

## Assoc. Prof. TAŞKIN DİRSEHAN

### Personal Information

**Email:** taskin.dirsehan@marmara.edu.tr

**Web:** <https://avesis.marmara.edu.tr/taskin.dirsehan>

### Education Information

Doctorate, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Turkey 2011 - 2015

Post Graduate, Marmara University, Institute of Social Sciences, Pazarlama (YI) (Tezli) (İngilizce), Turkey 2009 - 2011

Under Graduate, Galatasaray Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 2005 - 2009

### Foreign Languages

English, C1 Advanced

Italian, B1 Intermediate

French, C2 Proficiency

### Dissertations

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

Post Graduate, Romantic movement in marketing: The effects of customer experiences on post experience dimensions from the museum perspective, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Pazarlama (YI) (Tezli) (İngilizce), 2011

### Research Areas

Marketing

### Academic Titles / Tasks

Associate Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2017 - Continues

Assistant Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2016 - 2017

Lecturer PhD, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2015 - 2016

Research Assistant, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2011 - 2015

### Professional Experience

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

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

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

## Courses

Sosyal Medya ve Dijital Pazarlama, Post Graduate, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Marketing Research Project, Under Graduate, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019  
Seminer, Post Graduate, 2017 - 2018, 2018 - 2019  
Global Pazarlarda Marka Yönetimi, Post Graduate, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Marketing Research, Under Graduate, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Seminar, Post Graduate, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019  
Research in Marketing, Post Graduate, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Fundamentals of Management Information Systems, Post Graduate, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Introduction to Marketing, Under Graduate, 2018 - 2019  
Management Information Systems, Under Graduate, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020  
Research Methods and Ethics, Post Graduate, 2017 - 2018  
Marketing Decision Making, Under Graduate, 2015 - 2016, 2016 - 2017, 2017 - 2018  
Health Marketing, Under Graduate, 2017 - 2018  
Management in Health Services, Under Graduate, 2017 - 2018  
Vision in Marketing, Post Graduate, 2015 - 2016, 2017 - 2018  
Internal Marketing, Post Graduate, 2016 - 2017  
Marketing Management-I, Under Graduate, 2014 - 2015  
Production Management, Post Graduate, 2015 - 2016

## Advising Theses

Dirsehan T., Extending the technology acceptance model in understanding the outcomes of food ordering mobile application usage, Post Graduate, E.CANKAT(Student), 2020  
Dirsehan T., Endüstri 4.0 Sürecinde Dijital Dönüşüm ve Sosyoekonomik Yansımalar Bağlamında İnsan Kaynaklarının Dönüşümü: Disiplinlerarası Bir Yaklaşım, Post Graduate, E.DEMİRCİ(Student), 2019  
Dirsehan T., Consumer Acceptance of Autonomous Vehicles: A Proposition to Extend The Technology Acceptance Model, Post Graduate, C.CAN(Student), 2019  
Dirsehan T., The role of customer experiences and lifestyles in post purchase behavior of smartphone users among university students, Post Graduate, Ö.ALTINOĞLU(Student), 2019  
DİRSEHAN T., Users motivation to take part in the sharing economy in Turkey: A chaperone to sustainable consumption, Post Graduate, K.M(Student), 2017

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

- I. **Examination of trust and sustainability concerns in autonomous vehicle adoption**  
DİRSEHAN T., Can C.  
TECHNOLOGY IN SOCIETY, vol.63, 2020 (Journal Indexed in SSCI)
- II. **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 (Journal Indexed in SSCI)

## Articles Published in Other Journals

- I. **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 (Refereed Journals of Other Institutions)
- II. **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 (Refereed Journals of Other Institutions)
- III. **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 (Refereed Journals of Other Institutions)
- IV. **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 (Refereed Journals of Other Institutions)
- V. **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 (Journal Indexed in ESCI)
- VI. **Endüstri 4.0a Göre Gelişen Sağlık Sektörü**  
DİRSEHAN T.  
Harvard Business Review Türkiye, 2017 (National Non-Refereed Journal)
- VII. **Y kuşağında tüketiciler tarafından kullanılan çeşitli sosyal ağ sitelerinin (sas) belirleyicilerine yönelik ampirik bir inceleme**  
ÇOBANOĞLU E., DİRSEHAN T.  
Öneri, pp.85-109, 2017 (Other Refereed National Journals)
- VIII. **Ego States in Brand Consumer Transactions**  
KURTULUŞ S., DİRSEHAN T.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.38, pp.211-228, 2016 (Refereed Journals of Other Institutions)
- IX. **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 (Other Refereed National Journals)
- X. **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 (Refereed Journals of Other Institutions)
- XI. **Coca Cola nın Uluslararası Pazarlama Stratejilerine Yönelik Bir Yazın Taraması**  
DİRSEHAN T.  
İstanbul Sosyal Bilimler Dergisi, vol.10, pp.18-42, 2015 (Other Refereed National Journals)
- XII. **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 (Other Refereed National Journals)
- XIII. **Markaların Kutup Yıldızı Marka Kavram Haritaları**  
DİRSEHAN T.  
The Brand Age, pp.75-77, 2015 (National Non-Refereed Journal)
- XIV. **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 (Refereed Journals of Other Institutions)

### XV. 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 (Refereed Journals of Other Institutions)

### XVI. 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 (Refereed Journals of Other Institutions)

## Books & Book Chapters

### 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. Gelişiminin 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 Kıyıcı-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 Toplulukların Durumu**  
DİRSEHAN T.  
in: Fransa daki Müslüman ve Türk Toplulukların 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 Yayın Dağıtım, İstanbul, 2014
- XXII. **Örneklerle Temel Deneyimsel Pazarlama**  
Dirsehan T.  
İkinci Adam Yayınları, İstanbul, 2010

## Refereed Congress / Symposium Publications in Proceedings

- 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

- II. Gender Equality and Sustainability**  
 KENANLI O., DİRSEHAN T.  
 4th International Conference on Sustainable Development (ICSD), Atina, Greece, 11 - 15 April 2018
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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
- 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

**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

**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

**XIX. Sosyal İnovasyon ile Sakin Şehirler Arasındaki İlişkinin Sosyal Girişimci 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

**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

**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

## Supported Projects

Bakoğlu R., Türker M. V. , Dirsehan T., Çalış Uslu B., Project Supported by Other Official 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 / Tasks in Scientific Organizations

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

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

## Scientific Refereeing

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

## **Citations**

Total Citations (WOS):20

h-index (WOS):3

## **Scholarships**

Yurtiçi Doktora Bursu, TÜBİTAK, 2012 - 2015

Yurtiçi Yüksek Lisans Bursu, TÜBİTAK, 2010 - 2011

## **Awards**

Dirsehan T., Academic Publication Incentive , Tübitak, September 2018

Dirsehan T., Baran S., Best Oral Presentation Award - 2nd Prize, International Conference On Economics, Business Management And Social Sciences (Icebss2017), May 2017