

Prof. BANU DEMİREL

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: P-7865-2019

ScopusID: 55490158300

Yoksis Researcher ID: 47518

Education Information

Doctorate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey 2004 - 2010

Postgraduate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), Turkey 2002 - 2004

Undergraduate, Dokuz Eylul University, İşletme Fakültesi, İşletme Bölümü, Turkey 1997 - 2001

Dissertations

Doctorate, İşletmelerde rekabetçi üstünlük aracı olarak talep zinciri yönetimi ve talep zinciri halkalarına kalite fonksiyon göçerimi uygulanması, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), 2010

Postgraduate, Mass customization: A study on consumers'xx sensitivity toward customized apparel products in İzmir, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), 2004

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2023 - Continues

Assistant Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2013 - 2021

Research Assistant, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2001 - 2013

Academic and Administrative Experience

Deputy Head of Department, Dokuz Eylul University, 2020 - 2023

Dokuz Eylul University, 2014 - 2017

Dokuz Eylul University, 2013 - 2015

Courses

Introduction to Production and Operations Management, Undergraduate, 2023 - 2024

Quality Management, Postgraduate, 2023 - 2024, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2015 - 2016, 2014 - 2015, 2013 - 2014

MARKETING WORKSHOP, Undergraduate, 2023 - 2024

Product and Services Quality Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2015 - 2016, 2014 - 2015

Innovation and New Product Development, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2015 - 2016, 2014 - 2015, 2013 - 2014

Foundations of Business, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Entrepreneurship and Business Planning, Undergraduate, 2023 - 2024, 2021 - 2022, 2018 - 2019, 2017 - 2018, 2015 - 2016

EMERGING TRENDS IN INNOVATION, Doctorate, 2023 - 2024

Introduction to Production and Operations Management, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2015 - 2016, 2014 - 2015, 2013 - 2014

Sustainable Business Model Innovation, Undergraduate, 2022 - 2023, 2021 - 2022

Social Responsibility Project, Undergraduate, 2018 - 2019, 2017 - 2018, 2014 - 2015, 2013 - 2014, 2012 - 2013

Yaratıcılık, Ar-Ge, İnovasyon, Undergraduate, 2018 - 2019

Pazarlamaya Giriş, Undergraduate, 2018 - 2019, 2017 - 2018, 2015 - 2016

Principles of Business Administration, Undergraduate, 2018 - 2019, 2017 - 2018, 2015 - 2016, 2014 - 2015, 2013 - 2014

International Logistics and Supply Chain Management, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013

Supply Chain Management and Logistics, Undergraduate, 2015 - 2016, 2014 - 2015

Research Methods and Statistics, Postgraduate, 2013 - 2014

Strategy and Policy, Undergraduate, 2012 - 2013

Statistics, Undergraduate, 2012 - 2013

Advising Theses

Demirel B., Effects Of Green Supply Chain Management Practises On Job Attitudes And Job Satisfaction, Postgraduate, S.KUTLU(Student), 2023

DEMİREL B., Oyunlaştırmanın satın alma niyeti üzerindeki etkileri: Farkındalık temelli mobil uygulamada ödül temelli deneysel tasarım, Doctorate, G.TANRIKULU(Student), 2023

DEMİREL B., Tedarikçilerin çevresel performans değerlendirmesi: Beyaz eşya sektörü üzerine bir vaka çalışması, Postgraduate, H.OĞUZ(Student), 2019

DEMİREL B., İç girişimciliğin öncüllerinin firmaların inovasyon yapabilme becerisine etkisi, Postgraduate, C.COŞAR(Student), 2019

DEMİREL B., Endüstri 4.0'ın lojistik sektörüne entegrasyonu: Lojistik firması örneği, Postgraduate, M.GİZEM(Student), 2018

DEMİREL B., Ortak tüketim temelli sosyal inovasyon: Araç paylaşımının benimsenmesi, Postgraduate, Y.ÜLKER(Student), 2018

Jury Memberships

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, December, 2023

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, June, 2022

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, June, 2022

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, June, 2022

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, May, 2022

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, February, 2022

Doctorate, Doctorate, Dokuz Eylül Üniversitesi, December, 2021

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, March, 2021

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, June, 2020

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, June, 2020

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, January, 2020

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, July, 2019

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, July, 2019

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, June, 2019

Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, June, 2019

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, February, 2019

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, January, 2019

PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Dokuz Eylül Üniversitesi, January, 2019

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, August, 2018

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, July, 2018

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, June, 2018

Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, Dokuz Eylül Üniversitesi, January, 2017

