

Yalçın KIRDAR

PERSONAL INFORMATION

Name Surname / Title : Yalçın KIRDAR / Professor Doctor
Military Service : Completed (Lieutenant)
E-Mail : yalcin.kirdar@istinye.edu.tr

EDUCATIONAL BACKGROUND

2015 Post-Doc Degree	Quinnpiach University, School of Business, Department of Marketing & Advertising and Department of Finance , Post Doctorate, Hamden, Connecticut, ABD
2015 Post-Doc Degree	University of North Florida, College of Business, International Business , Post Doctorate, Jacksonville, Florida, ABD.
2015 Post-Doc Degree	Kent State University, College of Business Administration, Department of Management and Information Systems , Post Doctorate, Ohio, ABD.
2015 Post-Doc Degree	Niagara University, College of Business Administration, Department of Marketing , Post Doctorate, Niagara, New York, ABD.
2014 Post-Doc Degree	University of Toronto, Rotman School of Management, Department of Marketing , Post-Doctorate, Toronto, Ontario, Canada
2013 Post-Doc Degree	University of Waterloo, Faculty of Engineering, Department of Management Sciences, Management Engineering , Post-Doctorate, Kitchener - Waterloo, Ontario, Canada
2003 - 2006 Doctorate (PhD)	Ege University, Institute of Social Sciences, Department of Public Relations and Publicity , Thesis: "The Effect of Marketing Communication Activities on Corporate Image, During Sports Marketing in Institutionalizing Sports Clubs; the Case of Fenerbahçe Sports Club", İzmir, Turkey
2000 - 2003 Master Degree	Ege University, Institute of Social Sciences, Master of Business Administration (Marketing) , Thesis: "Designing Marketing Strategies for the 'Existing' Products in the Companies", İzmir, Turkey
1995 - 2000 Graduation	Dokuz Eylül University, Faculty of Economy and Administrative Sciences, Department of Economics , İzmir, Turkey
1992 - 1995 High School	Izmir Atatürk High School, Turkey

ACADEMIC TITLES AND EXPERIENCES

2022 – ...	Professor	Istinye University, Faculty of Communication, Department of Public Relations and Advertising (Istanbul, Turkey)
2020 – 2022	Professor	Maltepe University, Faculty of Communication, Department of Public Relations and Publicity (Istanbul, Turkey)
2017 – 2020	Assoc. Prof. Dr.	Maltepe University, Faculty of Communication, Department of Public Relations and Publicity (Istanbul, Turkey)
2015 – 2016	Assoc. Prof. Dr.	University of Perugia, Faculty of Economy, Department of Marketing and Management, Perugia, Italy. (Visiting Research Scholar)
2015 – 2015	Assoc. Prof. Dr.	University of North Florida, College of Business, International Business, Jacksonville, Florida, ABD. (Sabbatical Professor)
2015 – 2015	Assoc. Prof. Dr.	Kent State University, College of Business Administration, Department of Management and Information Systems, Ohio, ABD. (Sabbatical Professor)
2015 – 2015	Assoc. Prof. Dr.	Niagara University, College of Business Administration, Department of Marketing, New York, ABD. (Sabbatical Professor)
2015 – 2015	Assoc. Prof. Dr.	Quinnipiac University, School of Business, Department of Marketing & Advertising and Department of Finance, Hamden, Connecticut, ABD. (Sabbatical Professor)
2015 – ...	Assoc. Prof. Dr.	Tübitak - Bideb consultants, external consultants, jury member.
2014 – 2015	Assoc. Prof. Dr.	Accredited Associate of Kosgeb (Izmir, Turkey)
2014 – 2015	Assoc. Prof. Dr.	Leeds Beckett University - Leeds Metropolitan University, Faculty of Business and Law, School of Strategy, Marketing and Communication, Leeds, United Kingdom (UK). Erasmus Exchange Staff.
2013 – 2014	Assoc. Prof. Dr.	University of Oviedo (Universidad de Oviedo) Facultad de Economía, School of Economics and Business, Marketing Communication and Public Relations, Campus del Cristo, Oviedo, Asturias, Spain. Erasmus Exchange Staff.
2014	ÜAK	Assoc. Prof. Dr. Public Relations (Marketing Communication, Advertising, Communication Theories)
2013 – 2014	Asst. Prof. Dr.	University of Waterloo, Faculty of Engineering, Department of Management Sciences, Waterloo, Ontario, Canada (Full-time Scholar Member)
2013 – 2014	Asst. Prof. Dr.	University of Toronto, Rotman School of Management, Department of Marketing, Toronto, Ontario, Canada (Visiting Research Scholar)
2006 – 2009	Asst. Prof. Dr.	Maltepe University, Faculty of Communication, Department of Public Relations and Publicity (Istanbul, Turkey)
2005 – 2006	Lecturer	Maltepe University, Faculty of Communication, Department of Public Relations and Publicity (Istanbul, Turkey)
2004 – 2005	Lecturer	Kyrgyzstan-Turkey Manas University, Faculty of Communication Department of Public Relations and Advertising (Bishkek, Kyrgyzstan)
2000 – 2003	Research Asst.	Ege University, Department of Business Administration, Marketing (Izmir, Turkey)

ADMINISTRATIVE TASKS

2022- ... Vice Dean	Istinye University Faculty of Communication
2022- ... Head of Department	Istinye University, Department of Public Relations and Advertising
2022- ... Head of Department Communication Sciences	Istinye University Institute of Social Sciences, Department of
2022- ... Faculty Board Member	Istinye University Faculty of Communication
2022- ... Institute Board Member	Istinye University Institute of Social Sciences
2017- 2019 Deputy Head of Journalism	Maltepe University Faculty of Communication
2016-2016 Senator	Member of University Senate
2016-2016 Director	Graduate School of Social Sciences
2016-2016 Chair of Inst. Executive B.	Graduate School of Social Sciences
2016-2016 Chair of Institute Board	Graduate School of Social Sciences
2015-2016 Institute Board Member	Graduate School of Social Sciences
2015-2016 Inst. Executive Board M.	Graduate School of Social Sciences
2015-2016 Vice Director	Graduate School of Social Sciences
2015-2016 MBA Coordinator	MBA and Executive MBA Coordinator
2015-2016 Distance Education Coord.	Distance Education-Executive MBA
2014-2016 Faculty Executive Board	Faculty of Economics and Administrative S.
2014-2016 Member of Faculty Board	Faculty of Economics and Administrative S.
2013-2016 Member of Executive Board	Continuing Education, Application and Research Center
2013-2016 Member of Publication Com	Distance Education Application and Research Center
2013- 2016 Member of Executive B.	Distance Education Application and Research Center
2011-2013 Vice Dean	Faculty of Economics and Administrative Sciences
2011-2013 Vice Director	Institute of Social Sciences
2011-2013 Institute Board Member	Institute of Social Sciences
2011-2013 Institute Executive Board	Institute of Social Sciences
2011-2012 Department Director	Department of Business Administration
2011-2012 Head of Department	Institute of Social Sciences, Business Administration
2012-2013 Head of Department	Institute of Social Sciences, Health Institutions Management
2011-2012 Member of Faculty Board	Faculty of Economics and Administrative Sciences

