



Istanbul
19-21 February 2020

EURIE 2020 SUMMIT

Uniting for International Education

CONFERENCE CATALOG

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EURIE 2020 SUMMIT

Uniting for International Higher Education

We would like to welcome all participants of EURIE 2020 – Eurasia Higher Education Summit who prioritize internationalization and value continuous professional development. Through the EURIE platform, we are happy to share best practices, innovative programs and creative solutions for the internationalization of higher education.

During EURIE 2020 Summit, please share with us your best moments and highlights from the conference and the exhibition area using #EURIE2020 and be sure to follow us on Facebook, Twitter, LinkedIn, Instagram and Flickr!



@euriesummit

LOCAL ORGANIZERS

EURIE General Coordinator: Pinar ELBASAN
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WELCOME MESSAGE



Dear EURIE Participants,

We are proud to welcome you to the 5th EURIE Eurasia Higher Education Summit. We would like to thank our long term partners, who supported us from the day that we only dreamt to have such a successful and visionary event and also feel excited to welcome our new partners that joined the EURIE family in the last 5 years.

EURIE is now the key meeting point for higher education institutions, looking to develop their international cooperation with prestigious institutions from the Eurasian region and all around the world.

Entering a new decade in the 21st century, we feel excited, curious and cautious about what this new era will mean for our world, for our universities and above all for the next generations. In the age of disruptive technological developments, global concerns and issues such as the environment, we are fully aware that the only possible way to reshape and adapt the higher education systems is to unite, communicate and work collectively. It is this belief that makes us work even harder to bring the higher education community from every part of the world together at EURIE.

The future will be shaped in new collaborative platforms such as EURIE, where academics, international education professionals and university leaders can create pro-active, sustainable, innovative solutions for the future of higher education.

We are ready to have the best possible higher education experience in the next following days with all our participants from all around the world in the most beautiful, historical, magical city in the world.

Welcome to Istanbul, Welcome to Turkey!

Assoc. Prof. Mustafa Aydın
Founder & President
EURAS / EURIE

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CONFERENCE INFORMATION

Location

All locations are situated in the Istanbul Lutfi Kırdar International Convention and Exhibition Center (ICEC) in the two-level Rumeli Building unless otherwise notified. The conference panels, workshops and roundtables will be held in the Lower Level and the exact locations are stated in the Daily Schedule of EURIE 2020. The exhibition will be held in the Upper Level of Rumeli Building.

EURIE 2020 Opening Ceremony will be held in Anadolu Auditorium followed by Opening Reception in the Rumeli Building.

Registration

Registration Desk is located next to the entrance of the Rumeli Building. Please, pick up your badge and conference bags at the Registration Desk.

Registration Desk Opening Hours

February 18	13:00 – 17:00
February 19	09:00 – 17:00
February 20	09:00 – 17:00
February 21	09:00 – 15:00

Exhibitor Set-up

Exhibition set-up will take place on February 18 between the hours of 13:00- 19:00. For enquiries and assistance please contact eurie@boyutgroup.net

Services

Lunch and coffee breaks will be served at the Exhibition Area. Coffee breaks and a cash bar will be available for snacks and refreshments in the Lower Level.

There are B2B meeting tables at the Exhibition area.

There is a Business Center available for the use of conference participants on the Exhibition Floor.

The Speaker-Ready Room is located at the Lower Level.

Venue Information

Istanbul Lütü Kirdar – ICEC is in the heart of the Congress Valley with its magnificent Bosphorus view. The Main Building with Auditorium and the Rumeli Building with separable halls, foyers with daylight are suitable for all kinds of events from conventions to fairs, from concerts to exhibitions. It is located at the cross section of Istanbul's elegant restaurants and fashion district. There are many three-, four- and five-star hotels within walking distance to Istanbul Lütü Kirdar - ICEC and its location provides easy and fast transportation to the important historical places of the city.

Turkish Gala Dinner

Feb 19, 19:00-22:00

Registration via EURIE mobile app is required to attend.



The venue is Sultan Sarnıç, a Byzantine cistern located in the heart of the old city. Being one of the biggest and oldest cisterns in Istanbul, it was constructed at the end of 4th century AD. It was restored and opened as a touristic venue in 2007.

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CALL FOR PAPERS

EURAS Academic Journal is an open-access, peer-reviewed international journal published by Eurasian Universities Union. It committed to providing a lively meeting-place for international perspectives on scientific developments across the globe. EURAS Academic Journal has a multidisciplinary basis in which every issue has a different subject matter.

“Engineering: Research, Innovation and Technology”

This issue seeks to focus on the variety of dynamics in Engineering Research, Innovation and Technology. Topics may include but are not limited to:

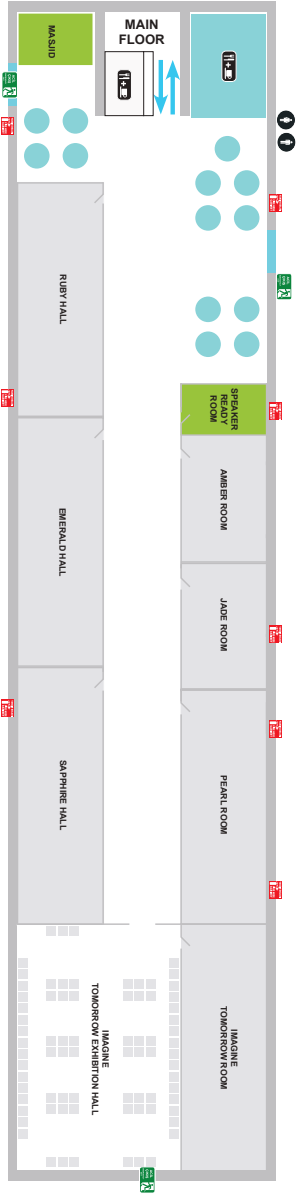
- Wireless communication
- Soft computing and computational intelligence
- Software, smart system and artificial intelligence
- Soft matter, biophysics and Nano-physics
- Controllers, mechatronics and robotics
- Applied engineering and mathematics
- Applied sciences
- Automatic control systems
- Chemical engineering
- Computer science
- Construction materials
- Electronic communication systems
- Engineering mechanics
- Engineering physics and technology
- Big data
- Education engineering
- Aeronautical engineering
- Bio-medical engineering

“Education, Culture and Society”

This issue seeks to focus on the variety of dynamics in education, culture and society. Topics may include but are not limited to:

- Education
- Globalization and education
- Higher education management
- International education and it's cultural effects
- Educational policies and approaches that explicitly address various dimensions of diversity
- International student education, migration and cultural exchanges
- Teaching culture
- Education society
- Cultural change
- Research methods in higher education
- Literature as articulation of culture
- Volunteering, civic engagement
- Social participation
- Inclusion, exclusion
- Social networks
- Gender in education
- Global citizenship
- Education, culture, society and the new media

CONFERENCE FLOOR PLAN



DAILY SCHEDULE AT A GLANCE

FEBRUARY 19 WEDNESDAY

Time	Activity	Location
9:00-17:00	Registration	Rumeli Hall
09:00-09:30	Coffee Break	Anadolu Auditorium Foyer
09:30-12:00	Opening Ceremony	Anadolu Auditorium
12:00-17:00	Exhibition Hall Open	Rumeli Hall
12:00-13:00	Opening Reception	Rumeli Hall
13:30-16:00	Workshop: Developing our Students' Intercultural Competencies: Practical Pedagogies	Pearl Room (Registration required via EURIE App)
13:30-16:00	Workshop: How to Get the Most Out of Your Summer School	Jade Room (Registration required via EURIE App)
13:30-16:00	Workshop: Find International Undergraduate Students without Leaving Your Campus! -How to Leverage Global Credentials and Admission Communications	Amber Room (Registration required via EURIE App)
13:30-14:15	Panel: Digitalization & Innovation	Ruby Hall
14:30-15:15	Panel: Digitalization & Innovation	Ruby Hall
15:30-16:30	Panel: Young Entrepreneurial Universities: The Turkish Experience	Ruby Hall
13:30-16:30	Imagine Tomorrow Activity	Sapphire
19:00-22:00	Turkish Gala Dinner	Sultan Sarnıç

FEBRUARY 20, THURSDAY

Time	Activity	Location
09:00-17:00	Exhibition Hall Open	Rumeli Hall
09:30-10:15	Panel: Leveraging International Partnerships	Ruby Hall
09:30-10:15	Panel: Internationalization in South Eastern Europe	Emerald Hall
09:30-10:15	Panel: English as Medium of Instruction	Sapphire Hall
09:30-10:15	Around the World with EURIE: MALAYSIA	Pearl Room
10:00-10:30	Coffee Break	
10:30-11:15	Panel: Leading Internationalization: Perspectives from Around World	Ruby Hall
10:30-11:15	Panel: Marketing, Recruitment and Admissions: Digitalization	Emerald Hall
10:30-11:15	Panel: Research Cooperation in Eurasia	Sapphire Hall
10:30-11:20	Around the World with EURIE: INDIA	Pearl Room
11:30-12:15	Panel: Leading Internationalization: Perspectives from Around the World	Ruby Hall
11:30-12:15	Panel: Marketing and Recruiting Gen Z	Emerald Hall
11:30-12:15	Panel: Engaging with the Asia-Pacific Region	Sapphire Hall
11:30-12:30	Around the World with EURIE: PORTUGAL	Pearl Room
12:00-13:00	Lunch	
12:15-13:00	Eurie Speakers Networking Luncheon	ICEC Galata Room
13:00-13:45	Panel: Non-Degree Programs for Internationalization	Ruby Hall

FEBRUARY 20, THURSDAY

Time	Activity	Location
13:00-13:45	Panel: Branding Your Country as a Study Abroad Destination	Emerald Hall
13:00- 13:45	Panel: Student Exchange: Access and Quality	Sapphire Hall
13:00- 13:45	Around the World with EURIE: IRAN	Pearl Room
14:00-14:45	Panel: Assessing Internationalization	Ruby Hall
14:00-14:45	Panel: International Recruitment and Retention	Emerald Hall
14:00-14:45	Panel: Global Learning: Beyond Traditional Exchange Programs	Sapphire Hall
14:00-14:45	Around the World with EURIE: PALESTINE	Pearl Room
15:00-15:45	Panel: Benchmarking in Internationalization	Ruby Hall
15:00-15:45	Panel: International Summer Schools	Emerald Hall
15:00-15:45	Panel: Internationalization in the MENA Region	Sapphire Hall
15:00-15:45	Around the World with EURIE: PAKISTAN	Pearl Room
15:30-16:00	Coffee Break	
16:00-16:30	Thursday Plenary Session Internationalization 3.0: Tech, Society and Impact	Ruby Hall
16:30-17:00	EURAS Forum	Emerald Hall

