





Assist. Prof. Dr. ÖZGÜL ÖZKOÇ

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EDUCATIONAL INFORMATION

Degree	University	Department	Year(s)
Doctoral Degree	Istanbul University	Health Management (Phd)	2013 - 2018
Bachelor's Degree	Ataturk University	Nursing Department	2010 - 2012
Master's Degree	Galatasaray University	Economic Law (Master's) (no Thesis) (vv)	2010 - 2011
Master's Degree	Istanbul University	Management In Hospitals and Health Organizations (Master's) (with Thesis)	2002 - 2006
Bachelor's Degree	Istanbul University	Department of Political Science and Public Administration	1998 - 2001

RESEARCH AREAS

Health Management, Quality and Accreditation in Health Services, Health Economics

ACADEMIC DUTIES

Duty	University	Area	Year(s)
Assist. Prof.	Altınbas University	Health Management	2019 -

ADMINISTRATIVE DUTIES

Duty	University	Year(s)
Head of Department	Altınbas University	2019 -

ACADEMIC AND PROFESSIONAL MEMBERSHIPS

Organisation	Membership	Year(s)
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NON-UNIVERSITY EXPERIENCE

Country	Organisation	Duty	Year(s)
Turkey	French Lape Hospital	Quality Management Director	2017 - 2018
Azerbaijan	Gence International Hospital	Quality Management Director	2016 - 2017
Turkey	Group Florence Nightingale Hospitals	Group Quality Management Director	2012 - 2016
Turkey	Group Florence Nightingale Hospitals	Education and Hospital Performance Improvement Manager	2007 - 2012
Turkey	Group Florence Nightingale Hospitals	Supervisor	1999 - 2007
Turkey	Trakya University Hospital	Operating Room and General Surgery Nurse	1998 - 1999
Turkey	International Hospital	Emergency Service Nurse	1996 - 1997
Turkey	American Hospital	ICU Nurse	1994 - 1996

BOOKS

SAS, JCI, SKS TEMELİNDE SAĞLIK HİZMETLERİNDE KALİTE YÖNETİMİ TEORİ VE UYGULAMA
ÖZKOÇ ÖZGÜL

BOOKS

Nobel Yayıncılık ve Altınbaş Üniversitesi Yayınları, 978-625-8174-08-3, 2022

Textbook All

Sağlık Hizmetleri Yönetimi

ÖZKOÇ ÖZGÜL

Nobel Tıp Kitabevleri, 978-605-335-678-3, 2022

Scientific Book Chapter(s)

ARTICLES

TERMAL TURİZM TESİSİ TERCİHİNDE SAĞLIK TURİSTİNİN MARKA DENKLİĞİ ALGISININ ROLÜ

ÖZKOÇ ÖZGÜL

Gazi Sağlık Bilimleri Dergisi, 2024

National

A Descriptive Study to Determine the Relationship Between Health Literacy Level and Catching COVID-19

ÖZKOÇ ÖZGÜL, ZÜHAL ÇAYIRTEPE, OKTAY İNCİ

AURUM JOURNAL OF HEALTH SCIENCES, 2022

National

THE EFFECT OF BRAND MANAGEMENT PRACTICES ON PATIENT'S BRAND EQUITY PERCEPTION AND HOSPITAL PREFERENCE

ÖZKOÇ ÖZGÜL, CENGİZ EMRAH

International Journal of Health Management and Tourism, 2020

International DOI: 10.31201/ijhmt.789049

THE ROLE OF ACCREDITATION FOR TURKISH AND FOREIGNER PATIENTS' HOSPITAL PREFERENCE

ÇAYIRTEPE ZUHAL, ÖZKOÇ ÖZGÜL

Sağlıkta Kalite ve Akreditasyon Dergisi, 2019

National

PROCEEDINGS

THE ROLE OF ACCREDITATION FOR TURKISH AND FOREIGNER PATIENTS' HOSPITAL PREFERENCE

ÖZKOÇ ÖZGÜL, ÇAYIRTEPE ZUHAL, BEYLİK UMUT

ISQua's 37th International Conference 2021, 2021

International

The Evaluation of Brand Personality in Hospitals, A research in "Dr. Lütfi Kırdar University Hospital" and "Kartal Koşuyolu Yüksek İhtisas University Hospital"

