

Assoc. Prof. DURSUN YENER

Personal Information

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Education Information

Undergraduate, Anadolu University, Open Education Faculty, Department Of Sociology, Turkey 2016 - 2019

Doctorate, Marmara University, Institute Of Social Sciences, Üretim Yönetimi Ve Pazarlama, Turkey 2007 - 2011

Postgraduate, Marmara University, Institute Of Social Sciences, Üretim Yönetimi Ve Pazarlama, Turkey 2004 - 2007

Undergraduate Minor, Istanbul Bilgi University, Faculty Of Economics And Administrative Sciences, İktisat, Turkey 2000 - 2004

Undergraduate, University of Portsmouth, Business Administration, Business Administration, United Kingdom 2000 - 2004

Undergraduate, Istanbul Bilgi University, Faculty Of Economics And Administrative Sciences, İşletme, Turkey 1999 - 2004

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Tüketicilerin helal sertifikalı ürünlere karşı tutumlarını etkileyen faktörler ve risk algısı, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama, 2011

Postgraduate, Marka çağrışım unsurlarının marka kişiliği üzerine etkisi: Süttaş markası üzerine bir uygulama , Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama, 2007

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Associate Professor, Istanbul Medeniyet University, Faculty Of Political Sciences, Management, 2017 - Continues

Assistant Professor, Istanbul Medeniyet University, Faculty Of Political Sciences, Management, 2015 - 2017

Academic and Administrative Experience

Fakülte Kurulu Üyesi, Istanbul Medeniyet University, Faculty Of Political Sciences, Management, 2019 - Continues

İstanbul Medeniyet Üniversitesi, Üretim Yönetimi Ve Pazarlama, 2015 - Continues

İstanbul Medeniyet Üniversitesi, İşletme Bölümü, 2015 - 2017

Courses

Pazarlama Teorisi, Doctorate, 2019 - 2020
Bilimsel Araştırma Yöntemleri, Postgraduate, 2019 - 2020
Marka Yönetimi, Undergraduate, 2019 - 2020
Bilimsel Araştırma Yöntemleri, Postgraduate, 2019 - 2020
Stratejik Pazarlama, Postgraduate, 2019 - 2020
Pazarlama Yönetimi, Postgraduate, 2019 - 2020
Hizmet Pazarlaması, Undergraduate, 2019 - 2020
Tüketici Davranışları, Undergraduate, 2019 - 2020
Ekonomi ve Finans için Sayısal Yöntemler , Postgraduate, 2016 - 2017
Pazarlamanın Temelleri, Undergraduate, 2017 - 2018
Ekonomi ve Finans için Sayısal Yöntemler, Postgraduate, 2017 - 2018
Bilimsel Araştırma Yöntemleri, Postgraduate, 2017 - 2018
Statistics I, Undergraduate, 2017 - 2018
Araştırma Yöntemleri , Postgraduate, 2016 - 2017
Stratejik Pazarlama, Postgraduate, 2016 - 2017
Bilimsel Araştırma Yöntemleri, Undergraduate, 2017 - 2018
Bilimsel Araştırma Yöntemleri, Postgraduate, 2017 - 2018
Pazarlamada Güncel Konular, Postgraduate, 2016 - 2017
Bilimsel Araştırma Yöntemleri, Postgraduate, 2016 - 2017
Pazarlamada Güncel Konular, Postgraduate, 2016 - 2017
Stratejik Pazarlama, Postgraduate, 2015 - 2016, 2016 - 2017
Introduction to Management, Undergraduate, 2015 - 2016
Tedarik Zinciri Yönetimi, Postgraduate, 2016 - 2017
Yönetime Giriş, Undergraduate, 2015 - 2016
Sosyal Bilimlerde Metodoloji, Undergraduate, 2016 - 2017
Uluslararası Pazarlama Yönetimi, Postgraduate, 2015 - 2016
Araştırma Yöntemleri, Postgraduate, 2014 - 2015
E-Commerce , Postgraduate, 2014 - 2015
Araştırma Yöntemleri, Postgraduate, 2015 - 2016
Marka Yönetimi, Postgraduate, 2014 - 2015
Satış Yönetimi, Postgraduate, 2015 - 2016
Pazarlama Araştırması, Postgraduate, 2014 - 2015
Uluslararası Pazarlama Yönetimi, Postgraduate, 2013 - 2014
E-Commerce, Undergraduate, 2014 - 2015
Satış Yönetimi, Postgraduate, 2014 - 2015
Pazarlama Yönetimi, Postgraduate, 2014 - 2015

Advising Theses

Yener D., Perceived risk in consumer behavior and the role of social media phenomena in reducing perceived risks, Postgraduate, G.Karimov(Student), 2020

Yener D., Investigation of the effect of university students on social media attitudes on the purchases of purchase on the internet, Postgraduate, K.Topuz(Student), 2020

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

I. The Value and Scope of GIS in Marketing and Tourism Management

TAŞÇIOĞLU M., YENER D.

