

## **Prof. M. LÜTFİ ARSLAN**

### **Personal Information**

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### **Biography**

Having graduated from the Department of Business Administration (English) at Marmara University in 1995, Mehmet Lütfi Arslan earned his master's degree in Human Resources Management and Development from the Institute of Social Sciences and his PhD degree from the Department of Economic History at the same university. From 2000 to 2002, he was in USA, where he earned another master's degree from the Department of Communication, Culture and Technology in Georgetown University. After working for 15 years in private media and human resources sector, he was appointed as an assistant professor in Management and Organization of Business Department in the Faculty of Political Science at Istanbul Medeniyet University in 2011. Having been assigned as the head of the Business Department in 2012, he was appointed as the acting General Secretary of IMU in 2014, an office which he held till 2018. Arslan, who became an Associate Professor in the field of Management-Strategy in 2015, was appointed as Professor to the Management-Organization Chair in the Department of Business Administration, Faculty of Political Sciences, Istanbul Medeniyet University in 2021. He is now serving as the Head of the Human Resources and Career Planning Department of the Presidential Human Resources Office, who was appointed on May 1, 2021.

Prof. Arslan published several works about human resources management, business administration, reputation, negotiation, and interviewing and continues his studies on NGO and volunteer management.

Since his school years, Prof. Arslan has carried out social responsibility works particularly for young people and founded the GENÇ (Youth) Journal in 2006, working as the chief editor of the journal for five years until he started to work in the university. He was also the founding president of the International Youth Association in 2008 and as the president he took charge in developing and carrying out various projects about youth mobility, career plans of young people, disadvantaged groups, and social media in cooperation with the Presidency for Turks Abroad and Related Communities, Turkish Cooperation and Coordination Agency, Ministry of Youth and Sports, Department of Associations, İstanbul Development Agency, and local governments.

Prof. Arslan continues his social responsibility activities as a member of the Board of Trustees and Executive Board at Istanbul Academy of Sciences (IBA), non-governmental organization that focuses on helping to improve the professional qualities of young academics.

In addition to his academic works, Prof. Arslan has published ten books for the youth, two of which under the pseudonym Mehmet Köprülü. He is fluent in English and Arabic and is married with three children.

### **Education Information**

Doctorate, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İktisat Tarihi, Turkey 2005 - 2011

Postgraduate, Georgetown University, Graduate School, Communication, Culture And Technology, United States Of America 2001 - 2002

Postgraduate, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Human Resources Management And Development, Turkey 1995 - 1998

Undergraduate, Marmara Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İngilizce İşletme, Turkey 1990 - 1995

## Foreign Languages

English, B2 Upper Intermediate

## Dissertations

Doctorate, Amerika Birleşik Devletleri'nin İktisadi Büyümesinde Devletin Rolü (1789-1860), Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İktisat Tarihi, 2011

Postgraduate, Elevating the Standards of Journalism Through the Internet: The Impact of "Online Media Watchdogs" and A Case Study of Medyakronik , Georgetown University, Graduate School, Communication Culture And Technology, 2002

Postgraduate, İşletmelerde Stratejik İnsan Kaynakları Planlaması ve Uygulamadan Örnekler, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Human Resources Management And Development, 1998

## Research Areas

Social Sciences and Humanities, Management, Management and Organization, Human Resources Management, Science of Strategy

## Academic Titles / Tasks

Professor, Istanbul Medeniyet University, Faculty Of Political Sciences, Management, 2021 - 2021

Associate Professor, Istanbul Medeniyet University, Faculty Of Political Sciences, Management, 2015 - 2021

Assistant Professor, İstanbul Medeniyet Üniversitesi, Faculty of Political Sciences, Management, 2012 - 2015

Research Assistant, Uludağ Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 1996 - 1997

## Academic and Administrative Experience

Daire Başkanı, İnsan Kaynakları Ofisi, 2021 - Continues

Director Of Junior College, Istanbul Medeniyet University, 2015 - 2021

Secretary General, İstanbul Medeniyet Üniversitesi, 2014 - 2018

İstanbul Medeniyet Üniversitesi, Faculty of Political Sciences, Management, 2012 - 2014

