



INTERNATIONAL
SCIENTIFIC RESEARCH CONFERENCE

PROCEEDING BOOK

**1st INTERNATIONAL CONFERENCE ON IMPACT
OF TECHNOLOGY ON BUSINESS MANAGEMENT
& ECONOMICS**

(IBE-23)

**December 23-24, 2023
Athens Greece**

**Volume 01
Issue 02**

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Book of Abstracts Proceedings

1st INTERNATIONAL CONFERENCE ON IMPACT OF TECHNOLOGY ON BUSINESS MANAGEMENT & ECONOMICS (IBE-23)

City/Country: Athens Greece

Date: December 23-24, 2023

Venue: Arion Athens Hotel Greece

Email: info@isrconference.org

URL: <https://isrconference.org/>



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Athens December 2023

***1st INTERNATIONAL CONFERENCE ON IMPACT OF
TECHNOLOGY ON BUSINESS MANAGEMENT & ECONOMICS
(IBE-23)***

CORE VALUES

- Inclusiveness and affirmative action
- Promoting the academic and research ethics
- Promoting the individual rights to learning, growth, opportunity and privacy
- Compliance with higher standards of research ethics
- Nurturing and sponsoring positivity in all areas of conduct
- Transparency and trust in all means of conduct



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CONFERENCE TRACKS

- Society For Business, Economics, Social Science & Humanities
- Society For Engineering & Technology, Computer, Basic & Applied Sciences
- Society For Medical, Medicine and Health Sciences

CONFERENCE CHAIR MESSAGE

Dr. Sennay Ghebreab

“International Scientific Research Conference” is a platform that thrives to support the worldwide scholarly community to analyze the role played by the multidisciplinary innovations for the betterment of human societies. It also encourages academicians, practitioners, scientists, and scholars from various disciplines to come together and share their ideas about how they can make all the disciplines interact in an innovative way and to sort out the way to minimize the effect of challenges faced by the society. All the research work presented in this conference is truly exceptional, promising, and effective. These researches are designed to target the challenges that are faced by various sub-domains of the Society for Business, Economics, Social Science & Humanities, Society For Engineering & Technology, Computer, Basic & Applied Sciences, Medical, Medicine & Health Sciences.

I would like to thank our honorable scientific and review committee for giving their precious time to the review process covering the papers presented in this conference. I am also highly obliged to the participants for being a part of our efforts to promote knowledge sharing and learning. We as scholars make an integral part of the leading educated class of the society that is responsible for benefitting the society with their knowledge. Let's get over all sorts of discrimination and take a look at the wider picture. Let's work together for the welfare of humanity for making the world a harmonious place to live and making it flourish in every aspect. Stay blessed.

Thank you.

Dr. Sennay Ghebreab
Conference Secretariat



CONFERENCE SCHEDULE

1st INTERNATIONAL CONFERENCE ON IMPACT OF TECHNOLOGY ON BUSINESS MANAGEMENT & ECONOMICS (IBE-23)

Arion Athens Hotel Greece

December 23-24, 2023

Time: Registration & Kit Distribution (09:30– 10:00 am)

Day: Saturday

Date: December 23, 2023

10:00 am – 10:15 am	Introduction of Participants
10:15 am – 10:30 am	Inauguration and Opening address
10:30 am – 10:45 am	Grand Networking Session

Break (10:45 - 11:00 am)

DAY 01 (December 23, 2023)

First Presentation Session (11:00 am – 12:30 pm)

Track A: Business Management, Economics & Information Technology

Presenter Name	Manuscript Title	Paper ID
Assoc. Prof. Abdulkadir GÖLCÜ & Dr. Ömer KAVAR	Exploring the Role of Third-Party Service Providers in the Digital Transformation of Erasmus Mobility Management: A Comparative Study	IBE-2023-P106 & CA
F. Atıl Bilge	Social Media Usage of Hotel Businesses: The Case of Instagram	IBE-2023-P107
Ayşe Cabi Bilge	Evaluation of Mobile Marketing Applications Used in Tourism Businesses in Terms of Consumer Behavior: Konya Example	IBE-2023-P108
Seda ÖZDEMİR AKGÜL	Bibliometric Analysis of Studies on Community- Based Tourism: Scopus Example	IBE-2023-P109

Closing Ceremony (12:30 pm – 01:00 pm)



CONFERENCE DAY 02 (December 24, 2023)

Second day of conference will be specified for touristy. Relevant expenses are borne by Individual him/herself



TRACK A

**BUSINESS MANAGEMENT, ECONOMICS & INFORMATION
TECHNOLOGY**

EXPLORING THE ROLE OF THIRD-PARTY SERVICE PROVIDERS IN THE DIGITAL TRANSFORMATION OF ERASMUS MOBILITY MANAGEMENT: A COMPARATIVE STUDY

