

Parallel Sessions- Paper Presentations

16 Ekim / October 16 (In-Person Sessions)

16.00-17.00- Artificial Intelligence, Machine Learning and Intelligent Systems

Room: Fazıl Say Conference Hall

Session Chair: Ömür Yaşar Saatçioğlu

Paper ID	Authors	Title
10	Omur Yasar Saatcioglu (DEU); Emre Marangoz (DEU); Akif Yarıcı (DEU)	Predictive Maintenance in Railways: An AI-Powered Decision Support System
31	Esra Öztürk (IBTECH); Nafiye Hazal Özen (IBTECH); Celal Nisani (IBTECH); Hamit Metin Örnek (IBTECH)	ATM Network Optimization Through Machine Learning-Based Cash Demand Prediction and Customer Behavior Analysis
41	Emirhan Aküzüm (ITU)	Sensorless Force Estimation in Rotary Swaging of AISI4140 Steel Pipes Using Machine Learning
61	Abdullah Deniz Ertuğrul (Boğaziçi University); Tankut Acarman (GSU)	Multi-Agent Reinforcement Learning for Dynamic Bike-Sharing Fleet Rebalancing
75	Maryam Shojaei (BAU)	Leveraging Technology-Enhanced Cognitive Bias Modification for Anxiety Reduction: Implication for Engineering and Technology Management

16.00-17.00- Multi-Criteria Decision-Making and Strategic Decisions

Room: A202

Session Chair: Sait Gül

Paper ID	Authors	Title
6	Efsun Bağcı (MEF Üniversitesi)	Prioritizing the Criteria Redefining Luxury in the Digital Age from a Digital Marketing Perspective Using the Best–Worst Method (BWM)
8	Selin Demirdöven (BAU); Selin Kaya (BAU)	Optimizing University CO-OP Department Operations via Agentic AI Frameworks: A Multi-Criteria Evaluation Using the Best-Worst Method
12	Başak Yavuz (BAU); Gül T. Temur (BAU)	Outsourcing Decisions in Port Operations: An Integrated BWM Framework with Contemporary Criteria
52	Başak Yavuz (BAU); Cengiz Emir Güler (BAU); Peri Elmina Uzun (BAU); Gülcan Deniz (BAU); Sait Gül (BAU)	Selection of Artificial Intelligence Assistants Using AHP, EDAS and TOPSIS Methods

17.15-18.15- Sustainability, Circular Economy and Life Cycle Assessment**Room:** Fazıl Say Conference Hall**Session Chair:** Kübra Şimşek

Paper ID	Authors	Title
7	Syed Haider Shah (AGÜ)	Digital Transformation Capability and Sustainable Hotel Performance: The Sequential Mediating Roles of Circular Economy Capability and Green Innovation Capability with the Moderating Effect of Digital Leadership
17	Misra Tas (Politecnico di Milano); Marta Marson (Politecnico di Milano); Veronica Verónica León-Bravo (IQS School of Management, Ramon Llull University (URL)); Federico Caniato (Politecnico di Milano)	Between Sustainability and Convenience: Evidence from a Consumer Survey of Food Solidarity Purchasing Groups (SPGs) and Mass Market Retailers (MMRs)
81	Esra Kocakaya (AGÜ); Zeliha Nur Sekmen (AGÜ); Kübra Şimşek (AGÜ)	Economic Resilience Before and After Covid-19: The Role of Work-From-Home Adoption Across U.S. States
57	Mustafa Kaymak (AGÜ); Fatma Şener Fidan (AGÜ)	Ankastre Elektrikli Fırın Varyantlarının Karşılaştırmalı Yaşam Döngüsü Değerlendirmesi
70	Şebnem Gökdeniz Sıvackı (Migros)	Building Ecological Resilient Dynamism in European Agri-Food Systems: Integrating Multilevel Governance, Contingency Planning, and Climate-Smart Innovations

17.15-18.15- Economic Development, Resilience and Innovation**Room:** A202**Session Chair:** Zühal Özcan Yavuz

