

CV

1. **Name Surname** : Nilüfer GÖKDAĞLI
2. **Date of Birth** : 08.08.1990
3. **Title** : Research Assistant
4. **State of Education** : Master's degree
5. **Current Institution** : İstinye University

| Degree | Department | University | Date |
|-------------------|-------------------------|--------------------------------|-----------|
| Bachelor's Degree | Business Administration | Eskişehir Osmangazi University | 2007-2011 |
| Master's Degree | Business Administration | Osmaniye Korkut Ata University | 2012-2014 |
| PhD | Marketing | Çukurova University | 2015- |

5. Academic Appointments

- Assistant Professor (Date) :
Associate Professor (Date) :
Professor (Date) :

6. Theses Advised

- 6.1. Postgraduate Theses
6.2. Doctoral Theses

7. Publications

- 7.1. Articles published in internationally refereed journals (SCI,SSCI,Arts and Humanities)
7.2. Articles published in other internationally refereed journals
7.3. Assertions presented in international scientific congresses and published in the proceedings

- Zeren D., Gökdağlı N., "Tüketicilerin Giyilebilir Teknolojileri Kabulü", II. International Congress on Mulidisciplinary Studies, Adana, Türkiye, 4-5 Mayıs 2018.
- Zeren, D., Gökdağlı, N., "An Empirical Study of Wearable Technology Acceptance", ITEMA, Budapest, Hungary, 26-27 October 2017.
- Zeren, D., Gökdağlı, N. "Tüketicilerin Sanal Kompulsif Satın Alma Davranışlarının Araştırılması", 21st Marketing Congress, Kütahya, Turkey, 6-8 October 2016.

7.4. International books published, or chapters from a book

7.5. Articles published in national refereed journals

- Zeren D., Gökdağlı N. (2017). Marka Prestiji Ve Marka Kredibilitesinin Satın Alma Niyeti Üzerindeki Etkisi. İşletme Ve İktisat Çalışmaları Dergisi
- Zeren D., Gökdağlı N. (2017). Satın Alma Motivasyonları: Tüketicilerin Sanal Kompulsif Satın Alma Davranışları Üzerine Bir Araştırma. Dumlupınar Üniversitesi Sosyal Bilimler Dergisi

7.6. Assertions presented in national scientific congresses and published in the proceedings.

- Çabuk, S., Zeren, D., Gökdağlı, N., "E-Devlet Sistemine Adaptasyonun Teknoloji Kabul Modeliyle Araştırılması", 22.Ulusal Pazarlama Kongresi, Trabzon, Türkiye, 28-30 September 2017.
- Zeren, D., Gökdağlı, N., "Marka Prestiji ve Kredibilitesinin Tüketicilerin Satın Alma Niyetleri Üzerindeki Etkisi", Sosyal Bilimler Araştırmaları Konferansı, Adana, Türkiye, 14 October 2016.

7.7. Other publications

8. Projects

- Marka Prestijinin Satın Alma Niyeti Üzerindeki Rolü, Scientific Research Project Supported by Higher Education Institutions, Researcher, 14/06/2016 (National)

9. Administrative Services

Professional Practises and Internship Commission Member (15.09.2017-Continuing)

10. Professional Affiliations

11. Fellowships and Awards

12. Please fill out the chart below for undergraduate and graduate courses you have given in the last 2 years.

| Academic Year | Semester | Course | Weekly Course Hours | | Number of Students |
|---------------|----------|------------------|---------------------|-----------|--------------------|
| | | | Theoretical | Practical | |
| 2017-2018 | Fall | General Business | 3 | 0 | 20 |
| | Spring | | | | |