

## **Assoc. Prof. FİLİZ VAROL GÜRDER**

### **Personal Information**

**Email:** fgurder@marmara.edu.tr  
**Web:** <https://avesis.marmara.edu.tr/fgurder>

### **International Researcher IDs**

ScholarID: ppoGcCwAAAAJ&hl=en  
ORCID: 0000-0002-2024-4374  
Yoksis Researcher ID: 39405

### **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 geliştirmede başarı faktörleri ve Türk-Alman KOBİ'lerinde başarı faktörlerinin karşılaştırılması üzerine bir uygulama, Marmara Üniversitesi, Faculty of Business Administration, Business Administration, 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 - 2018  
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**

Head of Department, Marmara University, 2013 - Continues

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

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

## Courses

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

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

## Published journal articles indexed by SCI, SSCI, and AHCI

### I. A healthcare management system for Turkey based on a service-oriented architecture

Herand D., GÜRDİR F., TAŞKIN H., Yuksel E. N.

INFORMATICS FOR HEALTH & SOCIAL CARE, vol.38, no.3, pp.246-264, 2013 (SCI-Expanded)

## Articles Published in Other Journals

### I. Using Geographic Information Systems in Knowledge Management Processes

GÜRDİR F., YILMAZ Y.

International Journal of Business and Social Research, vol.3, pp.75-87, 2013 (Peer-Reviewed Journal)

### II. Geographic Information Systems In Strategic Decision Making In Logistics Companies

GÜRDİR F., YILMAZ Y.

International Journal of Business and Social Research, vol.2, pp.76-86, 2012 (Peer-Reviewed Journal)

### 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 (Peer-Reviewed 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 (Peer-Reviewed 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 (Peer-Reviewed Journal)

## Books & Book Chapters

### I. Current Studies in Management Information Systems

Varol Gürder F. (Editor)

Akademisyen Kitabevi, Ankara, 2023

### II. Current Management Information Systems Studies

Varol Gürder F. (Editor)

Akademisyen Kitabevi, Ankara, 2023

### III. Administrative and Economics Sciences: Theory, Current Researches and New Trends/5

Gürder F. (Editor)

- IVPE, Cetinje, 2022
- IV. **Digitalization Index of Turkish Enterprises in Marketing and Sales**  
 Gürder F.  
 in: Current Business Management Studies III, Serkan Yılmaz Kandır, İlksun Didem Ülbeği, Editor, Akademisyen Kitabevi, Ankara, pp.367-379, 2022
- V. **Digital Maturity of Enterprises in Turkey**  
 Gürder F.  
 in: Contemporary Economic Studies III, Harun Bal, Editor, Akademisyen Kitabevi, Ankara, pp.133-146, 2022
- VI. **Coğrafi Pazarlama ve Türkiye'de Kullanımı**  
 Gürder F.  
 Seçkin Yayıncılık, Ankara, 2011
- VII. **Eine Analyse des Nachbarschaftsbegriffs unter dem Aspekt des Nachbarschaftseffekts**  
 Akpinar H., Gürder F.  
 in: Wirtschaftsinformatik Transfer Forum 2011, Akpinar, Haldun; Schäfermeier, Ulrich; Wiemann, Volker, Editor, Cuvillier Verlag Göttingen, Bielefeld, pp.61-80, 2011
- VIII. **Wissensbasierte Analyse von Geschäftsprozessen**  
 Yılmaz Y., Gürder F.  
 in: Optimierung von Geschäftsprozessen, AKPINAR HALDUN, ÖZTÜRK RIZA, Editor, Shaker, Aachen, pp.75-90, 2010
- IX. **Strategic Communication in Company Mergers.**  
 Gürder F.  
 in: Corporate mergers, H. Sumer, H. Pernsteiner, Editor, Alfa Basım Yayımları, İstanbul, pp.469-490, 2004

## Refereed Congress / Symposium Publications in Proceedings

- I. **Ethics and Informatics**  
 Gürder F.  
 AKETDER 2. Etik Araştırmaları Uluslararası Kongresi, İstanbul, Turkey, 26 - 27 January 2023, pp.101-102
- II. **Migration and its impact in Turkey and the world**  
 Gürder F.  
 IVth International Congress on Geographical Education 2022 (ICGE - 2022) "Powerful Geographical Education, Powerful Future", Karabük, Turkey, 7 - 09 October 2022, pp.338-340
- III. **Geographical Information Systems in National Health Research**  
 Gürder F.  
 IVth International Congress on Geographical Education 2022 (ICGE - 2022) "Powerful Geographical Education, Powerful Future", Karabük, Turkey, 7 - 09 October 2022, pp.142-145
- IV. **Digitalization Index of Turkish Enterprises in Marketing and Sales**  
 Gürder F.  
 İzmir International Conference on Technology and Social Sciences 2022 (IICTSS 2022) "New Studies and Trends in Social Sciences", İzmir, Turkey, 17 - 18 August 2022, pp.60-65
- V. **Digital Maturity of Enterprises in Turkey**  
 Gürder F.  
 İzmir International Conference on Technology and Social Sciences 2022 (IICTSS 2022) "New Studies and Trends in Social Sciences", İzmir, Turkey, 17 - 18 August 2022, pp.40-41
- VI. **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
- VII. **Pazarlama Enformasyon Sistemlerinde Karşılaşılan Sorunların Servis Odaklı Mimari ile Çözümü**  
 GÜRDİR F., HERAND D.

## 2. ULUSAL YÖNETİM BİLİŞİM SİSTEMLERİ KONGRESİ, Turkey, 8 - 10 October 2015

- VIII. **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
- IX. **Bir Coğrafi Enformasyon Sistemi Olan Coğrafi Pazarlama Yatırıminın Değerlendirilmesinde Etkinlik Analizi: Fayda-Maliyet Analizi**  
Gürder F.  
3rd International Congress On Entrepreneurship (ICE 2010), Bishkek, Kyrgyzstan, 17 - 19 May 2011, pp.356-364
- X. **Eine Analyse des Nachbarschaftsbegriffs unter dem Aspekt des Nachbarschaftseffekts**  
Akpinar H., Gürder F.  
Wirtschaftsinformatik Transfer Forum 2011, Bielefeld, Germany, 01 January 2011, pp.61-80
- XI. **Bulanık Mantığın Berraklaştiği Yer Müşteri Değeri**  
Gürdal S., Gürder F., Özkan G.  
7. Ulusal Pazarlama Kongresi, Afyonkarahisar, Turkey, 31 May - 02 June 2002, pp.19-42

## Activities in Scientific Journals

AKADEMİK ETİK: TEORİ VE UYGULAMA DERGİSİ, Assistant Editor/Section Editor, 2021 - Continues

## Tasks In Event Organizations

Gürder F., AKETDER II. International Ethics Research Congress Congress 2023 , Scientific Congress, İstanbul, Turkey,  
Ocak 2023  
Gürder F., AKETDER I. Uluslararası Etik Araştırmaları Kongresi Kongresi 2022 , Scientific Congress, Ankara, Turkey,  
Mayıs 2022  
Gürder F., 8th International Management Information Systems Conference (IMISC2021), Scientific Congress, İstanbul,  
Turkey, Ekim 2021

## Metrics

Publication: 28  
Citation (WoS): 4  
Citation (Scopus): 3  
H-Index (WoS): 1  
H-Index (Scopus): 1

## Non Academic Experience

KVT Elektrik  
Management Service  
Varol Reisen