

Prof. Süphan NASIR

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Biography

Süphan NASIR is Professor at Department of Business Administration, İstanbul University. She is chairman of marketing subdiscipline and coordinator of business administration e-learning program. She worked as chief editor at International Journal of E-Entrepreneurship and Innovation 2010-2014, and she is also editor of Yükseköğretim Dergisi/ Journal of Higher Education (Turkey) since 2010. She also undertaken important roles such as organization committee member and advisory board member of international conferences. Her articles were published in reputable academic journals and she has written chapters for well-known books. Her latest books entitled Modern Entrepreneurship and E-Business Innovations and CRM Strategies in the Digital Era were published in USA in 2013 and 2015, respectively. She has also presented her papers at major international conferences and attended some international conference as keynote speaker. CRM as well as mobile marketing, consumer behavior, innovation management and entrepreneurship are the scope of her interest area.

Education Information

Doctorate, İstanbul University, Sosyal Bilimler Enstitüsü/İşletme Fakültesi, Pazarlama, Turkey 2002 - 2005

Postgraduate, Isik University, Institute Of Social Sciences, İşletme/Mba, Turkey 2001 - 2002

Undergraduate, Bogazici University, Fen-Edebiyat Fakültesi Sosyoloji Bölümü, Sosyoloji, Turkey 1995 - 1999

Foreign Languages

English, C1 Advanced

German, B1 Intermediate

Dissertations

Doctorate, Kıyaslama Düzeyinin Şikayet Telafisinin Algılanan Adaleti ve Şikayet Sonrası Tüketici Davranışı Üzerindeki Etkisi, İstanbul University, Sosyal Bilimler Enstitüsü/İşletme Fakültesi, Pazarlama, 2005

Research Areas

Social Sciences and Humanities, Management, Marketing, Strategic Marketing and Brand Management, Entrepreneurship and Innovation Management

Academic Titles / Tasks

Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2014 - Continues
Associate Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2009 - 2014
Assistant Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2007 - 2009

Academic and Administrative Experience

İstanbul Üniversitesi, Faculty of Economics, Department of Business Administration, 2009 - Continues
İstanbul Üniversitesi, Faculty of Economics, Department of Business Administration, 2011 - 2014

Courses

Pazarlama İlkeleri (Uzaktan Eğitim), Undergraduate, 2015 - 2016
Pazarlama (Uzaktan Eğitim), Undergraduate, 2015 - 2016
Pazarlama Teorisi, Doctorate, 2015 - 2016
Pazarlama (uzaktan Eğitim), Undergraduate, 2015 - 2016
Pazarlama İlkeleri, Undergraduate, 2015 - 2016
Marka Yönetimi, Undergraduate, 2015 - 2016
Stratejik Pazarlama Yönetimi, Postgraduate, 2015 - 2016
Stratejik Pazarlama Uygulamaları, Doctorate, 2013 - 2014
Veri Tabanlı Pazarlama ve Müşteri İlişkileri Yönetimi, Postgraduate, 2013 - 2014
Marka Yönetimi, Doctorate, 2013 - 2014
Müşteri İlişkileri Yönetimi, Undergraduate, 2013 - 2014
Müşteri İlişkileri Yönetimi, Undergraduate, 2012 - 2013
Stratejik Pazarlama Yönetimi, Postgraduate, 2012 - 2013
Pazarlama Teorisi, Doctorate, 2012 - 2013
Pazarlama İlkeleri, Undergraduate, 2012 - 2013
Pazarlama İlkeleri (Uzaktan Eğitim), Undergraduate, 2012 - 2013

Advising Theses

Nasır S., TÜKETİCİLERİN KITLIK MESAJLARINA YÖNELİK TUTUMU VE ŞEFFAFLIK ALGISI: BİR DENEYSEL ARAŞTIRMA, Postgraduate, D.SARI(Student), 2022
Nasır S., Tüketicilerin coğrafi işaretli gıda ürünlerine yönelik tutumları üzerine araştırma, Postgraduate, F.JAFAROVA(Student), 2022
Nasır S., Tüketici satın alma karar süreçlerini etkileyen sezgiseller: Marka sadakati eğiliminde bilişsel yanılgıların rolü, Doctorate, M.SAMİOĞLU(Student), 2020
Nasır S., Çerçeveleme teorisinin tüketici risk algısı üzerindeki etkisi: Organik ürünlere yönelik bir uygulama, Doctorate, F.BETÜL(Student), 2020
Nasır S., Müşteri deneyimsel değerinin müşteri etkileşimi üzerindeki etkisi, Doctorate, Y.NİLAY(Student), 2020
Nasır S., Turizm sektöründe deneyim temelli farklılaştırma, Postgraduate, E.ERDEM(Student), 2019
Nasır S., Deneyime dayalı yeni ürünlerde pazarlama iletişim unsurlarının talebe olan etkisi: Sinema sektörü üzerine bir