FEBRUARY 21, FRIDAY

Time	Activity	Location
09:00-15:00	Exhibition Hall Open	
09:00-09:30	Morning Talk: Mindfulness for International Office Staff	Ruby Hall
09:30-10:15	Panel: International Student Support	Ruby Hall
09:30-10:15	Panel: Alternative Forms of Internationalization	Emerald Hall
09:30-10:15	Panel: International Quality Assurance	Sapphire Room
10:00-10:30	Coffee Break	
10:30-11:15	Panel: International Student Experience	Ruby Hall
10:30-11:15	Panel: Globalization and Internationalization of HE	Emerald Hall
10:30-11:15	Panel: English as Medium of Instruction	Sapphire Hall
10:30-11:15	Roundtable: Access and Equity in HE	Amber Room
11:30-12:15	Panel: Digitalization and Innovation in HE	Ruby Hall
11:30-12:15	Panel: Internationalization at Home	Emerald Hall
11:30-13:00	Panel: Women's Leadership in Higher Education	Pearl Room
11:30-12:15	Roundtable: English as Medium Instruction	Amber Room
12:00-13:00	Lunch	
13:00-13:45	Panel: The Global Talent Race	Ruby Hall

FEBRUARY 21, FRIDAY

Time	Activity	Location
13:00-13:45	Panel: TNE Models in Eurasia	Emerald Hall
13:00-13:45	Panel: Online Learning Design	Sapphire Hall
13:00-15:00	Roundtable: STEM Education	Amber Room
14:00-14:45	Panel: Developing Global Competences for Employability	Ruby Hall
14:00-14:45	Panel: TNE Models and Critiques	Emerald Hall
14:00-14:45	Panel: Online and Blended Learning	Sapphire Hall
15:00-15:45	Closing Plenary Session European Digital UniverCity (EDUC): A Model for the Future European University	Ruby Hall

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PANELISTS



Ahmet YOZGATLIGİL
METU



Ali Rıza BABAOĞLAN
Grow in EMEA



Berrak KUTSOY
Esas Holding



Cengiz ULTAV
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Melek PULATKONAK
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İAÜ Children University



Mehmet KARAMANOĞLU
Middlesex University



RUBY HALL (-1st FLOOR)

SHAPE THE FUTURE

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FEBRUARY 19

WEDNESDAY

OPENING CEREMONY



H.E. Dr. Muhyieddeen Touq

Minister of Higher Education and Scientific Research
of the Hashemite Kingdom of Jordan

KEYNOTE SPEAKER

FEBRUARY 19

WEDNESDAY

OPENING CEREMONY



Dimitris Avramopoulos

“European policy on migration and security”

Dimitris Avramopoulos was the European Commissioner for Migration, Home Affairs and Citizenship from 2014 until 2019. Before becoming European Commissioner, Mr. Avramopoulos was Minister of National Defence of Greece (two terms), Minister of Foreign Affairs, Minister of Tourism Development, Minister of Health and Social Solidarity and Mayor of Athens (two terms). He was elected Member of the Parliament several times with the “New Democracy” party (1993, 2004, 2007, 2009 and 2012).

Mr. Avramopoulos has numerous Honorary Professorships and has been bestowed awards and state decorations from many countries.

THURSDAY PLENARY SPEAKER

FEBRUARY 20

THURSDAY

**Uwe Brandenburg, Ph.D**

Managing Director, Global Impact Institute

Uwe Brandenburg holds a PhD from the University of Bristol in Globalization Studies, an Msc Econ from the University of Wales at Swansea and an M.A. in Islamic Sciences from the WWU Münster.

He is currently the Managing Director of the Global Impact Institute in Prague and Associate Professor for Regional Cooperation and Impact of Higher Education at the University Rovira I Virgili in Tarragona, Spain. Prior to that he was Managing Partner of CHE Consult and CHE Consult Prague. He was also Director International at the Humboldt-Universität zu Berlin for eight years.

Uwe has published widely on the topic of internationalization. He was the head author and team leader for both the Erasmus Impact Study (EIS, 2014) and the follow-up EIS Regional Analysis (EIS RA, 2016), the European Voluntary Service Impact Study (2017). His research interests are internationalization for society, the influence of technological developments on internationalization and the assessment of impact.

“Internationalization 3.0: Tech, Society and Impact”

Imagine the world in 2030: it will have to cater for 8.6 billion humans, average temperature has risen by 2 degrees centigrade, climate change is finally a universally accepted reality, Fridays for Future has become the first global party and is in governments in 25 countries. Technology has advanced even quicker than expected, fusion of organic and artificial tissues has developed, artificial intelligence is at a new quality level, big data is used in ways unimaginable to people of the 20th and early 21st century. Not the least, 2.1 billion people will be older than 60 and life expectation is 85 (men) and 103 (women). Climate refugees are now the dominant form of refugees; populism is widely spread and many countries face fierce xenophobia and nationalist movements.

What will internationalization look like in such a scenario? What role will physical mobility / internationalization at home / virtual mobility play? What will be the concepts needed to cope with the challenges of such a world? How do technological, political, and natural developments influence internationalization in higher education in the future? What might be the role of Augmented and Virtual Reality? This keynote will address these issues and suggest ways and solutions, all of which might require rethinking our trodden paths.

