International Conference on Information Resources Management
Conf-IRM 2025

Guidebook

Bogazici University, Istanbul, Türkiye
23–25 June 2025

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Welcome Message from Conf-IRM 2025 Conference Co-Chairs





Dear conference attendees

We are thrilled that you will join us at the 2025 International Conference on Information Resources Management (Conf-IRM). Since its inaugural edition in 2008, the conference series has travelled to several countries across the globe, including Canada, the United Arab Emirates, Jamaica, South Korea, Austria, Brazil, Vietnam, South Africa, Chile, China, Egypt and New Zealand. This year's edition takes place in the dynamic city of Istanbul, Türkiye—a historic crossroads of East and West, where centuries of cultural heritage meet forward-looking innovation and technology.

This year marks the 17th edition of Conf-IRM. The conference theme "Embracing an Intelligent Future" refers to the idea of actively accepting and integrating advancements in artificial intelligence (AI) and related technologies into our lives, societies, and industries, recognizing the potential for significant positive transformation while proactively addressing potential challenges that may arise from this rapid technological evolution.

The conference keynote speeches, panels, and sessions will address innovation, collaboration, and knowledge convergence. Whether you are a seasoned professional or senior scholar or just starting your journey in the tech world or early in your academic career, this conference promises to be an enriching experience. Our lineup of keynote speakers will delve into timely and thought-provoking topics, including the human-centred challenges of working with intelligent technologies, strategic leadership in digital transformation, and innovations in AI-driven financial services. Get ready to expand your horizons and gain fresh insights! Also, take advantage of this unique opportunity to connect with fellow tech

enthusiasts, industry leaders, and potential research collaborators. Share ideas, swap contact details and forge lasting relationships.

Join us in embracing the spirit of innovation that propels the global IT community into the future. We are excited to welcome you to Conf-IRM 2025, hosted at the historic and scenic Boğaziçi University in Istanbul, Türkiye. Stay connected and be part of the conversation by following #Conf-IRM25 on social media for the latest updates, behind-the-scenes moments, and highlights from across the conference.

Let us together make this conference an unforgettable experience!

Nazim Taskin and Felix B Tan

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David J. Pauleen (PhD) is an honorary adjunct professor in the School of Management at Massey University, New Zealand and a Distinguished Research Fellow, Graduate Institute and Department of Business Administration at National Chung Cheng University in Taiwan. His current areas of research interest include management wisdom, personal knowledge management, knowledge management, and emerging work practices His work has appeared in numerous journals including Journal of Business Ethics, Information Systems Journal, Journal of Knowledge Management, Behavior and Information Technology, Sloan Management Review, Journal of Management Information Systems, and Journal of Information Technology. He is also editor of the books, Virtual Teams: Projects, Protocols and Processes and Cross-Cultural Perspectives on Knowledge Management and co-editor of Personal Knowledge Management: Individual, Organizational and Social Perspectives and the Handbook of Practical Wisdom: Leadership, Organization and Integral Business Practice His co-authored books include, Wisdom, Analytics and Wicked Problems: Integral decision-making in the data age (Routledge, 2019) and Management Decision Making, Big Data and Analytics (Sage, 2021, second edition in 2026). He is a founding co-editor of the Routledge's Practical Wisdom in Leadership and Organization Series.



Athanasia (Nancy) Pouloudi is Professor of Information Systems Management and serves as Vice-Rector of International Cooperation and Growth at the Athens University of Economics and Business (AUEB), Greece since September 2024. She holds a first degree in Informatics (AUEB, Greece), and an MSc and PhD in Information Systems (both from the London School of Economics, UK). Her studies were supported by a scholarship by the Greek State Scholarship Foundation. Her academic career started as Lecturer at Brunel University, UK (1997-2001). In 2001, she joined the Department of Management Science and Technology at AUEB, initially as Assistant Professor in Information Systems Management, where she was promoted in 2006 to Associate Professor and in 2019 to Full Professor. She has served as Department Chair for two terms, in the academic years 2014-2016 and 2020-2022.

Her research focuses on organizational and social issues in IS adoption and implementation. She has published extensively in top journals including the Journal of the Association for Information Systems, the European Journal of Information Systems, the Information Systems Journal, the Journal of Information Technology, the Journal of Business Ethics and others. She has worked in a number of European Union funded projects on e-business, e-government, digital health and e-society, most recently studying children's digital maturity (digymatex.eu) and gender equality in business schools (targeted-mpi.eu). She is the Deputy Director of the ISTLab research lab of AUEB.

She is the Immediate Past President of the global Association for Information Systems (AIS), following her service as the 29th President in the academic year 2023-2024. She previously served as Region 2 (Europe/Middle East/Africa) Representative on AIS Council (2010-2013) and regularly serves on the AIS

Region 2 Board and the Executive Committee of the Mediterranean Conference on Information Systems (MCIS).

She is a Senior Editor of the European Journal of Information Systems (EJIS) and a member of the Editorial Boards of the Journal of the Association for Information Systems (JAIS), IT for Development, Health Policy & Technology, and the International Journal of Society, Information, Communication & Ethics.

Her international academic service has been recognized by the 2016 AIS Sandra Slaughter Service Award and the 2020 AIS Technology Challenge Award.

