

# Prof. TAŞKIN DİRSEHAN

## Personal Information

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## International Researcher IDs

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Publons / Web Of Science ResearcherID: R-1811-2019

ScopusID: 36967831200

Yoksis Researcher ID: 42102

## Education

Doctorate, Istanbul University, Institute Of Social Sciences, İşletme Anabilim Dalı, Turkey 2011 - 2015

Postgraduate, Marmara University, Institute of Social Sciences, Department of Business Administration (Eng), Turkey 2009 - 2011

Undergraduate, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2005 - 2009

## Foreign Languages

English, C1 Advanced

Italian, B1 Intermediate

French, C2 Mastery

## Dissertations

Doctorate, Tüketici algılama sürecinde marka kavram haritaları ve marka ederi ölçümü, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, 2015

Postgraduate, Romantic movement in marketing: The effects of customer experiences on post experience dimensions from the museum perspective, Marmara Üniversitesi, Institute of Social Sciences, Pazarlama (YI) (Tezli) (İngilizce), 2011

## Research Areas

Marketing, Management Information Systems, Strategic Marketing and Brand Management

## Academic Positions

Professor, Marmara University, Faculty of Business Administration, Business Administration Lectured (English), 2023 - Continues

Associate Professor, Marmara University, Faculty of Business Administration, Business Administration Lectured (English), 2017 - 2023

Assistant Professor, Marmara University, Faculty of Business Administration, Business Administration Lectured

(English), 2016 - 2017

Lecturer PhD, Marmara University, Faculty of Business Administration, Business Administration Lectured (English), 2015 - 2016

Research Assistant, Marmara University, Faculty of Business Administration, Business Administration Lectured (English), 2011 - 2015

## **Academic and Administrative Experience**

Rektörlük Akademik Teşvik Değerlendirme Komisyonu Üyesi, Marmara University, Faculty of Business Administration, Business Administration, 2019 - Continues

Marmara University, Faculty of Business Administration, Business Administration, 2017 - Continues

Bölüm Akademik Teşvik Değerlendirme Komisyonu Başkanı, Marmara University, Faculty of Business Administration, Business Administration, 2019 - 2019

## **Courses**

### **Doctorate**

Çağdaş Pazarlama, Doctorate, 2020 - 2021

Dijital ve Sosyal Medya, Doctorate, 2020 - 2021

### **Postgraduate**

Marketing Analytics, Postgraduate, 2020 - 2021

Seminer, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Statistical Data Analysis, Postgraduate, 2020 - 2021

Seminar, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016

Marketing Research, Postgraduate, 2020 - 2021, 2019 - 2020

Global Pazarlarda Rekabet Analizi, Postgraduate, 2020 - 2021, 2019 - 2020

Sosyal Medya ve Dijital Pazarlama, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Special Topics in Marketing Management, Postgraduate, 2020 - 2021

Topics in Marketing, Postgraduate, 2020 - 2021

Global Pazarlarda Marka Yönetimi, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Research in Marketing, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Fundamentals of Management Information Systems, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Information Systems in Marketing, Postgraduate, 2019 - 2020

Research Methods and Ethics, Postgraduate, 2017 - 2018

Vision in Marketing, Postgraduate, 2017 - 2018, 2015 - 2016

Internal Marketing, Postgraduate, 2016 - 2017

Production Management, Postgraduate, 2015 - 2016

### **Undergraduate**

Marketing Research Project, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016

Marketing Management-II, Undergraduate, 2020 - 2021, 2019 - 2020

Marketing Research, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016

Introduction to Marketing, Undergraduate, 2018 - 2019

Management Information Systems, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Marketing Decision Making, Undergraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016