Paper ID	Authors	Title
51	M. Remzi Bayoglu (ITU)	Rethinking Space Sustainability in the Age of Expanding Space Activities
23	Gülay Liva Zırhlioğlu (Hisar Schools); Zühal Özcan Yavuz (BAU)	Public Infrastructure Capital and Regional Productivity: A Panel-Data Reassessment of the Aschauer Hypothesis
27	Flavio Lobo (Purdue University); Nathalie Duval-Couetil (Purdue University); Mesut Akdere (Purdue University)	Beyond Company Formation: Training, Teamwork, and the Commercialization Pathway in a National Academic Entrepreneurship Program
68	Alper Camcı (BAU); Özgen Akalın (ITU)	Barriers, Enablers, and Project Origin in Government–University–Industry Collaboration: A Conceptual Model and Research Design Illustrated by the İLATERA Platform
50	M. Remzi Bayoglu (ITU)	A Strategic Approach to Integrating Space Sustainability into Sustainable Development Goals Framework of UN 2030 Agenda

18.30-19.30- Operations, Mobility, Management and Performance**Room:** Fazıl Say Conference Hall**Session Chair:** Adnan Çorum

Paper ID	Authors	Title
15	Kaan Ozkorkmaz (BAU); Ahmet Beskese (BAU)	Assessing the Cross-Value Effect between Different Autonomous Vehicle Types and the Role of Intermodal Mobility Platforms
26	Selen Varkara (AGÜ); Eylül Sena Altunsaray (AGÜ); İremnaz Aytekin (AGÜ); Betül Kayışoğlu (AGÜ)	Multi-Period Production and Inventory Planning with Workload Smoothing in Multi-Stage Battery Manufacturing
49	Oğuz Tarık Muratlar (ITU)	An Empirical Analysis of Productivity Performance in Post-COVID-19 Agile Software Development Teams Through the Relationships Among Operational Metrics
74	Sinem Arpacı Yigit (BAU); Adnan Corum (BAU)	Türkiye'de Otomotiv Satış Sonrası Hizmetlerin Değerlendirilmesi

18.30-19.30- Strategic Decision-Making, Organizational Management and Market Dynamics**Room:** A202**Session Chair:** Hakkı Okan Yeloğlu

Paper ID	Authors	Title
18	İdil Tunaoğlu (Hisar); Zühal Özcan (BAU)	Individual versus Collective Randomization in Strategic Play: Evidence from Football Penalty Shootouts
47	Neda Alalı (BAU); Kazım Selçuk Tuzcuoğlu (BAU)	Power Balance in the Markets: Is AI Making the Brand More Powerful or the Customer Smarter?
56	Burcu Alat Gürkaynak (Başkent Üniversitesi); Hakkı Okan Yeloğlu (Başkent Üniversitesi)	Dinamik Yetenekler Bağlamında Örgütsel Başarısızlıklar: Algılama, Yakalama ve Yeniden Yapılandırma Üzerine Pilot Çalışma Bulguları ve Değerlendirmeleri
11	Baran Aydın (BAU); Bulent Altop (BAU); Yunus Ocak (BAU); Arda Okanlar (BAU); Serhat Celik (BAU); Alperen Ocak (BAU)	Smart Home Gym Equipment

17 Ekim / October 17 (Online Sessions)

10.00-11.15- Artificial Intelligence and Emerging Technologies (Online Room 1)

MS Teams Link: <https://teams.microsoft.com/meet/3892070954048002?p=Pa2jwz8fFUSmzVUS2b>

