

## List of Participants – METU International Week, 26-29 March 2018

<b>Name and Surname</b>	Esra ENES
<b>University</b>	Mersin University
<b>Faculty/Department</b>	Faculty of Fine Arts
<b>Country</b>	Turkey
<b>Position</b>	Academic Lecturer
<b>Professional background</b>	Fashion Design, Clothing Industry, Apparel Pattern Design
<b>Lecture for IWeek at METU</b>	<i>History of Turkish Fashion Design</i> <b>Venue:</b> Room B205,, Rózsa Street Campus <b>Date and Time:</b> 28 March, Wednesday, 14:20-15:40

<b>Name and Surname</b>	Kemal ENES
<b>University</b>	Mersin University
<b>Faculty/Department</b>	Faculty of Tourism
<b>Country</b>	Turkey
<b>Position</b>	Lecturer, Erasmus Department Co-ordinator
<b>Professional background</b>	Gastronomy and Culinary art, eight years of experience in the culinary sector as a Chef and six years as a university lecturer (Chef Instructor)
<b>Lecture for IWeek at METU</b>	<i>UNESCO Creative Cities Network. Case study: Gaziantep, Hatay</i> <b>Venue:</b> Room K401, Nagy Lajos Campus (Host: Péter DÖBRÖNTEI) <b>Date and Time:</b> 28 March, Wednesday, 8:00-10:50

<b>Name and Surname</b>	Christof AMRHEIN
<b>University</b>	Hochschule Mittweida
<b>Faculty/Department</b>	Faculty of Media
<b>Country</b>	Germany
<b>Position</b>	Professor, Head of Media Management Programme
<b>Professional background</b>	Television Production, TV-Journalism, Immersive Journalism, Smart Production Workflows
<b>Lecture for IWeek at METU</b>	<i>Immersive Journalism - Storytelling, Tools and Workflows for 360° Video Production</i> <b>Venue:</b> Room M205, Rottenbiller Street Campus <b>Date and Time:</b> 28 March, Wednesday, 11:00-12:00

<b>Name and Surname</b>	Mukatova RABIGA
<b>University</b>	Kazakh Technology and Business University
<b>Faculty/Department</b>	Faculty of Economics/ Department of Management and Tourism
<b>Country</b>	Kazakhstan
<b>Position</b>	Master Level Teacher
<b>Professional background</b>	2009-2013 BA in Tourism, L.N. Gumilyov Eurasian National University; 2013-2015 MA in Tourism, L.N. Gumilyov Eurasian National University September 2015 to present: instructor, Management and Tourism Department, Kazakh Technology and Business University
<b>Lecture for IWeek at METU</b>	<i>The Influence of EXPO-2017 on the Development of Tourism in Kazakhstan</i> <b>Venue:</b> Room F304, Nagy Lajos Campus (Host: Gábor BÓDIS) <b>Date and Time:</b> 28 March, Wednesday, 11.00-12:20

<b>Name and Surname</b>	Filipe Sampaio RODRIGUES, PHD
<b>University</b>	IPAM-Portugal
<b>Faculty/Department</b>	Management
<b>Country</b>	Portugal
<b>Position</b>	Associate Professor
<b>Professional background</b>	PhD in Management, research and work in the field of local business development
<b>Lecture for IWeek at METU</b>	<i>Creativity, Innovation and Development for Employability</i> <b>Venue:</b> Room K001, Nagy Lajos Campus (Host: Eszter SZILÁGYI-MARCZELL) <b>Date and Time:</b> 27 March, Tuesday, 11:00-12:20