Health Marketing, Undergraduate, 2017 - 2018

Management in Health Services, Undergraduate, 2017 - 2018

Marketing Management-I, Undergraduate, 2014 - 2015

## Supervised Theses

- Dirsehan T., ANALYTICAL EXAMINATION OF AN EXPLORATORY MODEL: THE ROLE OF MOBILE GROCERY APPLICATION ATMOSPHERE IN CONTINUANCE INTENTION TO USE, Postgraduate, M.GÖKÇE(Student), 2024
- Dirsehan T., Brand image and perceived value in technology acceptance:empirical research on robotic vacuum cleaners, Postgraduate, E.GÜNEY(Student), 2023
- Dirsehan T., Mobil yemek sipariş uygulamalarında hizmet sorunlarının çözümü için sohbet robotlarının kullanımı, Postgraduate, Z.MEZHAR(Student), 2023
- Dirsehan T., Müzelerde teknoloji kullanımının ziyaretçi deneyimindeki rolü, Postgraduate, A.DENİZ(Student), 2023
- Dirsehan T., The role of hospital corporate image on the intention to use smart wearable devices in the healthcare sector, Postgraduate, V.ULUSOY(Student), 2023
- Dirsehan T., İŞ TATMİNİ VE ÇALIŞAN BAĞLILIĞINA YÖNELİK KURUMSAL SOSYAL AĞLARIN İNCELENMESİ, Postgraduate, O.AKIN(Student), 2022
- Dirsehan T., Examining the factors leading to the use of e-scooters in the context of micromobility, Postgraduate, M.MERT(Student), 2022
- Dirsehan T., Video oyun dünyasındaki paketlerin lüks algısının incelenmesi, Postgraduate, B.FAZLIOĞLU(Student), 2022
- Dirsehan T., Behavioral consequences of exposure to infodemic by influencers, Postgraduate, E.ÜNALMIŞ(Student), 2021
- Dirsehan T., THE ROLE OF USER SATISFACTION IN CONTINUANCE INTENTION TO USE CHATBOTS WITHIN THE TECHNOLOGY ACCEPTANCE MODEL(TAM), Postgraduate, H.BADR(Student), 2021
- Dirsehan T., ONE CARD TO RULE THEM ALL: DO CONSUMERS ACCEPT İSTANBULCARD AS A SMART CITY CARD?, Postgraduate, Ö.HURMACI(Student), 2021
- Dirsehan T., Extending the technology acceptance model in understanding the outcomes of food ordering mobile application usage, Postgraduate, E.CANKAT(Student), 2020
- Dirsehan T., Endüstri 4.0 Sürecinde Dijital Dönüşüm ve Sosyoekonomik Yansımalar Bağlamında İnsan Kaynaklarının Dönüşümü: Disiplinlerarası Bir Yaklaşım, Postgraduate, E.DEMİRCİ(Student), 2019
- Dirsehan T., The role of customer experiences and lifestyles in post purchase behavior of smartphone users among university students, Postgraduate, Ö.ALTINOĞLU(Student), 2019
- Dirsehan T., Consumer Acceptance of Autonomous Vehicles: A Proposition to Extend The Technology Acceptance Model, Postgraduate, C.CAN(Student), 2019
- DİRSEHAN T., Users motivation to take part in the sharing economy in Turkey: A chaperone to sustainable consumption, Postgraduate, K.M(Student), 2017

## Taught Courses and Trainings

- Dirsehan T., Uygulamalı ChatGPT Eğitimi (MG-UCGE 24/3), 2024 - 2024
- Dirsehan T., Uygulamalı ChatGPT Eğitimi (MG-UCGE 24/2), 2024 - 2024

## Journal articles indexed in SCI, SSCI, and AHCI

- I. BibexPy: Harmonizing the bibliometric symphony of Scopus and Web of Science**  
Kara B. C., Şahin A., DİRSEHAN T.  
SoftwareX, vol.30, 2025 (SCI-Expanded)
- II. Using PLS-SEM and XAI for casual-predictive services marketing research**  
Goktas P., DİRSEHAN T.  
Journal of Services Marketing, vol.39, no.1, pp.53-68, 2025 (SSCI)

