

## Assoc. Prof. GÜLDEN TURHAN



### Personal Information

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**Address:** Marmara Üniversitesi Teknoloji Fakültesi Tekstil Mühendisliği Bölümü Tekstil Yönetimi ve Pazarlama ABD Recep Tayyip Erdoğan Külliyesi Aydınevler Mahallesi İdealtepe yolu No: 15 , 34854 Maltepe İstanbul



### International Researcher IDs

ScholarID: a7G\_znsAAAAJ

ORCID: 0000-0002-7756-0116

Publons / Web Of Science ResearcherID: W-4161-2017

ScopusID: 55481716500

Yoksis Researcher ID: 170663

### Education Information

Post Doctorate, The Nottingham Trent University, School of Art and Design, United Kingdom 2015 - 2016

Doctorate, Gebze Yüksek Teknoloji Enstitüsü, İşletme Fakültesi, İşletme Bölümü, Turkey 2005 - 2009

Postgraduate, Gebze Yüksek Teknoloji Enstitüsü, İşletme Fakültesi, İşletme Bölümü, Turkey 2002 - 2005

Undergraduate, Marmara University, Faculty of Technical Education, Hazır Giyim Eğitimi Bölümü, Turkey 1997 - 2001

### Biography

Gulden TURHAN was born in Germany in 1979. She completed her bachelor's degree (2001) in the Textile Department of Marmara University, Master's Degree (2005) and doctorate (2009) in the Business Administration Department at Gebze Institute of High Technology. For six months in 2015-2016, she worked as a visiting researcher at School of Art and Design, Nottingham Trent University where she also received a postdoctoral degree. Since 2019, she has been working as an Associate Professor in the Department of Textile Management and Marketing at Faculty of Technology, Marmara University. She has focused on studies on the marketing of wearable technology products, especially in the textile sector.

### Dissertations

Doctorate, Marka yayma uygulamalarında tüketici risk algılarının rolü, Gebze Yüksek Teknoloji Enstitüsü, İşletme Fakültesi, İşletme Bölümü, 2009

Postgraduate, Marka yayma stratejisinde tutum transferini ve başarıyı etkileyen faktörler, Gebze Yüksek Teknoloji Enstitüsü, İşletme Fakültesi, İşletme Bölümü, 2005

## Research Areas

Social Sciences and Humanities, Management, Marketing, Management and Organization, Management and Manager Development, Engineering Administration, Textile Management, Strategic Marketing and Brand Management, Entrepreneurship and Innovation Management, Textile Engineering and Technology, Textile Materials, Textile Design, Textile Management, Engineering and Technology

## Academic Titles / Tasks

Associate Professor, Marmara University, Faculty of Technology, Textile Engineering, 2019 - Continues  
Associate Professor, Marmara University, Faculty of Technology, Textile Engineering, 2018 - 2019  
Lecturer PhD, Marmara University, Faculty of Technology, Textile Engineering, 2015 - 2018  
Lecturer PhD, Marmara University, Faculty of Technical Education, Textile Education, 2009 - 2015  
Lecturer, Marmara University, Faculty of Technical Education, Textile Education, 2006 - 2009

## Academic and Administrative Experience

Head of Department, Marmara University, Faculty of Technology, Textile Engineering, 2023 - Continues  
Head of Department, Marmara University, Faculty of Technology, Textile Engineering, 2020 - 2023  
Marmara University, Faculty of Technical Education, Hazır Giyim Eğitimi Bölümü, 2013 - 2015  
Marmara University, Faculty of Technical Education, Textile Education, 2011 - 2015

## Courses

### Postgraduate

Customer Management in the Textile and Ready-to-Wear Industry, Postgraduate, 2021 - 2022  
Tekstil ve Hazır Giyim Sanayinde Müşteri Yönetimi, Postgraduate, 2020 - 2021  
Customer Relationship Management in the Textile and Clothing Industry, Postgraduate, 2020 - 2021