araştırma, Doctorate, F.ÖCAL(Student), 2019

Nasir S., Statü ve gösterişçi tüketim eğilimlerinin algılanan sembolik statü üzerindeki etkileri, Doctorate, O.ŞAHİN(Student), 2018

Nasir S., Sadakat programlarının müşteri sadakati üzerindeki etkisi: Bankacılık sektöründe sadakat programlarına yönelik tüketicilerin tutumları, Postgraduate, B.ŞİMŞEK(Student), 2017

Nasir S., Tüketicilerin yeni teknolojileri benimseme sürecini etkileyen faktörler üzerinde bilgi kaynağının rolü, Doctorate, Y.YURDER(Student), 2017

NASIR S., Online Tüketici Yorumlarının Tüketici Satın Alma Davranışı Üzerine Etkileri, Doctorate, M.Erdil(Student), 2014

NASIR S., GÜNLÜK FIRSAT SİTELERİNDE MÜŞTERİ TERCİHİ, MEMNUNİYETİ VE SADAKATİNİ ETKİLEYEN FAKTÖRLER, Postgraduate, E.KAZMEROVA(Student), 2014

NASIR S., Alternatif Dağıtım Kanallarında Müşteri Memnuniyeti Ve Hizmet Kalitesinin Karşılaştırılması: Şube Ve İnternet Bankacılığı Üzerine Bir Uygulama, Postgraduate, C.Gökmen(Student), 2013

NASIR S., Dört Aşamalı Sadakat Modeli ile Mobil Servis Sağlayıcısı Müşteri Tabanının Farklılıklarının Analizi, Postgraduate, Y.Nilay(Student), 2012

NASIR S., Çocuklara Yönelik Atıştırmalık Gıda Reklamlarına Karşı Ebeveynlerin Tutumu, Postgraduate, E.Atahan(Student), 2011

NASIR S., Türkiye'de Beyaz Eşya Sektöründe Dağıtım Kanalı Yönetimi Ve Bayi Memnuniyeti: Electrolux Örneği, Postgraduate, R.Özge(Student), 2010

Jury Memberships

Doctoral Examination, Doktora Yeterlik Sınavı-Merve Samioğlu, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü, June, 2015

Doctoral Examination, Doktora Yeterlik Sınavı-Fatma Betül Yumuk, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü, June, 2015

Associate Professor Exam, Doçentlik Sınav Jürisi-Eser Aşaması, ÜAK, May, 2015

Doctoral Examination, Doktora Yeterlik Sınavı, İstanbul Üniversitesi, February, 2014

Post Graduate, Yüksek Lisans Tez Savunma Jürisi, İstanbul Üniversitesi, February, 2014

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Determining the Role of Communication and Distribution Channels for Organic Foods**
NASIR V. A., Nasir S.
DRIVING AGRIBUSINESS WITH TECHNOLOGY INNOVATIONS, pp.149-164, 2017 (SCI-Expanded)
- II. **University brand image perceptions of on-campus and online students**
NASIR S., YURDER Y.
Turkish Online Journal of Educational Technology, vol.2016, pp.1236-1243, 2016 (SCI-Expanded)
- III. **Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
Nasir S., Kurtulus B.
HANDBOOK OF RESEARCH ON CONSUMERISM AND BUYING BEHAVIOR IN DEVELOPING NATIONS, pp.168-189, 2016 (SSCI)
- IV. **Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period**
Nasir S., Bal E.
HANDBOOK OF RESEARCH ON CONSUMERISM AND BUYING BEHAVIOR IN DEVELOPING NATIONS, pp.239-262, 2016 (SSCI)
- V. **Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing the Way of Doing Business**
Nasir S.

