

# Prof. MERT UYDACI

## Personal Information

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## Education Information

Doctorate, Marmara University, Institute of Social Sciences, Üretim Yönetimi Ve Pazarlama (Y) (Tezli), Turkey 1995 - 1999

Post Graduate, Marmara University, Institute of Social Sciences, Üretim Yönetimi Ve Pazarlama (Y) (Tezli), Turkey 1993 - 1995

Under Graduate, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, Turkey 1989 - 1993

## Dissertations

Doctorate, İş ahlakı açısından çevresellik ve yeşil pazarlama anlayışı, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (Y) (Tezli), 1999

Post Graduate, Basın promosyonlarında sosyal sorumluluk kavramı ve bir uygulama, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (Y) (Tezli), 1995

## Academic Titles / Tasks

Professor, Marmara University, Vocational School of Social Sciences, Marketing and Advertising, 2013 - Continues

Associate Professor, Marmara University, Vocational School of Social Sciences, Marketing and Advertising, 2007 - 2013

Assistant Professor, Marmara University, Vocational School of Social Sciences, Marketing and Advertising, 2001 - 2007

Lecturer PhD, Marmara University, Vocational School of Social Sciences, Marketing and Advertising, 1999 - 2001

## Professional Experience

University Executive Board Member, Marmara University, Vocational School of Social Sciences, 2014 - Continues

Deputy Head of Department, Marmara University, Vocational School of Social Sciences, Marketing and Advertising, 2009 - Continues

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

- **Workload-Based Medical Specialist Planning in Public Hospitals: The Case of Kocaeli**  
Ozkan S., UYDACI M.  
AMME IDARESİ DERGISİ, vol.49, pp.147-174, 2016 (Journal Indexed in SSCI)

## Articles Published in Other Journals

- **İstanbul daki Alışveriş Merkezleri Üzerine Bir Araştırma Kümeleme Analizi**  
ÇAKIR ZEYTİNOĞLU F., ÇAĞLAYAN AKAY E., UYDACI M., DEĞERLİ B., KARABIYK N.  
Social Sciences Research Journal, 2016 (Refereed Journals of Other Institutions)
- **İstanbul daki Alışveriş Merkezleri Üzerine Bir Araştırma Kümeleme Analizi**  
ÇAKIR ZEYTİNOĞLU F., UYDACI M., ÇAĞLAYAN AKAY E., DEĞERLİ B., KARABIYK YERDEN N.  
Social Sciences Research Journal, vol.5, pp.111-128, 2016 (Refereed Journals of Other Institutions)

- **Perceptions of Romanian and Turkish Business Students on Accounting and Marketing Ethics**  
ARZOVA S. B. , UYDACI M.  
Accounting and Management Information Systems, pp.109-127, 2008 (Refereed Journals of Other Institutions)
- **Sanal Sigorta Pazarlamasının Türkiye'deki Gelişimi ve Bugünkü Durumu Üzerine**  
UYDACI M., ENE S.  
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.6, pp.97-113, 2005 (Refereed Journals of Other Institutions)

## Book & Book Chapters

- **in: Turkey and Turkish Studies. Special Edition**  
KARABIYK N., UYDACI M.  
Icon Brand in Destination Marketing and the Istanbul Case Study, Uydaci Mert, Editor, ATINER, pp.3-12, 2019
- **in: Special Topics in Economics Management**  
UYDACI M., ÇAKIR ZEYTİNOĞLU F., ÇAĞLAYAN AKAYE., DEĞERLİ B., KARABIYK N.  
Growing Concept in Retailing: Shopping Malls in Istanbul between 2004-2014, Foster Elvis C., Tzempelikos Nektarios, Sakellariou Chris, Andrikopoulos Panagiotis, Editor, Greece by the Athens Institute for Education and Research, Athens, pp.83-99, 2017

## Refereed Congress / Symposium Publications in Proceedings

- **Effects On Experience Value Of Augmented Reality (Ar) Experience A Research On Ar Menu Application**  
UYDACI M., KARABIYK N., DEĞERLİ B., Ergün Tuncay İ.  
3rd Taste of City Food and Place Marketing Conference 2018, Antalya, Turkey, 4 - 05 Ekim 2018, pp.35-36
- **EFFECTS ON EXPERIENCE VALUE OF AUGMENTED REALITY : (AR) EXPERIENCE A RESEARCH ON AR MENU APPLICATION**  
UYDACI M., KARABIYK N., DEĞERLİ B., ERGÜN TUNCAY İ.  
Taste of City Food and Place Marketing Conference 2018, 4 - 05 Ekim 2018
- **Icon Brands in Destination Marketing and Istanbul Case Study**  
KARABIYK N., UYDACI M.  
4th International Conference on Turkey and Turkish Studies, 19 - 22 Haziran 2017, pp.42
- **Icon Brands**  
KARABIYK N., UYDACI M.  
4th International Conference on Turkey and Turkish Studies, 19 - 22 Haziran 2017
- **CONTENT ANALYSIS OF ADVERTISEMENTS IN TURKISH BANKING INDUSTRY**  
UYDACI M., KELEMCİ SCHNEIDER G., GÜSAN G., KARAPINAR E.  
4th Annual International Conference on Turkey and Turkish Studies, Atina, Greece, 19 - 22 Haziran 2017
- **Uluslararası Markalaşmada Katma Değerin İktisadi Açından Değerlendirilmesi ve Uber Örneği**  
UYDACI M., ÇİNKOL.  
International Social Sciences and Humanities Berlin Conference, Berlin, Germany, 18 - 21 Mayıs 2017
- **Growing Concept in Retailing Shopping Malls in İstanbul between 2004 2014**  
UYDACI M., ÇAKIR ZEYTİNOĞLU F., ÇAĞLAYAN AKAYE., KARABIYK YERDENLİ N.  
14th International Conference on Management, Greece, 27 - 30 Haziran 2016
- **Growing Concept in Retailing Shopping Malls in İstanbul between 2004 2014**  
UYDACI M., ÇAKIR ZEYTİNOĞLU F., ÇAĞLAYAN AKAYE., DEĞERLİ B., KARABIYK N.  
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- **Growing Concepts in Retailing Shopping Malls in İstanbul between 2004 2014**  
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14th Annual International Conference on Marketing, 27-30 June 2016, 27 - 30 Haziran 2016

- **A Research on The Social Aspects of Family Physician-Patient Relationship**  
UYDACIM., Yılmaz E.  
21st World Business Congress, Helsinki, Finland, 4 - 08 Temmuz 2012, vol.21, pp.424-426
- **Who must the hospital be administered by? By doctors or by administrators? An application from Turkey**  
UYDACIM., DİNÇER S. E. , ALKAN O.  
HEALTH CARE ISSUES:AN INTERNATIONAL PERSPECTIVE, ATİNA, Greece, 2 - 07 Temmuz 2006, pp.207-223
- **A Comparison of the Ethical Attitudes of Business Students and Practitioners Towards Marketing and Accounting Ethics**  
ARZOVA S. B. , GEGEZ A. E. , UYDACIM.  
The 10th Annual International Conference Promoting Business Ethics, New-York, United States Of America, 22 - 24 Ekim 2003
- **Türkiye'deki İşletmeler Arası E-Ticaret Uygulamalarının Sağladığı Avantajlar ve Dezavantajlar Üzerine Bir Araştırma**  
UYDACIM., ENE S.  
8. Ulusal Pazarlama Kongresi, "Konjonktürel Pazarlama", Kayseri, Turkey, 16 - 19 Ekim 2003, pp.37-46