ENVIRONMENTAL INFORMATION SYSTEMS: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, pp.706-723, 2019 (Journal Indexed in SCI)

II. Geographic Information Systems and Its Applications in Marketing Literature

YENER D.

HANDBOOK OF RESEARCH ON GEOGRAPHIC INFORMATION SYSTEMS APPLICATIONS AND ADVANCEMENTS, pp.158-172, 2017 (Journal Indexed in SCI)

Articles Published in Other Journals

- I. **Tüketici düşmanlığı ve tüketici bojkotlarına katılma niyeti ilişkisi: Tüketici etnosentrizminin aracı etkisi**
Yener D.
Business & Management Studies: An International Journal, vol.10, no.1, pp.310-324, 2022 (Refereed Journals of Other Institutions)
- II. **Understanding Consumers' Perceived Risk during the COVID-19 Threat: A Scenario-Based Experiment**
TAŞÇIOĞLU M., YENER D.
INTERNATIONAL JOURNAL OF HOSPITALITY & TOURISM ADMINISTRATION, 2021 (Journal Indexed in ESCI)
- III. **Power Balance in Organizational Relations: Resource Dependence vs Transaction Cost**
Poyraz M. Z. , Yener D.
International Journal of Social Humanities Sciences Research, vol.8, no.77, pp.2936-2945, 2021 (Refereed Journals of Other Institutions)
- IV. **Does the Use of Foreign Languages in Different Types of Products Lead to Different Consumer Perception?**
YENER D., TAŞÇIOĞLU M.
JOURNAL OF INTERNATIONAL CONSUMER MARKETING, vol.33, no.4, pp.386-398, 2021 (Journal Indexed in ESCI)
- V. **Wanna Be a Friend on Social Media? Effect of Communication Style on Consumers**
GÜNGÖR A. S. , YENER D., TAŞÇIOĞLU M.
INTERNATIONAL JOURNAL OF ONLINE MARKETING, vol.11, no.3, pp.64-79, 2021 (Journal Indexed in ESCI)
- VI. **The Effect of Personality Traits on Consumers' Attitudes towards Debt and their Frugality Tendency**
Yener D.
Turkish Studies - Social Sciences, vol.15, no.8, pp.3765-3780, 2020 (Refereed Journals of Other Institutions)
- VII. **The Role of Hyperopia in the Relationship Between Consumer Self-Confidence and Spending Self-Control**
Yener D.
Business Management Studies: An International Journal, vol.8, no.5, pp.3911-3935, 2020 (Refereed Journals of Other Institutions)
- VIII. **Service Quality and Fctors Affecting Service Quality: CDI Case**
Altunsoy M., Yener D.
Journal of Social and Humanities Sciences Research , vol.7, no.58, pp.2402-2413, 2020 (Refereed Journals of Other Institutions)
- IX. **The Effects of Perceived Risk and Innovativeness on Consumer Resistance: Attitudes of Parents towards Organic Foods**
Yener D., Taşcıoğlu M.
Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.16, no.2, pp.429-441, 2020 (Refereed Journals of Other Institutions)
- X. **The Role of Friendship in Creating Customer Loyalty: A Review of Domestic Bus Sales Sector**
Akkuş M., Yener D.
Journal of Social and Humanities Research , vol.7, no.52, pp.758-768, 2020 (Refereed Journals of Other Institutions)

Institutions)