E-MARKETING: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, VOL I, pp.1-15, 2012 (SCI-Expanded)

- VI. **Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile Marketing Campaigns**
Nasir S.
E-MARKETING: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, VOL I, pp.1221-1239, 2012 (SCI-Expanded)
- VII. **Discovering behavioral segments in the mobile phone market**
Kımlıoğlu H., Nasir V. A., NASIR S.
Journal of Consumer Marketing, vol.27, no.5, pp.401-413, 2010 (SCI-Expanded)
- VIII. **The development, change, and transformation of Management Information Systems (MIS): A content analysis of articles published in business and marketing journals**
Nasir S.
INTERNATIONAL JOURNAL OF INFORMATION MANAGEMENT, vol.25, no.5, pp.442-457, 2005 (SSCI)

Articles Published in Other Journals

- I. **DENEYİME DAYALI YENİ ÜRÜNLERDE PAZARLAMA İLETİŞİM UNSURLARININ TALEBE OLAN ETKİSİ: SİNEMA SEKTÖRÜ ÜZERİNE BİR ARAŞTIRMA**
ÖCAL F., NASIR S.
Journal of research in business (online), vol.8, no.1, pp.254-277, 2023 (Peer-Reviewed Journal)
- II. **The effects of status consumption and conspicuous consumption on perceived symbolic status**
Sahin O., Nasir S.
JOURNAL OF MARKETING THEORY AND PRACTICE, vol.30, no.1, pp.68-85, 2022 (ESCI)
- III. **TÜKETİCİLERİN GÖSTERİŞÇİ TÜKETİME YÖNELİK TUTUMLARINA GÖRE SINIFLANDIRILMASI**
Şahin O., NASIR S.
Balıkesir University Journal of Social Sciences Institute, vol.22, no.41, pp.383-400, 2019 (Peer-Reviewed Journal)
- IV. **Investigation of the Relationship Between Objective Social Status and Subjective Social Status**
Sahin O., Nasir S.
JOURNAL OF ECONOMY CULTURE AND SOCIETY, no.59, pp.185-198, 2019 (ESCI)
- V. **Comparison of Global and Local Consumers' Attitude Toward Car and Ride Sharing Services**
NASIR S., Bul A.
Eurasian Journal of Researches in Social and Economics (EJRSE), vol.4, no.12, pp.604-616, 2017 (Peer-Reviewed Journal)
- VI. **Higher Education View 2017. Monitoring and Evaluation Report**
Nasir S.
YUKSEKOGRETİM DERGİSİ, vol.7, no.3, pp.209-210, 2017 (ESCI)
- VII. **PERCEPTIONS OF BUSINESS PROFESSIONALS TOWARDS MOBILE DEVICE USAGE**
NASIR S., Kurtuluş B.
The Online Journal of Science and Technology, vol.7, no.3, pp.74-79, 2017 (Peer-Reviewed Journal)
- VIII. **VACATIONING AT A DESTINATION UNDER TERRORISM RISK: TOURISTS' DESTINATION IMAGE PERCEPTIONS ABOUT ISTANBUL**
NASIR S., Yılmaz M. T.
The Online Journal of Science and Technology, vol.7, no.1, pp.139-145, 2017 (Peer-Reviewed Journal)
- IX. **Preface**
NASIR S.
Modern Entrepreneurship and E-Business Innovations, 2013 (Scopus)
- X. **E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology**
NASIR S.
International Journal of E-Entrepreneurship and Innovation, vol.3, no.3, pp.50-54, 2012 (Scopus)
- XI. **Social E-Enterprise: Value Creation through ICT**

NASIR S.

International Journal of E-Entrepreneurship and Innovation, vol.3, pp.53-57, 2012 (Scopus)

XII. Türkiye'de Yükseköğretim: Karşılaştırmalı Bir Analiz

NASIR S.

YUKSEKOGRETİM DERGISI, vol.1, pp.54-55, 2011 (ESCI)

XIII. Analyzing the Role of Customer-Base Differences in Developing Customer Relationship Management Strategies

NASIR S., Nasır A.

The Journal of American Academy of Business, Cambridge, vol.7, no.2, pp.32-38, 2005 (Peer-Reviewed Journal)

XIV. Emergence of Retailers as Financial Services Providers in Turkey: A Conceptual Framework

NASIR S.

