



NICE NETWORK
New Initiatives and Challenges in Europe
32nd Annual Meeting 2023
Izmir, 14 - 16 June 2023

Dear NICE Network Member,

On behalf of the NICE Network Steering Committee and Dokuz Eylül University Faculty of Business, we would like to cordially invite you to the 32nd NICE Network Annual Meeting to be hosted by the

Faculty of Business, Dokuz Eylül University

in Izmir, Türkiye

between 14th and 16th June 2023

Please find attached the agenda, which was elaborated by the Steering Committee of the network. All members of the network are invited to contribute to the conference as speakers, promoters of new ideas and projects or in any other role, which they feel would be beneficial for all of us.

You are kindly invited to fill in the online registration form **by April 28th, 2023**.

<https://forms.gle/YKCYc3FJGFCZhj819>

Please find enclosed practical information about registration, accommodation, traveling to Izmir, annual meeting fee as well as the agenda for this year's meeting. We will be at your disposal whenever questions arise, please contact us via e-mail (isinsu.atalay@deu.edu.tr; banu.durukan@deu.edu.tr) or via phone/whatsapp (+905324570597, Ms Işinsu Atalay).

We are looking forward to hosting you in beautiful Izmir!

Prof. Dr. M. Banu Durukan Sali
Steering Committee Member
Faculty of Business
Dokuz Eylül University

Prof. Dr. Çağnur Balsarı
Dean
Faculty of Business
Dokuz Eylül University



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→ REGISTRATION

To register for the 32nd NICE Network Annual Meeting as a Participant please use the following link:

<https://forms.gle/YKCYc3FJGFCZhj819>

Accompanying persons should also register under the same link.

Deadline for registration is **April 28th, 2023**.

→ ANNUAL MEETING FEE

The Annual Meeting fee is **€200** for participants and **€180** for accompanying persons, which should be paid by **May 15th 2023** to the following bank account:

Account Holder: Yeliz GÜLER

Bank: Ziraat Bankası

Bank Branch and Code: Şemikler Şubesi - 904

Address: Şemikler Mah. Anadolu Cd. No: 545 A / 1 35560 Karşıyaka İzmir

Account Number: 30061490-5006

IBAN: TR69 0001 0009 0430 0614 9050 06

SWIFT: TCZBTR2A

The Annual Meeting fee covers the costs for all sessions, workshops, plenaries, the meeting facilities and meals during the programme as well as the Urla and Ephesus trips.

Accommodation, traveling & transfer costs and further expenses such as the boat trip on Sunday have to be covered by each participant.

→ ERASMUS

We will be pleased to sign relevant Erasmus documents before and upon your arrival in Izmir (isinsu.atalay@deu.edu.tr, Ms Işinsu Atalay).



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→ ACCOMPANYING PERSONS

Accompanying persons should register under the following link:

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The Annual Meeting fee is € 180 for accompanying persons (to be paid by May 15th, 2023 to the same bank account as participants, please see above).

→ TRAVELLING TO IZMIR

Izmir Adnan Menderes Airport (<https://adnanmenderesairport.com/en-EN/>) can be accessed directly by international flights as well as via Istanbul. There are direct international flights (mainly run by SunExpress) from many European cities to Izmir Adnan Menderes Airport.

You can also fly via Istanbul. There are frequent flights on a daily basis from Istanbul Airport and Istanbul Sabiha Gökçen Airport to Izmir. If you come to Izmir via Istanbul, please be aware that Izmir Adnan Menderes Airport as an international airport has customs. Thus, upon your arrival in Istanbul, you transfer to the domestic terminal going through passport control in Istanbul but claim your luggage from the international terminal in Izmir (you are directed by the airline personnel upon your arrival to the domestic terminal).

Izmir Adnan Menderes Airport is 15 kilometers from the city center (Alsancak). This distance will take approximately 23 minutes by car. You can transfer to the city (<https://adnanmenderesairport.com/en-EN/passenger-guide/to-from-the-airport>) by shuttle bus (HAVAŞ), subway (İZBAN) or taxi (some taxis accept credit cards).



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Havaş Timetable (<https://havas.net/en/bus-services>):

FROM: İzmir Adnan Menderes Airport

TO WHERE: İzmir - Alsancak

DATE: 14/06/2023

INFORMATION

From: İzmir Adnan Menderes Airport

Where: İzmir - Alsancak

Date: 14 June 2023, Wednesday

HOURS

08:30 10:00 11:30 17:30

19:45 20:45 22:30

ACCOMMODATION

The meeting point for all activities will be in front of Dokuz Eylül University Rectorate (Cumhuriyet Blv. No:144 Alsancak, Konak, Türkiye) which is situated in Alsancak where many hotels are located.

