

Prof. BERİL DURMUŞ

Personal Information

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Education Information

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

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

Under Graduate, Mimar Sinan Güzel Sanatlar Üniversitesi, Fen-Edebiyat Fakültesi, İstatistik Bölümü, Turkey 1991 - 1995

Dissertations

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

Post Graduate, Türkiye'nin dış tanıtımında turistik verilerin istatistiksel analizi, Marmara Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, 1998

Research Areas

Social Sciences and Humanities, Management, Quantitative Methods

Academic Titles / Tasks

Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2015 - Continues

Professional Experience

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

Rector's Advisor, Marmara University, Rectorate, 2007 - 2010

Advising Theses

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

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

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

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

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

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

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

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- **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 (Journal Indexed in SCI)
- **Critical role of relationship for unfamiliar banking products**
Kocyigit Z. E. , Aslanbay Y., DURMUŞ B.
IKTISAT ISLETME VE FINANS, vol.28, pp.105-122, 2013 (Journal Indexed in SSCI)

Articles Published in Other Journals

- **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 (Refereed Journals of Other Institutions)
- **WORK ATTITUDES INFLUENCING JOB INVOLVEMENT AMONG 'Y' GENERATION**
BOLELLİ M., DURMUŞ B.
International Journal of Commerce and Finance, vol.3, pp.1-11, 2017 (Other Refereed National Journals)
- **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 (Refereed Journals of Other Institutions)
- **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 (Refereed Journals of Other Institutions)
- **TÜRK GİYİM SEKTÖRÜNDE YENİ BİR E TİCARET MODELİ ÖZEL ALIŞVERİŞ SİTELERİ**
DURMUŞ B., SAĞLIK ÖZÇAM D., AKGÜN S., Can YE.
Marmara Üniversitesi Öneri Dergisi, vol.11, pp.17-32, 2015 (Other Refereed National Journals)
- **Exploring Antecedents of Private Shopping intention The Case of Turkish Apparel Industry**
DURMUŞ B., SAĞLIK ÖZÇAM D., AKGÜN S., Can YE.
European Journal of Business and Management, vol.7, 2015 (Refereed Journals of Other Institutions)
- **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 (Refereed Journals of Other Institutions)
- **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 (Refereed Journals of Other Institutions)
- **Gender Issues in Leadership Style of Principals**
YURTKORU E. S. , ÖZARALLI Ş. N. , DURMUŞ B.
Öneri, vol.15, pp.23-33, 2009 (Other Refereed National Journals)

Book & Book Chapters

- **Sosyal Bilimlerde SPSS ile Veri Analizi**
DURMUŞ B., ÇİNKO M., YURTKORU E. S.
Beta Basım Yayım, 2016
- **Sosyal Bilimlerde SPSS ile Veri Analizi 5 Bası**
Durmuş B., Yurtkoru E. S. , Çinko M.

Beta Basım Yayım Dağıtım, İstanbul, 2013

• **in: New Perspective of Contemporary Marketing**

Ulus Y., Yurtkoru E. S. , Durmuş B.

Personality, Privacy and trust Issues in Virtual Society. , Centeno E, Veloutsou C, Editor, Athens Institute for Education and Research, Athens, pp.215-225, 2011

• **Facebook tayı Sosyal Paylaşım Ağlarının Bireylere ve İşletmelere Yönelik İncelenmesi Facebook Üzerine Bir Çalışma**

DURMUŞ B., YURTKORU E. S. , ULUSU Y., KILIÇ B.

Beta Basım A.Ş., İstanbul, 2010

• **Sosyal Bilimler SPSS ile Veri Analizi**

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Beta, 2008

• **Sosyal Bilimlerde SPSS ile Veri Analizi 6. Bası.**

Durmuş B., Yurtkoru E. S. , Çinko M.

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• **Sosyal Bilimlerde SPSS ile Veri Analizi**

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• **in: Pazarlamada Yeni Açılımlarla Üstünlük Sağlama Business Success via New Visions on Marketing**

Uslu A., Yurtkoru E. S. , Durmuş B.

İnternet Bankacılığında E-Hizmet Kalitesi Boyutları: Ölçek Geliştirme ve Geçerliliği. , Bilgin F Z, Çobanoğlu E, Yalçın A M, Editor, Beta Basım Yayım Dağıtım, İstanbul, pp.137-147, 2006

• **Üniversite Gençliği Değerleri Korkular ve Umutlar**

ARTAN H. İ. , BÖRÜ M. D. , İSLAMOĞLU G., YURTKORU E. S. , DURMUŞ B., ÇALIŞKAN K., ERGUN H. S.

TESEV, İstanbul, 2005

• **in: Convivence in Organizations and Society**

Yurtkoru E. S. , Kepir Sinangil H., Durmuş B.