- III. **Why do citizens not prefer to use e-scooters? Views of the public in the Netherlands**  
DİRSEHAN T.  
Travel Behaviour and Society, vol.37, 2024 (SSCI)
- IV. **Eco? No, Ego-scooters: Steering towards time-saving trails in urban mobility**  
Fil M. M., DİRSEHAN T.  
Research in Transportation Business and Management, vol.56, 2024 (SSCI)
- V. **Beware of the Woozle effect and belief perseverance in the PLS-SEM literature!**  
Henseler J., Lee N., Roemer E., Kemény I., DİRSEHAN T., Cadogan J. W.  
Electronic Commerce Research, vol.24, no.2, pp.715-744, 2024 (SSCI)
- VI. **Role of mobile food-ordering applications in developing restaurants' brand satisfaction and loyalty in the pandemic period**  
DİRSEHAN T., Cankat E.  
JOURNAL OF RETAILING AND CONSUMER SERVICES, vol.62, 2021 (SSCI)
- VII. **Examination of trust and sustainability concerns in autonomous vehicle adoption**  
DİRSEHAN T., Can C.  
TECHNOLOGY IN SOCIETY, vol.63, 2020 (SSCI)
- VIII. **Measuring brand image using a cognitive approach: Representing brands as a network in the Turkish airline industry**  
DİRSEHAN T., Kurtulus S.  
JOURNAL OF AIR TRANSPORT MANAGEMENT, vol.67, pp.85-93, 2018 (SSCI)

### Articles Published in Other Journals

- I. **Road Freight Quality Management in Industry 4.0: International Experience and Perspectives in Kazakhstan**  
Tazhiyev R. O., DİRSEHAN T., Baimukhanbetova E. E., Sandykbaeva U. D.  
Economies, vol.12, no.8, 2024 (ESCI)
- II. **Consequences of influencer-created content on influencers' authenticity in the beauty and personal care industry**  
Ünalmiş E., DİRSEHAN T., ERDOĞMUŞ Z. İ.  
Journal of Marketing Communications, 2024 (Scopus)
- III. **Modeling indices using partial least squares: How to determine the optimum weights?**  
DİRSEHAN T., Henseler J.  
Quality and Quantity, vol.57, pp.521-535, 2023 (Scopus)
- IV. **Operationalizing Customer-perceived Value as an Emergent Variable: Empirical Evidence from Mobile Food Ordering and Delivery Applications**  
DİRSEHAN T., Kadioğlu C. T.  
Journal of Creating Value, vol.9, no.2, pp.227-244, 2023 (Scopus)
- V. **Smart city technologies from the perspective of technology acceptance**  
DİRSEHAN T., van Zoonen L.  
IET SMART CITIES, vol.4, no.3, pp.197-210, 2022 (ESCI)
- VI. **Analysis of a Blockchain-based website using the technology acceptance model: the case of Save Ideas**  
DİRSEHAN T.  
International Journal of Diplomacy and Economy, vol.6, no.1, pp.17-25, 2020 (Peer-Reviewed Journal)
- VII. **Exploring Cultural Differences in Hospitality Sector Competitiveness via Online Big Data**  
DİRSEHAN T., KÖSE N., ERÇEVİK E. E., CEYLAN S.  
Marmara Business Review, vol.2, pp.71-82, 2017 (Peer-Reviewed Journal)
- VIII. **Exploring competitive gaps to create a "Turkish" local search engine**  
DİRSEHAN T., ULUTAN M., KARABACAK A.