## Courses

Eğitim Kurumu Açma Süreci ve Yönetimi, Postgraduate, 2019 - 2020

Sivil Toplum Örgütlerinin Yönetimi, Postgraduate, 2019 - 2020

Stratejik Yönetim, Undergraduate, 2019 - 2020

Stratejik Yönetim, Postgraduate, 2019 - 2020

Uluslararası İşletmecilik, Undergraduate, 2018 - 2019

Introduction to Management, Undergraduate, 2019 - 2020

İnsan Kaynakları Yönetimi, Postgraduate, 2012 - 2013, 2013 - 2014, 2016 - 2017

İşletme Yönetimine Giriş, Undergraduate, 2016 - 2017

İşletme Yönetimi, Postgraduate, 2012 - 2013, 2013 - 2014

Yönetime Giriş, Undergraduate, 2013 - 2014

## Advising Theses

Arslan M. L. , BİR İŞ MODELİ ÖNERİSİ: İNTERNET TABANLI KİTLESEL AÇIK DERS PLATFORMLARI VE UYGULAMA, Postgraduate, H.İbrahim(Student), 2019

## Jury Memberships

Post Graduate, Tez Savunma Jürisi, Marmara Üniversitesi, June, 2012

## Articles Published in Other Journals

- I. **Measuring Intellectual Capital of Turkish Banks Listed on Borsa Istanbul Banking Index (BIST XBANK) with the Market Value / Book Value Method and Value Added Intellectual Coefficient (VAIC) Model**  
Arslan M. L. , Kızıl C.  
Emerging Markets Journal (EMAJ), vol.9, no.1, pp.101-116, 2019 (International Refereed University Journal)
- II. **Dijital İşletmenin Sınırları**  
Arslan M. L.  
Bilimevi İktisat, no.3, pp.54-77, 2018 (Other Refereed National Journals)
- III. **İktisadi Büyümede Piyasa Algısı Ve Zihni Yapı: Amerika Birleşik Devletleri Örneği**  
Arslan M. L.  
Bilimevi İktisat, no.2, pp.62-81, 2018 (Other Refereed National Journals)
- IV. **Web Reputation Index for XU030 Quote Companies**  
ÇANKIR B., ARSLAN M. L. , Şeker Ş. E.  
Journal of Industrial and Intelligent Information, vol.3, no.2, pp.110-113, 2015 (Refereed Journals of Other Institutions)
- V. **Information and Communication Technology Reputation for XU030 Quote Companies**  
Şeker Ş. E. , ÇANKIR B., ARSLAN M. L.  
INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT, vol.5, no.3, pp.221-225, 2014 (Refereed Journals of Other Institutions)
- VI. **Web Based Reputation Index Of Turkish Universities**  
ARSLAN M. L. , ŞEKER Ş. E.  
International Journal of E-Education, E-Business, E-Management and E-Learning, vol.4, no.3, pp.197-203, 2014 (Refereed Journals of Other Institutions)
- VII. **An Accounting Viewpoint for the Relationship Between Intellectual Capital and Web Trends of BIST 30 Firms in Turkey**  
ARSLAN M. L. , ŞEKER Ş. E. , Kızıl C.  
Maliye Finans Yazıları Dergisi, no.101, pp.53-81, 2014 (Other Refereed National Journals)
- VIII. **Productive Academic Database Enrolment**  
ŞEKER Ş. E. , ARSLAN M. L. , DİNÇ M.  
International Proceedings of Economics Development and Research, vol.76, pp.40-46, 2014 (Refereed Journals of Other Institutions)
- IX. **Innovation Driven Emerging Technology from Two Contrary Perspectives: A Case Study of Internet**  
ARSLAN M. L. , ŞEKER Ş. E. , Kızıl C.  
EMAJ: Emerging Markets Journal, vol.3, no.3, pp.87-97, 2014 (International Refereed University Journal)
- X. **CORRELATION BETWEEN INTELLECTUAL CAPITAL AND WEB TRENDS OF TOP 30 COMPANIES IN TURKEY**  
Kızıl C., ARSLAN M. L. , ŞEKER Ş. E.  
International Journal of Social Sciences and Humanity Studies (IJ-SSHS), vol.5, no.2, pp.39-49, 2013 (Refereed