<b>Name and Surname</b>	Yakup SÖNMEZ
<b>University</b>	Abdullah Gül University
<b>Faculty/Department</b>	International Office
<b>Country</b>	Turkey
<b>Position</b>	Research Assistant, International Student Co-ordinator
<b>Professional background</b>	2014 to present: International Student Coordinator 2012-2014: English Language Instructor MA in TESOL in UK (Institute of Education-UCL University College, London)
<b>Lecture for IWeek at METU</b>	<i>International Student Recruitment, Internationalization</i> (Internationalization Section) <b>Venue:</b> Room A209, Rózsa Street Campus <b>Date and Time:</b> 27 March, Tuesday, 11:00-13.00

<b>Name and Surname</b>	Ali ÖZDEMİR
<b>University</b>	Abdullah Gül University
<b>Faculty/Department</b>	International Office
<b>Country</b>	Turkey
<b>Position</b>	International Office Employee
<b>Professional background</b>	<i>Co-ordination of Health, Culture and Sports Facilities</i>
<b>Lecture for IWeek at METU</b>	<i>International Students: Co-ordination of Health, Culture and Sports Facilities</i> (Internationalization Section) <b>Venue:</b> Room A209, Rózsa Street Campus <b>Date and Time:</b> 27 March, Tuesday, 11:00-13.00

<b>Name and Surname</b>	Karlien RYBELS
<b>University</b>	Karel de Grote University College
<b>Faculty/Department</b>	Faculty of Management and Technology
<b>Country</b>	Belgium
<b>Position</b>	International Coordinator; Program Manager, Creative Technologies
<b>Professional background</b>	Five years of experience in international relations at university level (outgoing and incoming programmes)

<b>Name and Surname</b>	Egemen Gunes TUKENMEZ
<b>University</b>	Halic University, Istanbul
<b>Faculty/Department</b>	Faculty of Business / Department of Tourism Management
<b>Country</b>	Turkey
<b>Position</b>	Research Assistant / Assistant Erasmus Coordinator at the Faculty of Business
<b>Professional background</b>	Research and Mobility Programmes
<b>Lecture for IWeek at METU</b>	<i>Social Media Usages of the Biggest Hotel Chains</i> <b>Venue:</b> Room F307, Nagy Lajos Campus (Host: Dr. Judit GROTE) <b>Date and Time:</b> 26 March, Monday, 14:20-15:40

<b>Name and Surname</b>	Nur KALPAKLIOGLU, PHD
<b>University</b>	Halic University, Istanbul
<b>Faculty/Department</b>	Faculty of Business / Department of Tourism Management
<b>Country</b>	Turkey
<b>Position</b>	Assistant Professor, Corporate Communications Director
<b>Professional background</b>	Professional Tourist Guide Certificate (1991) Faculty Member, Tourism Management Department Corporate Communications Director, Halic University Specialised in Marketing Communications in Tourism Industry Member, Consultative Committee, International MICE Association Member, Gastronomy Tourism Association Member, Turkish Tourist Guides Association Member, Istanbul Chamber of Tourist Guides Member, Association Amical Des Gourmets En Turkique
<b>Lecture for IWeek at METU</b>	<i>Health Tourism in Turkey</i> <b>Venue:</b> Room F102, Nagy Lajos Campus (Host: Melanie Kay SMITH) <b>Date and Time:</b> 26 March, Monday, 9:30-10:50

<b>Name and Surname</b>	Dr Soňa ŠTROBLOVÁ, PhD
<b>University</b>	Universita Jana Amose Komenského Prague
<b>Faculty/Department</b>	Social and Media Communication
<b>Country</b>	Czech Republic
<b>Position</b>	Academic
<b>Professional background</b>	Lecturer, University of J.A. Komenský, Topic of lectures: Visual Communication, Medial Communication, Creative Writing Author: <i>Film and Television as the Audiovisual Mediation of the World</i> , and further 12 books (novels and biographies), Experience: Television, Radio, Print Media
<b>Lecture for IWeek at METU</b>	<i>Film and Television as the Audiovisual Communicator and Mediator of the World</i> <b>Venue:</b> Room A103, Rózsa Street Campus <b>Date and Time:</b> 28 March, Wednesday, 11:00-12:00