The Business Review, vol.4, pp.137-145, 2005 (Peer-Reviewed Journal)

Books & Book Chapters

I. Enflasyonist Ortamda Toplumun Ekonomi Gündemi: Boylamsal Bir Araştırma

KIR M., NASIR S.

in: DİJİTALLEŞME, EKONOMİ VE FİNANS, Kaplan Fatih, İpek Egemen, Editor, Nobel Akademik Yayıncılık, pp.49-69, 2023

II. Profiling the Citizens Based on Their Offline and Online Political Participation Level

Nasır S., Şahin O., Kır M.

in: Global Dimensions of Democracy and Human Rights: Problems and Perspectives, Nika Chitadze, Editor, IGI Global, Pennsylvania, pp.214-230, 2022

III. Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri

Kır M., Nasır S.

in: Dijitalleşme Çağda İşletme ve Ekonomi Alanında Güncel Çalışmalar, Eyüpoğlu Sinem, Çiçek Ercan, Editor, Necmettin Erbakan Üniversitesi Yayınları, Konya, pp.135-156, 2022

IV. EKONOMİK KRİZ DÖNEMİNDE TÜKETİCİLERİN KREDİ KARTI KULLANIMI

ÖCAL F., NASIR S.

in: Dijitalleşme Çağda İşletme ve Ekonomi Alanında Güncel Çalışmalar, Eyüpoğlu Sinem, Çiçek Ercan, Editor, Necmettin Erbakan Üniversitesi Yayınları, Konya, pp.95-134, 2022

V. Türkiye'de Seçmenlerin Siyasi Kimlik Temelli Profil Analizi

Nasır S., Şahin O., Erdem E.

Türkmen Kitabevi, Ankara, 2021

VI. Effect of Brand Credibility and Innovation on Customer Based Brand Equity

Nasır S., Güvendik Ö.

in: ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT: VOLUME 2, Cihan Çobanoğlu, Valentina Della Corte, Editor, University Press of Florida, Florida, pp.1-15, 2021

VII. KUYUMCULUK SEKTÖRÜNDE İŞLETMELERİN PAZAR ODAKLI STRATEJİLERE YÖNELİK TUTUMLARI

Taksi Deveciyan M., Nasır S., Yurder Y.

İstanbul Kuyumcular Odası Yayınları, İstanbul, 2020

VIII. Investigation of Smartphone Use Addiction in Generation Y

Nasır S.

in: Recent Advances in Digital Media Impacts on Identity, Sexuality, and Relationships, Michelle F. Wright, Editor, IGI Global, Pennsylvania, pp.190-205, 2020

IX. Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period

Nasır S., Bal E.

in: Global Branding: Breakthroughs in Research and Practice (2 Volumes), Mehdi Khosrow-Pour, Editor, Idea Group Publishing (Igp), Pennsylvania, pp.404-427, 2019

- X. **Marketing Strategies in Competitive Markets and Challenging Times**
NASIR S.
in: Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications, Khosrow-Pour, M., Editor, Idea Group Publishing (IGP) , Hershey, pp.248-271, 2019
- XI. **Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
NASIR S., Kurtuluş B.
in: Mobile Commerce: Concepts, Methodologies, Tools, and Applications, Mehdi Khosrow-Pour, Editor, Information Resources Management Association (Usa), Hershey, pp.1508-1529, 2018
- XII. **Determining the Role of Communication and Distribution Channels for Organic Foods**
Nasır A., NASIR S.
in: Driving Agribusiness With Technology Innovations, Tarnanidis, T., Vlachopoulou, M., Papathanasiou, J., Editor, Idea Group Publishing (IGP) , Hershey, Pa, pp.149-164, 2017
- XIII. **A Framework for CRM: Understanding CRM Concepts**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications VOLUME 1, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP) , Hershey, Pa, pp.361-412, 2017
- XIV. **Customer Relationship Management as a Customer-Centric Business Strategy**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications Volume 2, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP) , Hershey, Pa, pp.649-685, 2017
- XV. **Customer Retention Strategies and Customer Loyalty**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP) , Hershey, Pa, pp.1178-1201, 2017
- XVI. **Customer Relationship Management as a Customer-Centric Business Strategy**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications Volume 2, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP) , Hershey, Pa, pp.649-685, 2017
- XVII. **Film Marketing: The Impact of Publicity Activities on Demand Generation**
NASIR S., Öcal F.
in: Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector, Panwar U. S.; Kumar R.; Ray, N., Editor, Idea Group Publishing Idea Group Publishing (Igp), Hershey, pp.324-342, 2016
- XVIII. **Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
NASIR S., Kurtuluş B.
in: Handbook of Research on Consumerism and Buying Behavior in Developing Nations, Gbadamosi, Ayantunji , Editor, Idea Group Publishing (IGP) , Hershey, pp.168-189, 2016
- XIX. **Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period**
NASIR S., Bal E.
in: Handbook of Research on Consumerism and Buying Behavior in Developing Nations, Gbadamosi, Ayantunji , Editor, Idea Idea Group Publishing (Igp), Hershey, pp.239-262, 2016
- XX. **Customer Relationship Management Strategies in the Digital Era**
NASIR S.
Idea Group Publishing (IGP) , Hershey, Pa, 2015
- XXI. **Modern Entrepreneurship and E-Business Innovations**
NASIR S.
Idea Group Publishing (IGP) , Chicago, 2013
- XXII. **Küresel Rekabet Endeksi - 26 Bölge - 81 İl**
Şeker M., Altuğ F., Nasır S., Saldanlı A., Yaşar Akçalı B., Akdöl B., Yurder Y.
İstanbul Kalkınma Ajansı - Nema Basım, İstanbul, 2012
- XXIII. **2012 İstanbul Rekabet Endeksi 39 İlçe**

