

## **Assoc. Prof. MELTEM ULUSAN POLAT**

### **Personal Information**

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### **International Researcher IDs**

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### **Education Information**

Doctorate, Wirtschaftsuniversitaet Wien, Austria 1998 - 2006

Undergraduate, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, Turkey  
1991 - 1995

### **Dissertations**

Doctorate, Efficiency in electronic exchanges by considering the special situation in Istanbul Stock Exchange,  
Wirtschaftsuniversitaet Wien, 2006

Postgraduate, Kapitalmarktrecht zwischen der EU, Türkei und Österreich (Diplomarbeit), Wirtschaftsuniversitaet Wien,  
1998

### **Research Areas**

Management

### **Academic Titles / Tasks**

Assistant Professor, Marmara University, Faculty of Business Administration, Business Administration Lectured  
(German), 2016 - Continues

Assistant Professor, Istanbul Kultur University, Faculty Of Economics And Administrative Sciences, Department Of  
Business, 2008 - 2015

Lecturer, Istanbul Kultur University, Faculty Of Economics And Administrative Sciences, Department Of Business, 2007 -  
2008

Research Assistant, Istanbul Kultur University, Faculty Of Economics And Administrative Sciences, Department Of  
Business, 2006 - 2007

### **Academic and Administrative Experience**

Assistant Director of the Institute, Marmara University, Faculty of Business Administration, Business Administration,  
2021 - Continues

Assistant Director of the Institute, Istanbul Kultur University, Faculty Of Economics And Administrative Sciences,

## Courses

Business-Projects, Undergraduate, 2018 - 2019  
Financial Management, Postgraduate, 2019 - 2020  
International Finance, Undergraduate, 2019 - 2020  
Financial Management, Undergraduate, 2019 - 2020  
Behavioral Finance, Postgraduate, 2019 - 2020  
Modern Approaches in Financial Management, Postgraduate, 2018 - 2019  
Uluslararası International Financing , Postgraduate, 2018 - 2019  
Investment and Financing, Undergraduate, 2018 - 2019  
Capital market analysis, Undergraduate, 2018 - 2019  
International Financing, Postgraduate, 2018 - 2019  
Financial Management, Postgraduate, 2019 - 2020

## Advising Theses

Ulusan Polat M., Comparison of the rules of renewed Incoterms®2020 and 2010 in international trade, Postgraduate, F.Elif(Student), 2020  
Ulusan Polat M., Konaklama işletmelerinde fiyatlama stratejileri, Postgraduate, L.AYDIN(Student), 2019

## Articles Published in Other Journals

- I. **YATIRIMCI ODAKLI MARKA DENKLİĞİ ALGISI, YATIRIM YAPMA EĞİLİMİ VE FİNANSAL RİSK TOLERANSI İLİŞKİSİNDE BORSA İSTANBUL ÖRNEĞİ**  
KELEMCİ G., GÜSAN KÖSE G., ULUSAN POLAT M.  
International Journal of Management Economics and Business, vol.17, no.3, pp.918-943, 2021 (Peer-Reviewed Journal)
- II. **Türkiye'de Online Kitap Satışlarının Veri Madenciliği Yöntemiyle Analizi**  
ULUSAN POLAT M., Babaoglu M.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.17, no.36, pp.2794-2815, 2021 (Peer-Reviewed Journal)
- III. **Does Borsa İstanbul incorporate herding and calendar anomalies an empirical evidence**  
ÇILINGİRTÜRK A. M., ULUSAN POLAT M., SÜMER GÖĞÜŞ E. H.  
Pressacademia, vol.9, no.1, pp.12-27, 2020 (Peer-Reviewed Journal)
- IV. **AN ANALYSIS OF CAPITAL STRUCTURE FACTORS IN THE TURKISH MANUFACTURING SECTOR BY STRUCTURAL EQUITY MODEL (SEM)**  
Ulusan Polat M., Çilingirtürk A. M., Sümer Göğüş E. H., Yüksel G.  
The Empirical Economics Review, vol.9, no.4, pp.343-369, 2019 (Peer-Reviewed Journal)
- V. **Davranışsal Finansın Ayak Sesleri**  
ULUSAN POLAT M.  
İktisat ve Toplum, pp.35-42, 2019 (Peer-Reviewed Journal)
- VI. **Mental Accounting and Risk Perception in the Context of Behavioral Finance: An Empirical Evidence in Marmara University**  
ULUSAN POLAT M., POLAT L.  
Journal of Research in Business, vol.1, pp.18-34, 2019 (Peer-Reviewed Journal)