<b>Name and Surname</b>	Pablo BALZO
<b>University</b>	Finis Terrae University
<b>Faculty/Department</b>	Humanity and Communications
<b>Country</b>	Chile
<b>Position</b>	Director, Advertising Programme
<b>Professional background</b>	Graphic Designer, MA in the Theory and Practice of Contemporary Arts
<b>Lecture for IWeek at METU</b>	<i>Visual Log: the Creativity Life Diary. How to Develop a Creative Mind and Visual Thinking through Illustrations Using a Visual Log as a Tool</i> <b>Venue:</b> Room A209, Rózsa Street Campus <b>Date and Time:</b> 28 March, Wednesday, 9:30-10:30

<b>Name and Surname</b>	Anna ARTEMENKO, PHD
<b>University</b>	Poltava University of Economics and Trade
<b>Faculty/Department</b>	International Economics
<b>Country</b>	Ukraine
<b>Position</b>	Associate Professor
<b>Professional background</b>	PhD in Economics, MA in Pedagogy, BA and MA in International Economics Academic experience: 2017 to present: Associate Professor, Poltava University of Economics and Trade (PUET) 2014-2017: Senior Lecturer, PUET 2011-2014: Teaching Assistant, PUET
<b>Department to visit at METU</b>	Institute of Business Sciences
<b>Lecture for IWeek at METU</b>	<i>International Trade Workshop</i> <b>Venue:</b> Room F106, Nagy Lajos Campus (Host: Ágnes ELAM) <b>Date and Time:</b> 27 March, Tuesday, 17:20-20:10

<b>Name and Surname</b>	Svitlana TUL
<b>University</b>	Poltava University of Economics and Trade (PUET)
<b>Faculty/Department</b>	International Economics Department
<b>Country</b>	Ukraine
<b>Position</b>	Senior Lecturer
<b>Professional background</b>	Degrees: BA and MA in International Economics, PUET; Specialist of Accounting and Auditing, Interdisciplinary Institute of the Specialists Training and Retraining, PUET Academic experience: September 2017 to present: Senior Lecturer, International Economics Department, PUET

	September 2012 to August 08/2017: Assistant Lecturer, International Economics Department, PUET September 2011 to August 2016: Senior Laboratory Assistant, International Economics Department, PUET
<b>Lecture for IWeek at METU</b>	<i>International Trade Workshop</i> <b>Venue:</b> Room F106, Nagy Lajos Campus (Host: Ágnes ELAM) <b>Date and Time:</b> 27 March, Tuesday, 17:20-20:10

<b>Name and Surname</b>	Adri SCHOKKER
<b>University</b>	Hanze University of Applied Sciences
<b>Faculty/Department</b>	Minerva Academy of Pop Culture
<b>Country</b>	The Netherlands
<b>Position</b>	MFA, Lecturer
<b>Professional background</b>	Developer of international exchange projects, researcher, media-artist, lecturer
<b>Lecture for IWeek at METU</b>	<i>Imagine Square Workshop</i> <b>Venue:</b> Room B009, Rózsa Street Campus (Host: Györgyi RÉTFALVI, PhD) <b>Date and Time:</b> 26-28 March

<b>Name and Surname</b>	Alfreda ŠAPKAUSKIENĖ
<b>University</b>	Kaunas University of Technology
<b>Faculty/Department</b>	School of Economics and Business
<b>Country</b>	Lithuania
<b>Position</b>	Associated Professor
<b>Professional background</b>	Social Science, Management, Sustainable Economics Research Group

<b>Name and Surname</b>	Peter PETTINGA
<b>University</b>	Saxion University
<b>Faculty/Department</b>	Academy of Creative Technologies / Media Information and Communication
<b>Country</b>	The Netherlands
<b>Position</b>	Senior Lecturer