CLOSING PLENARY SPEAKERS

FEBRUARY 21

FRIDAY



Sonia Lehman-Frisch

Vice-president for International Affairs,
Universite Paris Nanterre

Sonia Lehman-Frisch has been serving as Vice-President for International Affairs at University Paris Nanterre, France, since 2016, where she has been in charge of the development of international partnerships for education and research. She was involved in the making of European Digital UniverCity (EDUC), an alliance of 6 universities which has been selected by the European Commission as one of the pilot European Universities in 2019. She has also been also serving as the Director of the International Office. A Professor of Geography, she is mainly teaching to future history and geography teachers for secondary schools. Her research focuses on the everyday life of city residents in American Cities. She was a Fulbright Research Scholar at UC Berkeley in 2010 and a junior member of Institut Universitaire de France (2011- 2016).



Prof. Dr. Florian J. Schweigert

Vice President for International Affairs, Alumni and Fundraising, University of Potsdam

Prof. Schweigert is an internationally recognized scientist with more than 200 scientific publications. He has been trained at the University of Munich and at Harvard Medical School. Since 1996 he has been the director of the Department of Nutrition at the University of Potsdam. He additionally holds the position of Vice President for International Affairs, Alumni and Fundraising, at the University of Potsdam.

CLOSING PLENARY SPEAKERS

“European Digital UniverCity (EDUC): A Model for the Future European University”

The scope of the panel is to present the vision and objectives of the European Digital UniverCity (EDUC) – one of currently 17 existing European University Alliances.

With its European Universities initiative, the European Commission aims at fostering excellence, innovation and inclusion in higher education across Europe, accelerating the transformation of higher education institutions into the universities of the future with structural, systemic and sustainable impact.

Bringing together the universities of Potsdam (Germany), Cagliari (Italy), Masaryk (Czech Republic), Paris-Nanterre (France), Pécs (Hungary) and Rennes 1 (France), the overall objective of EDUC is to connect the innovative potential of the digital with an open and inclusive academic community that is truly diverse in its nature in order to address some of the major challenges of today.

With its ambitious plan to use the potentials of the digital age in order to develop relevant skills and competencies of our students and to support free thinking and critical research of our scholars, EDUC is taking an active part in shaping the foundations of a new society on the rise.

WORKSHOPS

FEBRUARY 19 **WEDNESDAY** **13:30 - 16:00** **PEARL ROOM**

Developing Our Students' Intercultural Competencies: Practical Pedagogies

Facilitators: David Puente (ISA- WorldStrides) & Naomi Olson (Regis University)

Brief description: Gaining intercultural competencies, including the soft skills, attitudes and perspectives associated with global citizenship and ethical stewardship of a planet, is a powerful rationale for seeking education abroad experiences. Yet recent research strongly suggests that without intervention by expert intercultural mentors, meaningful gains are unlikely to take place when students go abroad.

Some in our profession have observed how two competing 'baseline' stories about education abroad that coexist uncomfortably: 1) that learning happens naturally and 2) that short-term study abroad is as often as not a semester "off" or a glorified vacation. This workshop tries to move the conversation past these two problematic assumptions by debunking the first and offering practical ideas for mitigating the second.

Both speakers have many years of experience closely monitoring student learning abroad and asking hard questions about what should count as the intercultural gains that can justify the expense and effort of participation in short-term educational programming outside the student's home country. The first speaker will focus on the materials he has used on-site in Spain, for the past four years in his Intercultural Learning Workshop. The workshop will define intercultural competency and discuss research on how to facilitate it.

The second speaker will then shift to institutional-level discussions. Participants will share experiences from their own institutions with others. The workshop will cover how successful international student integration can be measured and evaluated through various student feedback tools.

WORKSHOPS

FEBRUARY 19 **WEDNESDAY** **13:30 - 16:00** **JADE ROOM**

How to Get the Most Out of Your Summer School

Facilitator: Michelle Dwyer (University of Liverpool)

Brief description: Many HEIs are beginning to recognize the valuable contribution which summer schools can bring to their internationalization work. This has resulted in an explosion of interest in the provision of such programs with an increasing need for professionalization. This workshop will support attendees by looking at a number of issues with which anyone working in this area will need to consider. The workshop will cover:

- Institutional aims of setting up a summer school and how these may feed into the design of the program
- Common institutional obstacles and ideas for tackling them
- Engagement of academic staff and ways of ensuring benefit to them from contributing to the summer school
- Additional considerations in syllabus design and delivery due to the specific nature of summer school teaching
- Marketing a summer school

WORKSHOPS

FEBRUARY 19 WEDNESDAY 13:30 - 16:00 **AMBER ROOM**

Find International Undergraduate Students Without Leaving Your Campus! – How to Leverage Global Credentials and Admission Communications

Facilitators: Russell Dover (College Board)
Melissa Abache, Efe Carlık (Koç University)

Brief description: Identifying, reaching out to, and attracting appropriate potential students in far-off countries can be a struggle even for very well-resourced universities. This workshop will help higher education institutions leverage global exam platforms and testing policies in their recruitment process. In part one of the workshop, we look at a proactive approach of a Turkish university in international recruitment. In part two, we examine an additional but more subtle element of attracting international students: communication of admissions policies that successfully speak to a variety of locations. Throughout the workshop, we will learn from proprietary College Board data in bringing light to international student trends.



