

## **Assoc. Prof. FİLİZ GÜRDER**

### **Personal Information**

**Email:** fgurder@marmara.edu.tr

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### **Education Information**

Doctorate, Marmara University, Faculty of Business Administration, Business Administration, Turkey 2000 - 2006

Postgraduate, Universitaet Lüneburg, Germany 1996 - 1999

Undergraduate, Universitaet Lüneburg, Germany 1992 - 1996

### **Foreign Languages**

German, C1 Advanced

### **Dissertations**

Doctorate, İşletmelerin yeni ürün geliřtirmede başarı faktörleri ve Türk-Alman KOBİ'lerinde başarı faktörlerinin karşılaştırılması üzerine bir uygulama, Marmara Üniversitesi, İşletme Fakültesi, İşletme Bölümü, 2006

Postgraduate, Organisationsstruktur der Multinationalen Unternehmen, Universitaet Lüneburg, 1999

### **Research Areas**

Social Sciences and Humanities

### **Academic Titles / Tasks**

Associate Professor, Marmara University, Faculty Of Business Administration, Business Informatics, 2018 - Continues

Assistant Professor, Marmara University, Faculty of Business Administration, Business Informatics, 2014 - Continues

Lecturer PhD, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, 2006 - 2014

Lecturer, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, 2000 - 2006

### **Academic and Administrative Experience**

Marmara University, Faculty of Business Administration, Business Informatics, 2013 - 2017

Marmara University, Faculty of Business Administration, Business Informatics, 2011 - 2016

### **Courses**

Logistik, Undergraduate, 2011 - 2012, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2019 - 2020

Einführung in ABWL, Undergraduate, 2019 - 2020  
Innovationsmanagement, Undergraduate, 2019 - 2020  
Betriebliche Informationssysteme, Undergraduate, 2019 - 2020  
Marketing, Undergraduate, 2019 - 2020  
Organisation und Planung, Undergraduate, 2019 - 2020  
Prozessmodellierung, Undergraduate, 2019 - 2020

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

- I. **A healthcare management system for Turkey based on a service-oriented architecture**  
Herand D., GÜRDER F., TAŞKIN H., Yuksel E. N.  
INFORMATICS FOR HEALTH & SOCIAL CARE, vol.38, no.3, pp.246-264, 2013 (Journal Indexed in SCI)

## Articles Published in Other Journals

- I. **Using Geographic Information Systems in Knowledge Management Processes**  
GÜRDER F., YILMAZ Y.  
International Journal of Business and Social Research, vol.3, pp.75-87, 2013 (Refereed Journals of Other Institutions)
- II. **Geographic Information Systems In Strategic Decision Making In Logistics Companies**  
GÜRDER F., YILMAZ Y.  
International Journal of Business and Social Research, vol.2, pp.76-86, 2012 (Refereed Journals of Other Institutions)
- III. **Geographical information system and its use in marketing: geographic marketing**  
Gürder F.  
Uluslararası İktisadi ve İdari İncelemeler Dergisi, vol.4, no.7, pp.35-60, 2011 (National Refreed University Journal)
- IV. **Visualization of Success of Consumer Sales Promotions Through GIS Based on RFID-Captured Consumer Behavior.**  
Gürder F., Bayrak Meydanoğlu E. S. , Varol E. H.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.30, no.1, pp.321-340, 2011 (National Refreed University Journal)
- V. **Risk Analysis with Geographical Marketing in Financial Service Businesses.**  
Gürder F.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.28, no.1, pp.358-410, 2010 (National Refreed University Journal)

## Books & Book Chapters

- I. **Coğrafi Pazarlama ve Türkiye'de Kullanımı**  
Gürder F.  
Seçkin Yayıncılık, Ankara, 2011
- II. **Eine Analyse des Nachbarschaftsbegriffs unter dem Aspekt des Nachbarschaftseffekts**  
Akpınar H., Gürder F.  
in: Wirtschaftsinformatik Transfer Forum 2011, Akpınar,Haldun; Schäfermeier,Ulrich; Wiemann,Volker, Editor,  
Cuvillier Verlag Göttingen, Bielefeld, pp.61-80, 2011
- III. **Wissensbasierte Analyse von Geschaeftsprozessen**  
Yılmaz Y., Gürder F.  
in: Optimierung von Geschäftsprozessen, AKPINAR HALDUN,ÖZTÜRK RIZA, Editor, Shaker, Aachen, pp.75-90, 2010

#### IV. Strategic Communication in Company Mergers.

Gürder F.

in: Corporate mergers, H. Sumer,H. Pernsteiner, Editor, Alfa Basım Yayım, İstanbul, pp.469-490, 2004

### Refereed Congress / Symposium Publications in Proceedings

- I. **Solution of geographic information system infrastructure problems through service-oriented architecture approach**  
Gürder F., Herand D.  
2nd International Conference and Exhibition on Industrial Engineering, Dubai, United Arab Emirates, 16 - 18 November 2015, vol.4, pp.60
- II. **Pazarlama Enformasyon Sistemlerinde Karşılaşılan Sorunların Servis Odaklı Mimari ile Çözümü**  
GÜRDER F., HERAND D.  
2. ULUSAL YÖNETİM BİLİŞİM SİSTEMLERİ KONGRESİ, Turkey, 8 - 10 October 2015
- III. **Geographic Information System Infrastructure Problems and Their Solution Using Service-Oriented Architecture**  
Gürder F., Herand D.  
2014 International Conference on Advanced Management Science and Information Engineering (AMSIE2014), Kowloon, Hong Kong, 25 - 26 December 2014, pp.1
- IV. **Bir Coğrafi Enformasyon Sistemi Olan Coğrafi Pazarlama Yatırımının Değerlendirilmesinde Etkinlik Analizi: Fayda-Maliyet Analizi**  
Gürder F.  
3rd International Congress On Entrepreneurship (ICE 2010), Bishkek, Kyrgyzstan, 17 - 19 May 2011, pp.356-364
- V. **Eine Analyse des Nachbarschaftsbegriffs unter dem Aspekt des Nachbarschaftseffekts**  
Akpınar H., Gürder F.  
Wirtschaftsinformatik Transfer Forum 2011, Bielefeld, Germany, 01 January 2011, pp.61-80
- VI. **Bulanık Mantığın Berraklaştığı Yer Müşteri Değeri**  
Gürdal S., Gürder F., Özkan G.  
7. Ulusal Pazarlama Kongresi, Afyonkarahisar, Turkey, 31 May - 02 June 2002, pp.19-42

### Citations

Total Citations (WOS):3

h-index (WOS):1