Şeker M., Altuğ F., Nasır S., Saldanlı A., Yaşar Akçalı B., Akdöl B., Yurder Y.

İstanbul Kalkınma Ajansı - Nema Basım, İstanbul, 2012

XXIV. Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile Marketing Campaigns

NASIR S.

in: E-Marketing: Concepts, Methodologies, Tools, and Applications, Information Resources Management Association, Editor, Igi Global Publications, Hershey, Pa, pp.1221-1239, 2012

XXV. Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing the Way of Doing Business

NASIR S.

in: E-Marketing: Concepts, Methodologies, Tools, and Applications, Information Resources Management Association, Editor, Igi Global Publications, Hershey, Pa, pp.1-15, 2012

XXVI. Enerji Sektöründe Pazarlama ve Yönetimi Alternatif Enerji Kaynaklarının Pazarlanması

NASIR S., Nasır A., Dalgıç T.

in: Sürdürülebilir Rekabet Avantajı Elde Etmede Enerji Sektörü: Sektörel Stratejiler ve Uygulamalar, Eraslan, H.İ. ve Bulu, M, Editor, Urak Yayınları, İstanbul, 2010

XXVII. Integrating Mobile Marketing into The Marketing Communication: Exemplification Of Mobile Marketing Campaigns

NASIR S.

in: Handbook of Research on Mobile Marketing Management, Dietmar Georg Wiedemann, Editor, Idea Group Publishing, Unknown, pp.417-426, 2010

XXVIII. Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing The Way Of Doing Business

NASIR S.

in: Handbook of Research on Mobile Marketing Management, Dietmar Georg Wiedemann, Editor, Idea Group Publishing, Unknown, pp.158-172, 2010

XXIX. Brand Personality of Web Search Engines: Who Is The Conqueror of The Digital Age?

NASIR S.

in: Contemporary Research in e-Branding, Subir K. Bandyopadhyay, Editor, Idea Group Publisher, Pennysylvania, pp.32-47, 2009

XXX. Hizmet Kalitesi

NASIR S., Nasır A.

in: Hizmet Pazarlaması ve Hizmet Kalitesi, Çatı ve Abdulvahap Baydaş, Editor, Aile Araştırma Kurumu Başkanlığı Yayınları, Ankara, pp.237-254, 2008

Refereed Congress / Symposium Publications in Proceedings

I. Enflasyonist Ortamda Toplumun Ekonomi Gündemi: Boylamsal Bir Araştırma

Kır M., Nasır S.

3 rd International Congress on Digital Business, Management & Economics, Mersin, Turkey, 8 - 09 September 2023

II. Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri

Nasır S., Kır M.

2ND INTERNATIONAL CONGRESS ON DIGITAL BUSINESS, MANAGEMENT & ECONOMICS, Mersin, Turkey, 9 - 11 September 2022, pp.273-274

III. Covid-19 Salgını ile Birlikte Değişen Tüketici Davranışları ve Pazarlama Uygulamaları

Kır M., Nasır S.

3rd International Conference on Global Competition and Innovation Management, İstanbul, Turkey, 16 - 18 September 2021, pp.1-4

IV. Enflasyon Rakamları ile İlgili Toplumun Ekonomi ve Siyaset Gündeminin İncelenmesi

NASIR S., KIR M.

