in a Developing Country?</td>
<td>Tuğberk Kaya, Near East University, Northern Cyprus Mustafa Sağsan, Near East University, Northern Cyprus Tunç Medeni, Yıldırım Beyazıt University, Turkey İ. Tolga Medeni, Yıldırım Beyazıt University, Turkey Mete Yıldız, Hacettepe University, Turkey Şerife Eyüpoğlu, Near East University, Northern Cyprus</td>
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<td>Amir Machmud, Universitas Pendidikan Indonesia, Indonesia Suwatnio, Universitas Pendidikan Indonesia, Indonesia</td>
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<td>From e-Government to Cloud-government - Challenges of Jordanian Citizens’ Acceptance for Public Services</td>
<td>Abeer Alkhawaldi, University of Bradford, UK Mumtaz Kamala, University of</td>
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<td>E-Municipality Applications in Local Government: The Case of Konya</td>
<td>Adnan Söylemez, Selçuk University, Turkey</td>
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<td>Consumption: Case on Instagram User of Hijab Community</td>
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<td>L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia</td>
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**16:00 – 18:00, 117, PS II.A, E-Commerce, Communication and Knowledge Sharing on Social Media, Chair Mustafa Sağsan (NEU)**

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<td>Neuromarketing through Interdisciplinary Perspective</td>
<td>A. Selçuk Köylüoğlu, Selcuk University, Konya</td>
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<td>Shopping Experience In Affecting Re-Purchase on E-Commerce Company In</td>
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<td>Customer-Based Brand Equity: The Case of Fashion Muslim Commerce Site</td>
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<td>Relationship between Motivations of Using Facebook and Self-esteem</td>
<td>Azadeh Ghafourian Alizadeh Tabrizi, Near East University, Northern Cyprus</td>
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<td>of Girne American University’s Students</td>
<td>Izlem Ali Kanlı, Near East University, Northern Cyprus</td>
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16:00 – 18:00, 101, PS II.B, Sector and Country Case Analysis and Examples, Chair Vildan Ateş (AYBU)

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<td>The Future of the Agricultural Sector: A Technological View</td>
<td>Erhan İşcan, Çukurova Üniversitesi, Turkey Gizem Öğrü, Çukurova Üniversitesi, Turkey</td>
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<td>Integrated Public Financial Administration Systems Pre-Analysis Project: Example of Needs Assessment Questionnaire</td>
<td>Deniz Küçükşen, TUBITAK, The Scientific and Technological Research Council of Turkey, Turkey Ceren Büşra Uzun, TUBITAK, The Scientific and Technological Research Council of Turkey, Turkey Nuriye Ünlü, TUBITAK, The Scientific and Technological Research Council of Turkey, Turkey</td>
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<td>The Factors Affecting Information Technologies Risk Management At Turkey’s State Universities</td>
<td>Vildan Ateş, Ankara Yıldırım Beyazıt University, Turkey Bilal Güneş, Gazi University, Turkey</td>
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<td>Determinants of Intention to Use Government websites in Kyrgyz Republic</td>
<td>Rita Ismailova, Kyrgyz-Turkish Manas University, Kyrgyz Republic Gulshat Muhametjanova, Kyrgyz-Turkish Manas University, Kyrgyz Republic</td>
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<td>16:00 - 18:00</td>
<td>An Analysis of the Types of Goods and Services Being Ordered Over the Internet</td>
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<td>Advantages of E-Education: Some Applications Examples</td>
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<td>Smart City Service Canvas for Smart City Services Development</td>
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<td>The Mobile Computer Application for Smart Cities: Design, Development, Implementation and Testing Processes</td>
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<td>PS II.D, Examples from Developing Countries: Cases from Indonesia, Chair Enok Maryani (Universitas Pendidikan Indonesia)</td>
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<td>Consumer Interest in Using M-Commerce Applications Based on Perception of Easy and Perception of Use in Indonesia</td>
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<td>Indonesian Consumer Interest in Using M-Commerce Applications Based On Perceived Usefulness and Perceived Ease of Use</td>
<td>Puspo Dewi Dirgantari, Universitas Pendidikan Indonesia, Indonesia</td>
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<td>The Impact of Service Encounter on Switching Behavior: Case Study in Indonesian Online Transportation Service Users</td>
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Evening, 18:00 – 19:30 Closing Session, Amphitheatre in B Block (101)

18:00 – 18:45 Poster Exhibition and Socialization

18:45 – 19:30 Closing Session: Selected Short Cases on Innovation, Knowledge and Technology Management in Service Institutions, Co-Chairs Tunç Medeni and Tolga Medeni (AYBU)

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<td>Knowledge Exchange in Software Product-Service Organisations</td>
<td>Nikola Vanevski, University of Roehampton-Online, U.K.</td>
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<td>Innovative Technology Possibilities for a Case Study of a Trade Fair Company: Considering the Role of Digitisation</td>
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