2010-2013 MBA Coordinator	MBA and Executive MBA Coordinator
2010-2011 Vice Head of Department	Department of Business Administration
2009-2010 Member of Faculty Board	Faculty of Economics and Administrative Sciences
2009-2010 Vice Dean	Faculty of Economics and Administrative Sciences
2007-2009 Vice Dean	Maltepe University, Faculty of Communication
2007-2009 Vice President of Sport Union	Maltepe University
2006-2007 Vice Head of Department	Maltepe University Public Relations and Publicity Department
2005-2006 Erasmus Main Coordinator	Coordinator of Maltepe University Communication Faculty Coordinator of Departments

THESIS SUPERVISIONS – Master Thesis

2009 Ülkü İlgi Eldem	“The Effect of Subliminal Advertising on Consumer Behaviour”, Maltepe University Institute of Social Sciences, Department of Radio, Cinema and TV, The thesis of master .
2013 Emine Sabancı	“The Relation between Motivation and Performance Management in Service Sector; an Implementation in Social Security Institutions” Institute of Social Sciences, Department of Management. The thesis of master.
2013 Burak Karnak	“A Comparative Analysis on the Producer and Consumer Perception of Customer Relations Management (CRM) Practices in Textile Companies”, Institute of Social Sciences, Department of Management. The thesis of master.
2013 Emine Yücel	“Marketing Communication and Consumer Decision Making, A Case Study in The Sector of Medicine” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Zühal Sert	“Marketing Activities in Food Sector during Crisis Periods” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Işıl Solmaz	“Subliminal Advertising and Its Impact on Consumer Perception of Neuro Marketing Activities” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Fatma Toygar	“Green Marketing Facilities and Consumer Decision Making, A Case Study” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Seçil Erdem	“Properties of Refrigerator To Be Emphasized In Advertisement Campaigns According To Chosen Target Market” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Göksel Kartum	“Enterprise Resource Management (ERP), Data Mining, Customer Relationship Management (CRM) and Its Impact on One-to-One Marketing Strategy” Institute of Social Sciences, Department of Management. The thesis of master.
2014 Beyza Özbay	“The Effect of Marketing and Public Relations Activities in the Education Sector upon Post Purchase Consumer Behaviour, Example” Institute of Social Sciences, Department of Management. The thesis of master.

2014 Eda Aydın	"Viral Marketing Relationship within Experimental Marketing in Brand Communication Process" Institute of Social Sciences, Department of Management. The thesis of master.
2014 Leyla Bulut	"Size Changing Concept of Advertising and Product Placement as a Tool of Integrated Marketing Communication" Institute of Social Sciences, Department of Management. The thesis of master.
2014 Alper Karamustafaoğlu	"Changing Mentality of Retail Trade from Ottoman Empire to Nowadays and Effect of Integrated Marketing Communications on This Chance, Comparison of Kemeraltı Bazaar and Forum Bornova" Institute of Social Sciences, Department of Management. The thesis of master.
2014 Sinem Taşlık Çınarlı	"The Effect of Young Consumer Buying Behaviour to Integrated Marketing Activities for Organic Food Products; an Implementation Study on Students of University" Institute of Social Sciences, Department of Management. The thesis of master.
2015 Nurhan Kırıcı	"Offer of Ethnical Products in Global Markets with International Marketing Strategies; A Research in Fig Sector" Institute of Social Sciences, Department of Management. The thesis of master.
2015 Mehmet Ünlü	"In the Furniture Industry for Four Marketing Mix Development, Pricing Strategies; Alfemo" Institute of Social Sciences, Department of Management. The thesis of master.
2015 Miray Fortacı	"Product of Consumer Preferences in Developing the Role of the Marketing Strategy; Example of Niğde Gazozu" Institute of Social Sciences, Department of Management. The thesis of master.
2015 Burak Çalışkanman	"The Impact on Consumer Buying Decision of Experimental Marketing, Comparison of Starbucks and Kahve Diyarı Experiences" Institute of Social Sciences, Department of Management. The thesis of master.
2015 Galip Şeref	"Importance of Forex Currency Market in Intermediary Corporation's Marketing Strategies" Institute of Social Sciences, Department of Management. The thesis of master.
2016 İsmail Karabulut	"The Effect of Consumption Culture on University Students' Purchasing Decision: Dumlupınar University Sample" Institute of Social Sciences, Department of Management. The thesis of master.
2016 Hadel E. Gavazoğlu	"Effects of Personal Characteristics of Successful Business Entrepreneurs on Marketing Strategies Associated with The Formation of Private Equity and Venture Capital and to the Process of Attaining The Objective of Leading Position In Sector" Institute of Social Sciences, Department of Entrepreneurship and Innovation Management. The thesis of master.
2016 Günce Erdemir	"The Effect of Product Placement Method Applied in Turkish TV Series and Shows on Buying Behavior" Institute of Social Sciences, Department of Management. (English) The thesis of master.

FIELD OF RESEARCH

Marketing, Marketing Communication, Advertising, Public Relations, Business Administration, Communication Theories, Family Counseling, Entrepreneurship

OTHER DIPLOMAS, CERTIFICATES AND DOCUMENTS

- 2017** Middle East Technical University (METU), The Certificates of European Union Projects, Ankara.
- Marketing Communication
 - Branding for Institutionalization and Uniformity
 - Customer Relation Management CRM
 - Innovation
 - Leadership
 - Conflict Management
 - Personal Stress Management
 - Customer Complaint Management
 - Dealing With Difficult People
 - Mobbing
- 2015** TUBITAK 1601 Innovation and Entrepreneurship Program.
Project Instructor Certificate
- 2013** European Union Education Certificate
Konrad Adenauer Stiftung Association
- 2013** Turkey Ministry of Family and Social Policies, Family Training Program (AEP)
Trainer Training, Trainer Certificate
- 2006** MediaCat Communication Institute Workshop, Certificate of Attendance, Istanbul
- | | |
|---|------------------------|
| - How Can Prepare Competitive Marketing Plan? | Serdar PİRTİNİ |
| - New Development of Advertising and Media Research | Kemal SUHER |
| - How Can Prepare Creative Advertising Campaign? | Hulusi DERİCİ |
| - Relation Management for to be Brand in Leadership | Yasemin SUNGUR |
| - Coaching and Emotional Leadership | Dr. Murat TOKTAMIŞOĞLU |
| - Modern Rules of Customer Loyalty | Dr. Lerzan AKSOY |
| - Advertising for Sales | Özgür KÖLÜKFAKİ |
| - Secret Communication for Effective Sales | Doç. Dr. Turgay BİÇER |
| - Effective Speaking | Sedef KABAŞ |
- 2002** Advertising Foundation "Certificate of Advertising Summer School", Istanbul
- 1999** Ministry of Education, Excellent Degree "Certificate of Computer Operator" (Ms-Dos, Windows, Ms-Office, Word, Excel, PowerPoint, Internet)
- 1998** Ankara University Department of English Excellent Degree "Advanced Diploma".
- 1997** Ankara University Language Teaching Centre, Department of English "Certificate of Intermediate"
- 1997** University of Manchester, Department of Science and Technology "Certificate of ELTC" Manchester / England
- 1996** Ankara University Language Teaching Centre, Department of English "Certificate of Basic"
- 1996** Amateur Captainship Licence
- 1996** B Type Driver's Licence

