



Assoc. Prof. Dr. DİCLE YURDAKUL

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Gayrettepe Social Sciences Campus
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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.) (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	University	Area	Year(s)
Doctor Faculty Member	Altinbas University	Department of Business Administration	2015 -
Research Assistant (Postdoctoral Researcher: Within The Scope of Tübitak 2218 Domestic Postdoctoral Research Fellowship Program, She Worked As A Postdoctoral Researcher At Koç University Under The Supervision of Prof. Dr. Zeynep Gürhan Canlı.)	Koç University		2014 - 2015
Teaching Assistant	Izmir University of Economics	Department of Medical Services and Techniques	2012 - 2014
Research Assistant (Visiting Researcher: He Worked As A Visiting Researcher Between January-july 2011 Under The Supervision of Prof. Dr. Fuat Fırat Within The Scope of TÜBİTAK 2214 Overseas Research Scholarship Program (for Phd Students).)	The University of Texas-pan American	Department of Marketing	2011 - 2011
Research Assistant (Phd Scholar Research Assistant)	Izmir University of Economics	Department of Business Administration	2008 - 2012

ADMINISTRATIVE DUTIES

Duty	University	Year(s)
Board Membership	Altinbas University	2019 -
Research Uyg. Center Director	Altinbas University	2019 -
Institute Deputy Director	Altinbas University	2019 -
Commission Membership	Altinbas University	2017 - 2018
Commission Membership	Altinbas University	2017 - 2018
Department of Business Administration Coop	Altinbas University	2016 - 2019

Program Coordinatorship

Faculty Board Membership	Altınbaş University	2016 - 2017
Assistant Dean	Altınbaş University	2016 - 2016

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**Yükseköğretimde Tutundurma ve Strateji**

YURDAKUL DİCLE

Nobel Yayınevi - Altınbaş Üniversitesi Yayınları, 978-605-2065-13-6, 2019

Scientific Book Chapter(s)

Yükseköğretimde Tutundurma ve Strateji

YURDAKUL DİCLE

Nobel Yayınevi - Altınbaş Üniversitesi Yayınları, 978-605-2065-13-6, 2019

Scientific Book Chapter(s)

Sustainability in a Digital World: New Opportunities through New Technologies

YURDAKUL DİCLE, Müftügil Yalçın Seda, Gürhan Canlı Zeynep

Springer International Publishing, 978-3-319-54602-5, 2017

Scientific Book Chapter(s)

Public Sector Reform Using Information Technologies Transforming Policy into Practice

YURDAKUL ŞAHİN DİCLE, TÜRSEL ELİİYİ DENİZ

IGI Global Publishing, 9781609608392, 2012

Scientific Book Chapter(s)

SMEs and Entrepreneurship

ATİK DENİZ, YURDAKUL ŞAHİN DİCLE

İzmir Ekonomi Üniversitesi Yayınları, 978-975-8789-39-9, 2010

Scientific Book Chapter(s)

ARTICLES**Sustainability Through Business Model and Supply Chain Innovation: An Exploratory Study on Inclusive Business Models in Turkey**

YURDAKUL DİCLE

Beykoz Akademi Dergisi, 2019

National DOI: 10.14514/BYK.m.26515393.2019.sp/21-30

Gayrimenkul Pazarlamasında Web Sitesi Hizmet Kalitesi Unsurlarının Tüketici Memnuniyetine Etkisi (The Effect of Website Service Quality Components on Consumer Satisfaction in Real Estate Marketing)

ERKAN BEHLÜL, YURDAKUL DİCLE

Journal of Business Research - Turk, 2019

National DOI: 10.20491/isarder.2019.703

İkinci El Giyim Motivasyonları ve Sürdürülebilirlik Üzerine Keşifsel Bir Araştırma

EKER İŞÇİOĞLU TUTKU, YURDAKUL DİCLE

Pazarlama Teorisi ve Uygulamaları Dergisi, 2018

National

ARTICLES

An investigation of the neural correlates of purchase behavior through fNIRS
ÇAKIR MURAT PERİT, ÇAKAR TUNA, GİRİŞKEN YENER, YURDAKUL DİCLE
EUROPEAN JOURNAL OF MARKETING, 2018
International DOI: 10.1108/EJM-12-2016-0864

Görsel Odaklanmada Kadın ve Erkekler Arası Farklılıklar: Basılı Reklam Görselleri Üzerine Bir Çalışma
YURDAKUL DİCLE, GİRİŞKEN YENER
Marmara Business Review, 2017
National DOI: 10.23892/mbrev.2018.19

In Search For Meaning in Every Day Life: Can the Virtual Dominate over Real?
YURDAKUL DİCLE, ATİK ÖZGÜN DENİZ
Beykoz Akademi Dergisi, 2017
National DOI: 10.14514/BYK.m.21478082.2017.5/1.53-71

Redefining the bottom of the pyramid from a marketing perspective
YURDAKUL DİCLE, ATİK ÖZGÜN DENİZ, Dholakia Nikhilesh
MARKETING THEORY, 2017
International DOI: 10.1177/1470593117704265