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Securing an electronic network that facilitates the digital exchange of student data among Higher Education Institutions (HEIs) constitutes a fundamental aspect of the Erasmus Student Card Initiative of the European Commission. The core principle of the initiative is that higher education institutions should maintain their current student mobility management systems and integrate them with the Erasmus Without Paper (EWP) network. To achieve this, there are various options available, and third-party service providers are among the most convenient and seamless integration facilitators. This study delves into the pivotal role played by Third-Party Service Providers (3PPs) in the digital transformation of Erasmus Mobility Management within the context of the Supporting Universities in the Digital Transformation in Erasmus+ (SUDTE) Project. 3PPs are critical actors in the digital transformation process of Erasmus Mobility Management, offering various services to HEIs and facilitating their connection to the EWP Network. To explore the experiences and perspectives of 3PPs, a semi-structured interviews has been conducted with representatives from Kion and ErasmusJET in Turkey, Cineca in Italy, and MoveOn in Spain. The study identifies four key dimensions for analysis: Challenges in Implementing; Testing, and/or Deploying, Clients and Business; Mobile App; EWP Governance and Evolution. The findings from these interviews provide valuable insights into the digital transformation of Erasmus Mobility Management and offer guidance for HEIs seeking to connect to the EWP network. This comparative study sheds light on the critical role 3PPs play, the challenges they face, and the requirements for a successful digital transformation process, benefiting the entire Erasmus community. The study suggests increased consideration of 3rd Party Service Providers by EWP management and emphasizes the potential of digitizing international student mobilities. Additionally, it highlights the need for a comprehensive training approach and addresses the confidence of universities in the EWP network's reliability for data transfer.

Keywords: *Digitalisation, Erasmus Program, EWP, Third Party Service Provider*

SOCIAL MEDIA USAGE OF HOTEL BUSINESSES: THE CASE OF INSTAGRAM

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In this study, it is aimed to analyze the use of social media by examining the visual and written texts shared on Instagram by five-star hotel operations operating in Konya province. In line with the purpose of the study, the posts made by hotel businesses and the comments and explanations made on these posts were accessed and evaluated. Content analysis method was used to interpret the data obtained. The photos and comments were coded in accordance with their content using qualitative data analysis method. After the reliability test, the photos and comments were grouped according to the main themes and sub-themes. At the end of the study, suggestions for the use of social media by hotel businesses were presented.

Keywords: Hotel, Business, Social media, Instagram

EVALUATION OF MOBILE MARKETING APPLICATIONS USED IN TOURISM BUSINESSES IN TERMS OF CONSUMER BEHAVIOR: KONYA EXAMPLE

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As a result of digital development, people are more interconnected than ever before and all information is in the palm of their hands. Mobility and social media have a huge marketing impact on consumer decision-making. As social media evolves every day, new media trends are emerging for users and the business world. Mobile applications are a strategic process that should be used by all sectors and especially by marketers. Social media has provided many new applications to improve the marketing strategy of brands. This situation is also of great importance for tourism businesses. This has become more important for tourism businesses operating as service businesses in the digital age where people communicate very quickly. The study aims to evaluate mobile marketing applications applied in the tourism sector in terms of consumer behavior. The factors affecting consumers' view of mobile marketing applications and the variables affecting these factors and the relationship between these variables were investigated.

Keywords: Mobile marketing, Tourism, Business, Consumer Behavior

BIBLIOMETRIC ANALYSIS OF STUDIES ON COMMUNITY-BASED TOURISM: SCOPUS EXAMPLE

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Nowadays, while the concept of sustainability is gaining importance in order to prevent the damage caused by tourism activities to the natural and cultural environment, community-based tourism has come to the forefront as an approach where sustainability in tourism has gained a broader meaning. Community-based tourism is a strategy that not only protects the cultural and social structure of local people, but also provides them with income, which helps both the protection of the environment and the development local people. This study aims to conduct a bibliometric analysis of articles published in recent years on community-based tourism. In this direction, the R program was used in the study and the articles scanned in Scopus between 2013-2023 (until November) and with the title “Community-Based Tourism” were included in the analysis. In the study, the main information of the articles, the number of publication by year, the author with the most publications, the journal with the most publications, the journals with the most impact, the countries with the most citations, the articles with most citations, the thematic map, the most used words and the cooperation between countries were analyzed. As a result of the analysis, it was concluded that the most publications were made in 2022, the most publications were made by Giampiccoli, the journal with the most publications on the subject was Sustainability, the journal with the highest impact was Journal of Sustainability Tourism, the most cited country was South Africa, the most cited article by Lee and Jan (2019) and the most used word was “tourism development”.

Keywords: Community-Based Tourism, Bibliometric Analysis, Scopus



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