

# 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)**

Opening Speeches	Master of Ceremonies (AYBU Faculty of Business Administration)
EMYNOS (nExt generation eMergencY commuNicatiOnS, <a href="https://www.emynos.eu/">https://www.emynos.eu/</a> ) and Pilots Introduction	TEIC (The Technological Educational Institute of Crete), Greece

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, <a href="http://www.greendc.eu/">http://www.greendc.eu/</a> ) 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 Erdoğan 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)**

Introduction: Project Development Process	Digit-al Magic, Turkey
Magical Wish Box: A Social Responsibility Project for the Disadvantaged Children of 15 th July Martyrs and Ghazis	Demet Soylu, AYBU, Turkey Tunç Medeni, AYBU, Turkey Yakup Öz Saraç, AYBU, Turkey İ. Tolga Medeni, AYBU, Turkey Hacı Kaya, AYBU, Turkey Erdoğan Alaca, AYBU, Turkey
OFF-FEF (Organic&Fertile Production- Farm Enterprises and Fields): Project Proposal	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
This is the Last call for Planet Lovers: Project Proposal on Climate Change, Environmental Literacy and Green ICT	Demet Soylu, AYBU, Turkey Tunç Medeni, AYBU, Turkey İ. Tolga Medeni, AYBU, Turkey
Empowerment of Noncitizens Using EduCitizen Project Best Practices and ECVET Recognition Tools	Tunç Medeni, AYBU, Turkey Demet Soylu, AYBU, Turkey Erdoğan Alaca, AYBU, Turkey
Conclusion: Remarks on the Results and Impacts of Project Development and Implementation	Digit-al Magic, Turkey

**14:00 - 16:00, 101, PS I.B, General Perspectives and Frameworks on E-Government Theory and Practice, Chair Weifeng Chen (Brunel University)**

Use of Citizen Journey Approach in Government	Aysun Özen Tacer, Deloitte Consulting, Turkey
Digital Data Technologies of Modern Societies: A Foucauldian Perspective	Atilla Aydın, Ph.D Candidate, TODAIE, Turkey
Digital Divide as a Source of Poverty	Neşe Algan, Çukurova University, Turkey Erhan İşcan, Çukurova University, Turkey Duygu Serin, Çukurova University, Turkey
The Role Of ICT In Transformation Of Government And Its Influence On Citizens' Trust	Mohamed Mahmood, Brunel University London, UK Vishanth Weerakkody, Bradford University, Bradford, UK Weifeng Chen, Brunel University London, UK
The Scientometric Overview of the Research in e-Government Studies	Ozcan Konur, Ankara Yıldırım Beyazıt University, Turkey

**14:00 - 16:00, 102, PS I.C, Electronic and Mobile Financial Tools and Instruments, Chair Kemal İlter (AYBU)**

New Age Information Technology Oriented Economy: A BlockChain Oriented Analysis	Ihsan Tolga Medeni, Ankara Yıldırım Beyazıt University, Turkey Mazlum Özçağdavul, Ankara Yıldırım Beyazıt University, Turkey
Bank Customers' Internet Banking Usage Purposes: A Research on Private and Public Sector Employees	Hüsna Doğan, Afyon Kocatepe University, Turkey Mesut Doğan, Afyon Kocatepe University, Turkey A. Selçuk Köylüoğlu, Selçuk

	University, Turkey H. Serhat Çerçi, Selçuk University, Turkey
Determining Employers' Attitudes Towards Credit Card and Money	Hüsna Doğan, Afyon Kocatepe University, Turkey Mesut Doğan, Afyon Kocatepe University, Turkey A. Selçuk Köylüoğlu, Selçuk University, Turkey H. Serhat Çerçi, Selçuk University, Turkey
Effort Expectancy Enhanced Behavior Intention To Use Mobile Payment in Indonesia	Agus Rahayu, Universitas Pendidikan Indonesia, Indonesia Ulfah Rifa'ul Mahmudah, Universitas Pendidikan Indonesia, Indonesia L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia
Integrating e-Trust Antecedents into TAM to Explain Mobile Banking Behavioral Intention: A SEM-Neural Network Modeling	Yakup Akgül, Alaaddin Keykubat University, Turkey