Tracks and Track Chairs

Track 1: Embracing a Sustainable Intelligent Future
Andreja Pucihar, University of Maribor, Slovenia
Barbara Krumay, Johannes Kepler University Linz, Austria

Track 2: IS and AI Adoption and Digital Transformation
Kasuni Weerasinghe, Auckland University of Technology, NZ
Manuel Muehlburger, Johannes Kepler University Linz, Austria

Track 3: Information Security, Privacy, and Risk Management
Bilgin Metin, Bogazici University
Krassie Petrova, Auckland University of Technology, NZ

Track 4: Future of Education, Health and the Public Sector
Eusebio Scornavacca, Arizona State University, Tempe, US
Hamed Jafarzadeh, Macquarie University, Sydney, Australia

Track 5: Enterprise Information Systems and Industry 4.0
Jairo Gutierrez, Auckland University of Technology, Auckland, New Zealand
Mehmet Aydın, Bogazici University, İstanbul, Türkiye

Track 6: Social Media and Social Networks
Shafiq Alam, Massey University
Ziya Perdahci, Bogazici University

Track 7: IS for Development, Diversity, Inclusion and Equality in Digital Futures
Malcolm Garbutt, University of Western Cape, South Africa
Maryam Mirzaei, Auckland University of Technology, New Zealand

Track 8: Regional Perspectives on IS Management
Aslı Sencer, Boğaziçi University, Istanbul, Turkiye

Track 9: Workshops, Tutorials, and Panels
Felix B Tan - Auckland U of Technology NZ

Track 10: Doctoral Consortium
Mirjana Kljajić Borštnar, University of Maribor
Nuri Başoğlu, Izmir Institute of Technology

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Conference Program

Conf-IRM 2025 Program

23-25 June, 2025 | Istanbul, Türkiye

Day 1 (Monday, 23rd June) - Doctoral Consortium		Venue
10.30 - 11.00	**Registration**	
11.00 - 11.15	**Welcome and Introduction**	Demir Demirgil Hall
11.15 - 12.00	**Keynote: The Importance of Developing Perspective** *David J. Pauleen - Massey University*	
12.00 - 13.00	**Doctoral Consortium** *Nuri Başoğlu, Izmir Institute of Technology, Turkiye* *Mirjana Kljajić Borštnar, University of Maribor, Slovenia*	Demir Demirgil Hall
	Student Presentations (30 minutes per student)	
13.00 - 14.00	**Lunch Break**	
14.00 - 15.30	Student Presentations (30 minutes per student)	Demir Demirgil Hall
15.30 - 15.45	**Coffee/Networking Break**	
15.45 - 16.00	**Concluding remarks**	
18.00 - 21.00	**Welcome Reception**	**Kennedy Lodge**

Day 2 (Tuesday, 24th June) - Track Sessions		
09.00 - 09.45	**Registration**	
09.45 - 10.00	**Opening Speech:** Nazım Taşkın - Felix B Tan *Bogazici University - Auckland University of Technology*	Demir Demirgil Hall
10.00 - 10.15	Rectorate Speech	
10.15 - 10.45	**Keynote: The AI Era: Reinventing Financial Services for an Intelligent Future** *Abdulgadir Uyar - Vakıfbank*	
10.45 - 11.00	**Coffee/Networking Break**	
11.00 - 11.45	**Keynote: Embracing disruptions and opportunities of an intelligent future** *Nancy Pouloudi - Athens University of Economics and Business*	Demir Demirgil Hall
11.45 - 12.15	**Sponsor:** Cenk Erkin *BeosinTR*	
12.15 - 13.15	**Lunch Break**	
13.15 - 13.55	**Track 01 - Embracing a Sustainable Intelligent Future** *Andreja Pucihar, University of Maribor, Slovenia* *Barbara Krumay, Johannes Kepler University Linz, Austria*	Demir Demirgil Hall
	2 - A Methodological Process Model for Recognizing Digital Transformation Opportunities *Manuel Muehlburger; Barbara Krumay; Thomas Deutsch* - Online Presentation	
	14 - Swift Crisis Response: The Roles of Organizational Mindfulness, Citizenship Behavior and Digital Infrastructure *Edward Bernroider; Everist Limaj; Nikolaus Obwegeser*	
13.55 - 14.15	**Track 03 - Security, Privacy, and Risk Management** *Bilgin Metin, Bogazici University, Turkiye* *Krassie Petrova, Auckland University of Technology, NZ*	Demir Demirgil Hall
	10 - Mitigating the Risk of Fake User-Generated Content *Christopher Gusenbauer; Michaela K. Trierweiler*	
14.15 - 14.55	**Track 04 - Future of Education, Health and the Public Sector** *Eusebio Scornavacca, Arizona State University, Tempe, US* *Hamed Jafarzadeh, Macquarie University, Sydney, Australia*	Demir Demirgil Hall
	7 - Explaining Perceived Quality of a Tertiary Education Recommendation System through user studies *Unathi September*	
	12 - Predicting Learning Styles with AI: Toward Adaptive and Personalized Education *Md Mehedi Hasan; Gobinda Chandra Sarker; Md Rakibul Hoque; Mohammad Ahmed*	
14.55 - 16.10	**Coffee/Networking Break**	
16.10 - 17.05	**Track 05 - Enterprise Information Systems and Industry 4. 0** *Jairo Gutierrez, Auckland University of Technology, Auckland, New Zealand* *Mehmet Aydın, Bogazici University, Istanbul, Turkiye*	Demir Demirgil Hall
	19R - Exploring the Human-Centric Perspectives of Smart Warehouses Technology Adoption - the case of New Zealand (Research-in-Progress) - Online Presentation *Maryam Mirzaei; B. Dehe*	
	5 - Corporate data Diogenes: Analyzing companies that behave like digital accumulators *Ariel I. La Paz; Josue A. Salinas; David Lopez*	
	9 - Looking Beyond Technology: Hierarchical List of People and Culture Capabilities for Advanced Data Analytics *Tina Afshar Ghochani; Özden Özcan-Top; Banu Aysolmaz*	
17.05 - 17.20	**Closing remarks**	