Post Graduate, Post Graduate, Dokuz Eylül Üniversitesi, October, 2015

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Understanding and perceptions of climate change: a perspective of university stakeholders**
Demirel B., Bıçakcıoğlu Peynirci N., Duman S., Madran C., Arbak Y., Sumer B., Özkul S., Baran T., Onuşluel Gül G., Fıstıkoğlu O., et al.
INTERNATIONAL JOURNAL OF GLOBAL WARMING, vol.18, pp.385-400, 2019 (SCI-Expanded)
- II. **The classification and importance of E-S-Qual quality attributes: an evaluation of online shoppers**
Duman Kurt S., Atrek B.
MANAGING SERVICE QUALITY, vol.22, no.6, pp.622-637, 2012 (SSCI)
- III. **Communicating customer requirements to customer relationship management: An application of modern quality function deployment**
ÖZGEN Ö., Atrek B., Kurt S.
İKTİSAT İŞLETME VE FİNANS, vol.24, no.283, pp.89-117, 2009 (SSCI)

Articles Published in Other Journals

- I. **Gamification in Mindfulness Mobile Applications: The Effects of Rewards on Purchase Intention**
Tanrıklulu G., Demirel B.
Optimum Ekonomi ve Yönetim Bilimleri Dergisi, vol.10, no.1, pp.125-142, 2023 (Peer-Reviewed Journal)
- II. **A Meta-Analytic Review on Antecedents of Green Product Purchase Intention: An Extended TPB Approach**
İpek İ., Demirel B., İlter B., Kuruoğlu Kandemir E.

Beykoz Akademi Dergisi, vol.10, no.1, pp.58-77, 2022 (Peer-Reviewed Journal)