**14:00 – 16:00, 120, PS I.D, Latest and Future Trends in Local and Central Governments, and Society, Chair Derya Fındık (AYBU)**

Mobile Government, E-Voting & E-Signature: What is the Future of E-Government Practices in a Developing Country?	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
Factors Affecting Smartphone Demand In Indonesia	Amir Machmud, Universitas Pendidikan Indonesia, Indonesia Suwatnio, Universitas Pendidikan Indonesia, Indonesia
From e-Government to Cloud-government - Challenges of Jordanian Citizens' Acceptance for Public Services	Abeer Alkhwaldi, University of Bradford, UK Mumtaz Kamala, University of

	Bradford, UK
E-Municipality Applications in Local Government: The Case of Konya Municipalities	Adnan Söylemez, Selçuk University, Turkey
The Impact of Social Media Intensity and Self Esteem on Conspicuous Consumption: Case on Instagram User of Hijab Community	Bambang Widjajanta, Universitas Pendidikan Indonesia, Indonesia Claudita Putri, Universitas Pendidikan Indonesia, Indonesia L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia

**16:00 – 18:00, 117, PS II.A, E-Commerce, Communication and Knowledge Sharing on Social Media, Chair Mustafa Sağsan (NEU)**

A Conceptual Overview of Electroencephalography (Eeg) Technique in Neuromarketing through Interdisciplinary Perspective	H. Serhat Çerçi, Selcuk University, Konya A. Selçuk Köylüoğlu, Selcuk University, Konya Mesut Doğan, Afyon Kocatepe Üniversitesi, Turkey
Shopping Experience In Affecting Re-Purchase on E-Commerce Company In Indonesia	Rd. Dian H Utama, Universitas Pendidikan Indonesia, Indonesia Vicky Astria Dewi, Universitas Pendidikan Indonesia, Indonesia Agus Rahayu, Universitas Pendidikan Indonesia, Indonesia
The Study of Online Marketing Communication Activities on Enchancing Customer-Based Brand Equity: The Case of Fashion Muslim Commerce Site	L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia Intan Permata Dewi, Universitas Pendidikan Indonesia, Indonesia Ratih Hurriyati, Universitas Pendidikan Indonesia, Indonesia S. Sulastri, Universitas Pendidikan Indonesia, Indonesia
Inter-agency Information Sharing and Integrations in Social Polices: E-Government Trends, Difficulties and Benefits	Ali Saip Demiröz, Ministry of Family and Social Policies, Turkey Tunç Medeni, Ankara Yıldırım Beyazıt University, Turkey
Relationship between Motivations of Using Facebook and Self-esteem of Girne American University's Students	Azadeh Ghafourian Alizadeh Tabrizi, Near East University, Northern Cyprus Izlem Ali Kanlı , Near East University, Northern Cyprus

	Tunç D. Medeni, Ankara Yıldırım Beyazıt University, Turkey; Near East University, Northern Cyprus
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**16:00 – 18:00, 101, PS II.B, Sector and Country Case Analysis and Examples, Chair Vildan Ateş (AYBU)**

A Current Situation Analysis for Syrians under Temporary Protection in Turkey: Suggestions for ICT-supported Improvement (based upon the Results of Workshop on Lean Humanitarian Logistics and Aid Management)	Tunç Medeni, AYBU Demet Soylu, AYBU İ. Tolga Medeni, AYBU Manoj Dora, Brunel University, UK
The Future of the Agricultural Sector: A Technological View	Erhan İşcan, Çukurova Üniversitesi, Turkey Gizem Öğrü, Çukurova Üniversitesi, Turkey
Integrated Public Financial Administration Systems Pre-Analysis Project: Example of Needs Assessment Questionnaire	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
The Factors Affecting Information Technologies Risk Management At Turkey's State Universities	Vildan Ateş, Ankara Yıldırım Beyazıt University, Turkey Bilal Güneş, Gazi University, Turkey
Determinants of Intention to Use Government web sites in Kyrgyz Republic	Rita Ismailova, Kyrgyz-Turkish Manas University, Kyrgyz Republic Gulshat Muhametjanova, Kyrgyz-Turkish Manas University, Kyrgyz Republic