Day 3 (Wednesday, 25th June) - Track Sessions

09.00 - 09.30	**Registration**	
09.30 - 11.10	**Track 02 - IS Adoption and Digital Transformation** *Kasuni Weerasinghe, Auckland University of Technology, NZ* *Manuel Muehlburger, Johannes Kepler University Linz, Austria**	Demir Demirgil Hall
	1 - A Framework for data space adoption integrating data sovereignty as a technical factor *Andreas Hutterer; Barbara Krumay* - Online Presentation	
	13 - Recommendations for teleconsultation implementation for healthcare providers: A systematic review *Denise Selina Y. Tan; Felix B Tan*	
	8 - Generative Artificial Intelligence and Digital Transformation in Contact Center Businesses *Shafiq Alam; Lorraine Skelton; Muhammad Sohaib Ayub; Windy Dharmawan*	
	16 - The Role of AI-Powered Personalisation throughout the Purchase Decision-Making Process on Online Marketplaces *Nodumo Tembani; Maureen Tanner; Papama Mtambeka*	
	17 - Transforming Customer Service in E-Commerce: The Case of Hepsiburada's Bespoke Platform *Yavuz Selim Hindistan; Handan Derya Ercan; Tayfun İskender; Hüseyin Özdemir; Rıdvan Yıldırım*	
11.10 - 11.25	**Coffee/Networking Break**	
11.25 - 12.00	**Track 03 - Security, Privacy, and Risk Management** *Bilgin Metin, Bogazici University, Turkiye* *Krassie Petrova, Auckland University of Technology, NZ*	Demir Demirgil Hall
	21R - Towards a Holistic Conceptual Framework for Supply Chain and Third-Party Cybersecurity Risk Management (Research-in-Progress) *Muhammed Yusuf Akçakaya; Meltem E Mutlutürk; Bilgin Metin*	
	3 - Adopting DevSecOps: A Framework for IT Governance and Culture Change Based on a Plan-Do-Check-Act (PDCA) Approach *Bilgin Metin; Timur Demir; Ali Can Keserel; Barışcan Güngör; Martin Wynn*	
12.00 - 12.45	**Track 04 - Future of Education, Health and the Public Sector** *Eusebio Scornavacca, Arizona State University, Tempe, US* *Hamed Jafarzadeh, Macquarie University, Sydney, Australia*	Demir Demirgil Hall
	20R - WeChat as a Digital Health Tool: Understanding the Role of Digital Health Literacy in its Effective Use among Elderly Diabetic Patient in China (Research-in-Progress) - Online Presentation *Ruilin Zhu; Zhiqin Wu*	
	18R - Rethinking Doctoral Research and Supervision in the Generative AI Era: A Research Agenda (Research-in-Progress) *Melika Soleimani; Kasuni Weerasinghe; Maryam Mirzai; David J Pauleen*	
	22R - AI's Limits in Generating Audio-Visual Media for Communication of Serious Content (Research-in-Progress) *Ines Janusch; Simon Currle*	
12.45 - 13.45	**Lunch Break**	
13.45 - 15.05	**Track 06 - Social Media and Social Networks** *Shafiq Alam, Massey University, NZ* *Ziya Perdahci, Bogazici University, Turkiye*	Demir Demirgil Hall
	4 - Bridging the Two Sciences: Tapping into the Confluence of Network Science and Design Science Research Online Presentation *Samrat Gupta; Thorsten Schoormann; Mukul Gupta; Leona Chandra Kruse*	
	11 - Perceptions and Governance of Emerging Technologies in New Zealand: Preparing the Next Generation for an IT-Driven Future *Shafiq Alam; Kasuni Weerasinghe; David J Pauleen; Hamed Jafarzadeh; Nazim Taskin; Ji Yu*	
	15 - The Pulse of the Paris Olympics: Sentiment and Topic Modelling of Opening Ceremony *Yunus Emre Bulut; Nazım Taskın*	
	6 - Cyberbullying Detection With Machine Learning & Psychology: A Systematic Review *Lubaina Navaid; Faisal Iradat; Nazim Taskin*	
15.05 - 15.20	**Coffee/Networking Break**	
15.20 - 15.30	**Closing Remarks**	
17.30	Shuttle from Campus to Dinner Venue	
18.00 - 22.00	**Gala Dinner & Award Ceremony**	**Yıldız Hisar Sosyal Tesisleri**
22.00	Shuttle from Dinner Venue to Campus	

Abstracts

1 A Framework for data space adoption integrating data sovereignty as a technical factor

Andreas Hutterer, *andreas.hutterer@jku.at*
Barbara Krumay, *barbara.krumay@jku.at*

Digital transformation allows organizations to increase data transparency, but unfortunately, organizations still encounter obstacles to data sharing as they fear the loss of control over data. Data spaces as cross-organizational data infrastructures can potentially enhance organizations' control over their data. However, the adoption of data spaces has yet to be fully investigated. Therefore, this study attempts to address this gap by applying a Design Science Research (DSR) approach for developing an artefact to support the adoption of data spaces. We designed and evaluated the framework through expert interviews. As a result, we propose a final data space adoption framework comprising 14 factors originating from the Technological-Organizational-Environment (TOE) framework. The framework contributes to the existing body of knowledge regarding influencing factors and supports the adoption of data spaces integrating data sovereignty within organizations.