- Research Journal of Business and Management, vol.4, pp.185-193, 2017 (Peer-Reviewed Journal)
- IX. **An Empirical Investigation into The Determinants of Various Social Networking Sites Used By Generation Y Consumers**  
ÇOBANOĞLU E., DİRSEHAN T.  
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.12, pp.85-109, 2017 (Peer-Reviewed Journal)
- X. **Endüstri 4.0a Göre Gelişen Sağlık Sektörü**  
DİRSEHAN T.  
Harvard Business Review Türkiye, 2017 (Non Peer-Reviewed Journal)
- XI. **Y kuşağında tüketiciler tarafından kullanılan çeşitli sosyal ağ sitelerinin (sas) belirleyicilerine yönelik ampirik bir inceleme**  
ÇOBANOĞLU E., DİRSEHAN T.  
Öneri, pp.85-109, 2017 (Peer-Reviewed Journal)
- XII. **Exploring local vs global brand associations in an emerging market using BCM technique**  
Eren-Erdogmus I., DİRSEHAN T.  
QUALITATIVE MARKET RESEARCH, vol.20, no.3, pp.266-288, 2017 (ESCI)
- XIII. **Ego States in Brand Consumer Transactions**  
KURTULUŞ S., DİRSEHAN T.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.38, pp.211-228, 2016 (Peer-Reviewed Journal)
- XIV. **Sosyal İnovasyon İle Sakin Şehirlerarasındaki İlişkinin Sosyal Girişimci ler Boyutu İle İncelenmesi Seferihisar Örneği**  
KAZANÇOĞLU İ., DİRSEHAN T.  
Ege Stratejik Araştırmalar Dergisi, vol.7, pp.135-161, 2016 (Peer-Reviewed Journal)
- XV. **Classifying Countries According to Their Export Competitiveness The Position of Turkey as an Emerging Economy**  
DİRSEHAN T.  
Online Academic Journal of Information Technology, vol.6, pp.71-94, 2015 (Peer-Reviewed Journal)
- XVI. **Coca Cola nın Uluslararası Pazarlama Stratejilerine Yönelik Bir Yazın Taraması**  
DİRSEHAN T.  
İstanbul Sosyal Bilimler Dergisi, vol.10, pp.18-42, 2015 (Peer-Reviewed Journal)
- XVII. **Y Kuşağının Sosyal Sorumluluk Düzeyi Kâr Amacı Gütmeyen Kuruluşlar KGK Açısından Bir İnceleme**  
DİRSEHAN T.  
İstanbul Sosyal Bilimler Dergisi, vol.9, pp.1-13, 2015 (Peer-Reviewed Journal)
- XVIII. **Markaların Kutup Yıldızı Marka Kavram Haritaları**  
DİRSEHAN T.  
The Brand Age, pp.75-77, 2015 (Non Peer-Reviewed Journal)
- XIX. **Exploring Brand Experience Dimensions for Cities and Investigating Their Effects on Loyalty to a City**  
KAZANÇOĞLU İ., DİRSEHAN T.  
Business and Economics Research Journal, vol.5, pp.17-37, 2014 (Peer-Reviewed Journal)
- XX. **Analyzing Museum Visitor Experiences and Post Experience Dimensions Using SEM**  
DİRSEHAN T.  
Boğaziçi Journal Review of Social, Economic and Administrative Studies, vol.26, pp.103-125, 2012 (Scopus)
- XXI. **Comparison between Holistic Museum Visitors and Utilitarian Museum Visitors**  
DİRSEHAN T., YALÇIN A. M.  
International Journal of Marketing Studies, vol.3, pp.78-94, 2011 (Peer-Reviewed Journal)

## Books

- I. **The Melody of Omnichannel Customer Experience Management (OCCEM)**

DİRSEHAN T., ÇELİK DİRSEHAN M.

in: Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey, Dirsehan Taşkın, Editor, Emerald Publishing Limited, Bingley, pp.1-10, 2020

**II. Metafor Kullanımıyla Marka İmajı Ölçümü: Google ve Yandex**

DİRSEHAN T.

Marmara Üniversitesi Yayınevi, 2019

**III. Fuar Organizasyonlarının Makro Düzeyde Sağladığı Ekonomik Katkıların İncelenmesi**

DİRSEHAN T.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, Mehtap SÜmersan Köktürk, Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.99-109, 2019

**IV. İletişim Stratejisi Olarak Ticari Fuarlar**

Sümersan Köktürk M., ÇOBANOĞLU E., Torun İ., AYSUNA TÜRKYILMAZ C., DİRSEHAN T., Myftaraj E., KOCAMAZ İ., Eren Erdoğan İ., BİLGİN İ., Erturan Topgül A., et al.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, Mehtap Sümersan Köktürk ve Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.126-145, 2019