### Undergraduate

Project, Undergraduate, 2020 - 2021  
Internship, Undergraduate, 2021 - 2022  
Brand Management, Undergraduate, 2021 - 2022, 2020 - 2021  
İş Sağlığı ve Güvenliği, Undergraduate, 2020 - 2021  
Technical Foreign Language I (English), Undergraduate, 2021 - 2022  
Technical Sales and Marketing, Undergraduate, 2019 - 2020  
Technical Foreign Language (English) II, Undergraduate, 2020 - 2021  
Entrepreneurship, Undergraduate, 2020 - 2021  
Textile and Marketing, Undergraduate, 2020 - 2021, 2019 - 2020  
Project, Undergraduate, 2020 - 2021  
Technical Sales and Marketing, Undergraduate, 2020 - 2021, 2019 - 2020  
Topluma Hizmet Uygulamaları, Undergraduate, 2020 - 2021

## Supervised Theses

Turhan G., Merchandising activities in the store and consumer persuasion models, Postgraduate, S.SARI(Student), 2021

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

- I. **Motives in Online Shopping through Digital Platforms in Textile: Risk Perception and Purchase Intention**  
Turhan G.  
FIBRES AND TEXTILES IN EASTERN EUROPE, vol.30, pp.1-7, 2022 (SCI-Expanded)
- II. **Consumer reactions to high-tech wearable textiles: perceived product importance, consumption benefits and price perceptions**  
Turhan G., Kaplan B.  
JOURNAL OF THE TEXTILE INSTITUTE, pp.1059-1069, 2022 (SCI-Expanded)
- III. **Consumption Goals of Attributes Associated with a Product: A Study of Smart Running Shoes for a Group of Consumers in Nottingham, UK**  
TURHAN G., Kent A.  
FIBRES & TEXTILES IN EASTERN EUROPE, vol.29, no.6, pp.18-21, 2021 (SCI-Expanded)
- IV. **Risk Perceptions and Brand Extension Success Just Another Antecedent or one that Shapes the Effects of others**  
Turhan G.  
Fibres & Textiles In Eastern Europe, vol.22, pp.23-30, 2014 (SCI-Expanded)
- V. **An assessment towards the acceptance of wearable technology to consumers in Turkey: the application to smart bra and t-shirt products**  
Turhan G.  
JOURNAL OF THE TEXTILE INSTITUTE, vol.104, no.4, pp.375-395, 2013 (SCI-Expanded)
- VI. **Factors affecting consumers' behavioral intention towards apparel stores: A test of the mediating role of brand satisfaction**  
Turhan G., Özbek A.  
Fibres and Textiles in Eastern Europe, vol.97, no.1, pp.7-13, 2013 (SCI-Expanded)

## Articles Published in Other Journals

- I. **STRUCTURAL FRAMEWORK OF BRAND LOYALTY AFFECTED BY FEATURE CONNOTATIONS THROUGH ATTITUDE TOWARDS SHOPPING IN MERCHANDISING**  
Sarı S., Turhan G.  
İşletme Araştırmaları Dergisi, vol.14, no.3, pp.1953-1968, 2022 (Peer-Reviewed Journal)
- II. **Spor Giyimde Akıllı Ürünler Yönelik Satın Alma Tutumlarında Ürün Tasarımı ve Tüketici Özelliklerine Bakış**  
TOR KADIOĞLU C., TURHAN G.  
Gümüşhane Üniversitesi Sosyal Bilimler Enstitüsü Elektronik Dergisi, vol.13, no.2, pp.633-652, 2022 (Peer-Reviewed Journal)
- III. **Sports Jacket as a Smart Textile Product: Change of Consumer Reactions to a New Product According to Sample Characteristics**  
Turhan G., Doba Kadem F.  
Çukurova Üniversitesi Mühendislik Fakültesi Dergisi, vol.36, no.1, pp.89-103, 2021 (Peer-Reviewed Journal)
- IV. **Sport Involvement and Intent to Purchase Attitude Towards Purchasing Behavior as a Mediator Evidence from the Smart T shirt Product**  
Turhan G.  
International Journal of Business and Management Studies, vol.3, pp.309-316, 2014 (Peer-Reviewed Journal)
- V. **Building Store Satisfaction Centred on Customer Retention in Clothing Retailing Store Design and Ease of Shopping**  
Turhan G.  
International Journal of Research in Business and Social Science, vol.3, pp.89-105, 2014 (Peer-Reviewed Journal)