- XI. **The Role of Social Media Phenomena in Reducing the Perceived Risks of Consumers**
Karimov G., Yener D.
The Journal of Academic Social Science, vol.8, no.103, pp.321-335, 2020 (Refereed Journals of Other Institutions)
- XII. **Materialism Domains and Perceived Risk Effects on Consumer Boycott Effectiveness**
Taşcıoğlu M., Yener D.
OPUS – International Journal of Society Researches, vol.10, no.17, pp.355-369, 2019 (Refereed Journals of Other Institutions)
- XIII. **Hedonizm, Hedonik Tüketim Ve Tüketimde Materyalist Eğilimler Üzerine Bir Araştırma**
Özsaçmacı B., Yener D., Dursun T.
Üçüncü Sektör Sosyal Ekonomi Dergisi, vol.54, no.1, pp.71-88, 2019 (International Refereed University Journal)
- XIV. **Religious Tourism and Turkey**
Yener D., Onurlubaş E.
Social Sciences Studies Journal, vol.5, no.30, pp.818-824, 2019 (Refereed Journals of Other Institutions)
- XV. **Şehir Markası Kavramı ve Türkiye'de Son On Yılda Şehir Markası Kavramı Üzerine Bir Literatür Taraması**
Yener D., Onurlubaş E.
Journal of Academic Value Studies, vol.5, no.1, pp.124-130, 2019 (Refereed Journals of Other Institutions)
- XVI. **City Brand Concept and Brand City Perception of Edirne Residents**
Onurlubaş E., Yener D.
Social Sciences Studies Journal, vol.5, no.29, pp.1-7, 2019 (Refereed Journals of Other Institutions)
- XVII. **Online Eğitim Alan Öğrencilerin Eğitim Sistemleri ile İlgili Kalite Algısının Tespiti**
YENER D., TAŞÇIOĞLU M.
Ulakbilge - Sosyal Bilimler Dergisi, vol.6, no.29, pp.1423-1444, 2018 (Refereed Journals of Other Institutions)
- XVIII. **Pazarlama Tarihine Dönemsel Bir Bakış**
TAŞÇIOĞLU M., YENER D.
The Journal of Academic Social Science, no.77, pp.231-238, 2018 (Refereed Journals of Other Institutions)
- XIX. **Dijitalleşen Pazarlama ve Sosyal Medya**
YENER D.
Bilimevi İktisat Dergisi, no.3, pp.40-50, 2018 (National Non-Refereed Journal)
- XX. **Gender Role On Service Quality Perception About Online Education**
Yener D., Taşcıoğlu M.
The Online Journal of Quality in Higher Education , vol.5, no.3, pp.26-33, 2018 (Refereed Journals of Other Institutions)
- XXI. **Davranışsal İktisat ve Tüketici Davranışları**
YENER D.
Bilimevi İktisat Dergisi, no.1, pp.20-30, 2018 (National Non-Refereed Journal)
- XXII. **Tüketicilerin Boykottlara Karşı Tutumlarına Yönelik Bir Araştırma Menşei Ülke ve Sürdürülebilirliğin Etkileri**
TAŞÇIOĞLU M., YENER D.
The Journal of Academic Social Science, no.61, pp.54-67, 2017 (Refereed Journals of Other Institutions)
- XXIII. **Determinants That Affect Consumers' Boycotts Participation**
YENER D., DURSUN T., KADER O.
The Journal of Academic Social Science, no.33, pp.61-75, 2016 (Refereed Journals of Other Institutions)
- XXIV. **Factors That Affect the Attitudes of Consumers Toward Halal-Certified Products in Turkey**
Yener D.
Journal of Food Products Marketing, vol.21, no.2, pp.160-178, 2015 (Journal Indexed in ESCI)
- XXV. **Turkish Users' Attitudes Towards Facebook Advertisements**
KADER O., DURSUN T., YENER D.
Journal of Global Strategic Management, vol.8, pp.17-25, 2014 (Refereed Journals of Other Institutions)
- XXVI. **Hedonism, Materialism and Consumer Boycotts Participation**