<b>Professional background</b>	Peter has been working in the Television Business in the Netherlands. First as an executive producer, later as a developer of TV formats. At Saxion, he is a developer of educational concepts and teaches students how to become more creative, how to develop media concepts and how to pitch.
<b>Lecture for IWeek at METU</b>	<i>Tap into Your Creativity</i> <b>Venue:</b> Room M404, Rottenbiller Street Campus <b>Date and Time:</b> 27 March, Tuesday, 12:00-13:30

<b>Name and Surname</b>	Tinka GIJSEN
<b>University</b>	Saxion University
<b>Faculty/Department</b>	Academy of Creative Technologies / Media Information and Communication
<b>Country</b>	The Netherlands
<b>Position</b>	Lecturer (Creativity & Conceptual Thinking)
<b>Professional background</b>	Tinka has been working in the Television Business in the Netherlands. First as an executive producer, later as a developer of TV formats. At Saxion, she is a developer of educational concepts and teaches students how to become more creative, how to develop media concepts and how to pitch.
<b>Lecture for IWeek at METU</b>	<i>Tap into Your Creativity</i> <b>Venue:</b> Room M404, Rottenbiller Street Campus <b>Date and Time:</b> 27 March, Tuesday, 12:00-13:30

<b>Name and Surname</b>	Marta Liliana NUNES BICHO, PHD
<b>University</b>	IPAM - Laureate International Universities
<b>Faculty/Department</b>	Department of Marketing
<b>Country</b>	Portugal
<b>Position</b>	Assistant Professor
<b>Professional background</b>	Marta is currently an Assistant Professor of Marketing at IPAM - Laureate International Universities (Lisbon, Portugal) and Invited Assistant Professor at Católica Lisbon School of Business & Economics: she holds a PhD in Marketing and a Master in Management. Previously, she worked as a communication manager in hybrid organizations.
<b>Lecture for IWeek at METU</b>	<i>Hybrid Organizations - The Future of a Sustainable Organization</i> <b>Venue:</b> F106, Nagy Lajos Campus (Host: Vera ALPÁR) <b>Date and Time:</b> 26 March, Monday, 14:20-15:40 <b>Venue:</b> F104, Nagy Lajos Campus (Host: Éva LUKÁCSI) <b>Date and Time:</b> 28 March, Wednesday, 12:50-14:10

<b>Name and Surname</b>	Dr. Özgür CENGEL
<b>University</b>	Istanbul Commerce University
<b>Faculty/Department</b>	Department of Business
<b>Country</b>	Turkey
<b>Position</b>	Vice-Rector
<b>Professional background</b>	Marketing
<b>Lecture for IWeek at METU</b>	<i>Emerging Trends in Marketing and the Turkish Case</i> <b>Venue:</b> F104, Nagy Lajos Campus (Host: Éva LUKÁCSI) <b>Date and Time:</b> 26 March, Monday, 12:50-14:10

<b>Name and Surname</b>	Ana Isabel Gonçalves MENDES
<b>University</b>	Polytechnic Institute of Leiria
<b>Faculty/Department</b>	School of Technology and Management
<b>Country</b>	Portugal
<b>Position</b>	Associate Professor
<b>Professional background</b>	PhD in Pure Mathematics
<b>Lecture for IWeek at METU</b>	<i>Calculus for Business and Economics</i> <b>Venue:</b> F105 Nagy Lajos Campus (Host: László PIROSKA) <b>Date and Time:</b> 27 March, Tuesday, 9:30-10:50 <b>Class visit:</b> <i>Calculus for Business and Economics II.</i> (Lecturer: László PIROSKA) <b>Venue:</b> F102, <b>Date and Time:</b> 27 March, Tuesday, 11:00-12:20 <i>Guest Lecture: Typical Mistakes in Data Collection</i> <b>Venue:</b> F108, Nagy Lajos Campus (Host: László PIROSKA) <b>Date and Time:</b> 27 March, Tuesday, 14:30-15:00 <b>Class visit:</b> <i>Calculus for Business and Economics II.</i> (Lecturer: Tamás KOVÁCS) <b>Venue:</b> F003, Nagy Lajos Campus <b>Date and Time:</b> 26 March, Monday, 09:30 - 10:50