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PARALLEL SESSIONS

FEBRUARY 19, WEDNESDAY

Time	Activity
13:30-14:15 Ruby Hall	<p>Panel: Digitalization & Innovation Arturo Lavallo (Università degli Studi Guglielmo Marconi) Christian-Andreas Schumann (West Saxon University of Zwickau) <i>"Facing Industry 4.0 Competences Demand: Education at the Core of Innovation and Future Work"</i> Giovanni Cristiano Piani (University of Trieste) <i>"Shortening Distance Between Invention and Innovation: Can (Student) Entrepreneurship be Taught?"</i></p>
14:30-15:15 Ruby Hall	<p>Panel: Digitalization & Innovation Ian McAndrew (Capitol Technology University) <i>"Cybersecurity and Its Need in All Aspects of Education"</i> Khayyam Masiyev (Baku Higher Oil School) <i>"Cyber Security Communities Social Platform Using Blockchain Technology"</i></p>
15:30-16:30 Ruby Hall	<p>Panel: Young Entrepreneurial Universities: The Turkish Experience Refik Polat (Karabük University) <i>"Genç Üniversitelerin Uluslararasılaşması; Karabük Üniversitesi Örneği/ Internationalization of Young Universities; Case of Karabük University"</i> Yıldırım Üçtuğ (Atılım University) <i>"Entrepreneurship Ecosystem at Atılım University/ Atılım Üniversitesi'nde Girişimcilik Ekosistemi"</i> İhsan Sabuncuoğlu (Abdullah Gül University) <i>"Sıradanlaşma / Finding and Maintaining Your Edge"</i> *This session will be conducted in Turkish.</p>
13:30-16:30 Sapphire Hall	<p>Imagine Tomorrow Activity</p>

FEBRUARY 20, THURSDAY

Time	Activity
09:30-10:15 Ruby Hall	Panel: Leveraging International Partnerships Suzanna Tomassi (The Open University) <i>"International Endeavours – How to Set Up a Perfect Partnership?"</i> Claudia Peverini (Campus Bio-Medico University of Rome) <i>"Can Small HE Institutions Compete with the Big Players? A Case Study in STEM Education to Enhance Collaborations with Top-tier Institutions and Industry Partners"</i>
09:30-10:15 Emerald Hall	Panel: Internationalization in South Eastern Europe Nikola Savić (University of Belgrade) <i>"Mobility Flows in Western Balkans with Special Focus on Serbia"</i> Sanja Stifter (University of Rijeka) <i>"Enhancers of Internationalization Process in Medical Education: Best Practices from Croatia"</i>
09:30-10:15 Sapphire Hall	Panel: English as Medium of Instruction Julie Dearden and Tom Spain (Oxford EMI) <i>"The EMI Quality Framework: What Constitutes High-Quality English Medium Instruction?"</i>
09:30-10:15 Pearl Room	Around the World with EURIE: MALAYSIA Norhayati Abdullah (University Teknologi Malaysia) <i>"Gateway to an Entrepreneurial Society - The Case of Malaysia"</i> Hajah Zainab Mohd Noor (University Teknologi MARA) <i>"Producing Innovative and Entrepreneurial Graduates: The Case of Universiti Teknologi MARA, Malaysia"</i> Syaheerah Lebai Lutfi (Universiti Sains Malaysia) <i>"Walking the Path to be the Most Entrepreneurial University of the Year 2018 - USM Style"</i>
10:30-11:15 Ruby Hall	Panel: Leading Internationalization: Perspectives from Around World Yaprak Dalat Ward (Fort Hays State University) <i>"Servant Leadership and Comprehensive Internationalization"</i> Sonja Knutson (Memorial University of Newfoundland) <i>"Leading Internationalization in Canada: Policy, University Intentions and Practice"</i>
10:30-11:15 Emerald Hall	Panel: Marketing and Recruitment: Digitalization Meltem Rijkers Oktay and Levent Gaşgil (Study Portals) <i>"Marketing Data Analysis and Interpretation: Beauty & The Beast"</i> Simone Ravaioli (Digitary) <i>"Streamlining International Admissions Through Verified, Self-sovereign Digital Credentials"</i>