How Do Soap Operas Affect the Poor? Experiences of Turkish Women
ÖZGÜN ARAS, YURDAKUL DİCLE, ATİK ÖZGÜN DENİZ
Markets, Globalization Development Review, 2017
International DOI: 10.23860/MGDR-2017-02-02-02

Coping with Poverty through Internalization and Resistance
YURDAKUL DİCLE, ATİK ÖZGÜN DENİZ
Journal of Macromarketing, 2016
International DOI: 10.1177/0276146715609658

Celebrity Influences on Young Consumers Guiding the Way to the Ideal Self
YURDAKUL ŞAHİN DİCLE, ATİK DENİZ
Izmir Review of Social Sciences, 2013
National

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
International Journal of Logistics Systems and Management, 2012
International DOI: 10.1504/IJLSM.2012.045425

Sex-role conflict at work: its impact on consumption practices of working women in Turkey
ATİK DENİZ, YURDAKUL ŞAHİN DİCLE
International Journal of Consumer Studies, 2012
International DOI: 10.1111/j.1470-6431.2011.01006.x

Conspicuous consumption of the neglected majority: Low-income consumers in a Non-Western culture
ATİK ÖZGÜN DENİZ, YURDAKUL ŞAHİN DİCLE
AFRICAN JOURNAL OF BUSINESS MANAGEMENT, 2011
International

Supply Chain Management in Apparel Industry A Transshipment Problem with Time Constraint
TÜRSEL ELİYYİ DENİZ, EMİNE ZEHRA YURTKULU, YURDAKUL ŞAHİN DİCLE
Tekstil ve Konfeksiyon, 2011
International

ARTICLES

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

YEŞİLADA FİGEN, YURDAKUL ŞAHİN DİCLE

International Journal of Business Research, 2009

International

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 Pazarlamamın 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

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

EKER İŞCİOĞLU TUTKU, YURDAKUL DİCLE

22. Uluslararası 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. Uluslararası 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

International

PROCEEDINGS

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 ELİYYİ 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

ATİK DENİZ, YURDAKUL ŞAHİN 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 ŞAHİN 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

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

PROJECTS

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 İşbirliği İçinde Pazar Fırsatları Yaratma (Executive)

Other Official Institutions and Organizations, 01.11.2018 -

International Continues

THESIS SUPERVISION

X, Y, Z kuşağı temsilcilerinin yeşil tüketim alışkanlıkları

ALPER ERDUR

2024 Master's Degree

ARTIRILMIŞ GERÇEKLİK UYGULAMALARINDAKİ MÜŞTERİ DENEYİMİNİN SATIN ALMA NİYETİNE ETKİSİ

BÜŞRA ÖZDEMİR

2024 Master's Degree

FOMO'NUN MARKA BAĞLILIĞI ÜZERİNE ETKİSİ:KOZMETİK SEKTÖRÜ ÜZERİNE BİR ARAŞTIRMA

DÖNDÜ KÜBRA ÖZDEMİR

2024 Master's Degree

BLOKZİNCİRİ TEKNOLOJİSİNİN TÜRKİYE PAZAR ENTEGRASYON SÜRECİ: AKTÖR AĞ KURAMI IŞIĞINDA BİR DEĞERLENDİRME

AHMET MELİH ÖZBEK

2024 Doctorate

Kamu üniversitelerinde dijital dönüşüme akademik personelin adaptasyonu: İstanbul üniversitesi – Cerrahpaşa Yabancı Diller Yüksekokulu örneği

DUYGU AKYÜZ

2023 Master's Degree

İş tatminini etkileyen faktörlerin ilaç mümessillerinin pazarlama performansına etkisi

MUSTAFA BURAK PUTUR

2023 Master's Degree

Kurumsal iletişimde organizasyon yönetimi

SEÇİL SEÇGİN

2023 Master's Degree

Türkiye’de gayrimenkul pazarlamasında elektronik pazaryeri modeli kullanımı ve sanal mağaza hizmet kalitesinin tüketicinin satın alma sürecine etkisi

BEHLÜL ERKAN

2019 Master's Degree

Tüketicilerin yaşam koçluğu tercihi

SİNEM OCAK

2019 Master's Degree

COURSES

Course Type	Course Code	Course Name
Master's Degree	ISL5007	TEKNOLOJİ YÖNETİMİ VE DİJİTAL DÖNÜŞÜM
Other	ISL5012	TEKNOLOJİ YÖNETİMİ VE DİJİTAL DÖNÜŞÜM
Master's Degree	PZL510	DİJİTAL PAZARLAMA LABORATUVARI

COURSES

Bachelor's Degree	MAN353	BASICS OF CONSUMER BEHAVIOR
Bachelor's Degree	MAN351	MARKETING RESEARCH
Bachelor's Degree	MAN252	PRINCIPLES OF MARKETING
Bachelor's Degree	MAN352	CONSUMER BEHAVIOR
Bachelor's Degree	ERM416	ENTREPRENEURSHIP AND RISK MANAGEMENT
Master's Degree	PZL538	DİJİTAL PAZARLAMA LABORATUVARI
Master's Degree	PZL597	SEMİNER

PERSONAL INFORMATION

CONTACT INFORMATION

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)

Gayrettepe Social Sciences Campus
Büyükdere Caddesi, No: 147 Esentepe / İstanbul
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www.dicleyurdakul.com

