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Personal Information

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Publons / Web Of Science ResearcherID: V-3960-2017

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Education Information

Doctorate, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), Turkey 1998 - 2002

Postgraduate, Marmara University, Faculty of Economic and Administrative Sciences, Turkey 1996 - 1998

Undergraduate, Mimar Sinan Fine Arts University, Faculty Of Arts And Sciences, Department Of Statistics, Turkey 1991 - 1995

Dissertations

Doctorate, Data mining in customer relation ship management: Model building and application in automotive industry, Marmara Üniversitesi, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2002

Postgraduate, Türkiye'nin dış tanıtımında turistik verilerin istatistiksel analizi, Marmara Üniversitesi, Faculty of Economic and Administrative Sciences, 1998

Research Areas

Social Sciences and Humanities, Management, Quantitative Methods

Academic Titles / Tasks

Professor, Marmara University, Faculty of Business Administration, Business Administration Lectured (English), 2015 - Continues

Academic and Administrative Experience

Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2017 - Continues

Marmara University, Rectorate, 2007 - 2010

Advising Theses

DURMUŞ B., The effects of information security domains on reputation of financial institutions, Postgraduate,

M.Özhan(Student), 2019

DURMUŞ B., A problem solution proposal in project management : portfolio project selection modeling for airline information technology departments, Postgraduate, M.Kasım(Student), 2019

DURMUŞ B., Consumer-Based Brand Equity for Destinations and Application of The Model to Multiple Cities Bursa and Edirne, Postgraduate, D.DEMİR(Student), 2019

DURMUŞ B., THE FACTORS THAT AFFECT INTENTION OF SHOPPERS TO BUY FMCG PRODUCTS ON E-COMMERCE, Postgraduate, S.DURMAZ(Student), 2019

DURMUŞ B., Mobil uygulamaların bildirimlerinde emoji kullanımının marka iletişimine etkisi, Postgraduate, P.YEŞİLTEPE(Student), 2018

DURMUŞ B., Effect of augmented reality advertising on purchase intention, Postgraduate, C.PASTIRMACI(Student), 2018

DURMUŞ B., The effects of social media based brand communities on brand trust and intention to online purchase, Postgraduate, N.MİNE(Student), 2018

DURMUŞ B., The effect of perceived risk on online shopping in Turkey, Postgraduate, R.ÖZSÜRÜNÇ(Student), 2017

DURMUŞ B., Effect of culture in business ethics : Comparison of Turkey and Italy, Postgraduate, M.EREN(Student), 2008

Published journal articles indexed by SCI, SSCI, and AHCI

I. Influence of Social Media Based Brand Communities on Brand Trust

Ulus Y., ERDEM Ş., DURMUŞ B.

European Journal of Business and Management, vol.8, pp.67-74, 2016 (SCI-Expanded)

II. Critical role of relationship for unfamiliar banking products

Kocyigit Z. E., Aslanbay Y., DURMUŞ B.

IKTISAT ISLETME VE FINANS, vol.28, no.327, pp.105-122, 2013 (SSCI)

Articles Published in Other Journals

I. The Psychological Underpinnings of Turkish Consumer Choices: Xenocentrism

Bozdağ A. A., DURMUŞ B.

Journal of International Consumer Marketing, vol.36, no.4, pp.336-351, 2024 (ESCI)

II. Antecedents of tourist food consumption: food choice motives of foreign tourists in Turkey

Ekizler H., Öksüz M., Durmuş B., Şipman Z. D.

ANATOLIA, vol.34, no.4, pp.494-508, 2023 (ESCI)

III. Trustworthiness of Hosts in Accommodation Sharing: The Effect of Facial Traits and Expressions

Erden A., Aslanbay Y., Durmuş B., Çinko M.

ADVANCES IN HOSPITALITY AND TOURISM RESEARCH (AHTR), vol.9, no.1, pp.1-28, 2021 (ESCI)

IV. RISK PERCEPTION AND EYE-TRACKING: A RESEARCH ON UNIVERSITY STUDENTS

ÇINKO M., DURMUŞ B., AVCI E.

Research Journal of Business and Management, vol.7, no.4, pp.268-276, 2020 (Peer-Reviewed Journal)

V. Pazarlama İletişim Aracı Olarak Yeni Medyada Dijital Etkileyiciler: Vloggerların Karakteristik

Özellikleri Ve Bilgi Birikimi Tiplerinin Vlogger İtibarına Etkisi Üzerine Bir Araştırma

BAYAZIT D. Z., DURMUŞ B., YILDIRIM F.

Uluslararası Toplum Araştırmaları Dergisi, vol.11, no.18, pp.1-25, 2018 (Peer-Reviewed Journal)

VI. The Relationship with Ad Clicks and Purchase Intention: An Empirical Study of Online Consumer Behaviour

ERDEM Ş., DURMUŞ B., ÖZDEMİR O.

European Journal of Economics and Business Studies, vol.9, pp.25-33, 2017 (Peer-Reviewed Journal)

VII. WORK ATTITUDES INFLUENCING JOB INVOLVEMENT AMONG 'Y' GENERATION

BOLELLİ M., DURMUŞ B.

International Journal of Commerce and Finance, vol.3, pp.1-11, 2017 (Peer-Reviewed Journal)

- VIII. **The Effect of Culture on Food Consumption a Case of Special Religious Days in Turkey**
SHIPMAN Z. D., DURMUŞ B.
Journal of Food Research, vol.6, no.2, pp.92, 2017 (Peer-Reviewed Journal)
- IX. **Can Vloggers Characteristics Change Online-Shopping Intentions? The Role of Word of Mouth Effect as A Communication Tool**
DURMUŞ B., YILDIRIM F., BAYAZIT D. Z.
Online Academic Journal of Information Technology, vol.8, pp.23-40, 2017 (Peer-Reviewed Journal)
- X. **The impact of personality traits on intention to try new tastes Food related behaviours of Generation X and Y due to personality traits**
DURMUŞ B., Shipman Z. D.
European Journal of Business and Management, vol.23, pp.164-170, 2016 (Peer-Reviewed Journal)
- XI. **TÜRK GİYİM SEKTÖRÜNDE YENİ BİR E TİCARET MODELİ ÖZEL ALIŞVERİŞ SİTELERİ**
DURMUŞ B., SAĞLIK ÖZÇAM D., AKGÜN S., Can Y E.
Marmara Üniversitesi Öneri Dergisi, vol.11, pp.17-32, 2015 (Peer-Reviewed Journal)
- XII. **Exploring Antecedents of Private Shopping intention The Case of Turkish Apparel Industry**
DURMUŞ B., SAĞLIK ÖZÇAM D., AKGÜN S., Can Y E.
European Journal of Business and Management, vol.7, 2015 (Peer-Reviewed Journal)
- XIII. **Explicit leader behaviour preferences: Turkish and cross-national sample comparisons**
YURTKORU E. S., DURMUŞ B., Sinangil H. K., Litrell R. F., KATRİNLİ A., Atabay G. R., GÜNAY G., Çangarlı B. G.
The Journal of Management Development, vol.32, pp.606-628, 2013 (Scopus)
- XIV. **Explicit Leader Behaviour Preferences Turkish Cross National Sample Comparisons**
ROMIE F L., YURTKORU E. S., HANDAN K. S., DURMUŞ B., KATRİNLİ A., ATABAY R. G., GÜNAY G., GÜNERİ ÇANGARLI B.
Journal of Management Development, vol.32, pp.606-628, 2013 (Scopus)
- XV. **Gender Issues in Leadership Style of Principals**
Yurtkoru E. S., Özarallı Ş. N., Durmuş B.
ÖNERİ, vol.8, no.31, pp.23-33, 2009 (Peer-Reviewed Journal)
- XVI. **Gender issues in leadership styles of principals**
YURTKORU E. S., ÖZARALLI N., DURMUŞ B.
Öneri, Journal of Marmara University Institute of Social Sciences, vol.8, no.31, pp.23-33, 2009 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. **Years of experience in modern dance and the improvement of coordinative abilities**
AGOPYAN A., TOPSAKAL N., ERSÖZ A., DURMUŞ B., TEKİN D.
The 20th Annual meeting of the International Association for dance Medicine Science, 28 - 31 October 2010

Metrics

Publication: 47
Citation (WoS): 33
Citation (Scopus): 7
H-Index (WoS): 4
H-Index (Scopus): 2