

## Assoc. Prof. GÜLDEN TURHAN

### Personal Information

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### Education Information

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

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

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

### Dissertations

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

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

### Research Areas

Social Sciences and Humanities, Textile Engineering and Technology

### Academic Titles / Tasks

Associate Professor, Marmara University, Faculty of Technology, Textile Engineering, 2018 - Continues

Lecturer PhD, Marmara University, Faculty Of Technology, Textile Engineering, 2015 - 2018

Lecturer PhD, Marmara University, Faculty of Technical Education, Textile Education, 2006 - 2015

### Professional Experience

Head of Department, Marmara University, Faculty Of Technology, Textile Engineering, 2020 - Continues

Mevlana Exchange Program Coordinator, Marmara University, Faculty of Technical Education, Hazır Giyim Eğitimi Bölümü, 2013 - 2015

Erasmus Coordinator, Marmara University, Faculty of Technical Education, Textile Education, 2011 - 2015

### Courses

Teknik Yabancı Dil , Under Graduate, 2020 - 2021

Entrepreneurship, Under Graduate, 2020 - 2021

Textile and Marketing, Under Graduate, 2019 - 2020, 2020 - 2021

Customer Relationship Management in the Textile and Clothing Industry, Post Graduate, 2020 - 2021

Project, Under Graduate, 2020 - 2021

Technical Sales and Marketing, Under Graduate, 2020 - 2021

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

- I. **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 (Journal Indexed in SCI Expanded)
- II. **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, pp.375-395, 2013 (Journal Indexed in SCI)
- III. **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, pp.7-13, 2013 (Journal Indexed in SCI Expanded)
- IV. **Factors Affecting Consumers' Behavioural Intention Towards Apparel Stores: A Test of the Mediating Role of Brand Satisfaction**  
TURHAN G., ÖZBEK A.  
FIBRES & TEXTILES IN EASTERN EUROPE, vol.21, pp.7-13, 2013 (Journal Indexed in SCI)

## **Articles Published in Other Journals**

- I. **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 (Refereed Journals of Other Institutions)
- II. **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 (Refereed Journals of Other Institutions)
- III. **Building behavioural intentions in automotive industry Brand experience satisfaction trust direct mail communication and attitudes toward advertising**  
ŞAHİN A., TURHAN G., ZEHİR C.  
Business Management Dynamics, vol.3, pp.45-61, 2013 (Refereed Journals of Other Institutions)
- IV. **The application of AHP approach for evaluating location selection elements for retail store A case of clothing store**  
AKALIN M., TURHAN G., ŞAHİN A.  
International Journal of Research in Business and Social Science, vol.2, pp.1-20, 2013 (Refereed Journals of Other Institutions)
- V. **The indirect effects of servant leadership behavior on organizational citizenship behavior and job performance organizational justice as a mediator**

ZEHİR C., AKYÜZ B., EREN M. Ş. , TURHAN G.

International Journal of Research in Business and Social Science, vol.2, pp.1-13, 2013 (Refereed Journals of Other Institutions)

- VI. **A search for consumer responses to the purchase of retail brands via self confidence perceived risk and shopping value**  
TURHAN G., AKALIN M.  
Journal of Global Strategic Management, vol.11, pp.58-69, 2012 (Refereed Journals of Other Institutions)
- VII. **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 (Other Refereed National Journals)
- VIII. **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 (Other Refereed National Journals)
- IX. **Marka Yayma Stratejisinde Tutum Transferini Etkileyen Faktörler**  
TURHAN G., YILMAZ C.  
Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi, vol.7, pp.35-46, 2007 (Other Refereed National Journals)

## Refereed Congress / Symposium Publications in Proceedings

- I. **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., AKALIN M., UZUN M., SANCAK E., ATAK O.  
Uluslararası Türk Dünyası Mühendislik ve Fen Bilimleri Kongresi, Antalya, Turkey, 7 - 10 December 2017
- II. **TAVUKÇULUK ATIKLARI İLE FANTEZİ İPLİK ÜRETİMİ**  
UZUN M., USTA İ., TURHAN G.  
1nd International Turkish World Engineering and Science Congress, 7 - 10 December 2017
- III. **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
- IV. **KALOJEN TAKVİYELİ YARA ÖRTÜSÜ GELİŞTİRİLMESİ VE PAZARLANMASI**  
TURHAN G., UZUN M.  
ULUSAL ÇUKUROVA TEKSTİL KONGRESİ, Adana, Turkey, 28 - 29 September 2017
- V. **Product goals evaluation for smart socks by using laddering method and expectancy valuemodel**  
TURHAN G.  
4th Annual International Conference on Social Sciences, Atina, Greece, 24 - 27 July 2017
- VI. **PRODUCT PRICE VERSUS IMPORTANCE EFFECTS IN CONSUMER REACTIONS TO THE PURCHASING OF SMART WEARABLE PRODUCTS**  
TURHAN G., AKALIN M.  
the International Journal of Arts Sciences (IJAS) International Conference for Social Sciences and Humanities., Freiburg, Germany, 29 November - 02 December 2016
- VII. **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
- VIII. **Comparative assessment of attributes and ranking of alternative product variants for smart running shoes**

TURHAN G.

The International Conference on Engineering and Natural Sciences, 15 - 17 May 2015

**IX. Consumer Demographics and Purchase Intention: A Study of Smart T-Shirt Product for Turkish Men**

TURHAN G., AKALIN M.

International Conference on Research in Education and Science, Antalya, Turkey, 23 - 26 April 2015

**X. 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., 13 - 14 November 2014

**XI. Literature Review on Selection Criteria of Store Location Based on Performance Measures**

TURHAN G., Akalin M., Zehir C.

9th International Strategic Management Conference, Riga, Latvia, 27 - 29 June 2013, vol.99, pp.391-402

**XII. 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

**XIII. 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

**XIV. Türk tüketicileri için tutumsal marka bağlılığının belirleyicileri**

TURHAN G., YILMAZ C.

Niğde Tekstil Sempozyumu, Niğde, Turkey, 4 - 06 June 2008

**XV. 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**

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

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

## **Citations**

Total Citations (WOS):33

h-index (WOS):2

## **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