

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
Uluslara 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., Babaoğlu M.
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.17, no.36, pp.2794-2815, 2021 (Peer-Reviewed Journal)
- III. **Does Borsa Istanbul incorporate herding and calendar anomalies an empirical evidence**
ÇİLİNGİRTÜRK 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., ÇİLİNGİRTÜRK 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., KELEMCİ 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 ISTANBUL (BIST) AND TEHRAN STOCK EXCHANGE (TSE) IN THE CONTEXT OF GAP ANALYSIS**
GÜSAN KÖSE G., YÜKSEL G., ULUSAN POLAT M., KELEMCİ G.
11TH INTERNATIONAL ISTANBUL 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 ISTANBUL**
GÜSAN KÖSE G., ULUSAN POLAT M., KELEMCİ 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. **BIST-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 Yillarda Yapılan Çalışmalar, Conference, İstinye Üniversitesi, Turkey, March 2021

Non Academic Experience

İş Yatırım AŞ