



## Prof. Dr. DİCLE YURDAKUL

0000-0001-9026- 8606

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.)<br>(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   | University                           | Area                                       | Year(s)     |
|--|--------------------------------------|--|-------------|
| Doctor Lecturer  | Altinbaş University                  | Business Department                        | 2015 -      |
| Research Assistant (Postdoctoral Researcher: As A Postdoctoral Researcher At Koç University Under The Supervision of Prof. Dr. Zeynep Gürhan Canlı, She Participated In The TÜBİTAK 2218 Domestic Postdoctoral Research Fellowship Program.) | Koç University                       |  | 2014 - 2015 |
| Instructor   | Izmir Economics University           | Medical Services and Techniques Department | 2012 - 2014 |
| Research Assistant (Visiting Researcher: Under The TÜBİTAK 2214 Overseas Research Fellowship Program (for Doctoral Students), He Served As A Visiting Researcher Under The Supervision of Prof. Dr. Fuat Fırat From January To July 2011.)   | The University of Texas-pan American | Department of Marketing                    | 2011 - 2011 |
| Research Assistant (Doctoral Fellow Research Assistant)  | Izmir Economics University           | Business Department                        | 2008 - 2012 |

### ADMINISTRATIVE DUTIES

| Duty  | University          | Year(s)     |
|---|---------------------|-------------|
| Research and Application Center Director      | Altinbaş University | 2019 -      |
| Deputy Director of The Institute              | Altinbaş University | 2019 -      |
| Commission Membership                         | Altinbaş University | 2017 - 2018 |
| Commission Membership                         | Altinbaş University | 2017 - 2018 |
| Business Department Coop Program Coordination | Altinbaş University | 2016 - 2019 |
| Faculty Council Membership                    | Altinbaş University | 2016 - 2017 |
| Assistant Dean                                | Altinbaş University | 2016 - 2016 |

**ACADEMIC AND PROFESSIONAL MEMBERSHIPS**

| Organisation | Membership | Year(s) |
|--------------|------------|---------|
|--------------|------------|---------|

**NON-UNIVERSITY EXPERIENCE**

| Country | Organisation | Duty | Year(s) |
|---------|--------------|------|---------|
|---------|--------------|------|---------|

**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

**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

## ARTICLES

### **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**

### **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

## PROCEEDINGS

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

YURDAKUL DICLE

17th International Logistics and Supply Chain Congress, 2019

International

### **Üçüncü Nesil Kurumsal Sosyal Sorumluluk Süreçlerinde Pazarlamamın Rolü: Keşfedici Bir Araştırma**

YURDAKUL DICLE

17. Uluslararası Katılımlı İşletmecilik Kongresi, 2018

National

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

YURDAKUL DICLE

23. Ulusal Pazarlama Kongresi, 2018

National

### **Social Entrepreneurship for Sustainable Urban Development**

YURDAKUL DICLE

Social Enterprise World Forum Academic Symposium, 2018

International

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

EKER İŞÇİOĞLU TUTKU, YURDAKUL DICLE

22. Uluslararası Pazarlama Kongresi, 2017

National

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

YURDAKUL DICLE, GİRİŞKEN YENER

22. Uluslararası Pazarlama Kongresi, 2017

National

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

YURDAKUL DICLE, 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 DICLE, 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 DICLE, ATİK DENİZ

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

International

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

ATİK DENİZ, YURDAKUL ŞAHİN DICLE

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 DICLE, YURTKULU EMİNE ZEHRA

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

National

## PROCEEDINGS

### **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**

### **İngilizce: Baseline Survey on Inclusive Business Models in Turkey Türkçe: 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 Firms Türkçe: 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

Artırılmış gerçeklik uygulamalarındaki müşteri deneyiminin satın alma niyetine etkisi

BÜŞRA ÖZDEMİR

2024 Master's Degree

FoMO'nun marka bağlılığı üzerine etkisi: kozmetik sektörü üzerine bir araştırma

DÖNDÜ KÜBRA ÖZDEMİR

2024 Master's Degree

Blokzinciri teknolojisinin Türkiye pazar entegrasyon süreci: Aktör ağ kuramı ışığında bir değerlendirme

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        |
| 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

## 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  
+90 (212) 604 01 00 / .

[www.dicleyurdakul.com](http://www.dicleyurdakul.com)