2 A Methodological Process Model for Recognizing Digital Transformation Opportunities

Manuel Muehlburger, *manuel.muehlburger@jku.at*
Barbara Krumay, *barbara.krumay@jku.at*
Thomas Deutsch, *deutsch-thomas@gmx.at*

Organizations' ability to identify the potential of digital technologies represents a crucial challenge for successfully managing their digital transformation (DT). To tackle this challenge processes are needed that integrate the technological, domain specific and economic expertise within an organization for identifying digital transformation opportunities. Currently, however, approaches to support these recognition processes are scarcely described in information systems engineering. To close this gap an ensemble artefact - namely a methodological process model that enables the recognition of DT opportunities in collaborative settings - has been developed by applying action design research (ADR), involving researchers and practitioners. The final artefact, developed in four iterations, combines a taxonomy and a procedural model. The taxonomy conceptualizes DT as a combination of context-specific instances of three meta-elements (representation, technology and effect). In addition, the procedural model of activities and states guides the recognition process. The artefact's evaluation regarding usability, productivity, validity as well as overall acceptance indicates that this approach is a viable solution for organizations aiming to bridge the silos between domain, business and technology expertise in the context of DT opportunity recognition.

3 Adopting DevSecOps: A Framework for IT Governance and Culture Change Based on a Plan-Do-Check-Act (PDCA) Approach

Bilgin Metin, *bilgin.metin@boun.edu.tr*

Timur Demir, *tdtimurdemir@gmail.com*
Ali Can Keserel, *akeserel@gmail.com*
Barışcan Güngör, *gbariscan@gmail.com*
Martin Wynn, *mwynn@glos.ac.uk*

As digital transformation accelerates, organizations increasingly turn to agile software development and deployment practices like DevOps. However, incorporating security into these processes through DevSecOps presents significant challenges, particularly in cultural adaptation and alignment with IT governance. This study explores the challenges of adopting DevSecOps from two crucial perspectives: organizational culture and IT governance. Through a thorough literature review and the development of a conceptual framework, we identify human-related barriers such as resistance to change, lack of awareness, and communication gaps, along with governance-related constraints such as inadequate policies, misalignment of risks, and compliance issues. To tackle these challenges, we propose a Plan-Do-Check-Act (PDCA) implementation model that provides a practical approach for transforming organizational culture and improving IT governance. This approach aims to bridge the gap between development, security, and operations while aligning with strategic business objectives. Future research in this field could include empirically validating the model through case studies.

4 Bridging the Two Sciences: Tapping into the Confluence of Network Science and Design Science Research

Samrat Gupta, *samrat.gupta@uia.no*
Thorsten Schoormann, *tschoormann@ruc.dk*
Mukul Gupta, *mukulg@iimidr.ac.in*
Leona Chandra Kruse, *leona.chandra@uia*

Network Science is getting growing attention across a diverse range of disciplines. In this study, we investigate the role of design science research (DSR) in developing and applying network science theories and artifacts. We are especially motivated by the ability of DSR to advance theory and practice in designing systems and the potential of network science to address various real-world problems. By surveying information systems literature at the confluence of network science and DSR, we observed a focus on enhancing the design outcome of network science approaches mainly through deductive approaches (as compared to inductive approaches). Only a few papers in our sample provide insights into how DSR can support network science from problem understanding through artifact building to evaluation. Our work provides an area of inquiry for blending the two forces of DSR with network science to address important problems.

5 Corporate data Diogenes: Analyzing companies that behave like digital accumulators

Ariel I. La Paz*, lapaz@fen.uchile.cl*
Josue A. Salinas, *jsalinasc@fen.uchile.cl*
David Lopez, *david.lopez.c@usach*.cl

Data and technological capacity drive individuals and companies to accumulate digital assets- documents, photos, emails, apps, and more- often without a clear purpose, a behaviour termed "digital hoarding" or "data sprawl." While individuals hoard for personal reasons, organizations pile up data aiming to collect customer insights, boost efficiency, and inform the business strategy. Yet, without clear data strategies,

these repositories become inefficient, incur high financial and non-financial costs, and hinder knowledge creation and retrieval. Unlike visible physical hoarding, corporate digital accumulation often goes unnoticed until critical needs arise. This article examines whether companies are crafting effective data strategies, exploring how unstructured data growth complicates operations and escalates maintenance costs for unused technology. By aligning data use with business goals, organizations can unlock their potential while avoiding the pitfalls of unstrategic accumulation. The study advocates for robust data curation and governance to convert digital assets into actionable value.

6 Cyberbullying Detection With Machine Learning & Psychology: A Systematic Review

Lubaina Navaid, *nazim.taskin@bogazici.edu.tr*
Faisal Iradat, *lnavaid@khi.iba.edu.pk*
Nazim Taskin, *firadat@iba.edu.pk*

With the rise of communication technologies, cyberbullying has become a pressing problem. Victims of cyberbullying often find themselves struggling with the physical and psychological effects for many years to come, some even going as far as to take their own lives as a result. Thus, detecting and preventing cyberbullying is crucial. Machine learning and artificial intelligence models have been used for this purpose, however, there is room for improvement regarding considering context and training of these models on additional features. Taking into account the psychological traits and user profile of offenders to train detection can improve performance and help authorities in implementing better detection and prevention systems, thus protecting potential victims from being bullied on online platforms.