Journals of Other Institutions)

- XI. **The Impact Of Employment Web Sites' Traffic On Unemployment: A Cross Country Comparison**  
ARSLAN M. L. , ŞEKER Ş. E.  
International Journal of Social Sciences and Humanity Studies (IJ-SSHS), vol.5, no.2, pp.130-138, 2013 (Refereed Journals of Other Institutions)
- XII. **Amerika Birleşik Devletleri'nin İktisadi Büyümesinin Nedenleri Üzerine Bir Literatür Değerlendirmesi**  
ARSLAN M. L.  
Finans Politik ve Ekonomik Yorumlar Dergisi, vol.49, no.563, pp.5-22, 2012 (Other Refereed National Journals)
- XIII. **İnsan Kaynakları Yönetimine Süreç Yaklaşımı: Stratejik İnsan Kaynakları Planlaması**  
ARSLAN M. L.  
Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi, vol.10, no.37, pp.89-101, 2012 (National Refreed University Journal)
- XIV. **Büyük İşletmeler Devleti: Kuruluş Dönemi Amerikan Ekonomik Büyümesinde Siyasi Yapının Rolü**  
ARSLAN M. L.  
Bülent Ecevit Üniversitesi Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.7, no.14, pp.377-394, 2011 (National Refreed University Journal)
- XV. **Online Network Management: Everywhere, Instant Yet Loose**  
ARSLAN M. L.  
International Journal of Business, Humanities and Technology, vol.1, no.2, pp.177-183, 2011 (Refereed Journals of Other Institutions)
- XVI. **Devletin İktisadi Büyümedeki Rolü**  
ARSLAN M. L.  
Bilgi Ekonomisi ve Yönetimi Dergisi, 2011 (Refereed Journals of Other Institutions)

## Books & Book Chapters

- I. **İmaj ve Algı Yönetimi**  
Arslan M. L.  
in: Eğitim Kurumları İşletmeciliği Kuram Araştırma Uygulama, İbrahim Hakan Karataş,Ezgi Dede, Editor, Nobel Yayın Dağıtım, Ankara, pp.331-346, 2021
- II. **Eğitim Kurumu Açma Süreci**  
Arslan M. L.  
in: Eğitim Kurumları İşletmeciliği Kuram, Araştırma, Uygulama, İbrahim Hakan Karataş,Ezgi Dede, Editor, Nobel Yayın Dağıtım, Ankara, pp.395-424, 2021
- III. **Education and Market**  
Arslan M. L. , Çankır B.  
in: , İbrahim Hakan Karataş,Ezgi Dede, Editor, Nobel Yayın Dağıtım, İstanbul, pp.31-43, 2020
- IV. **STK'larda İnsan Kaynakları Yönetimi**  
Arslan M. L.  
in: Kurumsal Yönetim El Kitabı, Nihat Erdoğan,Züleyha Sayın, Editor, Kurumsal Yönetim Akademisi, İstanbul, pp.55-79, 2020
- V. **Toplam Kalite Yönetimi**  
Arslan M. L. , Çetin C.  
Beta Basım Yayın Dağıtım, İstanbul, 2019
- VI. **Mülakat: Teori, Süreç ve İlkeler**  
Arslan M. L. , Çetin P. D. C.  
Beta, İstanbul, 2019
- VII. **STRATEJİK LİDERLİK**  
ARSLAN M. L.

in: ÖRGÜTLERDE LİDERLİK, Çetin Ş. ve Baltacı R., Editor, Nobel Yayın Dağıtım, Ankara, pp.276-306, 2018

VIII. **ABD Nasıl Kalkındı?**

ARSLAN M. L.

Beta Basım Yayın Dağıtım, İstanbul, 2017

IX. **İNSAN KAYNAKLARI YÖNETİMİNİN TEMELLERİ - Fundamentals of Human Resource Management**

ARSLAN M. L. , ÇETİN C.

Nobel Yayınevi, Ankara, 2017

X. **Temel İşletmecilik**

ARSLAN M. L. , ÇETİN C.