- VI. **The Indirect Effects of Servant Leadership Behavior on Organizational Citizenship Behavior and Job Performance**  
Zehir C., Akyüz B., Eren Ş. M., Turhan G.  
International Journal of Research in Business and Social Science, vol.2, no.3, pp.1-13, 2013 (Peer-Reviewed Journal)
- VII. **The application of AHP approach for evaluating location selection elements for retail store A case of clothing store**  
Akalm M., Turhan G., Şahin A.  
International Journal of Research in Business and Social Science, vol.2, pp.1-20, 2013 (Peer-Reviewed Journal)
- VIII. **Building behavioural intentions in automotive industry Brand experience satisfaction trust direct mail communication and attitudes toward advertising**  
Şahin A., Turhan G., Zehir C.  
Business Management Dynamics, vol.3, pp.45-61, 2013 (Peer-Reviewed Journal)
- IX. **The indirect effects of servant leadership behavior on organizational citizenship behavior and job performance organizational justice as a mediator**  
Zehir C., Akyüz B., Eren M. Ş., Turhan G.  
International Journal of Research in Business and Social Science, vol.2, pp.1-13, 2013 (Peer-Reviewed Journal)
- X. **A search for consumer responses to the purchase of retail brands via self confidence perceived risk and shopping value**  
Turhan G., Akalm M.  
Journal of Global Strategic Management, vol.11, pp.58-69, 2012 (Peer-Reviewed Journal)
- XI. **Marka Yayılımına İlişkin Tüketici Tutumlarının Oluşumunda Marka Bağlılığı ve Algılanan Uyumun Etkileri Performans Risk Algılarının Rolü**  
Turhan G.  
Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.2, pp.168-197, 2009 (Peer-Reviewed Journal)
- XII. **Marka Yayılımına İlişkin Tüketici Tutumları Üzerinde Etkili Olan Faktörlerin ve Etki Seviyelerinin Ürün Kullanıcısına Göre Değişmesi**  
Turhan G.  
Afyon Kocatepe Üniversitesi Sosyal Bilimler Enstitüsü Sosyal Bilimler Dergisi, vol.11, pp.183-210, 2009 (Peer-Reviewed Journal)
- XIII. **Marka Yayma Stratejisinde Tutum Transferini Etkileyen Faktörler**  
Turhan G., Yılmaz C.  
Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi, vol.7, pp.35-46, 2007 (Peer-Reviewed Journal)

## Books

- I. **Tekstilde Metaverse Uygulamaları**  
Gençay S., Turhan G.  
in: Doğa ve Mühendislik Bilimlerinde Güncel Tartışmalar 8, ÇOĞUN Hikmet Y., PARLAR İshak, ÜZMUŞ Hasan, Editor, Bilgin Kültür Sanat Yayınları, Ankara, pp.44-49, 2023
- II. **Mayo Ürünlerinde Kullanılan Tekstil Malzemeleri ve Özellikleri**  
Temel E. G., Turhan G., Pars A.  
in: Doğa ve Mühendislik Bilimlerinde Güncel Tartışmalar 7 , Hikmet Y. ÇOĞUN,Hasan ÜZMUŞ,İshak PARLAR, Editor, Bilgin Kültür Sanat Yayınları, Ankara, pp.12-27, 2022
- III. **MARKA LİDERLİĞİNİN İTİCİ GÜÇLERİ: YENİLİKÇİLİK, BELİRGİNLİK, GÜVEN, MÜŞTERİ HİZMETLERİ MÜKEMMELLİĞİ, DEĞER VE BAĞLILIK**  
Turhan G., Akdemir A.  
in: Muhasebe Pazarlama Organizasyon : Teori ve Uygulama, Şahin Karabulut, Editor, Ekin Yayınevi , Bursa, pp.265-273, 2022
- IV. **Türkiye’de Hazır Giyim Sektöründe Dijital Dönüşüm Süreci Uygulamaları ve Vaka Analizi Çalışması**

Kasapoğlu E., Turhan G.

in: Yönetim ve Strateji Alanında Yaşanan Gelişmelere Akademik Yorumlar, Şahin Karabulut, Editor, Ekin Yayınevi, Bursa, pp.237-247, 2022