FEBRUARY 20, THURSDAY

Time	Activity
10:30-11:15 Sapphire Hall	<p>Panel: Research Cooperation in Eurasia Nana Sharikadze (Tbilisi State Conservatoire) Dmitry Schigel (Global Biodiversity Information Facility) Hege Toje (Diku Norway) <i>"The Eurasia Program – Forging Higher Educational Connections between Norway and Eurasia"</i></p>
10:30-11:15 Pearl Room	<p>Around the World with EURIE: INDIA T. Sasipraba (Sathyabama Institute of Science and Technology) Sudhakar Rao (ICFAI Group of Institutions) P. Palanivel (Education Promotion Society for India) Siddharth Jain (Discovery Education Media) <i>"Future of Indian Higher Education"</i></p>
11:30-12:15 Ruby Hall	<p>Panel: Leading Internationalization: Perspectives from Around the World Thomas Estermann (European University Association) <i>"Leadership and Governance in Times of Change – How to Effectively Address and Implement Change"</i> Dennis Murray (University of Melbourne) <i>"Successful Leadership of Globally Focused Universities"</i></p>
11:30-12:15 Emerald Hall	<p>Panel: Marketing and Recruiting Gen Z Joanna Chodor and Kinga Drechny-Mucha (Jagiellonian University in Krakow) <i>"Generation Z - How to Understand and Engage"</i> Katarzyna Adamiak (University of Ecology and Management in Warsaw) <i>"Trends in International Student Flows in Poland"</i></p>
11:30-12:15 Sapphire Hall	<p>Panel: Engaging with the Asia-Pacific Region Claudio Petti (University of Salento) <i>"Internationalization to and from China in Innovation: An Italian Integrated Cooperation Perspective"</i> M. Ertan Gökmen (Ankara University and International Association for Silk Road Studies) <i>"Education and Research Cooperation between Turkey and South Korea"</i></p>
11:30-12:15 Pearl Room	<p>Around the World with EURIE: PORTUGAL Carla Martins (Universidade do Minho) Sandra Soares (Universidade de Aveiro) Magda Ferro (Universidade Católica Portuguesa) Ricardo Ferreira Reis (Universidade Católica Portuguesa) <i>"Study in Portugal? Yes, of course!"</i></p>

FEBRUARY 20, THURSDAY

Time	Activity
13:00-13:45 Ruby Hall	<p>Panel: Non-Degree Programs for Internationalization Patrick Colabucci (UCLA Extension) Eddie West (San Diego State University, SDSU World Campus) Paul Hofmann (Sacramento State University) <i>"Non-Degree Programs and Partnerships with US Universities"</i></p>
13:00-13:45 Emerald Room	<p>Panel: Branding Your Country as a Study Abroad Destination Gerry O'Sullivan (Erasmus+ National Agency Ireland) "Ireland in a Changing International Education Environment" Eero Loonurm (Archimedes Foundation, Study in Estonia) <i>"Survival Guide for Small Countries: How to Compete in International Higher Education"</i></p>
13:00-13:45 Sapphire Hall	<p>Panel: Student Exchange: Access and Quality Nonceba Mbambo-Kekana (University of Limpopo) <i>"Student Mobility- Is it a Pipe Dream for African Students?"</i> Søren Iversen Hansen (Via University College) <i>"Is it Possible "to Catch the Drift" in International Student Mobility?"</i> Waqar Zaidi (Lahore University of Management Sciences) <i>"Managing Student Exchange in the Pakistani Context. The Experience at LUMS"</i></p>
13:00-13:45 Pearl Room	<p>Around the World with EURIE: IRAN Asghar Asgari (University of Tabriz) <i>"Internationalization of Academic Activities in the Age of Globalization, case study: IRAN"</i> Seyed Komail Tayebi (University of Isfahan) <i>"Regional Collaboration in Higher Education and its Spillover Effects on Knowledge Transfer in Iran"</i> Zahra Emamjomeh (University of Tehran) <i>"Role of Iranian Scientist Women in Scientific International Collaboration"</i></p>
14:00-14:45 Ruby Hall	<p>Panel: Assessing Internationalization Florentin Popescu (Arnhem Business School / Han University of Applied Sciences) <i>"Mapping, Measuring and Assessing Internationalization in Higher Education"</i> Normah Zondo Modreanu (University of KwaZulu-Natal) <i>"Delivering an Integrated Internationalization Strategy Based on Data-driven Insights"</i></p>
14:00-14:45 Emerald Hall	<p>Panel: International Recruitment and Retention Paul Smith (Dublin City University) <i>"The International Student Lifecycle- Moving Interest to Commitment"</i> Ravi Ammigan (University of Delaware) <i>"The International Student Experience: A Data-driven Approach to Enhancing Student Satisfaction at Institutions of Higher Education"</i></p>

FEBRUARY 20, THURSDAY

Time	Activity
14:00-14:45 Sapphire Hall	<p>Panel: Global Learning: Beyond Traditional Exchange Programs Michael Wilhelm and Stephen Hill (University of North Carolina Wilmington) <i>"The International Office and the Faculty: Critical Collaboration in an Era of Uncertainty"</i> Rosanna Gillespie (Imperial College London) <i>"Global Learning Initiatives: Perspectives from Imperial College London"</i></p>
14:00-14:45 Pearl Room	<p>Around the World with EURIE: PALESTINE Nedal Jayousi (National Erasmus+ Office in Palestine) Labib Arafeh (Palestine Ahliya University) Motasem Hamdan (AlQuds University, Jerusalem) Dalal Iriqat (Arab American University-Palestine)</p>
15:00-15:45 Ruby Hall	<p>Panel: Benchmarking in Internationalization Nancy Björklund and Paulo Zagalo-Melo (Western Michigan University) <i>"Examining Benchmarking and Standardization in Comprehensive Internationalization"</i></p>
15:00-15:45 Emerald Hall	<p>Panel: International Summer Schools Ian Fielding (University of Sussex) Shawwna Pomeroy (Coventry University) <i>"The Summer School Business: Creation, Development, Recruitment Strategy"</i></p>
15:00-15:45 Sapphire Hall	<p>Panel: Internationalization in the MENA region Abdelali Kaaouachi (University Mohammed I) <i>"Internationalization of Higher Education in Morocco: Progress and Challenges"</i> Naouel Abdellatif Mami (Université Sétif 2) <i>"International Mobility in the Algerian Universities, the Example of Dire-MED Project"</i></p>
15:00-15:45 Pearl Room	<p>Around the World with EURIE: PAKISTAN Mohammad Nizamuddin (Superior University) Faisal Manzoor (University of Sialkot) Mujaddad UR Rehman (Abbottabad University of Science & Technology) Vali Uddin (Sir Syed University of Engineering & Technology, Karachi) <i>"Internationalization in Higher Education - Pakistani Perspective"</i></p>