3rd CEO Congress, Ukraine, 24 December 2021

V. EFFECT OF BRAND CREDIBILITY AND INNOVATION ON CUSTOMER BASED BRAND EQUITY AND OVERALL BRAND EQUITY IN TURKEY AN INVESTIGATION OF GSM OPERATORS

Nasır S., Güvendik Ö.

Global Conference on Services and Retail Management, 10 - 13 May 2021

VI. Instagram Fenomenlerinin Paylaşımlarındaki Ürün ve Markalara Yönelik Tüketici Tutumlarının İncelenmesi

Nasır S., Kılvan P.

1. Ulusal Uygulamalı Sosyal Bilimler Kongresi, İzmir, Turkey, 22 - 24 October 2020, pp.16-17

VII. Paylaşım Ekonomisi Hizmetlerine Yönelik Tutum

Nasır S., İşleyen F.

I. ULUSAL UYGULAMALI SOSYAL BİLİMLER KONGRESİ (C-IASOS), İzmir, Turkey, 22 - 24 October 2020, pp.15

VIII. Consumers' Nostalgia Proneness and Their Attitude Towards Nostalgic Packaging

NASIR S., Polat H.

III. International Applied Social Sciences Congress (C-iasoS - 2019), İzmir, Turkey, 4 - 06 April 2019, pp.1139-1160

IX. TIP FAKÜLTELERİNDE SUNULAN YÜKSEKÖĞRETİM HİZMETLERİNİN PERFORMANS KALİTESİNİN DEĞERLENDİRİLMESİ

COŞKUN S. S., NASIR S.

The 3 International Higher Education Studies Conference, Kayseri, Turkey, 11 - 13 October 2018, pp.169-183

X. ANALYZING THE RISK PERCEPTIONS AND BEHAVIORAL INTENTION OF INTERNATIONAL TOURISTS TOWARDS TURKEY

NASIR S., Polat H.

The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability (Futourism 2018), Mersin, Turkey, 27 - 29 September 2018, pp.768-775

XI. TEKNO PARK İÇİNDE FAALİYET GÖSTEREN ŞİRKETLERİN PAZAR ODAKLILIK EĞİLİM PROFİLLERİNİN KÜMELEME ANALİZİ İLE BELİRLENMESİ

NASIR S., Çay M.

17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.1370-1378

XII. Tüketicilerin Gösterişçi Tüketime Yönelik Tutumlarının İncelenmesi

Şahin O., NASIR S.

17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.88-94

XIII. COMPARISON OF GLOBAL AND LOCAL CONSUMERS' ATTITUDE TOWARD ACCOMODATION SHARING SERVICES

NASIR S., Bul A.

INTERNATIONAL CONGRESS ON ECONOMIC RESEARCHES AND FINANCIAL MARKETS (IERFM), Nevşehir, Turkey, 12 - 14 April 2018, pp.343-366

XIV. Tüketicilerin Alışveriş Sürecinde Çoklu Kanal Kullanımına Yönelik Tutumları: Dijital ve Fiziksel Kanallar Arasındaki Geçiş Nedenleri

NASIR S., Taksi Deveciyan M.

International Economic Researches and Financial Markets Congress (IEFRM), Nevşehir, Turkey, 12 - 14 April 2018, pp.72-73

XV. DENEYİMSEL DEĞER BOYUTLARININ BELİRLENMESİ: PAZARYERİ SİTELERİ ÜZERİNE BİR ARAŞTIRMA

Nasır S., Baş Y. N.

INTERNATIONAL ECONOMIC RESEARCH AND FINANCIAL MARKETS CONGRESS, Nevşehir, Turkey, 12 - 14 April 2018, pp.111-127

XVI. Consumers' Attitude toward Sharing Economy: Motives & Impediments of Using Car Sharing Services

NASIR S., Bul A.

RESS CONGRESS ULUSLARARASI EĞİTİM BİLİMLERİ VE SOSYAL BİLİMLER SEMPOZYUMU, Balıkesir, Turkey, 3 - 05 November 2017, pp.563-564

XVII. Experience Based Differentiation Strategy: Customer Experience Management of an Automotive Company in Turkey

NASIR S., Korkarar S.

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NASIR S., Best Presenter Award, Global Business & Economics Research Conference, August 2008