LECTURES

2004-2005 International Kyrgyz Turkish Manas University

Faculty of Communication, Department of Public Relations and Advertising

1. Semester

- Campaign of Advertising and PR
- Introduction to Advertising
- Theories and Strategies of Persuasion
- Behavioural Sciences
- Lecturer of Final Project I

2. Semester

- History of Communication
- Crisis Management
- Economy
- Advertising Studying
- Presentation Techniques
- Lecturer of Final Project II

2005-2006 Maltepe University, Faculty of Communication, Department of Public Relations and Publicity

1. Semester

- Consumer Behaviour
- Image Management
- Persuasion in Communication
- Writing Skills of Public Relations
- Behavioural Sciences
- Lecturer of Final Project I

2. Semester

- Public Relations and Advertising in Internet
- Image Management
- Persuasion in Communication
- Advertising Analysis
- Lecturer of Final Project II

2006-2007 Maltepe University, Faculty of Communication, Department of Public Relations and Publicity

1. Semester

- Presentation Techniques (Erasmus)
- Advertising Analysis
- Consumer Behaviour
- Image Management
- Persuasion in Communication
- Writing Skills of Public Relations
- Lecturer of Final Project I

2. Semester

- Public Relations and Advertising in Internet
- Persuasion in Communication
- Advertising Analysis
- Lecturer of Final Project II

2007-2008 Maltepe University, Faculty of Communication, Department of Public Relations and Publicity

1. Semester

- Advertising Analysis
- Consumer Behaviour
- Writing Skills of Public Relations
- Introduction to Advertising
- Lecturer of Final Project I

2. Semester

- Advertising Analysis (Master)
- Public Relations and Advertising in Internet
- Advertising Analysis (Bachelor's Degree)
- Advertising Examples
- Lecturer of Final Project II

2008-2009 Maltepe University Faculty of Communication, Department of Public Relations and Publicity

1. Semester

- Advertising Analysis
- Advertising Analysis
- Writing Skills of Public Relations
- Joint Marketing Communication
- Persuasion in Communication
- New Trends in Advertising (Erasmus)
- Lecturer of Final Project I

2. Semester

- Marketing Communication
- Advertising Analysis
- Consumer Behaviour
- New Trends in Advertising
- Lecturer of Final Project II

2010-2011 Faculty of Economics and Administrative Sciences Department of Business Administration

1. Semester

- Compulsory Military Service

2. Semester

- Introduction to Business Administration II
- Principles of Business Administration
- Principles of Economy
- Marketing Strategies
- Contemporary Approach to Management

2011-2012 Faculty of Economics and Administrative Sciences Department of Business Administration

1. Semester

- Marketing Communication
- Marketing Strategies
- Consumer Behavior

2. Semester

- Marketing Management
- Intro. to Business Administration II
- Advertising Management
- Seminar
- Marketing Strategies

2012-2013 Faculty of Economics and Administrative Sciences Department of Business Administration

1. Semester

- Marketing Strategies
- International Service Market Design
- Advertising Management

2. Semester

- Marketing Communication
- Public Relations
- Marketing Management
- Marketing Strategies
- Advertising Management

**2013-2014 University of Waterloo,
Department of Management Sciences
Waterloo – Kitchener, Ontario / Kanada**

1. Semester

- Theory of Marketing (Department of Management Phd)
- Marketing Strategies (e-MBA) Distance Education
- Marketing Strategies (Executive MBA)
- Final Project (Executive MBA)
- Thesis I (MBA)
- Thesis II (MBA)

**2013-2014
Department of Management**

2. Semester

- Marketing Management and Strategies (Business Administration Phd I.)
- New Trends in Marketing (Business Administration Phd II.)
- Marketing Strategies (MBA)
- Marketing Strategies (Executive MBA Albaraka Türk)
- Marketing Strategies (Executive MBA Karma 3)
- Advertising Management (Executive MBA Tugiad)
- Advertising Management (Executive MBA Akdeniz Kimya)
- Kurumsallaşma ve Kurumsal Girişimcilik (Entrepreneurship and Innovation Management)
- Marketing Strategies (Distance

- Education Center / e-MBA)
 - Advertising Management (Distance Education Center / e-MBA)
 - Advertising Management (English Management Department Bachelor)
 - Marketing Communication (English Management Department Bachelor)
 - Advertising Management (Department of Management Bachelor)
 - Public Relations (Department of Management Bachelor)
 - Effective Communication Skills (University Elective Course in English)
 - Effective Communication Skills (University Elective Course in Turkish)
 - Final Project (Executive MBA)
 - Thesis I (MBA)
 - Thesis II (MBA)

2014-2015 Faculty of Economics and Administrative Sciences Department of Business Administration

1. Semester

- Marketing Management and Strategies (Business Administration Phd I.)
- New Trends in Marketing (Business Administration Phd II.)
- Marketing Strategies (MBA)
- Strategic Marketing Communication (Entrepreneurship and Innovation Management)
- Marketing Strategies (Executive MBA)
- Marketing Strategies (Management of Health Institutions Master Program)
- Marketing Strategies (e-MBA) Distance Education
- Advertising Management (e-MBA) Distance Education
- Customer Relations Management (Department of Management Bachelor)
- Design of International Service Market (Department of Management Bachelor)
- Final Project (Executive MBA)
- Seminar (Master of Management)
- Thesis I (MBA)
- Thesis II (MBA)
- Thesis I (Entrepreneurship and Innovation Management)

2. Semester

- New Trends in Marketing (Business Administration Phd II.)
- Public Relations (Department of Management Bachelor)
- Social Marketing (Department of Management Bachelor)
- Marketing Strategies (e-MBA) Distance Education
- Advertising Management (e-MBA) Distance Education
- Marketing Strategies (MBA)
- Advertising Management (Executive MBA 8B)
- Advertising Management (Executive MBA 8A)
- Advertising Management (Executive MBA 8D)
- Advertising Management (Executive MBA 8E)
- Final Project (Executive MBA)
- Final Project (e-MBA)
- Final Project (Entrepreneurship and Innovation Management)
- Seminar (Master of Management)
- Thesis I (MBA)
- Thesis II (MBA)
- Thesis I (Entrepreneurship and Innovation Management)
- Thesis II (Entrepreneurship and Innovation Management)

2015-2016 Faculty of Economics and Administrative Sciences Department of Business Administration