FEBRUARY 20, THURSDAY

Time	Activity
16:00-16:30 Ruby Hall	Thursday Plenary Session Uwe Brandenburg (Global Impact Institute) <i>"Internationalization 3.0: Tech, Society and Impact"</i>
16:30-17:00 Emerald Hall	EURAS Forum Pinar Elbasan (General Coordinator EURAS & EURIE) Assoc. Prof. Mustafa Aydın (President, EURAS) Prof. Hmaid Ben Aziza (General Secretary, UNIMED) Prof. Rossana Silva (President, Coimbra Group of Brazilian Universities) <i>"Impact of International Cooperation on Teaching, Research and The Relationship between Universities and Society"</i> *Closed session. EURAS Members only.

FEBRUARY 21, FRIDAY

Time	Activity
09:00-09:30 Ruby Hall	Mindfulness for International Office Staff Edward Peters (GE Coaching)
09:30-10:15 Ruby Hall	Panel: International Student Support Deborah Lock (Lincoln University) <i>"B-Global: A Holistic Approach to Academic Support at the University of Lincoln"</i> Harry Gibney (Queen Mary University of London) <i>"Supporting Mental and Physical Well-Being for Study Abroad Students"</i> Jessica Schüller (MARIHE fellow) <i>"Career Support for International Students: Lessons Learned & Success Strategies from the German Context"</i>
09:30-10:15 Emerald Hall	Panel: Alternative Forms of Internationalization Louise Goold (Monash University) <i>"Beyond Traditional Forms of International Education - Global Capacity Building Initiatives"</i> Nor Haniza Sarmin (Universiti Teknologi Malaysia) <i>"Internationalization with Capacity Building Programs and Projects"</i> İbrahim Yorgun (Middle East Technical University) <i>"A New Role for Universities: Contributors to UN's Sustainable Development Goals"</i>
09:30-10:15 Sapphire Hall	Panel: International Quality Assurance Alison Felce (Quality Assurance Agency for UK Higher Education) Nadeem Khan (Higher Colleges of Technology) <i>"Quality and International Accreditation"</i>

FEBRUARY 21, FRIDAY

Time	Activity
10:30-11:15 Ruby Hall	<p>Panel: International Student Experience Konstantin Platonov (HSE University St. Petersburg) Onur Hoşnut (Ankara University) Damiano Pinnacchio (University of Rome Tor Vergata) <i>"Creating Outstanding International Student Experience in Non-Native English Speaking Environment"</i></p>
10:30-11:15 Emerald Hall	<p>Panel: Globalization and Internationalization of HE Babu George (Fort Hays State University) <i>"Higher Education Internationalization: A Knee Jerk Reaction to Globalization?"</i> Denis Hyams-Ssekasi (University of Bolton) <i>"Making Sense of Globalization. Understanding the Trends, Challenges and Emerging Opportunities in UK Higher Education"</i> Şirin Tekinay (Global Engineering Deans Council and American University in Sharjah) <i>"Globalization of Education: From the Middle East"</i></p>
10:30-11:15 Sapphire Hall	<p>Panel: English as Medium of Instruction Yasemin Bayyurt (Boğaziçi University) Dilek İnal (Istanbul University- Cerrahpaşa) Chair and Speaker: Ben Knight (Cambridge University Press) <i>"Is EMI just 'Teaching Content in English'? How Does EMI Change the Way We Teach?"</i></p>
10:30-11:15 Amber Room	<p>Roundtable: Access and Equity in HE Moderators: Agnes Sarolta Fazekas (Eötvös Loránd University) Beyza Ünal (Dönence) <i>"From Theory to Practice: Inclusive Teaching and Learning Environment in Higher Education"</i></p>
11:30-12:15 Ruby Hall	<p>Panel: Digitalization and Innovation in HE William Lawton (Higher Education Consultant) <i>"The Digital Divide, Higher Education and Inequality"</i> Anthony O'Malley (St. Mary's University) <i>"Digitalizing the Knowledge Economy and the Innovation Society: New Higher Education Goals, Clienteles and Beneficiaries"</i></p>