**V. INVESTIGATING CONSUMER EVALUATIONS ABOUT THE PURCHASING OF INNOVATIVE TEXTILES IN TERMS OF PRODUCT INTEREST AND BENEFITS**

Turhan G., Tor Kadioğlu C.

in: İşletme Biliminde Muhasebe, Pazarlama ve Organizasyon Konuları, Şahin Karabulut, Editor, Ekin Yayınevi, Bursa, pp.41-54, 2022

**VI. Innovative Investments and Strategic Success Criteria in The Global Market: Hassan Textile Company Case Analysis in the Technical Textiles Sector**

Turhan G., Akdemir A.

in: An Interdisciplinary Approach to the Management of Organizations, Ali Akdemir, Hasan Arslan, Editor, E-BWN Publication House, Bialystok, pp.10-21, 2021

## **Papers Published in Refereed Scientific Meetings**

**I. Medical Personnel Versus the Others: Comparative Assessment for Adverse Effects of Facemasks Use During COVID-19 in Turkey**

Turhan G., Özbek A.

7. Uluslararası Mühendislik ve Teknoloji Yönetimi Kongresi, İstanbul, Turkey, 16 April 2022, vol.2022, pp.451-461

**II. Change of Different Approaches to Complaints about the Use of Protective Masks for Medical Personnel during the Pandemic Period According to the Duration of Use of the Mask**

Turhan G., Özbek A.

IV. International Conference on COVID-19 Studies, İstanbul, Turkey, 17 - 19 April 2021, pp.619-628

**III. THE EFFECT OF THE BRAND IMAGE BASED ON SHOP ATMOSPHERE FEATURES ON CUSTOMERS' ATTITUDES TOWARDS SHOPPING**

Sarı S., Turhan G.

V. International Scientific and Vocational Studies Congress – Engineering (BILMES EN 2020), 12 - 15 December 2020, pp.484-500

**IV. SPORT INTEREST AND EXERCISE DATA PREFERENCES: VARIATIONS ACROSS AGE, GENDER AND LOCATION**

Turhan G.

Thirteenth International Conference on Interdisciplinary Social Sciences, Granada, Nicaragua, 25 - 27 July 2018

**V. LEVEL OF RECOGNITION OF TECHNICAL TEXTILE TERMS BY UNIVERSITY STUDENTS**

Turhan G., Uzun M.

ETT201 8TH INTERNATIONAL ISTANBUL TEXTILE CONFERENCE, İstanbul, Turkey, 14 - 16 April 2018

**VI. PRICE PERCEPTIONS FOR SMART TEXTILE PRODUCTS ACCORDING TO DIFFERENT ECONOMIC INDICATORS**

Turhan G., Akalın M.

ETT 2018 8th INTERNATIONAL ISTANBUL TEXTILE CONFERENCE, İstanbul, Turkey, 14 - 16 April 2018

**VII. CATEGORIES OF SPORTS AND EXERCISE-RELATED PRODUCTS PURCHASED IN THE UK AND THE REASONS FOR THEIR PREFERENCE**

Turhan G., Akalın M.

ETT2018 8th International Istanbul Textile Conference, İstanbul, Turkey, 14 - 16 April 2018

**VIII. TAVUKÇULUK ATIKLARI İLE FANTEZİ İPLİK ÜRETİMİ**

UZUN M., USTA İ., TURHAN G.

1nd International Turkish World Engineering and Science Congress, 7 - 10 December 2017

**IX. What are the product benefits that shape consumer evaluations? Application to the smart cardio tops or bra for people in Nottingham city, UK**

Turhan G., Akalın M., Uzun M., Sancak E., Atak O.