<b>Name and Surname</b>	Nuno Almeida
<b>University</b>	University of Coimbra
<b>Faculty/Department</b>	FLUC
<b>Country</b>	Portugal
<b>Position</b>	Professor
<b>Professional background</b>	Professor of Marketing since 2001
<b>Department to visit at METU</b>	Institute of Tourism and Marketing
<b>Lecture for IWeek at METU</b>	<i>Marketing and Tourism Promotion</i>

## PARTICIPATING METU COLLEAGUES

<b>Name and Surname</b>	<b>Dr. habil. László Vass</b>
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Institute of Social Sciences and International Studies
<b>Country</b>	Hungary
<b>Position</b>	Rector, Professor
<b>Professional background</b>	Experienced higher education manager, international expert and author of publications in public management and public policy, former advisor to the Hungarian Government in public administration reform, Fulbright scholar and professor in political science, public affairs and public administration. Former president of the NISPAcee and member of the EAPAA Accreditation Committee.

<b>Lecture for IWeek at METU</b>	<i>Welcome Speech</i> <b>Venue:</b> F102, Nagy Lajos Campus <b>Date and Time:</b> 26 March, Monday, 14.00-14:20
----------------------------------	---

<b>Name and Surname</b>	Árpád PAPP-VÁRY PhD habil
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Business, Communication and Tourism
<b>Country</b>	Hungary
<b>Position</b>	Dean of the Business, Communication and Tourism Faculty Head of the Commerce and Marketing BSc programme Head of the Digital Marketing postgraduate programme
<b>Professional background</b>	Besides university education, Árpád regularly holds training sessions and provides branding consultancy for companies and professionals. He is serving as Vice President of the Hungarian Marketing Association. His teaching and research areas are country branding, city branding, personal branding, sports branding and branded entertainment. Árpád is the author of four books and several hundred publications, most of which are available online at <a href="http://www.papp-vary.hu">www.papp-vary.hu</a>

<b>Lecture for IWeek at METU</b>	<i>Introducing METU</i> <b>Venue:</b> Room F102, Nagy Lajos Campus <b>Date and Time:</b> 26 March, Monday, 14:20-14:30
----------------------------------	--

<b>Name and Surname</b>	Dr. Melanie KAY SMITH
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Business, Communication and Tourism
<b>Country</b>	Hungary
<b>Position</b>	Associate Professor and Head of BSc and MSc Tourism Programmes

<b>Professional background</b>	Dr Melanie Kay Smith has been a higher education academic, researcher and consultant for almost twenty years and has more than 80 publications in the fields of cultural and creative tourism, urban regeneration, health tourism and wellbeing. Her PhD research focused on the cultural regeneration of cities. She was Chair of ATLAS (the Association for Tourism and Leisure Education and Research) for seven years and has extensive experience of lecturing, as well as giving invited Keynote presentations in more than ten countries. Her current research focuses on 'overtourism' and tourist/resident conflicts in cultural cities.
<b>Lecture for IWeek at METU</b>	<i>Creative Budapest</i> <b>Venue:</b> F102, Nagy Lajos Campus <b>Date and Time:</b> 26 March, Monday, 15:00-15:45

<b>Name and Surname</b>	Györgyi RÉTFALVI, Ph.D.
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Faculty of Business, Communication and Tourism / Institute of Communication Studies
<b>Country</b>	Hungary
<b>Position</b>	Associate Professor, Head of the Communication and Media Science Programme in the English language
<b>Professional background</b>	Motion picture editor, video journalist, new media professional