All participants are responsible for making their own hotel reservations, please find below the contact details and short descriptions of the suggested hotels. Please book your room(s) as soon as possible as June is the beginning of the “high season” in Izmir.

Do not forget to inform the hotel that you are a participant of “NICE Network 2023”, otherwise they may charge you a higher price for your room!



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KORDON OTEL PASAPORT

Address : Akdeniz Caddesi No:2 Pasaport, Izmir, Turkiye
Phone : +90 232 484 81 81
Fax : +90 232 425 02 08
E-mail : info@kordonotel.com.tr
Website : <https://www.kordonotel.com.tr/en-gb/kordon-pasaport-home>

Prices (valid until June 1st): Deluxe single 95€ / per night , Deluxe Double 120 € / per night

Please reserve your place by sending an e-mail to sales@kordonotel.com.tr with the “Nice Network 2023” code.

BEYOND HOTEL

Address : Kızılay Caddesi No:5 Alsancak, İzmir - TÜRKİYE
Phone : +90 232 463 05 85
Fax : +90 232 463 05 86
E-mail : info@hotelbeyond.com
Website : <http://www.hotelbeyond.com/>

Prices (valid until May 15th; payment due June 7th): Single 70€ / per night , Double 90€ / per night

Please reserve your place by sending an e-mail to info@hotelbeyond.com , fom@hotelbeyond.com with the “Nice Network 2023” code.

IZMIR PALAS OTEL

Address : Alsancak, İzmir - TÜRKİYE
Phone : +90 232 465 00 30
Fax : +90 232 422 68 70
E-mail : misafir@izmirpalas.com.tr
Website : <https://izmirpalas.com.tr/en/anasayfa/>



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Prices (valid until June 1st): City View Single Room (Breakfast included /per night) : 1250 TL; Sea View Single Room (Breakfast included /per night) : 1500 TL; City View Double Room (Breakfast included /per night) : 2000 TL; City View Double Room (Breakfast included /per night): 2500 TL.

Please reserve your place by sending an e-mail to misafir@izmirpalas.com.tr with the “Nice Network 2023” code.

→ **İZMİR CITY**

Information about Izmir which might be useful for you while planning your trip is available on the sites:

Visit Izmir: <https://www.visitizmir.org/en/Home>

GoTürkiye: <https://izmir.goturkiye.com>



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→ ANNUAL MEETING AGENDA

START OF OFFICIAL PROGRAMME

Wednesday, June 14th 2023

11:00	Steering committee meeting
15:00	Walking city tour
Afterwards	Informal Dinner

Thursday, June 15th 2023

Venue: *Faculty of Business, Dokuz Eylul University Tinaztepe Campus, Buca, Izmir*

8:30 **Meeting in front of DEU Rectorate, Cumhuriyet Bulvarı No. 144, Alsancak, Izmir**
Shuttle bus leaves for Dokuz Eylul University Tinaztepe Campus, Buca

09:00 – 09:30 **Registration**

09:30 – 10:30 **Plenary 1: Opening Plenary**

Welcome Speeches

Prof. Dr. Çağnur Balsarı, Dean

Prof. Dr. Nükhet Hotar, Rector (To be confirmed)

Short Introduction of Nice Network Members (ALL OLD)

Introduction of New Institutions (ALL NEW)

Presentation of the Annual Meeting Agenda

M. Banu Durukan (TR)

10:30 – 11:00 **Coffee and Tea Break**



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11:00 – 11:30	Spotlight Sessions 1 <ul style="list-style-type: none">o Spotlight 1.1: Social Innovation HUB <i>Gordana Nikolic (HR)</i>o Spotlight 1.2: How to Implement a cost-effective game-based learning method in higher education <i>Darija Aleksic (SI) & Joanna Bednarz (PL) & Aysun Kapucugil Ikiz (TR) & María Fernández Raga (ES) & Susanne Wilpers (DE)</i>
11:30-12:00	Plenary 2: Our International Sustainability Program for Exchange Students <i>Andrea Meyenburg (DE) & Katja Hakkarainen (DE)</i>
12:00 – 13:00	Lunch
13:00 – 14:00	Plenary 3: Inclusiveness: Orange Week and the Leave No one Behind Project <i>Zühal Ünalp Çepel (TR) & Sinem Abka (TR) & Meltem Kolday (TR)</i>
14:00 – 14:15	Coffee and Tea Break
14:15– 15:45	Workshop Sessions <ul style="list-style-type: none">o Workshop 1: Short-term Student Mobilities <i>Thomas Hoffmann (DE) & Gerard O'Carroll (IE)</i>o Workshop 2: Initiatives and Challenges in Internationalization The NICE Network as a stock exchange – how do we maximize its value? <i>Karin Pfister (CH) & Ferdi Hofstede (NL)</i>o Workshop 3: A Systemic Approach to a “sense of belonging” – organizational and job-oriented constellations around inclusion and connections in your educational context <i>Ilja van Tongeren (NL)</i>
15:45 – 16:30	Plenary 4: Turkish History & Culture <i>Müge Aknur (TR)</i>
16:45	End of the first day – Shuttle bus leaves
19:15	Dinner: Meeting in front of the DEU Rectorate and walk to the restaurant