## **Books & Book Chapters**

- I. **Efficiency in Electronic Stock Exchanges by Considering the Situation in the Istanbul Stock Exchange**  
Ulusan Polat M.  
Çağlayan Kitabevi, İstanbul, 2020
- II. **Digitalisierung und die Auswirkungen auf den türkischen Kapitalmarkt**  
SÜMER GÖĞÜŞ E. H., ULUSAN POLAT M., YÜKSEL G.  
in: Digitalisierung in der Betriebswirtschaftslehre Festschrift Haluk Sumer, Pernsteiner, H.; Schöning, S.; Sümer Göğüş, H., Editor, Linde Verlag, Viyana, pp.429-460, 2020
- III. **Behavioral Finance (Davranışsal Finans)**  
Ulusan Polat M. (Editor)  
Linde Verlag, Vienna, 2019
- IV. **Do Calendar Anomalies Really Exist?:An Evidence from Borsa Istanbul**  
ULUSAN POLAT M., ÇİLİNİRTÜRK A. M., SÜMER GÖĞÜŞ E. H.  
in: Behavioral Finance, Pernsteiner Helmut, Sumer Haluk, Ulusan Polat Meltem, Editor, Linde Verlag, Viyana, pp.249-281, 2019
- V. **Conceptualizing and Measuring the Intention to Invest in Borsa Istanbul: Empirical Evidence from the Perspective of Foreign Investors**  
ULUSAN POLAT M., KELEMCI G., GÜSAN KÖSE G.  
in: Behavioral Finance, Pernsteiner Helmut, Sumer Haluk, Ulusan Polat Meltem, Editor, Linde Verlag, Viyana, pp.283-321, 2019

## **Refereed Congress / Symposium Publications in Proceedings**

- I. **THE EVALUATION OF DUAL LISTING IN BORSA İSTANBUL (BİST) AND TEHRAN STOCK EXCHANGE (TSE) IN THE CONTEXT OF GAP ANALYSIS**  
GÜSAN KÖSE G., YÜKSEL G., ULUSAN POLAT M., KELEMCI G.  
11TH INTERNATIONAL İSTANBUL SCIENTIFIC RESEARCH CONGRESS, Turkey, 17 October 2022
- II. **AN ANALYSIS OF THE RELATIONS BETWEEN INDIVIDUAL RISK TOLERANCE, BRAND EQUITY AND INTENTION TO INVEST IN BORSA İSTANBUL**  
GÜSAN KÖSE G., ULUSAN POLAT M., KELEMCI G.  
International Congress on Political, Economic and Management Sciences (ICPEMS), Saraybosna, Bosnia And Herzegovina, 6 - 10 November 2019
- III. **MENTAL ACCOUNTING and RISK PERCEPTION in the CONTEXT of BEHAVIORAL FINANCE: AN EMPIRICAL EVIDENCE in MARMARA UNIVERSITY**  
ULUSAN POLAT M., POLAT L.  
Emerging Markets Finance and Accounting International Conference(EMFAIC), Linz, Austria, 17 - 19 October 2018
- IV. **BİST-100 Getirileri, Dış Ticaret Açığı ve Enflasyon Büyümesinin Nedensellik Açısından Analizi**  
ULUSAN POLAT M.  
1. Üretim Ekonomisi Kongresi, Turkey, 21 - 22 March 2014

## **Metrics**

Publication: 16

## **Invited Talks**

Davranışsal iktisat ve Davranışsal Finans Alanlarında Son Yıllarda Yapılan Çalışmalar, Conference, İstinye Üniversitesi, Turkey, March 2021

## **Non Academic Experience**

İş Yatırım AŞ