



ERASMUS+ KA2 Strategic Partnership 2019-1-UK01-KA201-062118 COLECO – Higher Education Curricula Development on the Collaborative Economy in Europe

## COLECO Multiplier Event: Sharing Economy Practices

Dokuz Eylul University, Faculty of Business  
Izmir, Turkey  
15<sup>th</sup> December 2021

### Zoom Meeting Information:

<https://zoom.us/j/97192705428?pwd=a1Y3c1JyL244d2N4eEFvREhOODVWQT09>

Meeting ID: 971 9270 5428

Passcode: 151895

18:00 (UTC) Istanbul Time	Welcome Speech on the Behalf of Faculty	Çağnur BALSARI Dokuz Eylul University, Izmir, Turkey Dean
18:15	Welcome Speech on the Behalf of Department	Gülüzar KURT GÜMÜŞ Dokuz Eylul University, Izmir, Turkey Head of International Trade and Business Department
18:30	What Is COLECO And What Have We Learnt From COLECO?	Berna KIRKULAK-ULUDAG Dokuz Eylul University, Izmir, Turkey Harvard University, Fairbank Center for Chinese Studies, USA
18:45	Moving Freight With The Crowd? An Investigation On The Intention To Adopt Crowdshipping For The Last-Mile Delivery	Carlo CIGLIO University of Calabria, Cozenza, Italy
19:00	Socially Engaged Sharing and Design in Turkey: What does it mean for vulnerable populations?	Özge SUBAŞI Koc University, Istanbul, Turkey
19:15	Best Practices from Missafir –A short-term Rental Property Management Company	Mehmet YÜKSEL Founder and CEO of Missafir, Istanbul, Turkey
19:30	The Ecosystem Of Sharing Mobility On The Move-A Snapshot On Hungary	Aniko BERNAT TARKI, Social Research Institute, Bucharest, Hungary
19:45	Sharing Economy Practices in Turkey	Esra KABAKLARLI Selcuk University, Konya, Turkey
20:00	Q & A Session	Q & A Session



COLECO Multiplier Event  
by

Department of International Trade and Business,  
Faculty of Business, Dokuz Eylül University  
Izmir, Turkey

# SHARING ECONOMY PRACTICES



What is COLECO and  
What Have We Learnt  
From COLECO?

PROF. DR. BERNA  
KIRKULAK-ULUDAG



Moving Freight with the  
Crowd? An Investigation on  
the Intention to Adopt  
Crowdsourcing for the Last-  
Mile Delivery

ASST. PROF. DR.  
CARLO GIGLIO



15th  
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18:00 – 20:00



ONLINE  
zoom

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Socially Engaged Sharing  
and Design in Turkey: What  
does it mean for vulnerable  
populations?

ASST. PROF. DR. ÖZGE  
SUBAŞI



Best Practices from  
Missafir –A short-term  
Rental Property  
Management Company

MEHMET YÜKSEL



The Ecosystem Of Sharing  
Mobility On The Move-A  
Snapshot On Hungary

ANIKÓ BERNÁT



Sharing Economy  
Practices in Turkey

ASSOC. PROF. DR.  
ESRA KABAKLARLI

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## SHORT BIOGRAPHIES



Berna KIRKULAK-ULUDAG is a full-time professor at International Trade and Business Department, Faculty of Business, Dokuz Eylül University in Turkey. Currently, she is a Fulbright visiting scholar at Harvard University, Fairbank Center for Chinese Studies. Dr. Kirkulak-Uludag received her PhD in economics at Hokkaido University in Japan and did her postdoc at Southeast University in China. She actively acts as a guest/visiting lecturer and an external examiner at various universities including Maastricht School of Management (MSMS) in the Netherlands, COMSATS University Islamabad in Pakistan, and Southeast University in China. Her research interests include emerging markets namely Chinese economy, sharing economy, resource economics and energy. She has also been involved in significant number of national and international research projects including EARS MUS+, UNESCO, EU COST Actions, TUBITAK, KOSGEB, IZTO and IZKA.



Carlo GIGLIO is an adjunct professor of Innovation Management and Project Management at University of Calabria. He held several positions abroad including a Visiting Scholar at Technical University of Denmark-DTU funded by Danish Government, an Invited Visiting Researcher at Université Lille1-France, a Visiting Professor through ERASMUS + Teaching Mobility at Masaryk-Czech Republic. He holds a PhD in Operations Research, Master's and Bachelor's Degrees in Industrial Engineering & Management from University of Calabria. Mr. GIGLIO acted as a principal investigator of a national project on Social Innovation nominated by WIRED&AUDI and has previous experiences related to European research projects and networks.



Özge SUBAŞI is the director of Futurewell: Co-creation and Wellbeing Research Group, which is the first participatory design and wellbeing lab in Turkey. She is an Assistant Professor at the College of Social Science and Humanities at Koç University in Turkey. Dr. SUBAŞI received her PhD in design anthropology at University of Applied Arts in Vienna in Austria. Dr. SUBAŞI's research centres on the co-creation of new services and designs with undervalued populations and focuses on fieldwork in community settings, usually with craftly artefacts. SUBAŞI has been involved in multiple EU projects and international networks around the topics of sharing economy, local communities, care, and intergenerational technologies.



Mehmet YÜKSEL is the founder and CEO of Missafir.com. He graduated from Industrial Engineering and Mechanical Engineering Departments at Okan University in Turkey. Mr. YÜKSEL holds 4 Master degrees from different universities. While he was doing his first Master degree in Engineering Management Department at Marmara University in Turkey, he had his first 'Missafir' experience as an ERASMUS exchange student in Poland. His other Master degrees are as follows; one is in Production Management and Marketing at Galatasaray University in Turkey, one is in Business Administration at Istanbul University in Turkey and the other one is in International Technology Management at Warwick University in UK through a 'Jean Monnet' scholarship. Before his start-up, Mr YÜKSEL used to work as a planning manager at HelloFresh, which was one of the Europe's fastest growing technology start-up companies in the Financial Times list as of 2017.



Anikó BERNAT is a sociologist at TARKI Social Research Institute in Hungary. Her expertise lies in the social inclusion of vulnerable social groups such as ethnic minorities, migrants, homeless or disabled people. She has a Master's degree in Sociology, and is currently a PhD candidate in Sociology at ELTE University in Hungary. Ms BERNAT has been involved in various collaborative research projects including EU Framework and COST Actions, which are particularly targeting vulnerable people



Dr Esra KABAKLARLI is an Associate Professor and acts as a Vice Dean at Faculty of Economics and Administrative Sciences, Department of Economics Policy, Selcuk University in Turkey. Dr. KABAKLARLI received her PhD degree in economics from Selcuk University in Turkey. Her research interests include emerging markets, investment and resource policies, digital transformation of youth and the manufacturing sector, collaborative and sharing economy, and industry 4.0. She is also the author of the book titled 'Industry 4.0 and the Digital Economy: Opportunities, Impacts and Threats for the World and Turkish Economy'.