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Friday, June 16th 2023

<u>Venue:</u>	DEU Rectorate DESEM, Cumhuriyet Bulvarı No. 144, Alsancak, Izmir
9:00 – 9:30	Plenary 5: Cultural Tourism in Izmir <i>Tilda Koenka (TR)</i>
9:30 – 10:00	Spotlight Sessions 2 <ul style="list-style-type: none">o Spotlight 2.1: Redesigning the curriculum – the Windesheim way <i>Dinand Warringa (NL) & Ferdi Hofstede (NL)</i>o Spotlight 2.2: Green Change / Circular Economy <i>Olev Toru (EE)</i>
10:00-10:30	Coffee Break
10:30 – 11:30	Plenary 6: Final Plenary <i>Thomas Hoffmann (DE)</i> <ul style="list-style-type: none">o Workshop Reportso Organizational Aspectso Presentation of 2024 venueo Thanks and farewell
11:30 – 12:30	Lunch
13:30	Meeting in front of DEU Rectorate, Cumhuriyet Bulvarı No. 144, Alsancak, Izmir Bus leaves
14:00 – 15:00	Visit: Izmir Economics University
15:00	Trip to Urla
19:30	Official Dinner in Urla Dress Code: As colorful as possible (black is forbidden) & as comfortable as possible



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Saturday, June 17th 2023

8:30 – 19:00 **Trip to Ancient City of Ephesus - UNESCO World Heritage Site and Şirince Village**
(<https://whc.unesco.org/en/list/1018/gallery/>)

Sunday, June 18th 2023

9:00 – 19:00 **Çeşme Boat Trip (€25 to be paid on site)**

Visit 4 bays around Çeşme peninsula (Eşek Island, Blue Bay, Green Bay, Mercan Bogazi, Jandarma Bay, Macri Island) with 1 hour swimming time at each one, lunch (fish/chicken, spaghetti, salad & fruit), wi-fi, insurance included.



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CONTENT OF PLENARIES, SPOTLIGHTS AND WORKSHOPS

PLENARIES

Plenary 2: Our International Sustainability Program for Exchange Students

Andrea Meyenburg (DE) & Katja Hakkarainen (DE)

This programme offers our international students the opportunity to gain competences related to the increasingly influential topics of sustainability and social responsibility, and to broaden their own horizons across disciplines. It has existed for several years at our university and will be open from autumn 2022 also to our exchange students in English as well.

Plenary 3: Inclusiveness: Orange Week and the Leave No one Behind Project

Zühal Ünalp Çepel (TR) & Sinem Abka (TR) & Meltem Kolday (TR)

As a business faculty, we offer a gender equality course in all our undergraduate programs in the freshmen year. The topics covered in the scope of the course are designed both as lectures and as workshops. Orange Summit is the best of all workshops. The Orange Summit, held since 2016, is organized by the lecturer Meltem Kolday and Platform Up International Sustainable Development Student Community. Every year it is held with the participation of universities from all over Türkiye, high schools, and middle schools in Izmir, UNWOMEN, UNHCR, UNFPA, UNDP, UNICEF, and other United Nations agencies. The students design and run campaigns and awareness workshops during the 16-day period between November 25 and December 10. Video content is prepared and presented by each institution separately at the summit to terminate violence against women and girls. It is not only a workshop but also a trendy youth networking circle as many young people come together for a meaningful cause. This year, 27 universities, high schools, and international institutions participated in the 7th Orange Summit. Having 15 different countries represented by our international students was a great pleasure.

The Project titled “Leave No-one behind” numbered 2022-IZM-HEDU-01 was implemented between June, 2022 – December, 2022. The main partners of the project were The Faculty of Business at DEU, UNHCR Türkiye and DEU International Sustainable Development Student Community. The main targets of this project were to ensure socio-cultural integration of refugee university students primarily in the Faculty of Business at DEU and to develop Faculty-wide positive attitudes towards refugees by involving the academic and administrative staff as well as local students of the Faculty in the activities. The main



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activities encompassed lecture series on refugee rights and their social integration, focus group interviews with both refugee and local students, International Culture Fair and Chess Tournament and workshops with academic and administrative staff of the Faculty. The outcome achieved by the project has been overcoming prejudices against refugees, increased awareness in terms of sensitivities of the refugee students. Besides, positive viewpoints and empathy from Faculty to their social environment have been observed. The project results met UN sustainable development goals such as the 4th goal (quality education), 5th goal (gender equality) and 10th goal (reduced inequalities).