**V. İkinci El Ürünlerin Fuarlık Kapsamında Değerlendirilmesi**

SÜMERSAN KÖKTÜRK M., DİRSEHAN T.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, SÜMERSAN KÖKTÜRK MEHTAP ÇOBANOĞLU EMİNE, Editor, Sokak Yayın Grubu, İstanbul, pp.262-267, 2019

**VI. Gelişmesinin Başında Olan Fuarlık Sektörüne Sahip Bir Ülke Örneği Olarak Arnavutluk**

ERVİN M., DİRSEHAN T.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, SÜMERSAN KÖKTÜRK MEHTAP ÇOBANOĞLU EMİNE, Editor, Sokak Yayın Grubu, İstanbul, pp.110-124, 2019

**VII. Fuar Organizasyonlarının Makro Düzeyde Sağladığı Ekonomik Katkıların İncelenmesi**

DİRSEHAN T.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, SÜMERSAN KÖKTÜRK MEHTAP ÇOBANOĞLU EMİNE, Editor, Sokak Yayın Grubu, İstanbul, pp.99-109, 2019

**VIII. İş Modelleri ve Değeri Yakalama**

DİRSEHAN T.

in: İnovasyon ve Girişimcilik, A. Esra Aslan, Editor, Nobel Akademik Yayıncılık, Ankara, pp.463-482, 2018

**IX. İnovasyon Yönetimini ve Girişimciliği Öğrenme**

DİRSEHAN T.

in: İnovasyon ve Girişimcilik, A. Esra Aslan, Editor, Nobel Akademik Yayıncılık, Ankara, pp.483-512, 2018

**X. Small/Medium Sized Enterprises and Customers: A Case From Hospitality Sector**

DİRSEHAN T.

in: How Small and Medium-Sized Enterprises (SMEs) Can Be Competitive, Ensari, M. Şebnem Kıyığı-Çallı, Meltem, Editor, LIT Verlag, pp.91-103, 2017

**XI. Fransa'da Siyasi Gelişmelerde Türk ve Müslümanlara Yönelik Ayrımcılık Vakaları**

TINAZ N., DİRSEHAN M., DİRSEHAN T., SAY Ö., ÇOBAN M.

in: Fransa'da Müslümanlara Yönelik Ayrımcılıklar: 2015/2016 Yılları İzleme Raporu, Nuri Tınaz, Meltem Çelik Dirsehan, Semra Meral, Editor, Marmara Üniversitesi Yayınları, İstanbul, pp.37-48, 2017

**XII. Fransa'da Ekonomik-İstihdam Hak ve Özgürlükleri: Türk ve Müslüman Topluluklarının Durumu**

DİRSEHAN T.

in: Fransa daki Müslüman ve Türk Topluluklarının Hak ve Özgürlüklerinin Analizi, Nuri Tınaz, Meltem Çelik Dirsehan, Ahmet Uysal, Editor, Marmara Üniversitesi Yayınevi, İstanbul, pp.209-234, 2016

**XIII. Analyzing Countries for Their Luxury Potentials: A Macromarketing Approach**

DİRSEHAN T.

in: Global Marketing Strategies for the Promotion of Luxury Goods, Mosca, F.; R. Gallo, Editor, IGI Global, Hershey, pp.71-91, 2016

**XIV. Tüketici Zihninde Noktaları Birleştirme Oyunu Marka Kavram Haritaları**

DİRSEHAN T.