7 Explaining Perceived Quality of a Tertiary Education Recommendation System through user studies

Unathi September, *sptuna001@myuct.ac.za*

This study investigates the factors influencing perceived quality in tertiary education recommender systems (RS) by examining structural relationships among user-centric evaluation constructs. The research developed an evaluation framework integrating objective system data with subjective user feedback to ensure that recommendations aid in selecting educational pathways. Using a Design Science Research approach, the framework underwent three DSR iterations with sample sizes of N = 166, 357, and 719, respectively. Quantita-tive results from the final iteration revealed several statistically robust signifi-cant relationships amongst the evaluated constructs: Perceived Recommenda-tion Set Variety (PRSV) positively influenced Perceived System Usefulness (PSU) ($\beta = 0.36$, $t = 7.92$, $p < 0.001$) and Perceived Recommendation Quality (PRQ) also significantly impacted PSU ($\beta = 0.36$, $t = 8.86$, $p < 0.001$). Fur-thermore, Perceived System Enjoyment (PSE) and Perceived Ease of Use (PEU) contributed to Overall Satisfaction (OS) ($\beta = 0.16$, $t = 3.03$, $p < 0.01$; $\beta = 0.27$, $t = 5.28$, $p < 0.001$, respectively), which in turn strongly drove user Interaction (INT) ($\beta = 0.59$, $t = 19.02$, $p < 0.001$). Additional significant relationships included PSU's positive effect on Overall Trust in the RS (OTRS) ($\beta = 0.22$, $t = 5.18$, $p < 0.001$), as well as modest yet significant effects of PRSV and PRQ on OTRS. These findings, derived from exploratory and confirmatory analyses, validate the framework's effectiveness in capturing behavioural metrics and user perceptions, offering RS developers a robust tool to enhance RS quality in tertiary education.

8 Generative Artificial Intelligence and Digital Transformation in Contact Center Businesses

Shafiq Alam, *salam1@massey.ac.nz*
Lorraine Skelton, *lorraine.skelton@op.ac.nz*
Muhammad Sohaib Ayub, *muhammadsohaib.ayub@universityofgalway.ie*
Windy Dharmawan, *dharw1@student.op.ac.nz*

In today's business landscape, digital transformation is critical to competitiveness, with generative AI (GAI) offering significant potential to improve customer interactions and operational efficiency - yet its adoption in contact centres faces challenges such as technical complexity, data privacy concerns, and resistance to change. In this study, we explore these barriers by surveying contact centre personnel. Our findings reveal that security risks, potential misuse, and process complexity drive reluctance toward GAI adoption, along with a knowledge gap to maximize its benefits. The study also uncovers obstacles at all levels of employees and stresses the need for strong governance, multi-stakeholder collaboration, a focus on data ethics, bias mitigation, and risk management. We recommend addressing these challenges to ensure successful integration of GAI, providing valuable insights for organizations that navigate digital transformation while balancing innovation with responsible implementation.

9 Looking Beyond Technology: Hierarchical List of People and Culture Capabilities for Advanced Data Analytics

Tina Afshar Ghochani, *tina.ghochani@metu.edu.tr*
Özden Özcan-Top, *ozdenoz@metu.edu.tr*
Banu Aysolmaz, *b.e.aysolmaz@tue.nl*

Advanced data analytics (ADA), as an emerging field, empowers companies to gain competitive advantages by offering insights derived from data. To derive business value from ADA, organizations must develop various capabilities across different areas, including infrastructure (technology), data management, people, and culture. Previous literature has consistently emphasized technical aspects over other dimensions, providing comparatively limited information about capabilities related to people and culture. To fill in this gap, we conducted a systematic literature review of studies on capabilities and related concepts, including maturity and success factors of ADA. We synthesized the findings from 29 studies into a hierarchical list, categorizing capabilities at two levels and delineating each capability with a set of components. Through the presentation of an extensive and structured list, we aim to clarify how these capabilities are constituted but also guide organizations in identifying necessary capabilities and planning their development, thereby facilitating improved implementation and management of ADA.

10 Mitigating the Risk of Fake User-Generated Content

Christopher Gusenbauer, *mail@christophergusenbauer.at*
Michaela K. Trierweiler, *michaela.trierweiler@jku.at*

User-generated content (UGC) dominates the internet. Tech-companies and social-media platforms are used to moderate UGC and drive their business models with it. However, startups and traditional firms might lack knowledge in that area. Based on a literature review, we identified 74 risks and 111 corresponding safeguards and concatenated them into a ‘fake information risk mitigation' catalog. A

potential overreliance on detection and underutilization of preventative and recovery measures were discovered. A high reliance on algorithmic detection became apparent, while education was underrepresented. Thus, this study argues for an increased focus on education and training. The large amount and variety of discovered risks and measures suggests the need for an interdisciplinary, collaborative approach of companies and authorities to fight fake UGC, as previous studies discussed smaller sets of risks and measures.

11 Perceptions and Governance of Emerging Technologies in New Zealand: Preparing the Next Generation for an IT-Driven Future

Shafiq Alam, *salam1@massey.ac.nz*
Kasuni Weerasinghe, *kasuni.weerasinghe@aut.ac.nz*
David J Pauleen, *D.pauleen@protonmail.com*
Hamed Jafarzadeh, *hamed.jafarzadeh@mq.edu.au*
Nazim Taskin, *nazim.taskin@bogazici.edu.tr*
Ji Yu *j.yu3@massey.ac.nz*

In the era of Industry 4.0, the world is rapidly evolving with emerging technologies like artificial intelligence and the Internet of Things. These technologies bring various benefits to sectors, such as healthcare, education, governance, and transportation, but they also raise concerns about privacy, security, and usability. To maximize the advantages and minimize negative effects, appropriate policies and regulations are crucial. Understanding public perceptions of emerging technologies is vital for their acceptance and effective governance. This research focuses on New Zealand, aiming to comprehend public perceptions through a survey conducted in three stages: literature review, survey instrument development, and empirical data collection. Initial findings from the survey of 450 responses indicate that the public shows moderate support for emerging technologies in New Zealand. However, addressing concerns related to data privacy and accountability is essential. Future work involves testing correlations between knowledge levels and perceptions/concerns, revising the survey instrument, and conducting a nationwide survey with a demographic and ethnicity-based approach to gauge public sentiment.