Session Chair: Adnan Çorum

Paper ID	Authors	Title
9	Fatma Selen Madenoğlu (AGÜ)	Explainable Artificial Intelligence in Technology Management Decisions: A Machine Learning-Based Approach
33	Narod Boyacı (A101); Muhlis Sarıyer (A101); Eyüp Tolunay Küp (A101); Sabri Kaya (A101); Tuncay Özcan (ITU)	A Machine Learning-Based Approach for Cashier Fraud Detection in Retail
42	Vahit Feryad (Turkuvaz Medya Grubu); İlhan Recep Turhan (Turkuvaz Medya Grubu); Tuncay Özcan (ITU); Mirza Özer (Turkuvaz Medya Grubu)	A Comparative Analysis of Machine Learning Models for Transaction Fraud Detection in Online Marketplaces
66	Vairal Kushal (Gokaraju Rangaraju Institute of Engineering & Technology); Y. Sri Lalitha (Gokaraju Rangaraju Institute of Engineering & Technology)	LogSentinel: A CPU-Only Deployable Tool for Real-Time Application Log Anomaly Detection
3	Bulut Karadağ (İstanbul Kültür Üniversitesi); Akhan Akbulut (İstanbul Kültür Üniversitesi); Abdul Halim Zaim (ITU)	Blockchain-Based Parametric Travel Insurance Hybrid Model for Flight Delay or Cancellation

10.00-11.15- Sustainability and Environmental Management (Online Room 2)**MS Teams Link:** <https://teams.microsoft.com/meet/3700718786930709?p=yiRk1i865VTYlGpwuj>**Session Chair:** Ahmet Tekin

Paper ID	Authors	Title
13	Bora Akince (AGÜ); Mehmet Umut Kutlu (GCM Group); Altay Şamil Kutlu (GCM Group); Ayşe İpek Akyüz (GCM Group); Önder Efe Özokumuşoğlu (GCM Group)	From Sustainability Assessment to Green Transformation: A 4P-ESG Based Technology Management Roadmap in the Textile Machinery Sector
22	Sümeyye ÇEBİ (KATÜ)	Industrial Symbiosis Research Trends: A Bibliometric Analysis
43	Fatma Şener Fidan (AGÜ); Zeynep Aydingenç (AGÜ)	SusChain360: Building and Validating an Integrated Evidence-Based Supplier Sustainability Assessment System and Digital Framework
80	Hilal Demirel (AGÜ)	Assessing the Sustainability of Cotton and Hemp-Containing Denim Fabrics through Mechanical Characterization and Life-Cycle Assessment
1	Deren Yaşar (ITU); Nihan Yıldırım (ITU)	Social Sustainability as an Analytical Lens in Digital Process Innovation: A Comparative Multiple Case Study of Violence Against Women Prevention Systems

10.00-11.15- Güncel Konular ve Disiplinlerarası Araştırmalar (Online Room 3)**MS Teams Link:** <https://teams.microsoft.com/meet/3110067722132115?p=6yjnEGEsjcQg3A1alp>**Session Chair:** Gizem Deniz

Paper ID	Authors	Title
29	Şükrü Dokur; Tuğba Tufan; Nergiz Dursun; Zerrin Fırat (Bursa Uludağ Üniversitesi)	Bilişim Teknolojilerindeki Değişim ve Gelişimin Girişimcilik Fikirleri, Finansal Sorunlar ile Uygulanabilir ve Sürdürülebilir Projeler Üzerindeki Etkileri
30	Şükrü Dokur; Tuğba Tufan; Nergiz Dursun; Zerrin Fırat (Bursa Uludağ Üniversitesi)	Sağlık Yönetiminde İşgücü Planlaması ile Finansal Sürdürülebilirlik İlişkisi
34	Utku Can Aytaç (Obase); Tuğçe Karagöl (Obase); Ekin Olkan (Obase); Ersin Yıldız (Obase); Hazal Çelebi (Obase); Elif CANBAZ (Obase)	Üretken Yapay Zekâ Destekli BI Asistanı
36	Zerrin Fırat (Bursa Uludağ Üniversitesi)	Yaşlıların Görünmez Bakım Emeli ve Kamu Sosyal Güvenlik Harcamaları
45	Merve Gühan (Pamukkale Üniversitesi); Mehmet Ulaş Koyuncuoğlu (Pamukkale Üniversitesi)	Türk İşaret Dili Tanımda Değerlendirme Protokollerinin Genelleme Performansına Etkisi

11.30-12.45- Multi-Criteria Decision Analysis and Decision Support Systems (Online Room 4)**MS Teams Link:** <https://teams.microsoft.com/meet/3556458920065248?p=vNx03nKpTS02L6bS3H>**Session Chair:** Adnan Çorum