ÇAYIRTEPE ZUHAL, ÖZKOÇ ÖZGÜL

10. Sağlık ve Hastane İdaresi Kongresi, 2016

National

Failure Mode and Effects Analysis

ÖZKOÇ ÖZGÜL

8. Uluslararası Kalite Akreditasyon ve Hasta Güvenliği Kongresi, 2014

International

Nursing Staff Planning in Hospitals

ÖZKOÇ ÖZGÜL

10. Ulusal Sağlık Kuruluşları Yönetimi Kongresi, 2012

National

A Research Conducted in a Private Hospital with Work Accident and Occupational Disease Insurance, Employee Rights and Employers' Responsibilities within the Scope of Law No. 5510

ÖZKOÇ ÖZGÜL

5. Sağlık ve Hastane İdaresi Kongresi, 2011

National

PROCEEDINGS

Workforce Efficiency in Hospitals and Attitudes of Employees on Factors Affecting Workforce Productivity

ÖZKOÇ ÖZGÜL

8. Ulusal Sağlık Kuruluşları Yönetimi Kongres, 2010

National

National

PROJECTS

THESIS SUPERVISION

THE ROLE OF DIGITAL TECHNOLOGIES IN ENHANCING ORGANIZATIONAL PERFORMANCE OF NONPROFIT ORGANIZATIONS AN EXAMPLE OF RESPONDING TO THE EARTHQUAKE IN NORTHWEST SYRIA

SALAH KADI

2024 Master's Degree

THE ROLE OF HUMAN RESOURCE MANAGEMENT PRACTICES IN ENHANCING ORGANIZATIONAL PERFORMANCE IN PALESTINIAN INSURANCE COMPANIES

HUTHAYFA MATAR HAFETH SALAHAT

2023 Master's Degree

THE IMPACT OF ONLINE MARKETING ON STARTUPS

SOUFIANE TALHA

2023 Master's Degree

THE IMPACT OF HUMAN RESOURCES MANAGEMENT PRACTICES ON ORGANIZATIONAL PERFORMANCE: A STUDY IN A PUBLIC HOSPITAL (AL-YARMOUK GENERAL HOSPITAL)

EZZAT SALIH JIHADULDDIN AL-JUMAILI

2023 Master's Degree

The impact of digital advertisement on consumer purchase behavior for healthcare products/services

ARSAL IRSHAD

2022 Master's Degree

Lean management: A study in a Moroccan hospital

AYOUB BOUSSIF

2022 Master's Degree

The impact of Instagram advertisement of non-prescribed health supplement products on consumer behaviour in Morocco

NASMA LAAOUAR

2022 Master's Degree

The impact of social media influencers on consumer behavior: Dietray supplements and products

IKRAM RAHMANI

2022 Master's Degree

The effect of total quality management on the institutional performance of the power production sector (A study on Ministry of Electricity in Iraq)

AHMED ISMAIL ABDULLAH

2022 Master's Degree

Blockchain implications on marketing, sales tracking, and supply chain management: An application proposal on pharmacy sector

PUPJANA KADILLI

2021 Master's Degree

COURSES

Course Type	Course Code	Course Name
Bachelor's Degree	SAY311	HASTA HAKLARI VE MESLEKİ ETİK
Doctorate	SYD704	SAĞLIK EKONOMİSİ
Doctorate	SYD713	SAĞLIK HİZMETLERİNDE PAZARLAMA YÖNETİMİ
Bachelor's Degree	SAY314	HALK SAĞLIĞI
Master's Degree	PZL595	BİLİMSEL ARAŞTIRMA YÖNTEMLERİ VE ETİK
Master's Degree	ISL596	ARAŞTIRMA YÖNTEMLERİ VE BİLİMSEL ETİK
Bachelor's Degree	SAY408	SAĞLIK KURUMLARINDA KALİTE VE AKREDİTASYON
Master's Degree	MAN599	MASTER THESIS
Bachelor's Degree	TOS102.1	TOPLUMSAL SORUMLULUK PROJESİ
Bachelor's Degree	SAY207	SAĞLIK EKONOMİSİ

PERSONAL INFORMATION

CONTACT INFORMATION

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