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CONFERENCE PROGRAM

07 December 2024 – 10:00 - 10:10
Opening and Welcome Session

Program Chair
Serdar Gezer

Click HERE for Session Link Meeting ID: **890 7249 9018** Password: **Comic1**
https://us06web.zoom.us/j/89072499018?pwd=cSP0BuGtI8fn0UsXTWYCY8NZ0BoM7G.1

07 December 2024 – 10:15 – 11:15			
Session of COMIC 1			
12 minutes for Presentation / 3 minutes for Question and Answer			
Click HERE for Session Link Meeting ID: **890 7249 9018** Password: **Comic1** https://us06web.zoom.us/j/89072499018?pwd=cSP0BuGtI8fn0UsXTWYCY8NZ0BoM7G.1			
Chair: Halil Ibrahim KOC	Halil İbrahim Koc	10:15 – 10:30	Opportunities Offered by Interpretive Phenomenology for Intercultural Communication Research
	Yunus Emre Okmen	10:30 – 10:45	YouTube and Travel Stories
	Metin Karaburun, Mustafa Gulsun	10:45 - 11:00	Ethical Implications of Fake News: Responsibility of Media And Platforms
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07 December 2024 – 11:30 – 12:30			
Session of COMIC 2			
12 minutes for Presentation / 3 minutes for Question and Answer			
Click HERE for Session Link Meeting ID: **865 6393 3727** Password: **Comic2** https://us06web.zoom.us/j/86563933727?pwd=9DUCbC0EW5DZHzkXlu98QxNIWEWimL.1			
Chair: Serdar Gezer	Serdar Gezer	11:30 - 11:45	Beyond Human Creativity: Algorithmic Agency and the Philosophical Horizons of AI-Generated Art
	Dursun Yılmaz	11:45 - 12:00	The Impact of Warnings on Cigarette Packages: Fear and Hope Strategies in Health Communication
	Sebiha Duz & Nedret Caglar	12:00 - 12:15	Digital Municipalities in the Virtual Realm: New Neighborhoods
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07 December 2024 – 12:45 – 13:45

Session of COMIC 3

12 minutes for Presentation / 3 minutes for Question and Answer

Click HERE for Session Link Meeting ID: **870 9591 7028** Password: **Comic3**

https://us06web.zoom.us/j/87095917028?pwd=IUaww9aaoN7gUHseD8k0i81oNnuUkR.1

Chair: Lutfiye Yasar	Ebru Kangal Erdem	12:45 - 13:00	The Paradox of Smartphone Technology and Sociotelism in Communication
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07 December 2024 – 14:00 – 15:15

Session of COMIC 4

12 minutes for Presentation / 3 minutes for Question and Answer

Click HERE for Session Link Meeting ID: **822 1179 1181** Password: **Comic4**

https://us06web.zoom.us/j/82211791181?pwd=EEdwsvrRaBbL808BwWuGKahpsAZZT4.1

Chair: Hediye Aydogan	Atana Ayse Demirbas et al.	14:00 - 14:15	Paradigmatic Transformation in News: Artificial Intelligence or Human Touch?
	Selim Kanat, N. Oguzhan Akoguz, E.Deniz Uygun	14:15 - 14:30	The Concept of Jihad and Its Relationship with Terrorism: An Analysis Through Digital Media
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Session of Seminar

Click HERE for Session Link

https://us06web.zoom.us/j/85616748264?pwd=FFXc8xxRNgHFNKmkiDImKMbyoECDHA.1 Meeting ID: **856 1674 8264** Password: **Comics**

16:00 - 16:30

Dr. Huseyin Satirer - The Use of Artificial Intelligence Tools in Research Processes

16:30 - 17:00

Assoc. Prof. Dr. Yunus Emre Okmen - Digital Storytelling

07 December 2024 – 17:00 - 17:10

Session of Closing

Click HERE for Session of Closing Link

https://us06web.zoom.us/j/85616748264?pwd=FFXc8xxRNgHFNKmkiDImKMbyoECDHA.1 Meeting ID: **856 1674 8264** Password: **Comics**

Serious Gaming in Marketing Literature: A Bibliometric and Systematic Literature Review

Hediye Aydogan [1] Sena Conkoglu [2]

Abstract

The growing incorporation of serious games in marketing has prompted significant academic interest, yet a comprehensive understanding of the field remains fragmented. This study seeks to bridge this gap by presenting a bibliometric and systematic literature review of serious gaming in marketing. Utilizing robust methodology, 82 documents were identified from the Scopus database through the search query combining "serious gam*" and "market*". A bibliometric analysis was conducted using BiblioShiny and VOSViewer to perform bibliographic coupling and science mapping, providing insights into the structural and intellectual foundations of the research field. Following this, a systematic literature review was executed through the Theory, Methodology, and Context (TMC) framework. Data analysis was performed with MAXQDA 2020 to synthesize findings, identify key trends, and highlight research gaps. The study reveals an evolving research landscape characterized by increasing interdisciplinarity and diversification of methodologies. Key theoretical frameworks, methodological approaches, and contextual applications of serious gaming in marketing are critically examined. The findings underscore the potential of serious games to revolutionize marketing and advertising practices by enhancing engagement, learning, and consumer interaction. However, the study also identifies areas warranting further investigation, including the measurement of effectiveness, ethical considerations, and the integration of emerging technologies such as artificial intelligence and virtual reality. This review contributes to the academic discourse by providing a comprehensive overview of the current state of research and offering actionable insights for future exploration. By synthesizing bibliometric and systematic analyses, this paper provides valuable contributions to the field of marketing and serves as a resource for scholars and practitioners aiming to leverage serious gaming to create innovative marketing, PR, and advertising strategies.

Key Words: serious gaming, marketing, bibliometric analysis, systematic literature review

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