



International Conference on Business, Economics,
Marketing and Management
(ICBEMM-24)

Istanbul, Turkey
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Editorial:

We are delighted to extend a warm welcome to all participants attending the International Conference on Business, Economics, Marketing and Management (ICBEMM-24), taking place in Istanbul, Turkey on January 23rd-24th, 2024. This conference provides a vital platform for researchers, students, academicians, and industry professionals from all over the world to share their latest research results and development activities in the field of Business, Economics, Marketing and Management. It offers delegates an opportunity to exchange new ideas and experiences, establish business or research relationships, and explore global collaborations.

The proceedings for ICBEMM-24 contain the most up-to-date, comprehensive, and globally relevant knowledge in the field of Business, Economics, Marketing and Management. All submitted papers were subject to rigorous peer-reviewing by 2-4 expert referees, and the papers included in these proceedings have been selected for their quality and relevance to the conference. We are confident that these proceedings will not only provide readers with a broad overview of the latest research results in Business, Economics, Marketing and Management but also serve as a valuable summary and reference for further research in this field.

We are grateful for the support of many universities and research institutes, whose contributions were vital to the success of this conference. We extend our sincerest gratitude and highest respect to the many professors who played an important role in the review process, providing valuable feedback and suggestions to authors to improve their work. We also extend our appreciation to the external reviewers for providing additional support in the review process and to the authors for contributing their research results to the conference.

Since November 2024, the Organizing Committees have received more than 60 manuscript papers, covering all aspects of Business, Economics, Marketing and Management. After review, approximately 19 papers were selected for inclusion in the proceedings of ICBEMM-2024.

We would like to thank all participants at the conference for their significant contribution to its success. We express our gratitude to the keynote and individual speakers and all participating authors for their dedication and hard work. We also sincerely appreciate the efforts of the technical program committee and all reviewers, whose contributions made this conference possible. Finally, we extend our thanks to all the referees for their constructive comments on all papers, and we express our deepest gratitude to the organizing committee for their tireless work in making this conference a reality.

Acknowledgement

The International Conference on Business, Economics, Marketing and Management, organized by SCITE, was successfully held in January. We extend our heartfelt gratitude to our colleagues, staff, professors, reviewers, and members of the organizing committee for their unwavering support in making this conference a success.

We would also like to thank all the delegates who travelled far and wide to attend this conference, making it a truly global event. This conference provided a platform for students, professional engineers, academicians, and scientists to share their latest research and developments in the field of International Conference on Business, Economics, Marketing and Management.

The aim of the conference was to promote research and development activities and to encourage scientific information exchange between researchers, developers, engineers, students, and practitioners from all around the world. Once again, we thank everyone who contributed to making this conference a resounding success.



Dr. Samuel Moses
Director
Science Cite (SCITE)

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Needs Analysis for Virtual Reality-based Safety Training Spotting Hazards in the Commercial Kitchens

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Abstract:

Literature highlights kitchen safety issues related to deficiencies in safety training, and a lack of in-depth knowledge of hazard identification and worker safety, time constraints in educating commercial kitchens employees on safety. The fast-paced nature of the industry often overlooks safety measures. To address this, leveraging virtual reality (VR) technology is proposed for comprehensive hazard training in kitchens, a versatile tool recognized in education, medicine, and engineering. Hence, two-fold questions are: (1) What is the needs analysis in designing a VR-based safety training spotting hazards in the commercial kitchen and (2) what is the needs analysis in designing of preparation for VR-based safety training in the commercial kitchen. This study employs a Training Needs Analysis (TNA) methodology with 12 participants from diverse roles including food handlers, occupational safety and health officer (SHO) and IT executives to assess hazard-spotting practices in commercial kitchens. Utilizing a combination of interviews and on-site observations, the study assesses the current state of hazard awareness and the effectiveness of existing training programs. Notably, limitations include reliance on information solely from staff who attended food safety training. The study unveils a critical gap in last-minute hazard recognition and a lack of comprehensive occupational safety and health training within the kitchen industry. Findings underscore the urgency for targeted interventions. The proposed solution involves a VR-based training program, offering an immersive experience to enhance hazard awareness. This research contributes valuable insights into the pressing need for innovative training strategies to fortify safety protocols in commercial kitchen workplaces.

Keywords:

T Commercial Kitchen, Hazards, Training-needs-analysis, Virtual Reality.