Plenary 4: Turkish History & Culture

Müge Aknur (TR)

This talk aims at introducing Turkish history starting from Ottoman Empire period by examining its relations with Europe but mainly concentrating on Republic of Turkey and its founder Mustafa Kemal Atatürk. It will focus on the democratization struggle of Turkish Republic starting from the days of its establishment in 1923 until today. Moreover, Turkish foreign policy as a member of NATO throughout the Cold War period will be analyzed. The lecture will be concluded with an examination of Turkish culture by focusing on business life as well as daily life. In this context, food and entertainment will be elaborated.

Plenary 5: Cultural Tourism in Izmir

Tilda Koenka (TR)

Izmir, which hosted many cultures from Agora to Smyrna, from Kemeraltı to Kadifekale, has a very important role in terms of cultural tourism in Türkiye. Izmir is one of the oldest cultural settlements in the World. For this reason, people of different races and religions have lived in peace on land that can also be described as the cradle of culture. The fact that synagogues, churches, mosques and similar places of worship are still operating in Izmir is the best indicator of this cultural diversity and peace. This is why it is important for visitors to look at Izmir from a different perspective, not only with its climate and natural resources but also with its cultural elements.



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SPOTLIGHTS

Spotlight 1.1: Social Innovation HUB

Gordana Nikolic (HR)

Cooperating with a few different Universities by the BIP Program we could focus on sustainability of islands in different countries.

Spotlight 1.2: How to Implement a cost-effective game-based learning method in higher education

Darija Aleksic (SI) & Joanna Bednarz (PL) & Aysun Kapucugil Ikiz (TR) & María Fernández Raga (ES) & Susanne Wilpers (DE)

Presentation of the final results of the DigiMates project. Specifically, we present a comprehensive procedure for introducing a cost-effective game-based learning method in higher education, which includes thirteen steps to help lecturers introduce game-based activities straightforwardly into their teaching processes. In addition, we also present security, cultural, and quality assurance issues that need to be considered when implementing game-based learning in higher education.

Spotlight 2.1: Redesigning the curriculum – the Windesheim way

Dinand Warringa (NL) & Ferdi Hofstede (NL)

A living outcome approach of redesigning the 1st year curriculum. Incorporating intercultural skills into the 1st propaedeutic year.

Spotlight 2.2: Green Change / Circular Economy

Olev Toru (EE)

The discussion will evolve around the questions: „What change will turn towards becoming more green? What are the challenges? How does it influence prices of all products and services? How does it influence education?“



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WORKSHOPS

Workshop 1: Short-term Student Mobilities

Thomas Hoffmann (DE) & Gerard O'Carroll (IE)

Since 2021, short-term student mobilities can be funded by Erasmus. This is an opportunity for students who are not able to do a full semester or year abroad. If short-term mobility is linked to a COIL, it is a kind of blended mobility. The organization is always a big challenge, but it is much easier to plan bilateral short term mobilities than hosting a BIP (Blended intensive Programme). In this interactive workshop opportunities, and threats will be discussed. By the end, participants could agree on prospective bilateral short-term activities in this field.

Workshop 2: Initiatives and Challenges in Internationalization

The NICE Network as a stock exchange – how do we maximize its value?

Karin Pfister (CH) & Ferdi Hofstede (NL)

New Initiatives and Challenges in Education – that's what NICE stands for. And that's exactly what this workshop is all about!

In a dynamic 90-minute session we challenge you not only to share your best initiatives and practices in internationalizing your curriculum, but also to identify the success factors behind it - what are the crucial building blocks that make these initiatives so successful?

After having touched on this supply side, in the second part we will touch on the demand side: what challenges do you face in your efforts to internationalize your curriculum, what are the obstacles? What conditions have to be met to really take the next step in collaborating internationally? What kind of collaboration are you looking for?

And as is the case in a stock exchange we will end with matching supply and demand: matching the learnings from successful initiatives with challenges we face, matching supply and demand for collaboration projects - focusing on how partner universities can help each other in maximizing the value of our great NICE Network!



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Workshop 3: A Systemic Approach to a “sense of belonging” – organizational and job-oriented constellations around inclusion and connections in your educational context

Ilja van Tongeren (NL)

This workshop offers the chance to dive into -sometimes hidden- dynamics that influence processes and people in an (educational) context, regarding ‘connecting and/or Inclusion’. Attendees are invited to look beyond the surface and meet what’s in ‘the undercurrent’. What really is influencing your ability to connect, include or be effective? How inclusive are you or is your team/organization really? We’ll explore subjects from the personal work context, whether it’s a practical classroom situation or on a more organizational or policy level. Topics, for example, could be inclusion, connecting with colleagues and students or change management issues.