12 Predicting Learning Styles with AI: Toward Adaptive and Personalized Education

Md Mehedi Hasanm, *mhasan@du.ac.bd*
Gobinda Chandra Sarker, *gobindachandra-2021916432@rme.du.ac.bd*
Md Rakibul Hoque, *rakibul@du.ac.bd*
Mohammad Ahmed, *helal@du.ac.bd*

Artificial intelligence holds significant potential for enhancing adaptive learning environments. However, effective personalization requires a deep understanding of individual learner characteristics-particularly their preferred learning styles. This study presents an Artificial Neural Network (ANN)-based model, aligned with the VARK framework (Visual, Auditory, Reading/Writing, Kinesthetic), to identify student learning preferences using survey data collected from 700 students across schools, colleges, and universities in Bangladesh. A hybrid architecture combining multi-label classification and multi-output regression was employed to predict both the dominant learning styles and the degree of preference for each. The ANN outperformed traditional machine learning algorithms-including Support Vector Machine, Random Forest, Decision Tree, and K-Nearest Neighbors-achieving an F1-score of 0.92 and R-square score of 0.96.

Performance further improved with the integration of K-Means clustering, boosting the F1-score to 0.96. The regression component of the model provides a percentage-based prediction of how strongly a student prefers each learning style, offering a more granular and nuanced understanding of individual preferences. Compared to conventional approaches, this multiheaded approach is more flexible and informative, enabling the early identification of learning styles and facilitating the development of personalized educational content prior to course delivery.

13 Recommendations for teleconsultation implementation for healthcare providers: A systematic review

Denise Selina Y. Tan
Felix B Tan, *felix.tan@aut.ac.nz*

The COVID-19 pandemic has significantly accelerated the adoption of teleconsultation. This study aims to conduct a systematic review of recent research to distill recommendations for implementing teleconsultation from the perspective of healthcare providers. Utilizing the Technology-Organization-Environment (TOE) framework, the research identifies technological, organizational, and environmental enablers and barriers to its continued adoption. Key findings emphasize the importance of reliable technical infrastructure, comprehensive IT support, strategic partnerships, and clearly defined guidelines alongside process integration. By addressing these dimensions, healthcare providers can have a foundation to integrate teleconsultation into routine practices and ensure its sustainability beyond the pandemic.

14 Swift Crisis Response: The Roles of Organizational Mindfulness, Citizenship Behavior and Digital Infrastructure

Edward Bernroider, edward.bernroider@wu.ac.at
Everist Limaj everist,limaj@wu.ac.at
Nikolaus Obwegeser, nikolaus.obwegeser@bfh.ch

Recent external crises have revealed limitations of traditional business continuity planning in fostering organizational agility during unprecedented situations. Drawing on socio-technical perspectives, our study examines how two understudied factors, namely organizational mindfulness toward digital transformation (MDT) and organizational citizenship behavior (OCB), enable agile crisis responses supported by digital infrastructure capabilities. MDT reflects an organization's awareness of the transformative impact of technology, while OCB comprises voluntary, prosocial employee behaviors that enhance organizational learning and adaptability. Analyzing primary survey data, we demonstrate that MDT, loosely coupled digital systems, and OCB can be associated with enhanced organizational agility, which in turn supports competitive performance during a crisis.

15 The Pulse of the Paris Olympics: Sentiment and Topic Modelling of Opening Ceremony

Yunus Emre Bulut, bulut.yemre@gmail.com
Nazım Taskın, nazim.taskin@boun.edu.tr

The study explores public sentiment and thematic discourse surrounding the Paris Olympics 2024 opening ceremony through the analysis of YouTube comments. Employing advanced natural language processing methods, the research leverages sentiment analysis using a RoBERTa-based model and topic modelling through Latent Dirichlet Allocation (LDA) and BERTopic. The analysis of over 20,000 comments highlights diverse audience reactions, uncovering themes of cultural pride, artistic appreciation, and significant polarization on ideological and religious topics. Positive sentiments emphasize inclusivity, creative displays, and national pride, while negative sentiments critique perceived political messaging and religious insensitivity. Neutral observations reflect analytical engagement with the event.

The comparison of LDA and BERTopic reveals both overarching themes and nuanced insights, underscoring the value of complementary methodologies in capturing complex audience dynamics. The findings emphasize the challenges and opportunities of crafting global events that resonate across diverse cultural expectations, offering actionable recommendations for enhancing inclusivity and mitigating controversy in future international ceremonies.

16 The Role of AI-Powered Personalisation throughout the Purchase Decision-Making Process on Online Marketplaces

Nodumo Tembani, *MHLNOD001@myuct.ac.za*
Maureen Tanner, *mc.tanner@uct.ac.za*
Papama Mtambeka, *papama.mtambeka@uct.ac.za*

This study explores the role of Artificial Intelligence (AI)-powered personalisation tools in facilitating consumers purchase decision-making process within the online shopping environment. Recently, there has been a rapid growth in online shopping and retailers have adopted AI-powered personalisation tools such as recommendation systems, chatbots and dynamic pricing to assist and support their consumers with the purchase decision. The techniques and tools required to achieve personalisation have been studied, however, their influence and supportive role during the consumer decision-making journey remains unexplored. The research addresses this gap by assessing how AI-powered personalisation tools facilitate the purchase decision from problem recognition phase to the post-purchase phase. The findings from the research suggest that AI-powered personalisation can provide valuable support throughout four of the five phases of the consumers decision-making process through tools AI-powered personalised recommendations, AI-driven contextual recommendations and comparison tools, AI-driven comparison analysis tools, AI-driven personalised reminders and in-cart recommendations. However, tools like AI-driven chatbots and Dynamic pricing are deemed as less relevant by consumers. Post-purchase, AI support is not particularly effective for consumers, who find AI-driven chatbots and review requests to be unhelpful in handling complex queries. The findings emphasise the importance of AI-powered personalisation but also raise a need for improvements to align with customer expectations.