Gender differences in Leadership and Authoritarianism in Organizations. , Avallone F, Sinangil H K, Caetano A, Editor, Edizioni Angelo Guerini Associati SpA, Milan, pp.135-144, 2005

Refereed Congress / Symposium Publications in Proceedings

• **THE EFFECT OF PERCEIVED RISK ON ONLINE SHOPPING THROUGH TRUST AND WOM**

DURMUŞ B., ULUSU Y., AKGÜN S.

Academicsera 6th International Conference, New-York, United States Of America, 16 - 17 Temmuz 2017

• **Are private shopping sites really satisfied customers?**

DURMUŞ B., ULUSU Y., ERDEM Ş., Yalçın Y. E.

Proceedings of the 3rd International Conference on Strategic Innovative Marketing (IC-SIM), Madrid, Spain, 1 - 04 Eylül 2014, vol.175, pp.84-89

• **Antecedents and Outcomes of Consumers' Inward and Outward Environmental Attitudes: Evidence From Turkey**

AYSUNA TÜRKYLMAZ C., USLU A., DURMUŞ B.

Proceedings of the 3rd International Conference on Strategic Innovative Marketing (IC-SIM), Madrid, Spain, 1 - 04 Eylül 2014, vol.175, pp.90-97

- **Analyzing the Brand Equity of Turkish Airlines Services Comparing the Japanese and Turkish Perspective**
DURMUŞ B., USLU A., Kolivar Kobak B.
9th International Strategic Management Conference, 27 - 29 Haziran 2013, vol.99, pp.446-454
- **Word of Mouth, Brand Loyalty, Acculturation and the Turkish Ethnic Minority Group in Germany**
USLU A., DURMUŞ B., Tasdemir S.
9th International Strategic Management Conference, Riga, Latvia, 27 - 29 Haziran 2013, vol.99, pp.455-464
- **Which dimensions affect private shopping e-customer loyalty?**
DURMUŞ B., ULUSU Y., ERDEM Ş.
9th International Strategic Management Conference, Riga, Latvia, 27 - 29 Haziran 2013, vol.99, pp.420-427
- **Analyzing the Brand Equity of Turkish Airlines Services: Comparing the Japanese and Turkish Perspectives**
USLU A., DURMUŞ B., Kolivar B. K.
9th International Strategic Management Conference, Riga, Latvia, 27 - 29 Haziran 2013, vol.99, pp.446-454
- **Explicit Leader Behaviour Preferences Turkish Cross National Sample Comparisons**
Litrell R., Yurtkoru E. S. , Kepir Sinangil H., Durmuş B., Katrinli A., Atabay R. G. , Güneri Çangarlı B.
54th Annual meeting of Academy of International Business (AIB), Washington, United States Of America, 30 Haziran - 03 Temmuz 2012, pp.1
- **Social Networking as a New Organizational Tool Determinants of Time Spent on the Facebook**
Yurtkoru E. S. , Durmuş B., Uluşu Y., Kılıç B.
27th International Congress of Applied Psychology (ICAP 2010), Melbourne, Australia, 11 - 16 Temmuz 2010, pp.1
- **Preference of Leadership Styles A Cross cultural Study Between Turkey and Italy**
Yurtkoru E. S. , Durmuş B., Erdoğan E.
27th International Congress of Applied Psychology (ICAP 2010), Melbourne, Australia, 11 - 16 Temmuz 2010, pp.1
- **Preferred Leadership Styles and Authoritarianism in Organizations**
Yurtkoru E. S. , Kepir Sinangil H., Durmuş B.
27th International Congress of Applied Psychology (ICAP 2010), Melbourne, Australia, 11 - 16 Temmuz 2010, pp.1
- **SERVICE QUALITY ON INTERNET BANKING**
YURTKORU E. S. , DURMUŞ B., ULUSU Y.
Annual Conference of the Academy-of-Marketing-Science (AMS), Oregon, United States Of America, 26 - 29 Mayıs 2010, pp.303-307
- **SOCIAL NETWORKING AS A MARKETING TOOL**
ULUSU Y., DURMUŞ B., YURTKORU E. S.
Annual Conference of the Academy-of-Marketing-Science (AMS), Oregon, United States Of America, 26 - 29 Mayıs 2010, pp.257-261
- **Spam Menace in Developing Countries Identification and Classification of Spam Traffic**
GÜNEY K. R. İ. , DURMUŞ B., YURTKORU E. S. , YÜCE H., ÇİNKO M.
Global Business 7th International Conference, Miami, United States Of America, 13 - 15 Kasım 2005

Citations

Total Citations (WOS):21

h-index (WOS):3