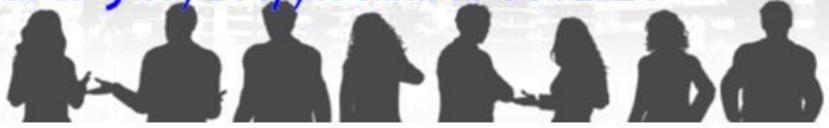




# 3rd International Workshop on Workshop on Finance Business, Economics, Marketing and Information Systems September 9-10, 2017, Istanbul TURKEY



## PLENARY PRESENTATION

### TITLE:

Search Engine Marketing and Business – Present and Future

### AUTHOR:

Prof Melius Weideman, WARC, CPUT, Cape Town (South Africa)

### ABSTRACT:

Discussion and demonstration topics:

- A brief history of search engines, and how their business model has evolved.
- The commercial importance of ranking.
- Google's mistakes.
- Natural versus paid results.
- The Controversy: Expenditure versus Popularity.
- The future of search engine marketing.

### BIO:

Melius Weideman is the founder and leader of WARC - the Website Attributes Research Centre at CPUT (Cape Peninsula University of Technology) in Cape Town. After working in the electronics and computer industry, he joined the academe in 1984. His research interests were initially focussed on computer viruses, but after 1994 the Internet, and specifically search engines started fascinating him.

He graduated with a Doctorate in Information Science from the University of Cape Town in 2001, and has managed to find a way to assist students in finding study-related materials easily through the correct application of search engine technology. Numerous of his publications have seen the light since then on topics including website visibility, website usability, search engines and information retrieval.

During 2007 he was chosen from 40 international applicants to become the first Fellow at the Munich University of Applied Sciences. In mid-2008 he spent three months teaching at this university. Campus02, in Graz, Austria invited him to do two workshop series on Internet Marketing through Websites in 2008. He also spent 3 months at MUNI in Brno, Czech Republic, (2012/2013) on an Erasmus Mundus Scholarship.

He was appointed as an Associate Professor in 2004, and a full Professor at CPUT in 2008. He is an NRF rated researcher.

Melius lives in Protea Valley near Cape Town, enjoys spending time with his family and for recreation cycles, reads and does photography. He has completed 23 (consecutive) Argus Cycle Tours, two Comrades Marathons, four Double Centuries and one ABSA Cape Epic Extreme MTB Tour.