<b>Lecture for IWeek at METU</b>	<i>Imagine Square Workshop: A Successful Cooperation</i> <b>Venue:</b> Room F102, Nagy Lajos Campus <b>Date and Time:</b> 26 March, Monday, 14:30-15:00 <i>Imagine Square Workshop</i> <b>Venue:</b> Room B009, Rózsa Street Campus <b>Date and Time:</b> 26-28 March
----------------------------------	--

<b>Name and Surname</b>	Ferenc KOLESZÁR, DLA
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Arts and Creative Industries / Institute of Design
<b>Country</b>	Hungary
<b>Position</b>	Visiting Professor, Creative Head of Programme
<b>Professional background</b>	Public art, applied arts, design
<b>Lecture for IWeek at METU</b>	<i>Imagine Square Workshop</i> <b>Venue:</b> Room B009, Rózsa Street Campus <b>Date and Time:</b> 26-28 March

<b>Name and Surname</b>	Réka KERTI
<b>University/Company</b>	Dentsu Aegis Network
<b>Faculty/Department</b>	Vizeum Global
<b>Country</b>	The UK / Hungary
<b>Position</b>	Global Media Strategist
<b>Professional background</b>	Marketing and advertising, strong advertising experience on both Brand and DR campaigns. Brand experience includes FMCG, travel, entertainment and B2B.
<b>Department to visit at METU</b>	Institute of Tourism and Marketing
<b>Lecture for IWeek at METU</b>	<i>Global Media Agencies</i> <b>Venue:</b> F003, Nagy Lajos Campus (Host: Gábor REKETYE, PhD) <b>Date and Time:</b> 29 March, Thursday, 9:30-10:50

<b>Name and Surname</b>	Dr. Péter KONDRICZ
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Business, Communication and Tourism
<b>Country</b>	Hungary
<b>Position</b>	Senior Special Advisor to the President, Business Development Commission, House of Assembly, Hungary
<b>Professional background</b>	International lawyer, former diplomat
<b>Department to visit at METU</b>	Institute of Business Sciences
<b>Lecture for IWeek at METU</b>	<i>Competitiveness Challenges in Sub-Saharan Africa</i> <b>Venue:</b> Room F105, Nagy Lajos campus (Host: Attila JÁMBOR) <b>Date and Time:</b> 23 March, Friday, 8:00-9:20

<b>Name and Surname</b>	Johan STROMSATER
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Business, Communication and Tourism and Faculty of Arts and Creative Industries
<b>Country</b>	Hungary
<b>Position</b>	CEO
<b>Professional background</b>	International Education

<b>Name and Surname</b>	Dr Ferenc KISS, PHD
<b>University</b>	Budapest Metropolitan University
<b>Faculty/Department</b>	Faculty of Business, Communication and Tourism
<b>Country</b>	Hungary
<b>Position</b>	Vice-Rector for Academic Affairs
<b>Professional background</b>	E-business, information and knowledge management, research and development, smart city technology and tourism, protection of world heritage sites
<b>Lecture for IWeek at METU</b>	<i>Teaching Start-Up Thinking at METU</i> <b>Venue:</b> F102, Nagy Lajos Campus <b>Date and Time:</b> 27 March, Tuesday, 9:30-10:50

## GUEST SPEAKER

<b>Name and Surname</b>	Katalin ZASZLAVIK
<b>University</b>	Grand Valley State University
<b>Faculty/Department</b>	Department of Visual and Media Arts
<b>Country</b>	USA
<b>Position</b>	Associate Professor Art Education Program Coordinator

<b>Professional background</b>	Doctorate of Art Education Industrial Porcelain Designer Main focus: preparation for the K-12 art teacher profession; service-based learning through art
<b>Lecture for IWeek at METU</b>	<i>21<sup>st</sup> Century Skills for Creative and Innovative Workforce</i> <b>Venue:</b> Room A209, Rózsa Street Campus <b>Date and Time:</b> 27 March, Tuesday, 09:00-09.40