- III. **THE EVALUATION OF GREEN SUPPLY CHAIN MANAGEMENT EFFORTS OF TURKISH FIRMS**
DEMİREL B., YILMAZ K.
Beykoz Akademi Dergisi, pp.159-171, 2019 (Peer-Reviewed Journal)
- IV. **THE GENUINE NEEDS OF CONFERENCE ATTENDEES: AN ANALYSIS BY THE MODERN QUALITY FUNCTION DEPLOYMENT**
Aktaş G., Demirel B.
INTERNATIONAL JOURNAL FOR QUALITY RESEARCH, vol.13, no.1, pp.13-32, 2019 (ESCI)
- V. **Social Innovation Adoption Behavior: The Case of Zumbara**
DEMİREL B., HIZARCI PAYNE A. K.
INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT, vol.15, no.2, 2018 (ESCI)
- VI. **TÜKETİCİ PERSPEKTİFLİ SÜRDÜRÜLEBİLİR TÜKETİM ÇALIŞMALARI: ULUSAL ALANYAZINDAKİ ÇALIŞMALAR ÜZERİNE SİSTEMATİK DERLEME ÇALIŞMASI**
ATREK B., MADRAN C.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.10, no.19, pp.1-31, 2017 (Peer-Reviewed Journal)
- VII. **İnovasyon Faaliyetlerinde Kullanıcının Yeri ve Çevrimiçi Kullanıcı İnovasyon Araçları**
İlter B., Atrek B., İpek İ.
Yönetim ve Ekonomi: Celal Bayar Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.23, no.1, pp.35-56, 2016 (Peer-Reviewed Journal)
- VIII. **Message Framing of Facebook Posts An Analysis of Non Governmental Organizations NGOs**
ÖZGEN Ö., ATREK B., DUMAN KURT S., MADRAN C.
Journal of Euromarketing, vol.25, no.1-2, pp.55-66, 2016 (Peer-Reviewed Journal)
- IX. **Relationship Between Web Base User Innovation Tools and Firm s Innovativeness**
ATREK B., İLTER B., ÖZDAĞOĞLU G.
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.18, no.2, 2016 (Peer-Reviewed Journal)
- X. **Sports as a Green Product in Destination Marketing Case of Windsurfing in Cesme Turkey**
AKTAŞ G., ATREK B., DUMAN KURT S.
E-Journal of Yasar University, vol.10, no.39, pp.6596-6606, 2015 (Peer-Reviewed Journal)
- XI. **Relationship Quality in Supply Chain Management A Dyad Perspective**
ATREK B., MARCONE M. R., GREGORI G. L., TEMPERINI V., MOSCATELLI L.
EGE ACADEMIC REVIEW, vol.14, no.3, pp.371-381, 2014 (Peer-Reviewed Journal)
- XII. **Yeşil Tedarik Zinciri Uygulamaları: Alüminyum Doğrama Sektörü İzmir Örneği**
Atrek B., Özdağoğlu A.
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.14, no.2, pp.13-26, 2014 (Peer-Reviewed Journal)
- XIII. **Is There a Need to Develop a Separate Service Quality Scale for Every Service Sector Verification of SERVQUAL in Higher Education Services**
ATREK B., BAYRAKTAROĞLU A. G.
Suleyman Demirel University The Journal of Faculty of Economics and Administrative Sciences, vol.17, no.1, pp.423-440, 2012 (Peer-Reviewed Journal)
- XIV. **Testing the Superiority and Dimensionality of SERVQUAL vs SERVPERF in Higher Education**
BAYRAKTAROĞLU A. G., ATREK B.
Quality Management Journal, vol.17, no.1, pp.47-59, 2010 (Scopus)
- XV. **Müşterilerin Bireyselleştirilmiş Hazır Giyim Ürünlerine Karşı Duyarlılıkları Üzerine Bir Uygulama**
ATREK B., BAYRAKTAROĞLU A. G.
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.10, no.1, pp.256-289, 2008 (Peer-Reviewed Journal)
- XVI. **Firmalara Rekabet Avantajı Sağlayacak Yeni Bir Strateji Bireyselleştirilmiş Kitleli Üretim**
BAYRAKTAROĞLU A. G., ATREK B.
Review of Social, Economic Business Studies, vol.7, pp.235-253, 2006 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **EXPLORING THE QUALITY DIMENSIONS OF CHATBOTS FROM THE USER PERSPECTIVE: EVIDENCE FROM THE BANKING SECTOR**
Tanrıkulu G., Demirel B.
in: CONTEMPORARY BUSINESS AND ECONOMIC ISSUES, Sefer YILMAZ, Editor, Akademisyen Yayınevi Kitabevi, Ankara, pp.27-47, 2022
- II. **OPEN INNOVATION PARADIGM: THE CASE OF TÜRKİYE**
Yılmaz K., Demirel B.
in: CURRENT STUDIES IN SOCIAL SCIENCES V, Abdullah BALCIOĞULLARI, Mustafa MAVAŞOĞLU, Editor, Akademisyen Yayınevi Kitabevi, Ankara, pp.1-20, 2022
- III. **Değer Yaratmak ve İnovatif Girişimcilik**
Demirel B.
in: Turizmde Girişimcilik ve İnovasyon, Doç.Dr. Cem Işık, Editor, Anadolu Yayınları, Eskişehir, pp.166-191, 2020
- IV. **İş Modelleri ve Sürdürülebilir Girişimcilik ve İnovasyon**
Demirel B.
in: Turizmde Girişimcilik ve İnovasyon, Doç.Dr. Cem Işık, Editor, Anadolu Yayınları, Eskişehir, pp.192-215, 2020
- V. **Her Yaşta Sağlıklı ve Kaliteli Yaşam**
DEMİREL B.
in: Sürdürülebilir Kalkınma Amaçları İle KURUMSAL DÖNÜŞÜM, Prof. Dr. Canan MADRAN ve Prof. Dr. Mustafa TANYERİ, Editor, Akademisyen Kitabevi, pp.63-86, 2020
- VI. **Message Framing within the Context of Climate Change Mitigation**
DEMİREL B., DUMAN KURT S.
in: İZCEAS 2018 NEW TRENDS IN ECONOMICS AND ADMINISTRATIVE SCIENCES, Kâmil TÜĞEN, Süleyman YÜKÇÜ, Ahmet ÖZEN, Selim ŞANLISOY, Ömer AYDIN, Efe SARIBAY, Nur FİDANCI, Çağatay ORÇUN, Ceyda ÜNAL, Ayşegül ÇİMEN, Mehmetcan TÜRKÖLMEZ, Gökçe Sinem ERBUĞA, Furkan KILINÇ, Burcu DURAK OLDAÇ, İlteriş ERGUN, Anıl GÖĞEBAKAN, Editor, DETAY ANATOLIA AKADEMİK YAYINCILIK, pp.679-695, 2018
- VII. **Social Innovation Practices in Services for Sustainable Consumption: The Case of Turkey**
ATREK B., İLTER B.
in: Promotional Strategies and New Service Opportunities in Emerging Economies, Vipin Nadda, Sumesh Dadwal, Roya Rahimi, Editor, IGI Global, pp.32-65, 2017

Refereed Congress / Symposium Publications in Proceedings

- I. **DESIGNING GAME-BASED LEARNING METHOD IN HIGHER EDUCATION: A COMPREHENSIVE APPROACH**
Fernández Raga M., Aleksic D., Kapuçugil İkiz A., Stetter S., Bednarz J., Suárez Corona A., Toman A., Demirel B., Wilpers S., Markiewicz M.
XIX INTERNATIONAL FORUM on the EVALUATION of the QUALITY of RESEARCH and HIGHER EDUCATION (FECIES), Madrid, Spain, 28 - 30 September 2022, pp.1-10
- II. **An Exploratory Study On The User Experience Of Mindfulness Mobile Applications**
Duman S., Tanrıkulu G., Demirel B.
11th International Conference on Culture and Civilization, Mardin, Turkey, 22 - 23 February 2022, pp.154-159
- III. **Mindfulness Mobile App User Quality Evaluation: Mars Scale Adaptation**
Duman S., Tanrıkulu G., Demirel B.
11th International Conference on Culture and Civilization, Mardin, Turkey, 22 - 23 February 2022, pp.134-139
- IV. **Identifying Challenges and Alternative Solutions in e-Learning and e-Teaching via Online Gemba Visits in Business Schools**
KAPUÇUGİL İKİZ A., DEMİREL B., DURUKAN SALI M. B.
ISQFD'21, Germany, 9 - 10 December 2021

- V. **EXPLORING THE SUSTAINABLE SUPPLY CHAIN INTEGRATION: A CASE STUDY OF DOGUS GROUP**
 ÜLKER Y., DEMİREL B.
 19th Logistics and Supply Chain Congress, Turkey, 21 October 2021
- VI. **The Evaluation of Green Supply Chain Management Efforts of Turkish Firms**
 ATREK B., YILMAZ K.
 17th International Logistics and Supply Chain Congress, İstanbul, Turkey, 17 - 18 October 2019
- VII. **Perspectives of Youth towards Social Innovation Approaches and Measurement of their Social Innovative Behaviours**
 DEMİREL B., ÇİRKİN E.
 10th INTERNATIONAL CONGRESS ON ENTREPRENEURSHIP, Manisa, Turkey, 25 - 26 April 2019, pp.170-179
- VIII. **Message Framing within the Context of Climate Change Mitigation**
 Demirel B., DUMAN S.
 İzmir International Congress on Economics and Administrative Sciences IZCEAS '18, 5 - 08 December 2018, pp.679-695
- IX. **Understanding and Perceptions of Climate Change: A Perspective of University Stakeholders**
 DEMİREL B., DUMAN S., BIÇAKCIOĞLU N., MADRAN C., ARBAK Y., SÜMER B., ÖZKUL S., BARAN T., ONUŞLUEL GÜL G., FISTIKOĞLU O., et al.
 7th Global Conference on Global Warming, İzmir, Turkey, 24 - 26 June 2018, pp.157-161
- X. **Community Capacity Building in Higher Education against Climate Change**
 Özkul S., Baran T., Arbak Y., Madran C., Sümer B., Onuşluel Gül G., Fıstıkoğlu O., Gül A., Atrek B., Özgenç Aksoy A., et al.
 4th International Water Congress, İzmir, Turkey, 2 - 04 November 2017, pp.747-755
- XI. **Ulusal Alanyazınında Sürdürülebilir Tüketim Tüketici Perspektifinden Sistematik Derleme Çalışması**
 ATREK B., MADRAN C.
 21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016, vol.1, pp.397-420
- XII. **Message Framing of Facebook Posts An Analysis of Non Governmental Organizations NGOs**
 ÖZGEN Ö., ATREK B., DUMAN KURT S., MADRAN C.
 2nd International Biannual Social Business @ Anadolu Conference, Eskişehir, Turkey, 10 - 13 June 2015, pp.161-172
- XIII. **QFD Application in the Hospitality Industry Word of Mouse as a Tool to Gather VoC**
 OĞUZ H., BECKER K., ATREK B.
 20th International Symposium on Quality Function Deployment, İstanbul, Turkey, 4 - 05 September 2014, pp.211-231
- XIV. **Modern QFD Application on a Supply Chain to Become Green**
 Özdağoğlu A., Atrek B.
 The 19th International Symposium on QFD, Texas, United States Of America, 6 - 07 September 2013, pp.151-157
- XV. **A Critical Analysis of the Turkish Literature on QFD**
 Kapuçugil İkiz A., Özdağoğlu G., Özdağoğlu A., Atrek B., Tüzemen A.
 The 19th International Symposium on Quality Function Deployment, Tokyo, Japan, 6 - 07 September 2013, pp.101-116
- XVI. **Modern Kalite Fonksiyon Göçerimi Metodolojisi Ve Faktör Analizi**
 Özdağoğlu A., Atrek B.
 12. Ulusal Üretim Araştırmaları Sempozyumu, İzmir, