



20th Annual Conference **Artificial Intelligence Innovations** for Sustainable Development

18th - 20th April 2024
Necmettin Erbakan University
Konya, Turkey



Important Dates



Abstract submission
31st January 2024



Abstract acceptance
15th February 2024



Registration and payment
10th March 2024



Presentation times and papers titles
31st March 2024



Full paper submission
31st March 2024



Conference schedule and links
1st April 2024



Book of abstracts
14th April 2024

About the Event

The 20th (annual) International Conference for Consumer Behaviour and Retailing Research is organised by Centre for International Research in Consumers Location and their Environments (CIRCLE).

The Centre engages in interdisciplinary research and consultancy projects in order to explore and examine consumer behaviour in local, regional, national or international contexts for a range of service industries including events, finance, hospitality, leisure, marketing, retailing and tourism. All research activities/projects/conference proceedings are disseminated with the dual purpose of assisting managers and practitioners who work in the industry as well as fueling further academic study and debate in this important emerging research area.

The conference intends to shed light on the role of artificial intelligence (AI) in tackling global sustainability concerns such as climate change, resource management, renewable energy, sustainable agriculture, and others. We will look into the potential of AI to revolutionise sustainable practises across multiple industries via a series of keynote presentations, panel discussions, and interactive workshops.

The 20th Circle International Conference will provide you with the chance to:

1. Get advice from widely recognised experts: Hear from experts in the fields of artificial intelligence and sustainability as they present their research results, creative solutions, and success stories.
2. Participate in thought-provoking debates: Take part in panel discussions that will look at the ethical implications, policy issues, and possible pitfalls of using AI in sustainable development.
3. Network with experts and peers: Meet with others who share your interests, such as academics, industry professionals, lawmakers, and entrepreneurs, to exchange ideas, cooperate, and form long-term partnerships.
4. Explore cutting-edge technologies: Through interactive demos and exhibitions, learn about the latest breakthroughs in AI and its applications in industries such as energy management, smart cities, conservation, climate modelling, and more.
5. Shape the future of AI and sustainability: Actively participate in workshops and share your views and opinions to help shape the agenda for future research, policy, and innovation in the area.

We believe this conference will offer a forum for furthering our knowledge of AI's potential and its role in achieving a sustainable future. We believe that by bringing different viewpoints together, we may encourage cooperation and inspire real action towards a greener, more equitable future.

We are excited to welcome you to this interesting event and to explore the prospects of AI and sustainability with you. If you have any queries or need further information, please do not hesitate to contact us.

With more participants /members and more partnering institutions joining the CIRCLE, the sustainable quality development and positive competition will be the catalysts of fruitful academic and professional cooperation in the field.



Conference Themes

The conference's primary themes include (but are not limited to) the following:
We accept abstracts and papers with direct relevance to AI, sustainability, and the following areas.

- ◉ Marketing communications and the impact on Consumers
- ◉ Innovative practice and methods in marketing and consumer behaviour
- ◉ Role of Relationship Marketing on Consumer Behaviour
- ◉ Marketing concepts and "tools" within the international context for retailing, hospitality and tourism.
- ◉ Local Authorities and Events Marketing Strategy
- ◉ The Impacts of Festivals on local communities
- ◉ The Globalisation of Pilgrimage Festivals and Tourism
- ◉ Robotic applications for services
- ◉ Motivations for Religious Tourism, Pilgrimage, Festivals, and Events
- ◉ Inter-cultural and globalisation aspects in retailing, hospitality and tourism.
- ◉ Retailing and Merchandising for local and international organisations
- ◉ Quality and service operations in Hospitality Management
- ◉ Experiential marketing and technology-based consumer experiences
- ◉ Communication and strategies for brands in Hospitality, Tourism and Events
- ◉ Financial and Pricing Management
- ◉ Marketing Islamic destinations and heritages
- ◉ Virtual reality technologies for marketing and product development
- ◉ AI and Marketing 4.0
- ◉ The Public Face of organisations through PR and Corporate Responsibility policies
- ◉ Higher Education Policy as it Relates to Education
- ◉ International forum of PhD students: work-in-progress challenges
- ◉ AI-powered solutions for sustainable development in the Islamic tourism industry
- ◉ AI-enabled smart transportation systems for reducing carbon footprint in Islamic tourism
- ◉ AI-powered virtual assistants for providing personalized and sustainable travel experiences in Islamic tourism
- ◉ AI and sustainable energy management in Islamic tourism infrastructure and facilities

Venue

Necmettin Erbakan University, Konya, Turkey

The venue of the conference will be Necmettin Erbakan University Meram – Ahmet Kelesoğlu Campus – Yeni Yol, Meram / Konya (30 mins to the airport by taxi, 8-10 mins to the city centre by taxi, nearest accommodation Sema Hotel 3-5 mins by taxi, 15-17 mins by walking).

It is located in the city centre and has a modern campus area with nearly 8000 students capacity and other social facilities.

Learn more about Konya

Konya is a city in the Central Anatolia Region of Turkey. Konya has been an old permanent settlement province, a cradle for many civilizations since people started to run a settled life in 7000 B.C. Konya is south of Ankara, is Turkey's city of Whirling Dervishes, and has been for 800 years. The region boasts striking scenery, fine museums, and hundreds of Roman archaeological and religious sites.

The visitors travel from around the world to Konya to see the Mevlana Museum which shelters the tomb of Jelaleddin Rumi (1207-1273), known to his followers as Mevlana (or Rumi), a Muslim poet and mystic and one of the great spiritual thinkers and teachers of all time. Mevlana Museum is one of the most visited museum in Turkey, with nearly 2.5 million visitors in a year. And in December Mevlana Week is a very attractive organization for both domestic and foreign tourists.

It is an ocean that each of the scholars individually like Mawlana Jalaleddins, Shams Tabrizis, Konevis and Nasreddin Hodjas and many others is considered as a river unifies within. Konya is full of peace city that embeds tolerance seeds wavy into the hearts of the people. It is for centuries like a capital of the illustrious where every year thousands of people run into there to melt their spirits within divine harmony, where the spirits became in peace.

Affiliation

The conference will be hosted by **Necmettin Erbakan University in Turkey**, organised by Circle International, and led by academics from various universities such as Manchester University, Salford, Leeds Beckett University, Bradford, Gloucestershire, Vitez, International Foundation Group, and academics from Universities Germany, Spain, France, Malaysia, Japan, Nigeria, South Africa, and MENA.

Hosted by Necmettin Erbakan University



Our Partner Universities



University of
Salford
MANCHESTER



**LEEDS
BECKETT
UNIVERSITY**

United Kingdom



UNIVERSITY OF
GLOUCESTERSHIRE



**INTERNATIONAL
FOUNDATION GROUP**

MANCHESTER
1824

The University of Manchester



Our Speakers



PROFESSOR DORRA YAHIAOUI
Keynote speaker

Dorra YAHIAOUI is Senior Professor in Human Resource Management and Organizational Behavior; Director of The Research Centre of Excellence in International Business at Kedge Business School, Associate Editor for the International Journal of Human Resource Management and Editorial Review Board member at Human Resource Management (Wiley). She is also head of the research group Human Resource Management at EuroMed Research Business Institute. Her research interests include: cross-countries comparison of managerial practices, innovation process within MNCs, headquarter-subsidiaries relationship, internationalization strategy and Management in Middle East, African and Asian countries. She published several book chapters and articles in high ranked journals such as Human Resource Management; Journal of Business Research; The International Journal of Human Resource Management; Thunderbird: International Business Review, International Marketing Review; Annals of Tourism Research; Technological Forecasting & Social Change, Asia Pacific Business Review; European Journal of International Management, European Management Review, European Journal of Innovation Management, Asia Pacific Journal of Management, Journal of International Management, among others.



PROFESSOR ATILA YÜKSEL, PHD
Keynote speaker

Atila yüksel (Ph.D.) earned a Master's degree from the Cardiff School of Consumer Studies at the University of Wales, Cardiff, in 1996, and a Ph.D. in Leisure and Food Management from Sheffield Hallam University, UK, in 2000. Academic study of Professor Atila yüksel has been chosen and shortlisted for best article awards (Martin Opperman Award, Journal of Hospitality and Tourism study, 2001). He has also received conferences awards and been named to the Stanford Global list of the world's most influential academics. In addition to a number of national books, he has edited and written a number of foreign books and book chapters. He has been testing developing manuscripts in the field of literature for the past years in order to bring insight into contemporary issues from a social landscape perspective rather than a theoretical one. He has been experimenting with the social landscape method as he believes that practises work better than theories in relationships. He has organised free seminars and courses aimed at improving the overall quality of life in society. He is a member of various scientific journals and scholarly conference groups in the tourism industry, and he is one of the founding editors of Travel and Hotel Administration, which has become the leading national publication in its field.

Conference Team



PROFESSOR CLAUDIO VIGNALI
President of Circle International

Professor Claudio Vignali held The Arnold Ziff Chair in Retail Marketing Management and is Provost of Circle International. He joined Leeds Met (now Leeds Beckett University) in 2003 from the School of Consumer, Tourism and Hospitality Management at Manchester Metropolitan University, where he had been the Consumer Section and Research Head. Prior to this he was the postgraduate diploma course leader in the department of Retailing and Marketing. Professor Vignali holds chairs in Croatia; Poland; Italy and Germany. He also actively delivers MBA and DBA modules for leading UK Universities. He has written more than 150 articles and books in the field of Retailing and Marketing and is the editor of two academic journals.



DR. MOHAMED EL-ANSARI

Dean of Circle International

Dr. El Ansari is a Visiting Fellow at the University of Bradford and visiting Professor at the University of Vitez (TNE & Higher Education policy). He has contributed to an international project to give access to quality education and promote the local, regional and national value of international education, emphasizing the importance of international students to employment and educational opportunities at a local & International level. He has extensive experience in international educational diplomacy. He is Chair of the London Education and Research Network as well as a member of the recently founded Transnational Education committee.



DR. GIANPAOLO VIGNALI

Publication Coordinator

Dr. Vignali is Senior Lecturer in Fashion Business at the University of Manchester. He graduated from UMIST with a first degree in Mathematics and joined the University of Manchester after positions at Manchester Metropolitan University and Leeds Beckett University. He has written over 40 papers and books in the field of Marketing and Management and presented at numerous international conferences.



DR. YASIN BILIM

Representative of the conference host

He completed a bachelor's degree from Erciyes University Tourism and Hotel Management School Tourism Management Department, Turkey. He holds MA and PhD degrees in Tourism Management. He is the author of several national and international articles on tourism marketing, religious tourism, and research methodologies. He is currently employed by the Faculty of Tourism at Necmettin Erbakan University in the Tourism Management Department in Konya, Turkey.



DR. TAHIR RASHID

Abstract Coordinator

Dr. Rashid is a highly qualified international academic and has taught postgraduate and professional courses in Austria, Germany, Lithuania and the UK. He is the Director of Post Graduate program in International Marketing & Services Management and Senior Lecturer in Marketing and Corporate Strategy at the University of Salford.



DR. LOUISE REID

Conference Coordinator

Dr. Reid is a Lecturer in Digital Marketing at the University of Gloucestershire. Her career in the fashion sector encompassed both retailing and buying roles, for brands Warehouse and Cotton Traders respectively. Her thesis and current research into virtual and augmented reality retailing informs her current supervision in strategy, retailing, consumer behavior and digital marketing topics.



DR. RAZAQ RAJ

Membership Coordinator

Dr. Raj is a Principal lecturer in the Business school in Leeds Beckett University. His research interests include community events, outdoor events, economic impacts, religious tourism, cultural festivals and sustainable tourism, cultural diversity in events management and international tourism.

Submission Guidelines

Abstract format

Selection of the Conference Papers

A selection of the conference papers will be considered for publication in the following journals:

- International Journal of Management Cases
- International Journal of Sales, Retailing, and Marketing
- Journal of Food Products Marketing
- International Journal of Business and Globalization

To submit the full paper please follows the instructions:

The length of the paper should not exceed 22 pages; the minimum length is 11 pages of standard typescript (A4 size; font Arial; size 12; single line spacing, margins 2.5 cm).

For publication in International Journal of Management Cases and International Journal of Sales, Retailing and Marketing follow the instructions below or visit the below links for the two journals: IJMC Submission Requirement Guidelines & IJSRM Submission Requirement Guidelines

Please supply the text of your article in a Microsoft Word file. All of the text must have the minimum of word processing features.

Give your article a title, and list all of the authors at the top of the page. Include an abstract of no more than 300 words and also a list of keywords.

Submission of the full article goes to Prof. Razaq Raj from Leeds Beckett University. Attach the document in an email to r.raj@leedsbeckett.ac.uk

Deadline for full paper submission : 31st March 2024

The Abstract must include the following points

Title/s, author name/s

Institution/s, country/ies.

Abstracts should be between 150–300 words in length.

The main body should include:

A brief introduction

Background/key issues from the literature,

An overview of the methods and

Results/findings if any.

Five keywords.

Deadline for abstract submission: 31st January 2024

Acceptance notice: within 14 days from the date of arrival

Paragraph features and layout

The text should be in Arial (size 12) using the following features:

- Single-line spacing
- Left-aligned text, unjustified
- A single space between sentences
- A single carriage return between paragraphs
- No additional paragraph formatting, e.g. Word headings or style

Headings:

If the pattern of headings is complex, please distinguish them by making main headings bold, the next level normal and the subheadings in italics.

Display features:

- Do not use any automatic features of Word-like blobbed and numbered lists.
- Put theses in via your keyboard with the numbers, blobs and tab spacing.
- Set up tables and figures as simple as possible so that they can be converted for typesetting.
- Only cross-reference tables and figures in the main file; at the very least, put them on separate pages—ideally, send additional Word or Excel files.

Warning:

- Do not, under any circumstances, send graphics or pictures embedded in Word Files. Most Word graphics are inextricable from text files.
- Please type out your captions separately in Word and send in a hard copy of how you would like the diagram to look.

The text:

- For the word, be as consistent as you can with spelling, references, and nomenclature.
- Use English 'connection', 'colour', 'capitalize', spellings in preference to US 'x', 'or', and 'z'. If there is variable spelling, please use your word processor to check that you have used it consistently.
- Numbers should be words from one to ten and in figures thereafter using commas to separate large ones e.g. 1,000,000.
- Where you use a blobbed list, the entries should be punctuated as sentences – with capital letters and full stops – where they involve a verb, like this one.
- If the list is part of a sentence like the one for paragraph features above no punctuation will be required until the last blob.
- Punctuation should be kept to a minimum and full stops only left for genuine abbreviations like e.g. or *ibid.* (n.b. there is no extra space) For references please see below.

- Capitalisation of initial letters should also be kept to a minimum. Only dignify titles with capitals where a specific managing director, professor or senior lecturer is mentioned. The initial letters of proper names and titles of books and magazines are capitalized; the titles of articles and the headings in your article will not be. Do not capitalize the internet.
- Only the initial letter of the first word of a heading or the article title should be capitalized – follow the style of this page. No full stops at the end of headings.
- Spell out the contents of the acronym in brackets after it; the International Journal of Management Cases (IJMC). For subsequent references, DSA is fine.
- Use en dashes – like these – without space for parenthesis. Don't worry if you cannot find these on your machine, they can be put in later. All number series, particularly page references to articles in endnotes, should be separated by an en dash without space: e.g. pp 228 – 412.
- Use single 'smart' (i.e. curly) quotes for all quotations and inverted commas, except where there is a quotation inside a quotation, then use double ones.
- Use conventional abbreviations for quantities, without spaces between the number and the measure: so £10m, 35% or 25kg, and no extra full stops are required.
- Show percentages as a figure (35%) rather than spelling it out (percent).



References :

The list of books, articles and sources referred to is placed at the end of the article. It is important that the Harvard referencing system is adopted.

Note:

- The handling of author initials
- Of multiple authors if there are no more than three use et al (no full stops)
- Book and journal article titles receive contrasting treatment
- There is no full stop with p or pp
- An en dash between the page numbers with no full stop at the end
- Also, US spelling conventions are observed in the spelling of US references, following the original.



Registration

Doctoral students, faculties of University VITEZ Bosnia & International Foundation Group have priority in registration. The fee includes participation at the conference from 18th – 20th April 2024. It also includes the presentation of one paper. All additional papers carry an extra conference fee. Additional authors who attend the conference must pay the conference fee. In the event that your paper is not accepted, and you are not interested to attend, your fee will be refunded. The fees include coffees, teas, lunches and the gala dinner.

In-person :

Registration for attending the conference in person : €280 for International Delegates

Registration for attending the conference in person : 750 TL for Local Delegates

*Early bird booking before November 2023 receive a 10% discount

Accommodation

Konya offers various different types of accommodation. Hotels (5 and 4 stars chain hotels, local boutique and small hotels) guest houses are available around the city centre, Mevlana Museum and conference venue. You can check by Google about Konya accommodation.

For the conference participants, special hotel prices will be negotiated. Based on the season, special hotel prices will be announced later.

Transportation

Konya has highway, airway and railway transportation facilities.

Highway : Due to its central location, Konya is easy to reach many centres by highway. All day, there are many travel opportunities to every part of Turkey from Konya.

By bus, Ankara to Konya takes nearly 3 hours; Istanbul to Konya nearly 9 hours; Antalya to Konya nearly 5.5 hours.

Airway : From Istanbul (from two different airports), there are 7 – 9 direct flights to Konya, which takes nearly 1 hour. Also from Konya, except direct Istanbul flight, there are many local connecting flights (Antalya, Ankara, Izmir etc.). For international travel, many flights are available by connecting flights from Istanbul. In the summertime, direct flights from Izmir to Konya and direct flights from Amsterdam, Kopenhagen and Koln to Konya (after April to the end of September) are available. Airport transportation to the city centre is easy, takes 25 mins and is provided by private bus service (Havas) or taxi services.

Railway : High-speed train is available 5 times a day from Istanbul to Konya, which takes 4 h 50 mins; 6 times a day from Ankara to Konya, which takes 1 h 45 mins. Direct train from Izmir to Konya (1 time in a day) takes 12 hours.

** for local transportation, public buses (organized by Municipality) and minibuses are available to the conference venue from the city centre, inter-city bus station, and train station. Local bus and minibus lines provide easy travel to the hotels area and city centre, no more than 30 mins.*



Past Conferences

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19th Annual Conference
Emerging Trends in Transnational education (TNE)
13th - 14th April 2023,
The Crown Hotel Cricklewood, London
- 

18th International Circle Conference
Higher Education & Tourism: Post Pandemic Trends
20th - 22nd April 2022
Institute of Tourism Studies Malta
- 

17th International Circle Conference
VirtualAcademicReality
08th - 09th April 2021,
(virtual)
- 

16th International Circle Conference
Digital Intelligence
25th - 26th April 2019,
University of Gloucestershire, UK
- 

15th International Circle Conference
Consumer Behaviour and Retailing Research
4th April - 6th April, 2018,
Sarajevo, Bosnia and Herzegovina
- 

14th International Circle Conference
Consumer Behaviour and Retailing Research
19th April - 21st April, 2017,
National Research Institute, Warsaw, Poland
- 

13th International Circle Conference
Consumer Behaviour and Retailing Research
30th March - 1st April, 2016,
- 

12th International Circle Conference
Consumer Behaviour and Retailing Research
8th - 10th April, 2015,
University of Szczecin, Poland
- 

11th International Circle Conference
Consumer Behaviour and Retailing Research
- 

10th International Circle Conference
Consumer Behaviour and Retailing Research
3rd - 6th April 2013,
Viana do Castelo, Portugal
- 

9th International Circle Conference
Mirko Palić & Gianpaolo Vignali
11th-13th April 2012 ,
Santa Eulalia, Ibiza
- 

8th International Circle Conference
International Journal of Management Cases
Volume-13, Issue-4, 27th - 29th April 2011,
University of Dubrovnik, Croatia
- 

8th International Circle Conference
International Journal of Management Cases,
Volume-13, Issue-3
- 

7th International Circle Conference
International Journal of Management Cases,
Volume-12, Issue-2, 7th - 9th April 2010,
Esthe, Portugal
- 

6th International Circle Conference
International Journal of Management Cases,
Volume-11, Issue-2, 16th - 18th April 2009,
University of Applied Sciences Voralberg, Austria
- 

5th International Circle Conference
International Journal of Management Cases,
Volume-10, Issue-3, 26th - 29th March 2008,
University of Nicosia, Cyprus
- 

4th International Circle Conference
International Journal of Management Cases,
Volume-9, Issue-3/4, April, 2007,
Calabria, Italy
- 

3rd International Circle Conference
Customer Behavior and Retailing Research
2^{ed} - 22th April, 2006,
Zagreb, Croatia
- 

2^{ed} International Circle Conference
Consumer Behaviour and Retailing Research
April 2005,
Liechtenstein
- 

1st International Circle Conference
Consumers Location and their Environments
April, 2004,
Leeds Metropolitan University

Payment

Payments should be made by bank transfer to Necmettin Erbakan University in Turkey after receiving the abstract acceptance notification.

The total cost of the conference fee, including the costs of bank transfer, should be covered by the participant.

Payments in other currencies will be made at the Central Bank of Turkey exchange rate valid on the day of the transfer. Please specify the name of the participant and the word: "Circle 2024" within the bank transfer details.

Bank details of Konya Tourism Economy and Development Association for participation fee:
Euro account : TR49 0001 0009 1273 7787 0750 02 **Swift code :** TCZBTR2A
Turkish Lira account : TR 76 0001 0009 1273 7787 0750 01 TURİZM EKONOMİSİ VE KALKINMA DERNEĞİ

Visa

Except for some African and Asian countries, Turkey offers visa exemptions to many other countries. Check your country for visa-free :

<https://visaindex.com/visa-requirement/turkey-passport-visa-free-countries-list/>

For visa application to Turkey : <https://www.evisa.gov.tr/en/>



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www.circleinternational.co.uk