

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, Management Information Systems, 2018 - Continues

Assistant Professor, Marmara University, Faculty of Business Administration, Management Information Systems, 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, Management Information Systems, 2013 - 2017

Marmara University, Faculty of Business Administration, Management Information Systems, 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., GÜRDER 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

GÜRDER 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

GÜRDER 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**
Akpınar H., Gürder F.
in: Wirtschaftsinformatik Transfer Forum 2011, Akpınar, 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 Yayım, 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**

GÜRDER 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 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

X. **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

XI. **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

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