1. Semester

- Marketing Management and Strategies (Business Administration Phd)
- Marketing Strategies (MBA)
- Strategic Marketing Communication (Entrepreneurship and Innovation Management)
- Marketing Strategies (Executive MBA)
- Advertising Management (Management of Health Institutions Master Program)
- Marketing Strategies (e-MBA) Distance Education
- Advertising Management (e-MBA) Distance Education
- Marketing Strategies (Department of Management Bachelor)
- Final Project (Executive MBA)
- Seminar (Master of Management)
- Thesis I (MBA)
- Thesis II (MBA)
- Thesis I (Entrepreneurship and Innovation Management)
- Thesis II (Entrepreneurship and Innovation Management)

2. Semester

- New Trends in Marketing (Business Administration Phd II.)
- Marketing Strategies (e-MBA) Distance Education
- Advertising Management (e-MBA) Distance Education
- Marketing Strategies (MBA)
- Marketing Strategies (Executive MBA 11B)
- Marketing Strategies (Management of Health Institutions Master Program)
- Seminar (Master of Management)
- Thesis I (MBA)
- Thesis II (MBA)
- Thesis I (Entrepreneurship and Innovation Management)
- Thesis II (Entrepreneurship and Innovation Management)

**2017-2018 T.C. Maltepe University Faculty of Communication
Department of Public Relations and Publicity**

1. Semester

- International Advertising (PhD Public Relations and Publicity)
- Seminar (PhD Public Relations and Publicity)
- Strategic Advertising Management (Department of Public Relations and Publicity)
- Advertising and Persuasion (Department of Public Relations and Publicity)
- Advertising Analysis (Department of Public Relations and Publicity)
- Social Entrepreneurship and Innovation (Department of Public Relations and Publicity)
- Graduation Project I (Department of Public Relations and Publicity)

2. Semester

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PUBLICATIONS

Books

KIRDAR, Yalçın. Ahmet SEZER (2016). **Attention Marketing!**, Altın Kalem Publishing, İzmir (ISBN: 978-605-9837-20-0)

KIRDAR, Yalçın. BULUT, Leyla (2016). **Product Placement As a Tool of Integrated Marketing Communication**, Türkiye Alim Kitapları, ist ein imprint der, Saarbrücken, Germany (ISBN: 978-3-639-81370-8)

KIRDAR, Yalçın (2012). **Marketing Public Relations MPR** (Pazarlama Halkla İlişkileri: MPR) Moss Publishing, İstanbul. (ISBN: 978-605-4575-31-2)

KIRDAR, Yalçın (2012). **Postmodern Marketing and Consuming Culture (Postmodern Pazarlama ve Tüketim Kültürü)**, Moss Publishing, İstanbul. (ISBN:978-605-4575-30-5)

Sections from Books

KIRDAR, Yalçın, GERSİL Mustafa, SERT Zühal (2016). "Impact of Customer Relationship Management on Producer and Consumer Perception: Analysis of Textile Companies", İletişimde "Serbest" Yazılar kitabı, Litera Türk Academia Publishing (L-T), Konya (ISBN: 978-605-337-113-7)

KIRDAR, Yalçın. YAMAN Hakan (2016). "**Break in Communication and Impact on Postmodern Marketing**", Post Articles on Communication, İletişimde Post Yazılar kitabı, Litera Türk Academia Publishing (L-T), Konya (ISBN: 978-605-337-109-0)

KIRDAR, Yalçın. ÇALIŞKANMAN Burak (2016). "**Experience Economy, Marketing and Communication**", Post Articles on Communication, İletişimde Post Yazılar kitabı, Litera Türk Academia Publishing (L-T), Konya (ISBN: 978-605-337-109-0)

KIRDAR, Yalçın. KARABULUT, İsmail (2016). "Consumption Culture Influence on Purchase Decision of University Students; The Example of Dumlupınar University", Attention Marketing, "Tüketim Kültürünün, Üniversite Öğrencilerinin Satın Alma Kararı Üzerindeki Etkisi; Dumlupınar Üniversitesi Örneği", *Dikkat Pazarlama kitabı*, Altın Kalem Publishing, İzmir (ISBN: 978-605-9837-20-0)

KIRDAR, Yalçın. SERT Zühal, SEZER Ahmet (2016). "Crises and Marketing Management in Business" Attention Marketing, "Krizler ve İşletmelerde Pazarlama Yönetimi", *Dikkat Pazarlama kitabı*, Altın Kalem Publishing, İzmir (ISBN: 978-605-9837-20-0)

KIRDAR, Yalçın. GERŞİL Mustafa, KARTUM Göksel, SERT Zühal (2016). "*Enterprise Resource Management; Data Mining, Customer Relationship Management and One to One Marketing Strategy*", "Attention Marketing!", "Kurumsal Kaynak Yönetiminde; Veri Madenciliği, Müşteri İlişkileri Yönetimi ve Birebir Pazarlama Stratejisi", *Dikkat Pazarlama kitabı*, Altın Kalem Publishing, İzmir (ISBN: 978-605-9837-20-0)

KIRDAR, Yalçın (2009). "*The New Trend on Public Relations: Customer Reputation Management*" "*Halkla İlişkilerde Yeni Eğilim: Kurumsal İtibar Yönetimi*", Düünden Bugüne Halkla İlişkiler Kitabı, *Eğitim Akademi Publishing*. (ISBN:978-975-8890-73-5)

KIRDAR, Yalçın (2012). "The Development of Public Relations Models: Persuasion and Negotiation" "*Halkla İlişkiler Modellerinin Gelişimi: İkna ve Müzakere*", *Müzakere ve Farklı Boyutları*, Publishing, İzmir. (ISBN:978-605-61394-5-1)

Editorship

KIRDAR, Yalçın. Ahmet SEZER (2016). **Attention Marketing!**, Altın Kalem Publishing, İzmir (ISBN: 978-605-9837-20-0)

Sections from International Books

KIRDAR, Yalçın, SEZER, Ahmet. (2016). "*Cluster Mapping of Medical Tourism in Turkey and Regional Clustering For Health Tourism*", **Recent Ideas and Research in Social Sciences**, Euser, London, United Kingdom.

International Arbitration

Social Behavior and Personality: An International Journal (SBP), New Zealand.

Paris – Venice, 10.-11.-12. International Marketing Trends Conference.

Independent Journal of Management & Production (IJM&P) (ISSN: 2236-269X) (indexed) Editorial Board Member

Journal of Academic Marketing Mysticism Online (Jammo) (indexed) Editorial Board Member

International Journal Articles

KIRDAR, Yalçın, SEZER, Ahmet. (2016). "*Cluster Mapping of Medical Tourism in Turkey and Regional Clustering For Health Tourism*", **European Journal of Economics and Business Studies**, Volume 4, Nr 1

KIRDAR, Yalçın (2012). "Mysticism in Subliminal Advertising", Jammo. **Journal of Academic Marketing Mysticism Online**. Open Journal System (OJS) indexing, OCLC WorldCat index, The University of Illinois OAI index, PKP index.

KIRDAR, Yalçın (2012). "Corporate Reputation Management in Kyrgyzstan Turkey Manas University", **International Journal of Türkbilim**

KIRDAR, Yalçın (2012). "Reflection of Country of Origin on Brand Image: A Case Study on IKEA Istanbul", **Journal of Faculty of Arts and Sciences**.

KIRDAR, Yalçın (2007). "The Role of Public Relations for Image Creating in Health Services; A Sample Patient Satisfaction Survey ", **Health Marketing Quarterly**, The Haworth Pres, Volume 24, Numbers 3-4, United States.

KIRDAR, Yalçın; DEMİR, Filiz (2006). "Customer Relations Management: CRM", **Review of Social, Economic and Business Studies; Eastern Mediterranean University, Journal of Business and Economics Faculty**, Volume 7/8.

KIRDAR, Yalçın; DEMİR, Filiz (2006). "The World Wide Web as Media for Public Relations: A Case Study of Organization's Use of the Internet in Turkey", **Review of Social, Economic and Business Studies; Eastern Mediterranean University, Journal of Business and Economics Faculty**, Volume 7/8.

KIRDAR, Yalçın (2005). "The Strategies and Reasons of Go to the Abroad, Examples of Coca-Cola", **Kyrgyzstan - Turkey Manas University, Journal of Social Sciences**, Volume 13.

KIRDAR, Yalçın (2005). "The Formation of Brand Strategies; The Sample of Coca-Cola", **Review of Social, Economic and Business Studies; Eastern Mediterranean University, Journal of Business and Economics Faculty**, Volume 3/4.

KIRDAR, Yalçın (2005). "Corporate Communication Forms and Interaction Process", **Kyrgyzstan – Turkey Manas University, Journal of Social Sciences**, Volume 14.

National Journal Articles

KIRDAR, Yalçın; DEMİR, Filiz (2007). "Internet As Crisis Communication Tool: Case Study of Avian Influenza (Bird Flu) Crisis". (Kriz İletişimi Aracı Olarak İnternet: Kuş Gribi Krizi Örneği) **Journal of Communication Faculty Istanbul University**, Volume 29

KIRDAR, Yalçın (2006). "Communication of Colours in Choosing Package, Package Colour in Food Store" (Ambalaj Seçiminde Renklerin İletişimi, Gıda Sektöründe Ambalaj Rengi), Türk Standardları Enstitüsü (TSE), "**Standard**" **Technical Journal of Economics**, Issue: 45 - 530, February 2006, ISSN 1300-8366.

International References

DWORZAŃSKI, W., DWORZAŃSKA, A., NIEZABITOWSKA, E., STOLAREK, M., OPIELAK, G., MADEJ, B., BURDAN, F. (2012). "Symboliczny Wymiar Wizerunku Placówki Medycznej. Symbolizm of Medical Institutions", *Merkuriusz Lekarski*. XXXII. (International Indexed). Poland.

JAKUPOVIĆ, V., MARTINOVIĆ, M., ÖZGÜVEN, K., VUKOVIĆ, A. (2010). "Services Marketing in Dentistry- Knowledge, Practice, Attitude in Bosnia and Herzegovina" *Materia Socio Medica*, 22(4). (International Indexed). Bosnia and Herzegovina.

UCHIDA, T. (2010). "わが国の大学病院における広報部の実態調査からの一考察", *Japanese Journal of Applied IT Healthcare*. Volume 5. No:1. IT ヘルスケア. Japan Association of Applied IT Healthcare Publish. (International Indexed). Tokyo, Japan.

Martinovic, M., Jakupovic, V., Jakupovic, S. (2010). "Use of Internet Marketing in Private Dental Practice in Bosnia and Herzegovina" *Acta Informatica Medica* (0353-8109) 18, 1. (International Indexed). Sarajevo, Bosnia and Herzegovina.

SAIKOVIC, J. (2010). "The Model of Management Corporate Reputation of Academic Library: The Importance of Library Assessment" 4th Information Technology in Education Conference (ITIE2010) Lanzhou, Gansu. China.

ADAYLAR, D. (2011). "The Impact of Social Media on Corporate Reputation" European Master in Business Studies (embs). UniKassel Versitat. Kassel, Germany.

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SEZGİN, M., HAŞILOĞLU, S. B., ZERENLER, M. (2008). "Packaging in Marketing and Fuzzy Logic Approach to Determine the Image of the Bakery Product Package on Customers" (Pazarlamada Ambalajlama ve Un Mamulü Ambalajının Müşteri Üzerindeki İmajını Belirlemeye Yönelik Bulanık Mantık Yaklaşımı). *Marmara Üniversitesi FEAS Journal XXV*, Issue 2. Istanbul.

AKTAŞ, H., ÖZÜPEK, M. N., ALTUNBAŞ, H. (2011). "Brand Preferences of Children and Media Consumption Habits" (Çocukların Marka Tercihleri ve Medya Tüketim Alışkanlıkları) *Selçuk University Communication Journal*, Volum: 6 (4). Konya.

Медведева, А. (2010) КАРАМДОО МАДАНИЯТЫ ЖАНА АДАМ ДЕНЕСИНИН "МЕТА" КАТАРЫ КОММУНИКАЦИЯ ПРОЦЕССИНДЕ КОЛДОНУЛУШУ (МАРКЕТИНГДИК КӨЗ КАРАШ). КЫРГЫЗ ТҮРК МАНАС УНИВЕРСИТЕТИ КООМДУК ИЛИМДЕР ИНСТИТУТУ, КОММУНИКАЦИЯ БӨЛҮМҮ. MEDVEDEVA, Anjelika. Body Consupstion as "Meta" in Comsupstion Culture and Communication Process (Marketing Approach) *International Kyrgyz Turkish Manas University*, Bishkek, Kyrgyzstan.

BAYÇU, S.U., ÜNLÜ, S., ULUYAĞCI, C. (2011). "Assessing Local Administrations In Respect Of Public Relations: Eskişehir Tepebasi Municipality Case Study", *Yeditepe University Publications*. 125-137, Istanbul.

CEYLAN, S. (2011). "Brand Imaging and An Application at Pamukkale Region" (Marka İmajı ve Pamukkale Yöresinde Bir Uygulama), Uluslararası İktisadi ve İdari İncelemeler Dergisi. 3 (7). Trabzon. International Indexed Journal

GÖKŞEN, Y., KILIÇ, S. (2011). "Decision Support Application at Ensuring Management Efficiency" (Yönetici Etkinliğinin Sağlanmasında Karar Destek Uygulaması), Journal of Dokuz Eylül University, Social Sciences Institute. V: 13 (1). Trabzon. International Indexed Journal

GENÇTÜRK, M., KALKAN, A., OKTAR, F. (2011). "Factors that Effect Customer Satisfaction in Private Banking and An Application in the Cities of Burdur and Isparta" (Bireysel Bankacılıkta Müşteri Memnuniyetini Etkileyen Faktörler: Burdur ve Isparta İllerinde Bir Uygulama), Süleyman Demirel University FEAS Journal. 16 (2). Trabzon. International Indexed Journal

DERİN, N., DEMİREL, E. (2010). "Efficiency of Customer Relations Managements to Reduce Negative Effects of Crisis" (Krizin Olumsuz Etkilerini Azaltmada Müşteri İlişkileri Yönetiminin Etkinliği), Turgut Özal International Book of Economy and Politics Congress

CONFERENCES, CONGRESSES AND SYMPOSIUMS

Organizing Committee and Editor

- 8 – 10 June 2005** 1st International Communication Symposium "Communication and Media Studies in the Process of Social and Cultural Interaction"
Kyrgyz – Turkey Manas University (Bishkek – Kyrgyzstan)
Vice Chairman of Organizing Committee in International Symposium
- 8 – 10 June 2005** Editors: KARASAR Şahin, KIRDAR Yalçın. 1st International Communication Symposium "Communication and Media Studies in the Process of Social and Cultural Interaction"
Kyrgyz – Turkey Manas University. (Bishkek – Kyrgyzstan)
Journal of Social Sciences, "International Communication Symposium"
- 22-26 June 2009** KIRDAR Yalçın, Conference on Intercultural Dialogue'09 NCA Summer Conference
Conference Committee Member (Press and Public Relations)
- 27-29 Sept. 2012** KIRDAR Yalçın, Production Research Symposium,
Organizing Committee Member

International Papers

- 8 – 9 April 2016** 9th International Conference on Social Science
Dubrovnik, Croatia.
KIRDAR, Yalçın, SEZER, Ahmet.. **"Cluster Mapping of Medical Tourism in Turkey and Regional Clustering For Health Tourism"** Proceedings Book IX ICSS 2016.
- 22 – 24 Sept 2007** 4th International Children and Communication Congress. "Children under Risk"
Istanbul University Faculty of Communication (Istanbul)
KIRDAR, Yalçın. **"Satın Alma Davranışında Yeni Tüketiciler, Çocuklar ve Tetikleyicileri Reklâmlar"**
- 4 – 5 May 2006** I. International Communication Symposium. "Globalization and New Media Policies" Girne American University. (Girne – TRNC)
KIRDAR Yalçın, OTAY DEMİR Filiz. **"Kriz İletişimi Aracı Olarak İnternet: Kuş Gribi Krizi Örneği"**

- 8 – 11 Dec. 2005** 4th International Packaging Congress. “Food Packaging”
Ege Üniversitesi, Kimya Mühendisleri Odası, Ambalaj Sanayicileri Derneği (İzmir)
KIRDAR, Yalçın. **“Gıda Sektöründe Ambalaj Renginin Seçilmesi, Margarin Pazarında Uygulama Örneği”**
- 8 – 10 June 2005** 1st International Communication Symposium. “Communication and Media Studies in the Process of Social and Cultural Interaction”.
Kyrgyz – Turkey Manas University. (Bishkek – Kyrgyzstan)
KIRDAR, Yalçın. **“Ethical Problems and Rules of Internet: Netiquette”**
- 8 – 10 June 2005** 1st International Communication Symposium. “Communication and Media Studies in the Process of Social and Cultural Interaction”.
Kyrgyz – Turkish Manas University. (Bishkek – Kyrgyzstan)
KIRDAR, Yalçın. PİRA, Aylin. ELGÜN, Aslı. **“Erkek Magazin Dergilerinde Erkek Bedeninin İnşası ve Temsili”**
- 11 – 13 May 2005** 3rd International Communication Symposium. Communication in the Millennium: A Dialogue Between Turkish and American Scholars. “New Horizons in Communication”
University of Texas at Austin, University of North Carolina, Elon University, Anadolu University and Istanbul University. (North Carolina – USA)
KIRDAR, Yalçın. **“Basics and Examples of Guerrilla Advertising”**

National Papers

- 31 Sept 2006** Conference: The Platform of Radio and Television’s Broadcast, Public Opinion Research, (Radyo Televizyon Yayınları Kamuoyu Araştırmaları Platformu “Yaklaşımlar, Eğilimler ve Sorunlar” Konferansı)
Turkish Radio and Television Company (Türkiye Radyo Televizyon Kurumu TRT) - Maltepe University Communication Faculty (Ankara, Turkey)
KIRDAR, Yalçın. **“A Research about to Young’s Habit of Watching TV” (Genç İzlerkitle Üzerinde Televizyon İzleme Alışkanlığı İle İlgili Bir Araştırma)**
- 27 February 2016** Kimya Mühendisleri Odası, “Conferance of Sustainable Cosmetics” (Antalya, Turkey)
KIRDAR, Yalçın. **“The Importance of Green Marketing on Process of the Sustainable Marketing”**

Other Publications

- August 2006** Plastik & Ambalaj Teknolojisi; Plastik, Ambalaj Makine ve Kalıp Sektörünün Aylık Teknik Dergisi, KIRDAR Yalçın, **“Choosing Package Colour in Food Sector, Case Study in Margarine Market” (Gıda Sektöründe Ambalaj Renginin Seçilmesi, Margarin Pazarında Uygulama Örneği)**, Year: 11, Volume: 116.

OTHER STUDIES, PUBLICATIONS, COORDINATORS AND AWARDS

- 2022-... Advisor of Student Communication Club, Istinye University
- 2015-2018 **TÜBİTAK 1601** Inovation and Entrepreneurship Program (Entrepreneurship Certificate Program in Universities), (GSER02 Business Modelling, GSER44 Web/Mobil Entrepreneurship)
- 2013-2014 Department of Management, **the Highest Performance Award**
- 2013-2014 Rectorate, The Best Academician **Associate Prof. Award**
- 2013-2014 Publicity of University
Macedonia (Skopje, Ohrid, Tetovo, Struga, Sweetnam, Vardar, Shar Mountain)
- 2013-2014 Publicity of University
Kosovo (Prishtine, Prizren)

2013-2014	Publicity of University Morocco (Casablanca, Rabat, Marrakesh)
2012-2013	Publicity of University France (Paris), Belgium (Brussels), Netherlands (Amsterdam, Rotterdam)
2013	Ministry of Family and Social Policies Family Training Program (AEP), Training Certificate, Trainer Training
2011-...	A New Model Recommendation and Criteria on Performance Assessment at Service Field: Manisa and Izmir, Pilot Scheme at Social Security Institution, TUBITAK Project (Kamag) .
2011-2012	Member of Izmir "Konak City Council"
2009	Simurg II Group Exhibition (Caddebostan Culture Center – CKM) 2-12 April 2009
2008-2009	Maltepe University 2009-2010 Catalog University Catalog Editor
2008	Milliyet Daily Newspaper, "Coordinator of Youth Supplement" (Gencim) Winner of the Best Gencim Supplement of 2008
2008	Seminar on Investigative Journalism (for the Representatives of Ma'an News Agency of Palestine) Maltepe University
2008	Training Seminar on Television Program Production (for Tajikistan Media Representatives) Maltepe University
2007-2008	Maltepe University Student Profile Research
2007-2008	Teknoloji Televizyonu (Technology Channel) – Televizyon Programı Program's Title: "A Guide to the Future" Topic: Distance Learning Programs (2 Episodes)
2007-2008	Maltepe University Activity of "Reklâm Oburları"
2007-2008	Newspaper: Milliyet Coordinator of Milliyet "Gencim"
2007-2008	Maltepe University Research of Student Profile
2007-2008	Technology Channels – Television Program Program name: "Geleceğe Rehber" Topic: Distance Education Programs (2 Section)
2006-2007	Maltepe University Sport Union Vice President of Sport Union, President of Communication Faculty
2006-2007	Maltepe University Sport Union Member of Sport Union's Executive Committee and General Assembly
2006-2007	Maltepe University Research of Student Profile

2006-2008	TV Documentary of Anadolu's Colour (Birth – Wedding – Death) Vice Producer of Documentary	
2006-2007	Ministry of Education (Public Training Center) Producer of “Telephone Operator Course Module”	
2006-2007	Maltepe University, Faculty of Communication “Communication Student Club” Adviser Academician	
2006-2007	Technology Channel – Television Program Program name: “Bir Adım Önde” Topic: Master's Degree (13 Section)	
2005-2006	Master of Ceremonies	
	▪ 16. Meeting of Deans, Faculties of Communication	24.04.2008
	▪ TV Documentary of Anadolu's Colour: Birth – Wedding – Death (AKM)	14.04.2008
	▪ Opening Ceremony of Library (Prof. Dr. Nermi Uygur)	11.03.2006
	▪ Documentary of Nazım Hikmet (Can Dündar)	16.03.2006
	▪ Conference of “Dinin Psikolojik Boyutu”	16.03.2006
	▪ Conference of “Medeniyetler İttifakı” (Prof. Dr. Mehmet Aydın Minister of Government)	17.03.2006
	▪ Meeting of Maltepe (6) “Modernleşme ve Kimlik”	29.03.2006
	▪ Conference of Media Wars and Brand Wars (Mustafa Sönmez)	18.12.2006
2005-2006	International Kyrgyz Turkish Manas University, Faculty of Communication “Publicity Book” Text Writer and Photographer	
2004-2005	Activities of United Nations 60. Anniversary GenevaWorld Association “UN Countries Pictures Competition” “How Children See the World” Coordinator of Kyrgyzstan	
2004-2005	Activities of United Nations 60. Anniversary GenevaWorld Association “UN Countries Pictures Competition” “How Children See The World” Coordinator of Turkey	
2004-2005	International Kyrgyz Turkish Manas University, Faculty of Communication “Communication and Public Relations Student Club” Adviser Academician	
2004-2005	International Kyrgyz Turkish Manas University, Faculty of Communication “Publicity Book” Coordinator, Text Writer and Photographer	
2004-2006	International Kyrgyz Turkish Manas University (Student Selection and Placement Center) Publicity Committee	
2004-2007	International Kyrgyz Turkish Manas University “Genç Objektif” Photograph Exhibition Member of Photograph Evaluation Committee	

CORPORATE SEMINARS, TRAININGS and WORKSHOPS

Institution	: TÜBİTAK 1601 Inovation and Entrepreneurship Program
Participants	: Students
Training	: Entrepreneurship Certificate Program in Universities
Subject	: GSER44 Web/Mobil Entrepreneurship
Place	: İzmir
Date	: 06.05.2016

Institution : Ministry of Agriculture
Participants : Agricultural cooperative associations
Training : Agricultural Business Management
Subject : Agricultural Marketing (Agri-Marketing)
Place : İzmir
Date : 21.03.2016

Institution : **TÜBİTAK 1601** Inovation and Entrepreneurship Program
Participants : Students
Training : Entrepreneurship Certificate Program in Universities
Subject : GSER02 Business Modeling
Place : İzmir
Date : 11.03.2016

Institution : S.U. Continuing Training Center
Participants : Potential Family Counseling
Training : "Family Counseling" Training
Subject : Family Communication
Place : S. University / Izmir
Date : 05.03.2016

Institution : **TÜBİTAK 1601** Inovation and Entrepreneurship Program
Participants : Academicians
Training : Entrepreneurship Certificate Program in Universities
Subject : GSER44 Web/Mobil Entrepreneurship
Place : İzmir
Date : 25.12.2015

Institution : Kosgeb, T.C. Kalkınma Bakanlığı, Zafer Kalkınma Ajansı, Usiad.
Participants : Usiad (Uşak Sanayici ve İş Adamları Derneği)
Training : "Professional Marketing and Selling"
Subject : Customer Relationship Management, Problems of Communications, Public Relations
Place : Uşak
Date : 11.12.2015

Institution : Kosgeb, T.C. Kalkınma Bakanlığı, Zafer Kalkınma Ajansı, Usiad.
Participants : Usiad (Uşak Sanayici ve İş Adamları Derneği)
Training : "Professional Marketing and Selling"
Subject : Marketing Communication, Personel Selling, e-Trade
Place : Uşak
Date : 07.12.2015

Institution : S.U. Continuing Training Center
Participants : Potential Family Counseling
Training : "Family Counseling" Training
Subject : Family Communication
Place : S. University / Izmir
Date : 08-15.11.2015

Institution : **TÜBİTAK 1601** Inovation and Entrepreneurship Program
Participants : Academicians
Training : Entrepreneurship Certificate Program in Universities
Subject : GSER02 Business Modeling
Place : İzmir
Date : 16.10.2015

Institution : IZIKAD / Izmir Business Women's Association
Participants : Business Women and Entrepreneurs in İzmir
Training : “Job Training for Women”
Subject : Advertising Management
Place : Konak / İzmir
Date : 27.05.2015

Institution :
Participants : Graduates of Psychology and Sociology
Training : “Family Counseling” Training
Subject : Family Economy
Place : Cankaya Building / İzmir
Date : 06.03.2015

Institution : Continuing Training Center
Participants : Managers
Training : January Seminars of Continuing Training Center
Subject : Public Relations (PR) and Customer Relationship Management (CRM)
Place : İzmir
Date : 17.01.2015 – 18.01.2015 (12 hours)

Institution : Continuing Training Center
Participants : Managers
Training : January Seminars of Continuing Training Center
Subject : Strategic Marketing Management
Place : İzmir
Date : 10.01.2015 – 11.01.2015 (12 hours)

Institution :
Participants : Graduates of Psychology and Sociology
Training : “Family Counseling” Training
Subject : Special Issues on Family Counseling
Place : İzmir
Date : 02.01.2015

Institution :
Participants : Jewelers
Training : Education Program of Marketing Management
Subject : Strategies of Marketing and Theories of Communication
Place : Menemen / İzmir
Date : 25.12.2014

Institution :
Participants : Graduates of Psychology and Sociology
Training : “Family Counseling” Training
Subject : Family Communication
Place : İzmir
Date : 19.12.2014

Institution :
Participants : Jewelers
Training : Education Program of Business Management
Subject : Functions of Business and Marketing
Place : Menemen / İzmir
Date : 28.11.2014

Institution : S.U. Continuing Training Center
Participants : Potential Family Counseling
Training : “Family Counseling” Training
Subject : Family Communication
Place : S. University / Izmir
Date : 25.10.2014

Institution : S.U. Continuing Training Center
Participants : Potential Family Counseling
Training : “Family Counseling” Training
Subject : Family Communication
Place : S. University / Izmir
Date : 18.10.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 17.11.2014 – 28.11.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 03.11.2014 – 14.11.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 13.10.2014 – 24.10.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 22.09.2014 – 02.10.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 08.09.2014 – 19.09.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : Izmir
Date : 11.08.2014 – 22.08.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : İzmir
Date : 30.06.2014 – 11.07.2014

Institution : Kosgeb, İşkur – İzmir / Turkey
Participants : Members of Foundation and Entrepreneurs
Training : “Applied Entrepreneurship”
Subject : Business Concept, Creativity, Market Research, Marketing Plan, Management and Finance Plan
Place : İzmir
Date : 09.06.2014 – 20.06.2014

Institution : Universities
Participants : Families
Training : “Family Counseling” Training
Subject : Family Communication
Place : İzmir
Date : 12.05.2014

Institution : S. U. Continuing Training Center
Participants : Potential Family Counseling
Training : “Family Counseling” Training
Subject : Family Communication
Place : S. University / İzmir
Date : 02.02.2014

Institution : S. U. Continuing Training Center
Participants : Potential Family Counseling
Training : “Family Counseling” Training
Subject : Family Communication
Place : S. University / İzmir
Date : 06.10.2013

Institution : Kosgeb, T.C. Kalkınma Bakanlığı, Zafer Kalkınma Ajansı, Usiad.
Participants : Usiad (Uşak Sanayici ve İş Adamları Derneği)
Training : “Professional Marketing and Selling”
Subject : Marketing Communication, Personel Selling, e-Trade
Place : Uşak
Date : 21.10.2013 – 26.10.2013 (Group of the morning)

Institution : Kosgeb, T.C. Kalkınma Bakanlığı, Zafer Kalkınma Ajansı, Usiad.
Participants : Usiad (Uşak Sanayici ve İş Adamları Derneği)
Training : “Professional Marketing and Selling”
Subject : Marketing Communication, Personel Selling, e-Trade
Place : Uşak
Date : 21.10.2013 – 26.10.2013 (Group of the night)

Institution : Kosgeb, T.C. Kalkınma Bakanlığı, Zafer Kalkınma Ajansı, Usiad.
Participants : Usiad (Uşak Sanayici ve İş Adamları Derneği)
Training : “Professional Marketing and Selling”
Subject : Marketing Communication, Personel Selling, e-Trade
Place : Uşak
Date : 18.09.2013 – 21.09.2013

Institution : Universities
Participants : Civil Servants and Employees of Private Institutions
Training : "Family Counseling"
Subject : Family Economy and Communication
Place : Cankaya Building / Izmir
Date : 29.06.2013

Institution : Social Security Institution (Manisa Social Security Institution)
Participants : Managers, Vice Managers, Directors and Employees
Training : Strategic Communication Management
Subject : Certificate Program
Place : Salihli / Manisa
Date : 16.06.2013

Institution : Universities
Participants : Graduates of Psychology and Sociology
Training : "Family Counseling"
Subject : Family Communication
Place : Cankaya Building / Izmir
Date : 24.05.2013

Institution : Şakran Prison Compound
Participants : Women Prisoners
Training : "Entrepreneurship" Training
Subject : Communication and Entrepreneurship
Place : Şakran Prison Compound Aliaga / Izmir
Date : 23.05.2013

Institution : Norm Civata
Participants : Senior and Mid-Level Managers
Training : Norm Academic Trainings
Subject : Strategic Communication Management
Place : Menemen / Izmir
Date : 18.05.2013

Institution : Standart Civata
Participants : Directors and Employees
Training : Norm Academic Trainings
Subject : Strategic Communication Management
Place : Menemen / Izmir
Date : 18.05.2013

Institution : Izmir Chamber of Commerce
Participants : Managers and Employees
Training : International Competitors Support Project
Subject : Marketing Management
Place : Izmir Chamber of Commerce Conference Hall / Izmir
Date : 13.05.2013

Institution : Izmir Chamber of Commerce
Participants : Managers and Employees
Training : International Competitors Support Project
Subject : Marketing Management
Place : Izmir Chamber of Commerce Conference Hall / Izmir
Date : 14.05.2013

Institution : Ministry of Family and Social Policies Family
Participants : Family Training Program
Training : Trainer Training
Subject : Family Training, Field of Economy
Place : Ministry of Family and Social Policies Family Conference Hall / Izmir
Date : 26.04.2013

Institution : Şakran Prison Compound
Participants : Women Prisoners
Training : "Entrepreneurship" Training
Subject : Communication and Entrepreneurship
Place : Şakran Prison Compound Aliaga / Izmir
Date : 25.04.2013

Institution : Universities
Participants : Graduates of Psychology and Sociology
Training : "Family Counseling" Training
Subject : Family Communication
Place : Cankaya Building / Izmir
Date : 06.04.2013

Institution : S. U. Continuing Training Center
Participants : Distance Learning Students
Training : "Family Counseling" Training
Subject : Family Communication
Place : S. University / Izmir
Date : 30.03.2013

Institution : Universities
Participants : Graduates of Psychology and Sociology
Training : "Family Counseling" Training
Subject : Family Communication
Place : Cankaya Building / Izmir
Date : 24.03.2013

Institution : Universities
Participants : Graduates of Psychology and Sociology
Training : "Family Counseling" Training
Subject : Family Communication
Place : Cankaya Building / Izmir
Date : 17.03.2013

Institution : Ministry of Family and Social Policies Family
Participants : Family Training Program
Training : Trainer Training
Subject : Family Training, Field of Economy
Place : Ministry of Family and Social Policies Family Conference Hall / Izmir
Date : 07.03.2013

Institution : Universities
Participants : Graduates of Psychology and Sociology
Training : "Family Counseling" Training
Subject : Family Communication
Place : Izmir
Date : 31.01.2013

Institution : Turkish Participant Banks
Participants : Employees
Training : “Sales and Marketing”
Subject : New Trends at Advertising, Management of Bank Advertising and Analysis
Place : Sisli/ Istanbul
Date : 18-19 April 2009

Institution : Turkish Union of Banks
Participants : Employees
Training : Training Seminars
Subject : Advertising Management at Banking and Finance
Place : Sisli / Istanbul
Date : 10-11 September 2008

Institution : Maltepe Police Headquarters (Istanbul)
Participants : Police Officers
Training : “Image Management and Interpersonal Communication”
Subject : Image Management
Place : Maltepe / Istanbul
Date : November 2006

Institution : Maltepe University
Participants : Employees
Training : “In-Service Training”
Subject : Institutional Communication
Place : Maltepe / Istanbul
Date : July 2006

Institution : KITIAD – Association of Kyrgyz Turkish Businessmen
Participants : Members
Training : “Marketing and Sales” Certificate Program
Subject : Advertising Managements
Place : Bishkek/Kyrgyzstan
Date : April 2005