Beta, İstanbul, 2015

- XV. **Reklam Etkinliklerinde Ünlü Desteğinin Önemi ve Bir Araştırma**  
DİRSEHAN T.  
Ertem Basım, Ankara, 2015
- XVI. **Yeşil Pazarlama Stratejilerinde Ambalajlama Kararı CamPet Üzerine Bir Araştırma**  
DİRSEHAN T.  
Ertem Basım, Ankara, 2015
- XVII. **An Application of Text Mining to Capture and Analyze eWOM: A Pilot Study on Tourism Sector**  
DİRSEHAN T.  
in: Capturing Analyzing and Managing Word of Mouth in the Digital Marketplace, Rathore Sumangla, Panwar Avinash , Editor, IGI Global, pp.168-186, 2015
- XVIII. **Çevrimiçi Satışa İlişkin Çıkarımlar**  
KÖKTÜRK M. S., ÇOBANOĞLU E., DİRSEHAN T.  
in: Çevrimiçi Satış Bugünden Geleceğe Bir Potansiyel, , Editor, Nobel, Ankara, pp.207-211, 2015
- XIX. **Building Innovative Competitive Advantage in the Minds of Customers**  
DİRSEHAN T.  
in: Adoption of Innovation Balancing Internal and External Stakeholders in the Marketing of Innovation, Brem Alexander, Viardot Éric, Editor, Springer, pp.75-93, 2015
- XX. **Müşteri Deneyimlerinin Geliştirilmesinde Müşteri İlişkileri Yönetiminin Rolü**  
DİRSEHAN T.  
in: İlişkisel Pazarlamada Seçme Konular, Erdoğan İrem Eren, Gülsoy Tanses Yasemin, Editor, Beta, İstanbul, pp.121-129, 2015
- XXI. **New Born Markets-Enlarging the Vision of Marketing**  
Erdoğan Z. İ. (Editor), Sümersan Köktürk M. (Editor), Çobanoğlu E. (Editor), Yalçın A. M. (Editor), Dirsehan T. (Editor)  
Beta Basım Yayım Dağıtım, İstanbul, 2014
- XXII. **Örneklerle Temel Deneyimsel Pazarlama**  
Dirsehan T.  
İkinci Adam Yayınları, İstanbul, 2010

## **Papers Presented at Peer-Reviewed Scientific Conferences**

- I. **Case Analyses for Creating Competitive Advantages through Omni-Channel Experience**  
DİRSEHAN T., NALCI M.  
Global Business Research Congress (GBRC-2018), İstanbul, Turkey, 24 - 25 May 2018, (Summary Text)
- II. **Gender Equality and Sustainability**  
KENANLI O., DİRSEHAN T.  
4th International Conference on Sustainable Development (ICSD), Atina, Greece, 11 - 15 April 2018, (Summary Text)
- III. **Creating Omni-Channel Customer Experiences through Industry 4.0 Technologies**  
DİRSEHAN T.  
International Scientific Conference on Innovative Marketing (ISCOIM) 2018, Durres, Albania, 23 - 24 February 2018, (Summary Text)
- IV. **Users Motivation for a Sharing Economy: A Chaperone of Sustainable Consumption**  
HOQ K. M. R., DİRSEHAN T.  
2nd International Sustainability Congress, İstanbul, Turkey, 26 - 28 October 2017, pp.95-102, (Full Text)
- V. **Investigating the User Acceptance of Autonomous Vehicles to Contribute to Sustainability**  
CAN C., DİRSEHAN T.  
2nd International Sustainability Congress, İstanbul, Turkey, 26 - 28 October 2017, pp.90-94, (Full Text)
- VI. **The Evolution of CRM from the Perspective of an Emerging Country: Past, Present and Future**

DİRSEHAN T.

6th International Conference on Management, Business and Economics, Durres, Albania, 27 - 29 October 2017, pp.181, (Summary Text)

**VII. DETERMINING SERVICE QUALITY DIMENSIONS OF SOCIAL COMMERCE WEBSITES**

Erdogmus I., DİRSEHAN T., KARAKAYA M.

13th International Strategic Management Conference (ISMC), Podgorica, Serbia And Montenegro, 6 - 08 July 2017, vol.34, pp.113-122, (Full Text)

**VIII. Determining Service Quality Dimensions of Social Commerce Websites**

ERDOĞMUŞ Z. İ., DİRSEHAN T., KARAKAYA M.

13th International Strategic Management Conference, Podgorica, Serbia And Montenegro, 6 - 08 July 2017, pp.165-174, (Full Text)

**IX. Determining Service Quality Dimensions of Social Commerce Websites**

ERDOĞMUŞ Z. İ., DİRSEHAN T., KARAKAYA M.

13th International Strategic Management Conference, 6 - 08 July 2017, (Full Text)

**X. Exploring Competitive Gaps to Create a "Turkish" Local SearchEngine**

DİRSEHAN T., ULUTAN M., KARABACAK A.