Beta Basım Yayın Dağıtım, İstanbul, 2016

XI. **Gençlik, Gönüllülük ve Gönüllü Yönetimi**

ARSLAN M. L.

in: Gençlik ve Gönüllülük, Kesgin B. ve Yaman M., Editor, Gençlik Ve Spor Bakanlığı Yayınları, Ankara, pp.9-30, 2016

XII. **Sosyal Psikolojide Temel Kuramlar**

ARSLAN M. L.

in: Sosyal Psikoloji, Güney S., Editor, Atatürk Üniversitesi Açık Öğretim Fakültesi, Erzurum, pp.1-15, 2015

XIII. **İnsan Kaynakları Yönetimi**

ARSLAN M. L. , Çetin P. D. C. , Dinç D. E.

Beta, İstanbul, 2014

XIV. **Müzakere Teknikleri: İlke, Süreç, Uygulama**

ARSLAN M. L. , Çetin P. D. C.

Beta, İstanbul, 2014

XV. **Dijital İşletme**

ARSLAN M. L.

Cinius Yayınları, İstanbul, 2013

XVI. **Reputation Management in Global Financial Institutions**

ARSLAN M. L. , Okur M. E.

in: Managerial Issues in Finance and Banking, Hacıoğlu Ü., Dincer H., Editor, Springer International Publishing Switzerland, Cham, pp.1-12, 2013

## **Refereed Congress / Symposium Publications in Proceedings**

I. **Measuring Intellectual Capital of Turkish Banks Listed on Borsa Istanbul Banking Index (BIST XBANK) with the Market Value / Book Value Method and Value Added Intellectual Coefficient (VAIC) Model**

ARSLAN M. L. , KIZIL C.

Proceedings of 4th ICAF UMY 2018 - International Conference on Accounting and Finance: Revisiting Accountant's Role in the Disruption Era of Information Technology Advancement, Yogyakarta, Indonesia, 25 April 2018, pp.42

II. **Between Positive and Negative Impact of Technology A Perfect Synthesis: The Internet**

ARSLAN M. L.

ULUSLAR ARASI 9. BİLGİ, EKONOMİ VE YÖNETİM KONGRESİ, Bosnia And Herzegovina, 01 December 2011, vol.1

III. **Şikago Kenti Örneğinde Ekonomik Coğrafyanın Yeniden Tanımı ve Trakya Bölgesi İçin Çıkarılacak Dersler**

ARSLAN M. L.

2. Uluslararası Trakya Bölgesi Kalkınma ve Girişimcilik Sempozyumu, Turkey, 01 January 2011, vol.1

## **Other Publications**

I. **STK'larda Burs Mülakatı Rehberi**

Arslan M. L.

Technical Report, pp.1-51, 2018

## II. SİVİL TOPLUM KURULUŞLARINDA GÖNÜLLÜLÜK: SORUNLAR VE ÇÖZÜM YOLLARI

ARSLAN M. L.

Technical Report, pp.1-16, 2018

### Supported Projects

ŞEKER Ş. E. , ARSLAN M., Project Supported by Higher Education Institutions, Türk Üniversiteleri için Web Tabanlı olarak İtibar indeksinin oluşturulması, 2013 - 2015

YUMUŞAK İ. G. , ARSLAN M., BULUT M., AYDIN R., ALTAY B., Project Supported by Higher Education Institutions, ULUSLARARASI İPEKYOLU KONGRESİ, 2013 - 2013

### Activities in Scientific Journals

Bilimevi İktisat, First Editor, 2017 - 2018

### Memberships / Tasks in Scientific Organizations

İstanbul Medeniyet Üniversitesi Destekleme Vakfı, Board Member, 2017 - Continues

İstanbul Medeniyet Üniversitesi Mezunlar Derneği, Board Member, 2017 - Continues

İstanbul Bilimler Akademisi, Board Member, 2015 - Continues

### Edit Congress and Symposium Activities

Revisiting Accountants' Role in The Era of Information Technology Advancement, Invited Speaker, Yogyakarta, Indonesia, 2018

### Citations

Total Citations (WOS):2

h-index (WOS):1