





Assoc. Prof. Dr. DİCLE YURDAKUL

Gayrettepe Social Sciences Campus +90 (212) 604 01 00 / .

Interview Hours: Pazartesi 17:00 - 19:00 / Çarşamba 13:00 - 15:00 (ya da randevu ile)

Monday 17:00 - 19:00 / Wednesday 13:00 - 15:00 (or by appointment)

dicle.yurdakul@altinbas.edu.tr

EDUCATIONAL INFORMATION

Degree	University	Department	Year(s)
Doctoral Degree	Izmir University of Economics	Business (Phd)	2008 - 2013
Master's Degree	University of Nine September	International Business Administration (m.s.) (no Thesis) (v.o.)	2004 - 2007
Bachelor's Degree	University of Nine September	Department of Business Administration	2000 - 2004

RESEARCH AREAS

Consumer Behavior, Behavioral Neuroscience, Marketing

ACADEMIC DUTIES

Duty Inca Tear(5)	Duty	University	Area	Year(s)
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ADMINISTRATIVE DUTIES

	Duty	University	Year(s)
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ACADEMIC AND PROFESSIONAL MEMBERSHIPS

Organisation	Membership	Year(s)
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NON-UNIVERSITY EXPERIENCE

Country Organisation	Duty	Year(s)
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BOOKS

ARTICLES

PROCEEDINGS

Sustainability Through Business Model and Supply Chain Innovation: An Exploratory Study On Inclusive Business Models In Turkey

YURDAKUL DİCLE

17th International Logistics and Supply Chain Congress, 2019

International

Üçüncü Nesil Kurumsal Sosyal Sorumluluk Süreçlerinde Pazarlamanın Rolü: Keşfedici Bir Araştırma

YURDAKUL DİCLE

17. Uluslararası Katılımlı İşletmecilik Kongresi, 2018

National

Psikanalitik Kuram Perspektifi ile Tüketici Tatmini: Hızlı Tüketim ve Arzu Döngüsü Üzerine Keşifsel Bir Çalışma YURDAKUL DİCLE

23. Ulusal Pazarlama Kongresi, 2018

National

Social Entrepreneurship for Sustainable Urban Development

YURDAKUL DİCLE

Social Enterprise World Forum Academic Symposium, 2018

International



PROCEEDINGS

İkinci El Giyim Motivasyonu, Moda Yenilikçiliği ve Sürdürülebilirlik Üçgeninde Keşifsel Bir Araştırma

EKER İŞCİOĞLU TUTKU, YURDAKUL DİCLE

22. Uluslarararası Pazarlama Kongresi, 2017

National

Görsel Odaklanmada Kadın ve Erkekler Arası Farklılıklar – Reklam Görselleri Üzerine Bir Göz Tarama (Eye-Tracking) Çalışması

YURDAKUL DİCLE,GİRİŞKEN YENER

22. Uluslarararası Pazarlama Kongresi, 2017

National

Inclusive Business: Aligning Human Development and Economic Growth in BOP Markets

YURDAKUL DİCLE, Müftügil Ayşe Seda, Gürhan Canlı Zeynep

41st Annual Macromarketing Conference, 2016

International

Exposure Exclusion and Experiences in the Low Income Context Women's Struggle with Poverty and More

YURDAKUL ŞAHİN DİCLE,ATİK DENİZ

12th Conference on Gender, Marketing and Consumer Behavior, 2014

International

Media Literacy How Can Marketing Alleviate the Negative Consequences of Consumer Culture Messages on Low Income Consumers

YURDAKUL ŞAHİN DİCLE,ATİK DENİZ

ISMD Conference 2012 - International Society for Markets and Development 2012 Conference, 2012

Internationa

Effects of Involvement Stimulating Technologies and Design in Creating Brand Experience A Study on Retail Applications in the Turkish Market

ATİK DENİZ,YURDAKUL ŞAHİN DİCLE

ICOVACS 2012 – International Conference on Value Chain Sustainability, "Value Chain Sustainability through Innovation and Design, 2012

International

Supply Chain Management in Textile Industry: A Transshipment Problem with Time Considerations

TÜRSEL ELİİYİ DENİZ,YURDAKUL ŞAHİN DİCLE,YURTKULU EMİNE ZEHRA

30th National Congress on Operational Research and Industrial Engineering, 2010

National

Sex Role Conflict and Consumption Patterns at Work A Study of Working Women in Non Western Cultural Context ATIK DENIZ, YURDAKUL SAHIN DİCLE

European Conference of the Association for Consumer Research (EACR 2010), 2010

International

Conspicuous Consumption of the Neglected Majority Low Income Consumers in a Non Western Culture

ATİK DENİZ, YURDAKUL SAHİN DİCLE

ACR (Association for Consumer Research) International Workshop, 2010

International

Intercultural Communication Competence A Study About the Intercultural Sensitivity of University Students Based on Their Education and International Experiences

PENBEK ŞEBNEM, YURDAKUL ŞAHİN DİCLE, CERİT AYŞE GÜLDEM

European and Mediterranean Conference on Information Systems (EMCIS) 2009, 2009

International

Exploring the Potential of Social Media in Stimulating Active Citizenship A Methodological Proposal

GÜRKAYNAK NİLGÜN, YURDAKUL ŞAHİN DİCLE

I. International European Union, Democracy, Citizenship and Citizenship Education Symposium, 2009

International



PROCEEDINGS

Guerilla Marketing in SMEs A Case Study on the Astonishing Success of Oil CompanY

ATİK DENİZ, YURDAKUL ŞAHİN DİCLE

International Entrepreneurship Congress 2009 - SMEs and Entrepreneurship, 2009

International

Improving Healthcare Service Quality An Application of Integrating SERVQUAL and Kano Model into Quality Function Deployment

YEŞİLADA FİGEN,YURDAKUL ŞAHİN DİCLE

IABE 2009 Annual Conference, 2009

International

PROJECTS

Business The Philippines: Inclusive Business Awareness and Engagement Among Companies in the Philippines (Executive) Other Official Institutions and Organizations, 22.06.2016 - 12.05.2017

International Completed

İngilizce: The Role of the Private Sector in Development in Turkey Türkçe: Türkiye'de Özel Sektörün Kalkınmadaki Rolü (Executive)

Other Official Institutions and Organizations, 12.12.2014 - 06.07.2015

International Completed

Business Brazil -Inclusive Business in Brazil: Status, Data and Policy Implications (Executive)

Other Official Institutions and Organizations, 03.04.2017 - 02.09.2019

International Completed

İngilizce: Baseline Survey on Inclusive Business Models in TurkeyTürkçe: Türkiye'de Kapsayıcı İş Modelleri Hakkında Temel Araştırma (Executive)

Other Official Institutions and Organizations, 02.01.2015 - 05.10.2015

International Completed

İngilizce: Creating Market Opportunities in Tandem with the Global Goals: Insights for Information and Communication Technology FirmsTürkçe: Sürdürülebilir Kalkınma Amaçları Doğrultusunda Teknoloji ile İşbiriği İçinde Pazar Fırsatları Yaratma (Executive)

Other Official Institutions and Organizations, 01.11.2018 -

International Continues

THESIS SUPERVISION

COURSES

Course Type | Course Code | Course Name

PERSONAL INFORMATION

CONTACT INFORMATION

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Gayrettepe Social Sciences Campus

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