- YENER D., KADER O., DURSUN T.
IIB INTERNATIONAL REFEREED ACADEMIC SOCIAL SCIENCES JOURNAL, vol.5, pp.99-111, 2014 (Refereed Journals of Other Institutions)
- XXVII. **Marketplace Alienation of Consumers in Turkey**
YENER D.
IIB INTERNATIONAL REFEREED ACADEMIC SOCIAL SCIENCES JOURNAL, vol.5, pp.36-46, 2014 (Refereed Journals of Other Institutions)
- XXVIII. **Tüketici Etnosentrizmini Etkileyen Bir Faktör Olarak Dindarlık**
YENER D.
International Journal of Economics and Administrative Studies, pp.65-84, 2014 (International Refereed University Journal)
- XXIX. **The Effects of Burnout on Organizational Commitment in Logistics Sector**
YENER D., KADER O., DURSUN T.
Journal of Business Research-Turk, vol.6, pp.15-25, 2014 (Refereed Journals of Other Institutions)
- XXX. **Online Alışverişte Tüketicilerin Tercihlerini Etkileyen Unsurların Belirlenmesi**
KADER O., DURSUN T., YENER D.
Marmara Üniversitesi İİBF Dergisi, vol.36, no.1, pp.119-135, 2014 (International Refereed University Journal)
- XXXI. **İçgüdüsel Satınalma Ölçeklerinin Türk Tüketiciler İçin Uyarlanmasına Yönelik Hazır Giyim Sektöründe Bir Uygulama**
DURSUN T., YENER D.
Electronic Journal of Vocational Colleges, vol.3, pp.89-103, 2014 (International Refereed University Journal)
- XXXII. **The Effect of Religiosity on Product Involvement in a Muslim Society**
YENER D.
Journal of Business Research-Turk, vol.6, pp.58-69, 2014 (Refereed Journals of Other Institutions)
- XXXIII. **Marka Çağrışım Unsurlarının Marka Kişiliği Üzerine Etkisi**
YENER D.
Electronic Journal of Vocational Colleges, vol.3, pp.89-103, 2013 (International Refereed University Journal)
- XXXIV. **Students' Perceived Service Quality of Distance Learning Courses in a Dual-Mode Education System**
YENER D.
CONTEMPORARY EDUCATIONAL TECHNOLOGY, vol.4, no.1, pp.50-65, 2013 (International Refereed University Journal)
- XXXV. **Tüketicilerin Algıladıkları Risklerin Azaltılmasında Pazar Ekspertlerinin Rolü**
YENER D.
Yalova Sosyal Bilimler Dergisi, vol.3, no.5, pp.219-234, 2012 (National Refereed University Journal)
- XXXVI. **Türkiye'deki Pazar Ekspertlerinin Profil Özellikleri ve Alışverişe Yönelik Tutumları**
YENER D.
Electronic Journal of Vocational Colleges, vol.2, pp.118-130, 2012 (International Refereed University Journal)

Books & Book Chapters

- I. **Activist Consumer Behaviour**
Yener D.
İksad Yaymevi, Ankara, 2022
- II. **Management of Virtual Teams: Authentic Leadership**
Poyraz M. Z. , Yener D.
in: Comtemporary Approaches To Business and Economics, Mehmet Baykal,Aziz Dayanır, Editor, Filiz Kitabevi, İstanbul, pp.47-62, 2022
- III. **Social Media Analytics in Consumer Behavior**
Yener D.
in: Multidisciplinary Perspectives in Educational and Social Sciences, Mustafa KAHYAOĞLU,Safa ACAR, Editor, İksad

Publishing House , Ankara, pp.155-203, 2021

- IV. **Consumer Identity: Gender Roles and Subcultures**
Yener D.
in: Consumer Behavior - Buying, Having and Being, Nurettin Parıltı, Elif Akagün Ergin, Editor, Nobel Yayın Dağıtım, İstanbul, pp.454-500, 2020
- V. **Innovation Resistance: A Rising Tide of Consumerism**
Yener D., Taşcıoğlu M.
in: Handbook of Research on Contemporary Consumerism, H. R. Kaufmann, M. F. A. K. Panni, Editor, IGI Global, Pennsylvania, pp.155-175, 2019
- VI. **Bitkisel Yağ Tüketiminde Marka Değerinin Marka Bağımlılığı Üzerine Etkisi**
Onurlubaş E., YENER D.
in: İktisadi ve İdari Bilimler Cilt 2, Yalçın A, Editor, Akademisyen Yayınevi, Ankara, pp.1-16, 2018
- VII. **Helal Gıda ve Helal Turizmin Kavramsal Açından İncelenmesi**
YENER D., Onurlubaş E.
in: İktisadi ve İdari Bilimler Cilt 3, Yalçın A., Editor, Akademisyen Yayınevi, Ankara, pp.195-208, 2018
- VIII. **The Value and Scope of GIS in Marketing and Tourism Management**
TAŞÇIOĞLU M., YENER D.
in: GIS Applications in the Tourism and Hospitality Industry, Chaudhuri S. and Ray N., Editor, Igi Global Publications, Pennsylvania, pp.189-211, 2018
- IX. **Social Impact in Consumer Behaviour-Consumer Boycotts as a Consumerism Activity**
YENER D.
in: Socio-Economic Perspectives on Consumer Engagement and Buying Behavior, H.R, Panni M.F.A.K, Editor, Igi Global Publications, , pp.22-35, 2017
- X. **Geographic Information Systems and Its Applications in Marketing Literature**
YENER D.
in: Handbook of Research on Geographic Information Systems Applications and Advancements, Faiz S, Mahmoudi K , Editor, Igi Global Publications, , pp.158-172, 2016
- XI. **Halal Food Market and Opportunities for Logistics Sector**
YENER D.
in: Emerging Research on Islamic Marketing and Tourism in the Global Economy, El-Gohary H., Eid R., Editor, Igi Global Publications, Pennsylvania, pp.116-134, 2014
- XII. **Consumer Boycotts as a Consequence of Consumerism**
YENER D.
in: Consumerism in Business and Marketing: Concepts and Practices, Kaufmann H.R., Panni M.F.A, Editor, Igi Global Publications, Pennsylvania, pp.458-471, 2014
- XIII. **Tüketicilerin Helal Sertifikalı Ürünlere Karşı Tutumlarını Etkileyen Faktörler ve Risk Algısı**
YENER D.
Blmyo Yayınları, İstanbul, 2013
- XIV. **Lojistikte Güncel Konular, Kavramlar ve Uygulamalar**
YENER D.
in: Helal Gıda ve Lojistik, Meral P.S., Editor, Blmyo Yayınları, İstanbul, pp.202-219, 2013