Paper ID	Authors	Title
77	Hülya Yılmaz (Kırkklareli Üniversitesi), Gizem Deniz Cömert (Kırkklareli Üniversitesi)	Exploring the Causal Relationships among Critical Success Factors in University–Industry Collaboration in Türkiye
32	Defne Çökük (BAU); Ahmet Emre Parmaksız (BAU); Deniz Özmen (BAU); Ekin Sarı (BAU); İkra Ceren Orak (BAU); Mehmet Salih Gürgün (BAU); Günet Eroğlu (BAU); Elif Haktanır Aktaş (BAU)	A Web-Based Decision Support System for Restaurant Selection Using Multi-Criteria Decision Analysis
44	Bahri Piriñçi (ITU); Tolga Kaya (ITU)	Fuzzy Multicriteria Decision Aid in Defence Industry Using AHP and Intuitionistic Fuzzy TOPSIS: The Case of Somalia
48	Yağmur Şan; Ercan Şenyiğit (Erciyes University); Kemal Koca(AGÜ)	Optimal Site Selection Using an Integrated Entropy, MAIRCA, and Random Forests Approach
71	Dilşad Evcı (ITU); Ferhan Cebi (ITU)	Optimizing Production Scheduling for Turkish Television Series

11.30-12.45- Digital Technologies and Intelligent Systems (Online Room 5)**MS Teams Link:** <https://teams.microsoft.com/meet/3443040437148034?p=ZHSkvz2QVvOvqqzITa>**Session Chair:** Ahmet Tekin

Paper ID	Authors	Title
35	Mengü Boran Kökçü (ITU); Hür Bersam Sidal (ITU); İdil Vedia Evcimen (ITU)	The Impact of Artificial Intelligence on Project Success: A Literature Review from the Perspective of Managerial Mechanisms
40	Ahmet Sezer (BAU)	Stay in Flow
58	Efe Ömer Güler (BAU); Ahmet Tezcan Tekin (Soft Towel Games)	Learning Under Data Scarcity: A Comparative Review of Few-Shot and Transfer Learning Under Domain Shift
59	Efe Ömer Güler (BAU); Ahmet Tezcan Tekin (Soft Towel Games)	The Evaluation Crisis in Explainable AI: A Comparative Review of Attribution Methods and the Tests Used to Judge Them
4	Alişan Araslı (Trendyol); İmren Karalar (Trendyol); Sude Doğruoğlu (Trendyol); Olgu Karataş (Trendyol); Eda Tüzün (Trendyol); Hasan Can Karapınar (ITU); Tuncay Özcan (ITU)	Predicting Operator Performance in E-Commerce Distribution Centers: A Comparative Analysis of Machine Learning Models

11.30-12.45- Engineering, Technology and Operations Management (Online Room 6)**MS Teams Link:** <https://teams.microsoft.com/meet/344627913971785?p=3m3FGvkT4HTFT8XfkB>**Session Chair:** Gülin İdil Sönmeztürk Bolatan

Paper ID	Authors	Title
28	Kübra Erol (AGÜ); Selda Kapan Ulusoy (Erciyes Üniversitesi); Banu Soylu (Erciyes Üniversitesi)	Quality Control Charts for Failure Detection
38	Mustafa Akocak (BAU); Alper CAMCI (BAU)	Impacts of Digitalization and Agile Project Management Methodology on IT Audit Performance: A Literature Review via Bibliometric Analysis
53	Gülin İdil Bolatan (Alanya Alaaddin Keykubat Üniversitesi)	Cybersecurity and Technology Management in the Maritime Sector
64	Genevieve Bakam (University of South Africa); Alet Tolmay (University of South Africa)	An Integrated Business Analytics Maturity Model for Railway Transport Manufacturing Companies in South Africa
21	Nisa Yurteri(BAU); Zeynep Volkan(BAU); Doruk Özen(BAU); İlayda Nur Arıdaş(BAU); Arda Karahüseyinoğlu(BAU); Berk Namtı(BAU); Berke Aksoy(BAU); Emir Akyıldız (BAU)	Integrated Facility Planning for the Production of a Modular Precision Agriculture Drone