FEBRUARY 21, FRIDAY

Time	Activity
11:30-12:15 Emerald Hall	<p>Panel: Internationalization at Home Betül Bulut Şahin (Middle East Technical University) <i>“Internationalization at Home: Opportunities and Barriers”</i> Sushy Mangat and Jantien Belt (The Hague University of Applied Sciences) <i>“A Holistic and Skills-based Approach to IaH”</i></p>
11:30-13:00 Pearl Room	<p>Panel: Women’s Leadership in Higher Education Special guest speaker: Prof. Sezer Şener Komsuođlu (Advisor to the President of Council of Higher Education Turkey) Prof. Nigar Demircan Çakar (Rector, Düzce University) <i>“Kadınların Liderlik Sırları/Insights into Women’s Leadership”</i> Prof. Sondan Durukanođlu Feyiz (Rector, Kadir Has University) <i>“Dikenli Yollarda Kadın Liderliđi: Tuzaklar ve Fırsatlar/Women’s Leadership on Difficult Paths: Challenges and Opportunities”</i> Prof. Elif Haykır Hobikođlu (İstanbul University, KAUM) <i>“Dönüştürücü ve Fark Yaratan Kadın Liderliđi/ Transformative and Change-Making Leadership of Women”</i> Prof. Nuray Karaca (Atatürk University) <i>“Akademide Kadın Yöneticiliđinin Reddiyesi Üzerine Sosyolojik Bir Analiz/ A Sociological Analysis of Why Academia Denies Women’s Leadership”</i> Prof. Funda Sivrikaya Şerifođlu (TULIP Türkiye Üniversite Liderlik İyileştirme Programı) <i>“TULIP: Yükseköğretimde Kadın Liderliđini Geliştirme/TULIP: Women’s Leadership Development”</i> Moderator: Prof. Zeliha Koçak Tufan (Executive Board Member, Council of Higher Education Turkey) **This session will be conducted in Turkish. Simultaneous translation will be available.</p>
11:30-12:15 Amber Room	<p>Roundtable English as Medium of Instruction Moderator: Ayşen Güven (British Council Turkey)</p>
13:00-13:45 Ruby Hall	<p>Panel: The Global Talent Race Ivor Emmanuel (UC Berkeley) <i>“The Race for Talent: A US Perspective”</i> Anastasia Minina (Saint Petersburg Electrotechnical University) <i>“Practices of International Talents Enrollment in a Changing World”</i> Ashok Daryani (Sharda University) <i>“Increasing the Number of International Students Studying in India”</i></p>

FEBRUARY 21, FRIDAY

Time	Activity
13:00-13:45 Emerald Hall	Panel: TNE Models in Eurasia Eddie West (San Diego State University) Halil Güven (San Diego State University SDSU Georgia) <i>"SDSU Georgia: How the Largest Public University System in the United States Came to Tbilisi"</i>
13:00-13:45 Sapphire Hall	Panel: Online Learning Design David Rowson and Suren Naidoo (WILEY Education Services) Mark Davis (University of West Alabama) Adam Matthews (University of Birmingham) <i>"Distance Learning Design and Effectiveness"</i>
13:00-15:00 Amber Room	Roundtable: STEM Education Devrim Akgündüz (Istanbul Aydın University) Moderator: Hamide Ertepinar (Istanbul Aydın University) *This session will be conducted in Turkish.
14:00-14:45 Ruby Hall	Panel: Developing Global Competences for Employability Mirko Varano (KTH Royal Institute of Technology) <i>"Joint Programs and Double Degrees: Institutional Approaches and Added Value for the Graduates"</i> Shaun Butcher (CRCC Asia) <i>"Unpacking the Study Abroad Experience to Enhance Employability"</i>
14:00-14:45 Emerald Hall	Panel: TNE Models and Critiques Alan France (TEAM University in Uzbekistan) <i>"The Impact of TransNational Education (TNE) as a Transformational Model to Enable Access to International Education: The Case of Uzbekistan"</i> Bola Ibrahim (American University of Cairo) <i>"The Promise and the Plight of Transnational Education for Host Countries"</i>
14:00-14:45 Sapphire Hall	Panel: Online and Blended Learning Charles Hardy (LinkedIn) Jessica Harrington (University of Birmingham) <i>"Empowering Student Success both in Study and Career"</i>
15:00-15:45 Ruby Hall	Closing Plenary Session <i>"European Digital UniverCity (EDUC): A Model for the Future European University"</i> Sonia Lehman-Frisch (Universite Paris Nanterre) Florian Schweigert (University of Potsdam)



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ISTANBUL GUIDE

Time Zone

UTC/GMT + 3 hours

Currency

The country's official currency is the Turkish Lira. (Abbreviated as TL in Turkish, international code TRY)

Voltage

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Medical Emergency: **112** Police: **155** Fire: **110**

Tourism Police: **0212 527 45 03**



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<http://www.iETT.gov.tr/en>

Yellow taxis can be hailed on the street. They all have taximeters. Although the fares are not high, the distance between any two points in Istanbul can be far and the traffic is very heavy during rush hour.

Around the venue

The neighborhoods around the conference venue are leisure districts famous for cafes, restaurants, shops, museums, art galleries and streets with unique ambiance. Taksim Square is a main transportation hub and a popular destination for both tourists and the natives of Istanbul. Istiklal, a pedestrian street, showcases Art Nouveau and Neo-Classical Architecture, old consulate buildings and churches. Istiklal Street houses boutiques, music stores, bookstores, cinemas, as well as many options for dining and entertainment from patisseries to pubs. You can take the Nostalgic Tram to Tunel, stop by Pera Museum or have a drink at the Flower Market.

Right across the ICEC- Lutfi Kirdar is the Harbiye Military Museum. Just a short walk from the venue in the opposite direction of Taksim will take you to Nisantasi, a luxury shopping and dining area.

Down the hill and on the Bosphorus shore are the two special neighborhoods of Besiktas and Dolmabahçe. At Besiktas, you can visit the Naval Museum and then walk to the famous Dolmabahçe Palace, the largest palace in Turkey which served as the administrative seat of the Ottoman Empire in the late 19th and early 20th century.

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SECOND EDITION

DATE AND TIME

April 20-21-22th, 2020

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