17 Transforming Customer Service in E-Commerce: The Case of Hepsiburada's Bespoke Platform

Yavuz Selim Hindistan, yavuzselim.hindistan@ozyegin.edu.tr
Handan Derya Ercan, *handan.ercan@boun.edu.tr*
Tayfun İskender, *tayfun.iskender@hepsiburada.com*
Hüseyin Özdemir, *huseyin.ozdemir@hepsiburada.com*
Rıdvan Yıldırım, *ridvan.yildirim@hepsiburada.com*

One of the most integral aspects of the rapidly growing e-commerce sector is the effective and timely utilization of communication channels for managing all pre-sales and post-sales services provided to customers. This study examines the transformation of customer service processes within the e-commerce sector, focusing specifically on the case of Hepsiburada, one of the leading e-commerce retailers of Turkiye. The study consists of the analysis of the firm's customer service platform transformation through localization. The authors utilized a phenomenal single-case study approach. The study findings demonstrate that with proper planning and cross-functional coordination, a tailored solution offers strategic advantages over more generic alternatives in customer service environments that demand speed, context awareness, and seamless omnichannel integration. As a result of this project, operational efficiency, customer service agents, and customer satisfaction results reached the global benchmark levels. Findings offer insights to academics and guidance to practitioners aiming to localize customer service platforms in fast-growing e-commerce markets like Türkiye. Case study outcomes benefit businesses aiming to implement similar customer service architecture to improve operational efficiency, customer loyalty, and long-term profitability in the highly competitive e-commerce industry.

18R Rethinking Doctoral Research and Supervision in the Generative AI Era: A Research Agenda

Melika Soleimani, *melika.soleimani@aut.ac.nz*
Kasuni Weerasinghe, *kasuni.weerasinghe@aut.ac.nz*
Maryam Mirzai, *maryam.mirzaei@aut.ac.nz*
David J Pauleen, *d.pauleen@protonmail.com*

The integration of Generative AI (GenAI) in higher education has been explored at undergraduate and master's levels, but its impact on doctoral education remains underexamined. This research-in-progress outlines a research agenda to investigate how PhD students and supervisors engage with GenAI to enhance research productivity while upholding ethical and pedagogical standards. It proposes a collaborative symbiotic intelligence framework where human reasoning and GenAI capabilities complement each other. This paper reviews existing literature, presents a theoretical foundation, and sets the stage for empirical investigation. It aims to reimagine doctoral education, redefine success metrics, and promote reflective habits and responsible AI engagement.

19R Exploring the Human-Centric Perspectives of Smart Warehouses Technology Adoption - the case of New Zealand

Maryam Mirzaei, *em16260@aut.ac.nz*
B. Dehe, *benjamin.dehe@aut.ac.nz*

This ongoing study explores the adoption and implementation of smart warehouses in New Zealand's logistics sector through the lens of Socio-Technical Systems Theory (STST). By investigating the interrelated components of people, technologies, infrastructure, organisational structures, processes, cultural goals, and broader socio-human factors, this research leverages both secondary data-comprehensive database sourced from New Zealand government reports, industry publications, corporate case studies, and reputable news outlets-and primary data from industry interviews with warehouse managers. The research so far identifies two dominant automation models: the 'Split Task Model', where technology handles repetitive tasks while humans oversee complex functions, and the 'Collaborative Model', where technology enhances human performance making tasks more efficient, accurate, or safe. Findings indicate that automation in New Zealand is reshaping rather than replacing jobs, prompting role evolution and a growing focus on up-skilling.

20R WeChat as a Digital Health Tool: Understanding the Role of Digital Health Literacy in its Effective Use among Elderly Diabetic Patient in China

Ruilin Zhu, *ruilin.zhu@lancaster.ac.uk*
Zhiqin Wu, *302955@hospital.cqmu.edu.cn*

Despite the plethora of literature on digital health literacy on effective use of digital health tool, research remains limited on the use of non-medical apps for healthcare purposes. Given the increasing prevalence of elderly diabetic patients in China, the study aims to uncover the impact of digital health literacy on such app as well as the effective use among users. Drawing on Health Empowerment Model, the research employs the quantitative approach with the data collected from the top-tier hospital in China over six months to examine the focal issue. The results will be expected to provide both academic and practical implications.

21R Towards a Holistic Conceptual Framework for Supply Chain and Third-Party Cybersecurity Risk Management

Muhammed Yusuf Akçakaya, *yusuf.akcakaya@bogazici.edu.tr*
Meltem E. Mutlutürk, *meltem.mutluturk@bogazici.edu.tr*
Bilgin Metin, *bilgin.metin@bogazici.edu.tr*

As organizations deepen their reliance on external service providers and digital supply chains, third-party and supply chain cybersecurity risk management has become a strategic priority. While numerous international documents-such as standards, frameworks, and regulations-address aspects of third-party risk, their fragmented nature poses integration challenges, making implementation complex and inconsistent. This research-in-progress first brings together widely used documents related to third-party and supply chain cybersecurity. It then introduces a holistic conceptual framework to address this fragmentation by

aligning common control themes across the vendor lifecycle. By synthesizing diverse sources into a unified and structured model, the study offers practical value for risk managers, internal auditors, and security leaders seeking to harmonize compliance obligations with effective third-party and supply chain risk management.