13.00-14.15- Energy, Environment and Sustainable Development (Online Room 7)**MS Teams Link:** <https://teams.microsoft.com/meet/3710132325828664?p=tA8tC2V8ZogUQNmUUF>**Session Chair:** Adnan Çorum

Paper ID	Authors	Title
20	Sadrettin Çodur (Karadeniz Teknik Üniversitesi); Kerim Sönmez (Karadeniz Teknik Üniversitesi)	Urban–Rural Gradients and Temporal Dynamics of PM10 and Nitrogen Oxides in Trabzon, Türkiye: A 2017–2025 Assessment
39	Taha Taşdemir (BAU); Alper Camcı (BAU)	Evaluation of Türkiye's Energy Policies Within the 2053 Net Zero Emissions Target Through a System Dynamics Approach: A Causal Loop Diagram-Based Approach
63	Murat Yumuşak (İTÜ), Mehmet Özgür Kayalica (İTÜ)	Mitigating Grid Flexibility Gaps Through Market Design: Evidence from Poland's Fifteen-Minute Settlement Reform and Its Value for Türkiye
65	Genevieve Bakam (University of South Africa); Alet Tolmay (University of South Africa)	The Impact of Green Knowledge Transfer and Commercialisation in Enhancing Green Energy Transition in South Africa
78	Serap Sarp (AGÜ)	AI-Driven Digital Marketing in SMEs: A Bibliometric Analysis of Research Themes and Adoption Barriers

13.00-14.15- Innovation, Digital Transformation and Collaboration (Online Room 8)**MS Teams Link:** <https://teams.microsoft.com/meet/39684223502277?p=HveH2aN7DUtX6aOQbY>**Session Chair:** Ahmet Tekin

Paper ID	Authors	Title
14	Bora Akince (AGÜ);	A New Dimension of University-Industry Collaboration: The Role of Volunteer-Based Learning in Developing the Employability Competencies of University Students
37	Fatih Demirci ((Alanya Alaaddin Keykubat Üniversitesi); Gülin İdil Sönmez Bolatan (Alanya Alaaddin Keykubat Üniversitesi)	Digital Transformation Process and Business Performance in Tourism Enterprises
46	Tuğba Engin (Bursa Uludağ Üniversitesi)	Workplace Safety in Innovation Processes: Speed or Safety? How New Technologies Are Transforming Types of Work-Related Accidents and a Legal Assessment
62	Egemen Hopalı (Istanbul Health and Technology University)	Quality-Aware Machine Assignment in IoT-Monitored Hydroforming Under Capacity Constraints
55	Şafak Bolatan (Akdeniz Üniversitesi); İsmet Balık (Akdeniz Üniversitesi)	Green and Digital Transformation in Ports: A Literature Review of Global Trends and Future Perspectives

13.00-14.15- Business, Management and Marketing (Online Room 9)**MS Teams Link:** <https://teams.microsoft.com/meet/3617337338774268?p=WLXoivOrNEExImYgwZ>**Session Chair:** Zühal Özcan Yavuz

Paper ID	Authors	Title
60	Tuana Kuşoğlu (BAU); Kazım Selçuk Tuzcuoğlu (BAU)	The Significant Differences Between Generations about Luxury Consumption
76	Elina Hamed Jahedi (Boğaziçi Üniversitesi); Ahmet Tezcan Tekin (Soft Towel Games)	Managing AI Disclosure in Customer-Facing Marketing: A Conceptual Framework on Brand Familiarity and Consumer Responses
69	Zeyad Chaltaf (The International Academy Amman); Zuhal Özcan (BAU)	Payoff Ambiguity as an Effective Rationality Discount in the Iterated Prisoner's Dilemma: When Imprecision Moves Play Toward the Random Anchor
2	Deren Yaşar (ITU); Şevval Nur Sefai Çoban (ITU); Mehmet Erçek (ITU); Nihan Yıldırım (ITU)	Antecedents of Employee Engagement in Turkish Organizations: A Qualitative Study with Exploratory Prioritization