2nd World Conference on Technology, Innovation and Entrepreneurship, İstanbul, Turkey, 12 - 14 May 2017, pp.19, (Summary Text)

**XI. Exploring Yandex'xxs Brand Image as a Market Challenger in the Information Sector**

DİRSEHAN T., NALCI M.

II International Conference on Economics, Business Management and Social Sciences (ICEBSS 2017), Belgrade, Serbia And Montenegro, 10 - 14 May 2017, pp.62, (Summary Text)

**XII. Exploring Google'xxs Strong Brand Image Via Metaphors**

DİRSEHAN T., BARAN S.

II International Conference on Economics, Business Management and Social Sciences (ICEBSS 2017), Belgrade, Serbia And Montenegro, 10 - 14 May 2017, pp.55, (Summary Text)

**XIII. Fransa Cumhurbaşkanlığı Seçimi: Müslüman Türk Komuniteler**

TINAZ N., MERAL S., ÇELİK DİRSEHAN M., DİRSEHAN T.

SETA - PANEL, Fransa Cumhurbaşkanlığı Seçimi: Müslüman Türk Komuniteler, İstanbul, Turkey, 06 May 2017, (Summary Text)

**XIV. Marketing Management and Digital Transformation**

DİRSEHAN T., DİRSEHAN M.

1st International Scientific Conference on Innovative Marketing, Durres, Albania, 24 - 25 February 2017, pp.30-31, (Summary Text)

**XV. Leaping up the Level of Information Society for Developing Countries: Benefiting from an Age of Industry 4.0**

DİRSEHAN T., DİRSEHAN M.

1st International Scientific Conference on Innovative Marketing, Durres, Albania, 24 - 25 February 2017, pp.30-31, (Summary Text)

**XVI. Using Information Systems to Develop CRM on the Road to Sustainability**

DİRSEHAN T.

International Sustainability Congress 2016, İstanbul, Turkey, 1 - 03 December 2016, pp.256-259, (Summary Text)

**XVII. Yapısal Olmayan Veriden Rekabet Avantajı Yaratma Türkiye Konaklama Sektörü nde Metin Madenciliği Yaklaşımı**

DİRSEHAN T.

15. Ulusal İşletmecilik Kongresi, İstanbul, Turkey, 26 - 28 May 2016, pp.78-87, (Full Text)

**XVIII. Text Mining in the Hospitality Sector to Extend the Motivation Theory**

DİRSEHAN T.

International Marketing Trends Conference, Venedik, Italy, 21 - 23 January 2016, pp.1-13, (Full Text)

**XIX. Sosyal İnovasyon ile Sakin Şehirler Arasındaki İlişkinin Sosyal Girişim ci ler Boyutu ile İncelenmesi Seferihisar Örneği**



KAZANÇOĞLU İ., DİRSEHAN T.

İnovasyon Ekosistemleri Aracılığı ile Değer Yaratmak: Disiplinler Arası Yaklaşımlar Kongresi, İzmir, Turkey, 26 - 27 November 2015, (Full Text)

**XX. Gaining Competitive Advantage in Tourism Marketing A Text Mining Approach to Hotel Visitors Reviews in Durrës**

DİRSEHAN T.

International Conference for Management, Business and Technology, Durres, Albania, 6 - 07 November 2015, (Full Text)

**XXI. Profiling online consumers according to their experiences with a special focus on social dimension**

DİRSEHAN T., Celik M.