22R AI's Limits in Generating Audio-Visual Media for Communication of Serious Content

Ines Janusch, *ines.janusch@jku.at*
Simon Currle, *simon.currle@jku.at*

Generative AI, in particular large language models (LLMs) such as ChatGPT, have enabled broad application of AI in everyday life. While text-generating AI approaches are already widely used by the general public, the application of audio-visual generative AI is lagging behind. Audio-visual generative AI seems particularly suitable for knowledge sharing purposes, i.e., to provide serious content. Nevertheless, the application of generative AI to automate video production tasks in training and education settings is pending. This paper evaluates state-of-the-art audio-visual generative AI approaches, i.e., text-to-video, and their suitability for communicating serious content effectively. In a small proof-of-concept, several self-proclaimed AI-based video generation tools have been tested and evaluated concerning their use in serious content communication. Based on a sample video, we also assessed the uncanniness of AI-generated videos, to clarify their applicability for serious content, i.e., training and education, as we assume this might influence the perception of the content.

Doctoral Consortium

Participants

Alaa Rabea, Bogazici University, Turkiye
Albina Gaisina, Istanbul Technical University, Turkiye
Ecem Akar Ertem, University of Turku, Finland
Hasan Soydan, Bogazici University, Turkiye
Yunus Emre Bulut, Bogazici University, Turkiye

Mentors

David J. Pauleen, Massey University, New Zealand
Gerald Grant, Carleton University, Canada
Kasuni Weerasinghe, Auckland University of Technology, New Zealand
Nancy Pouloudi, Athens University of Economics and Business, Greece
Shafiq Alam, Massey University, New Zealand

Important Information

Discount offer for authors of papers presented at the Conf-IRM 2025 conference

The Information Resources Management Journal (IRMJ is a Gold Open Access journal published by IGI Global. IRMJ offers a 15% discount on the journal's Article Processing Charge (APC), which is $2,550. If you are interested in getting this discount, approach the Communication Coordinator of Open Science Publishing for IGI Global Scientific Publishing, Savannah Pecknold <specknold@igi-global.com>.

Venue



Conference Venue: Boğaziçi University South Campus, Demir Demirgil Hall (Map link)
Address: Boğaziçi University South Campus, 34342 Bebek/İstanbul
Phone: +90 212 359 54 00

About Boğaziçi University

Boğaziçi University is one of Turkey's most prestigious public research institutions, maintaining a strong tradition of liberal arts education and English as the primary language of instruction. Originally established as Robert College in 1863, the first American college founded outside the United States, it became Boğaziçi

University in 1971. Since then, it has expanded its undergraduate and graduate programs across multiple disciplines, solidifying its reputation as an academic center of excellence.

With highly competitive admissions, Boğaziçi University enrolls students ranked among the top 0.5% in nationwide university entrance exams. It offers a diverse range of programs in natural and social sciences, humanities, engineering, education, and applied fields, with a total student population of approximately 13,500, including over 3,000 graduate students.

The university is an active member of international academic networks such as the International Association of Universities (IAU), Magna Charta Universitatum, European University Association (EUA), Mediterranean Universities Union (Unimed), and The Utrecht Network. It has been consistently ranked among the top global universities and is recognized for its strong research output and academic excellence. Each year, Boğaziçi University hosts numerous international conferences, including several high-profile academic events.

Campus and Conference Location

Boğaziçi University consists of six campuses, with most academic and administrative buildings concentrated on South Campus, which offers breathtaking views of the Bosphorus and the historic Rumeli Hisarı Fortress. The CONF-IRM 2025 conference will take place at South Campus, with sessions hosted in buildings surrounding the central square.

South Campus is accessible through three main entrances:

Rumeli Hisarüstü Entrance (Northwest Access): The primary entry point, located at the top of the Bosphorus hills. A short 5-minute walk down leads to the conference venue, offering stunning views of the Bosphorus along the way—perfect for capturing scenic photos.

Bebek Entrance (Southwest Access): Connecting the campus to Bebek Bay, this entrance provides a direct but steep S-shaped pathway leading uphill. Due to the incline, it requires a good level of physical fitness. Please note that taxi access is restricted at this entrance during the conference.

Kale Entrance (Southeast Access): Situated near Rumeli Fortress (Kale), this entrance is the recommended drop-off point for taxis arriving from the Bosphorus side. After entry, the route leads directly to the main square and conference venues.

With its historic setting, vibrant academic atmosphere, and spectacular views of Istanbul, Boğaziçi University offers an inspiring venue for CONF-IRM 2025. We look forward to welcoming you to this world-class institution!

Getting to Bogazici University Campus

From Istanbul Airport

1. Take the M11 line to Gayrettepe Station
2. Transfer to M2 line at Gayrettepe
3. Travel to Levent Station
4. Take M6 line from Levent directly to Bogazici University Station

Total Estimated Time: ~100 minutes

Click for map.

From Sabiha Gökçen Airport

1. Take the M4 line to Ayrılık Çeşmesi Station
2. Transfer to B1 line at Ayrılık Çeşmesi to Yenikapı Station
3. Take M2 line from Yenikapı to Levent Station
4. Take M6 line from Levent directly to Bogazici University Station

Total Estimated Time: ~150 minutes

Click for map.

Important Notes

Metro operates from 06:00 to 24:00 daily

Purchase an Istanbul Card (Istanbulkart) from airport vending machines for seamless travel

Digital displays and announcements in stations are in both Turkish and English

Badge Collection

Upon your arrival, kindly proceed to the designated registration area to obtain your conference badge and other essentials.

Dress Code

Business casual attire for the duration of the conference.

Conference Dinner: The conference dinner will take place on June 25 at Yıldız Hisar. A shuttle will take you to the dinner venue from the campus grounds.

Reach out to us for any support or information by emailing conf-irm@bogazici.edu.tr or Nazım Taşkın at nazim.taskin@bogazici.edu.tr

We are looking forward to welcoming you to Istanbul and Bogazici University!