**16:00 - 18:00, 102, PS II.C, Information Society Analysis and Applications (e-Shopping, e-Learning and Smart Cities), Chair Ömür Akdemir (AYBU)**

An Analysis of the Types of Goods and Services Being Ordered Over the Internet	Musab Talha Akpınar, Ankara Yıldırım Beyazıt University, Turkey
Advantages of E-Education: Some Applications Examples	Esin Sayın, Adnan Menderes University, Turkey
Smart City Service Canvas for Smart City Services Development	Arry Akhmad Arman, Institut Teknologi Bandung, Indonesia Suhardi, Institut Teknologi Bandung, Indonesia Ratih Hurriyati, Universitas Pendidikan Indonesia, Indonesia
The Mobile Computer Application for Smart Cities: Design, Development, Implementation and Testing Processes	Ömür Akdemir, Ankara Yıldırım Beyazıt University, Turkey H. Caner Çevik, Ankara Yıldırım Beyazıt University, Turkey Serenay Dobada, Ankara Yıldırım Beyazıt University, Turkey Özgün Kuran, Ankara Yıldırım Beyazıt University, Turkey İlkim Özgören, Ankara Yıldırım Beyazıt University, Turkey
Information Society Factor Analysis: A Review on Socio-Economic Variables	Salih Özgür Sarıca, Hitit University, Turkey

**16:00 - 18:00, 120, PS II.D, Examples from Developing Countries: Cases from Indonesia, Chair Enok Maryani (Universitas Pendidikan Indonesia)**

The Influence of Online Transportation Application to the Mobility and Economic of the Society (Case Study on Using GRAB and GO-JEK in Bandung, Indonesia)	Enok Maryani, Universitas Pendidikan Indonesia, Indonesia Nandi, Universitas Pendidikan Indonesia, Indonesia
Consumer Interest in Using M-Commerce Applications Based on Perception of Easy and Perception of Use in Indonesia	Puspo Dewi Dirgantari, Universitas Pendidikan Indonesia, Indonesia Dienur Muhammad Rahadian Fachrulamry, Universitas Pendidikan Indonesia



	L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia
Indonesian Consumer Interest in Using M-Commerce Applications Based On Perceived Usefulness and Perceived Ease of Use	Puspo Dewi Dirgantari, Universitas Pendidikan Indonesia, Indonesia Dienur Muhammad Rahadian Fachrulamy, Universitas Pendidikan Indonesia L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia
The Impact of Service Encounter on Switching Behavior: Case Study in Indonesian Online Transportation Service Users	Ratih Hurriyati, Universitas Pendidikan Indonesia, Indonesia Ghufran Muhammad Razaqa, Universitas Pendidikan Indonesia, Indonesia L. Lisnawati, Universitas Pendidikan Indonesia, Indonesia
Social Media Usefulness On Increasing Brand Loyalty Study on Beverage Industry	Girang Razati, Universitas Pendidikan Indonesia, Indonesia Sartikah, Universitas Pendidikan Indonesia, Indonesia Dian Herdiana Utama, Universitas Pendidikan Indonesia, Indonesia

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)**

Knowledge Exchange in Software Product-Service Organisations	Nikola Vanevski, University of Roehampton-Online, U.K. Tunç Medeni, Ankara Yıldırım Beyazıt University, Turkey
Innovative Technology Possibilities for a Case Study of a Trade Fair Company: Considering the Role of Digitisation	Cobi Labuscagne, University of Roehampton Online, London, U.K. Tunc Medeni, Ankara Yıldırım Beyazıt University, Turkey
Closing	Co-Chairs