7th International Strategic Management Conference, Paris, France, 30 June - 02 July 2011, vol.24, (Full Text)

## Funded Projects

Bakoğlu R., Türker M. V., Dirsehan T., Project Supported by Other Private Institutions, Sürdürülebilirlik Odaklı Entegre Risk Yönetimi Modeli Araştırma Geliştirme Projesi, 2020 - 2021

Erdoğan Z. İ., Dirsehan T., Karakaya Arslan M., Project Supported by Higher Education Institutions, Sosyal Ticaret Sitelerinin Hizmet Kalitesi Boyutlarının Belirlenmesi, 2017 - 2018

Dirsehan T., Project Supported by Higher Education Institutions, Google'ın Güçlü Marka İmajının Metaforlarla Keşfedilmesi (Exploring Google's Strong Brand Image via Metaphors), 2017 - 2017

Tınaz N., Dirsehan T., Premiership, Fransa Müslümanlara Yönelik Ayrımcılıklar 2015 2016 İzleme Raporu, 2017 - 2017

Tınaz N., Dirsehan T., Premiership, Fransa Hak ve Özgürlükler İzleme Raporu 2014, 2015 - 2015

Kurtuluş S., Dirsehan T., Project Supported by Higher Education Institutions, Tüketici algılama sürecinde marka kavram haritaları ve marka ederi ölçümü, 2013 - 2015

## Memberships and Roles in Scientific Organizations

Türkiye Bilişim Derneği (TBD), Member, 2020 - Continues, Turkey

Pazarlama ve Pazarlama Araştırmaları Derneği (PPAD), Member, 2015 - Continues, Turkey

## Peer Reviews in Scientific Publications

EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, March 2022

JOURNAL OF RETAILING AND CONSUMER SERVICES, Journal Indexed in SSCI, February 2022

JOURNAL OF MACROMARKETING, Journal Indexed in SSCI, February 2022

TRANSPORT REVIEWS, Journal Indexed in SSCI, November 2021

JOURNAL OF SOCIAL MARKETING, Journal Indexed in SSCI, September 2021

NEW MEDIA & SOCIETY, Journal Indexed in SSCI, August 2021

JOURNAL OF RETAILING AND CONSUMER SERVICES, Journal Indexed in SSCI, March 2021

TELEMATICS AND INFORMATICS, Journal Indexed in SSCI, November 2020

BOGAZICI JOURNAL: REVIEW OF SOCIAL, ECONOMIC AND ADMINISTRATIVE STUDIES, National Scientific Refreed Journal, July 2020

INTERNATIONAL JOURNAL OF INFORMATION TECHNOLOGY & DECISION MAKING, Journal Indexed in SSCI, January 2020

GALATASARAY ÜNİVERSİTESİ İLETİŞİM DERGİSİ, National Scientific Refreed Journal, December 2019

ÖNERİ: MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ, National Scientific Refreed Journal, May 2018

ATATÜRK ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER DERGİSİ, National Scientific Refreed Journal, April 2018

MARMARA ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER DERGİSİ, National Scientific Refreed Journal, December 2017  
TOURISM MANAGEMENT, Journal Indexed in SSCI, December 2017  
MANAGEMENT RESEARCH REVIEW, Journal Indexed in ESCI, January 2016  
TOURISM MANAGEMENT PERSPECTIVES, Journal Indexed in SSCI, December 2015

## **Metrics**

Publication: 72  
Citation (WoS): 118  
Citation (Scopus): 323  
H-Index (WoS): 6  
H-Index (Scopus): 7

## **Scholarships**

Yurt Dışı Doktora Sonrası Araştırma Burs Programı, TÜBİTAK, 2021 - 2022  
Yurtiçi Doktora Bursu, TÜBİTAK, 2012 - 2015  
Yurtiçi Yüksek Lisans Bursu, TÜBİTAK, 2010 - 2011

## **Awards**

Dirsehan T., Yayın Teşviki, Tübitak, November 2021  
Dirsehan T., Yayın Teşviki, Tübitak, March 2021  
Dirsehan T., Academic Publication Incentive , Tübitak, October 2018  
Dirsehan T., Baran S., Best Oral Presentation Award - 2nd Prize, International Conference On Economics, Business Management And Social Sciences (Icebss2017), May 2017

## **Non Academic Experience**

Eczacıbaşı - Beiersdorf Kozmetik Ürünler A.Ş., Staj Satış Hizmetleri  
Arçelik A.Ş., Staj Uluslararası Pazarlama ve Satış Direktörlüğü  
Fransa Başkonsolosluğu Ticaret Müşavirliği, Staj Tüketim Malları Sektörü