Uluslararası Türk Dünyası Mühendislik ve Fen Bilimleri Kongresi, Antalya, Turkey, 7 - 10 December 2017

- X. **Product evaluation with the goal-based model: A study of smart running shoes to consumers in Nottingham, UK**  
TURHAN G., AKALIN M., UZUN M.  
The International Scientific Congress Applied Sports Sciences, Sofija, Bulgaria, 1 - 02 December 2017
- XI. **KALOJEN TAKVİYELİ YARA ÖRTÜSÜ GELİŞTİRİLMESİ VE PAZARLANMASI**  
Uzun M., Turhan G.  
ULUSAL ÇUKUROVA TEKSTİL KONGRESİ, Adana, Turkey, 28 - 29 September 2017
- XII. **Product goals evaluation for smart socks by using laddering method and expectancy value model**  
Turhan G.  
4th Annual International Conference on Social Sciences, Athens, Greece, 24 - 27 July 2017, pp.44
- XIII. **Product price versus importance effects in consumer reactions to the purchasing of smart wearable products**  
Turhan G., Akalın M.  
the International Journal of Arts Sciences (IJAS) International Conference for Social Sciences and Humanities,, Freiburg, Germany, 29 November - 02 December 2016
- XIV. **Evaluation of alternative locations for a clothing store via a new statistical approach: Pugh method**  
TURHAN G., AKALIN M.  
International Journal of Arts and Sciences (IJAS), Üsküp, Macedonia, 30 June - 03 July 2015
- XV. **Comparative assessment of attributes and ranking of alternative product variants for smart running shoes**  
Turhan G.  
The International Conference on Engineering and Natural Sciences, Skopje, Macedonia, 15 - 17 May 2015
- XVI. **Consumer Demographics and Purchase Intention: A Study of Smart T-Shirt Product for Turkish Men**  
Turhan G., Akalın M.  
International Conference on Research in Education and Science, Antalya, Turkey, 23 - 26 April 2015
- XVII. **An Examination of Demographics Habits and Buying Intentions for Turkish Women Smart bra as an innovative product**  
Turhan G.  
International Academic Conference on Social Sciences and Humanities in Prague., Praha, Czech Republic, 13 - 14 November 2014
- XVIII. **Literature Review on Selection Criteria of Store Location Based on Performance Measures**  
Turhan G., Akalın M., Zehir C.  
9th International Strategic Management Conference, Riga, Latvia, 27 - 29 June 2013, vol.99, pp.391-402
- XIX. **Factors that Affect Consumers Adoption Intention of Smart Product Innovations A Study of Smart Bra and T shirt Products as High Tech Innovations**  
AKALIN M., TURHAN G.  
Managing Innovation in Textiles International Conference, Manchester, England, 30 November - 02 December 2011
- XX. **Role of perceived value in achieving brand commitment**  
TURHAN G.  
The First International Conference on Value Addition and Innovation in Textile, Faisalabad, Pakistan, 13 - 14 March 2011
- XXI. **An investigation into the mediating effect of risk probability in the brand loyalty and purchase intention relationship**  
TURHAN G.  
METU Dept. of Business Administration 2010, Muhan Soysal Business Conference, Ankara, TURKEY, Ankara, Turkey, 16 - 19 June 2010
- XXII. **Türk tüketicileri için tutumsal marka bağlılığının belirleyicileri**  
TURHAN G., YILMAZ C.  
Niğde Tekstil Sempozyumu, Niğde, Turkey, 4 - 06 June 2008

### **XXIII. Factors impacting on brand trust in strategic brand management**

DURSUN İ., TÜMER KABADAYI E., TURHAN G.

Proceedings of International Strategic Management Conference, Çanakkale, Turkey, Çanakkale, Turkey, 23 - 25 June 2005

### **Memberships / Tasks in Scientific Organizations**

The Textile Institute, Member, 2022 - Continues, England

1.ÖRGÜTLERİN YÖNETİMİ ULUSLARARASI KONGRESİ , Executive Board Member, 2019 - 2020, England

The Textile Institute, UK, Üye , 2010-2011, Member, 2010 - 2011, England

### **Metrics**

Publication: 48

Citation (WoS): 63

Citation (Scopus): 59

H-Index (WoS): 3

H-Index (Scopus): 3

### **Scholarships**

2219- Postdoctoral Research Fellowship, TUBITAK, 2015 - 2016

### **Awards**

Turhan G., Best article award, 8Th International Strategic Management Conference, June 2012

### **Artistic Activity**

Turhan G., Flower Themed Exhibition and Fashion Show, Group Exhibition, June 2005

### **Non Academic Experience**

Nottingham Trent University, Visiting researcher