Refereed Congress / Symposium Publications in Proceedings

- I. **Religious Tourism and Turkey**
YENER D., Onurlubaş E.
IX. International Balkan and Near Eastern Social Sciences Congress Series, Edirne, Turkey, 29 September 2018, pp.256-261
- II. **Tüketicilerin Tavuk Eti Tüketimini Etkileyen Faktörlerin Logit Analizi ile Belirlenmesi: Aydın Merkez İlçe Örneği**

Onurlubaş E., YENER D.

IX. International Balkan and Near Eastern Social Sciences Congress Series, Edirne, Turkey, 29 September 2018, pp.268-290

III. The Concept of City Brand and a Literature Survey on the Concept of City Brand in Turkey over the Last Decade

Yener D., Onurlubaş E.

Uluslararası Marka ve Marka Kent Kongresi, Gümüşhane, Turkey, 27 - 29 September 2018, pp.131-136

IV. City Brand Concept and Brand City Perception of Edirne Residents

Onurlubaş E., YENER D.

Uluslararası Marka ve Marka Kent Kongresi, Gümüşhane, Turkey, 27 April 2018, pp.11-20

V. Gender Role on Service Quality Perception About Online Education

YENER D., TAŞÇIOĞLU M.

INTERNATIONAL CONFERENCE ON QUALITY IN HIGHER EDUCATION, Sakarya, Turkey, 07 December 2017, pp.80

VI. Companies' Sustainability Practices and Consumer Boycotts: A Conceptual Model

YENER D., TAŞÇIOĞLU M.

International Scientific Conference on IT, Tourism, Economics, Management and Agriculture, Budapeşte, Hungary, 26 October 2017, pp.943-945

VII. Öğrencileri Korsan Ders kitabı Satın Almaya Yönelten Sosyal Faktörlere Yönelik Bir Araştırma Modeli

TAŞÇIOĞLU M., YENER D.

ASEAD II. Uluslararası Sosyal Bilimler Sempozyumu, Antalya, Turkey, 21 October 2017, pp.155

VIII. Turkish Users' Attitudes Towards Facebook Advertisements

Oskaybaş K., Dursun T., Yener D.

4th International Conference on Leadership, Technology, Innovation and Business Management, İstanbul, Turkey, 20 - 22 November 2014, pp.547-556

IX. ERASMUS Mobility Activities and Their Contribution to Brand Image and Service Quality of a Higher Education Institution

GÜNDÜZ A., YENER D.

ERASMUS Coordinators Conference and GO-Exchange Education Fair 2012, Cluj-Napoca, Romania, 18 April 2012, pp.132-138

Supported Projects

Yener D., TUBITAK Project, A Scenario-Based Experiment Examining the Effect of Certificate and Product Features on Halal Products , 2021 - 2021

YENER D., TAŞÇIOĞLU M., Project Supported by Higher Education Institutions, Online Eğitim Alan Öğrencilerin Eğitim Sistemleri İle İlgili Kalite Algısının Tespiti, 2017 - 2018

Citations

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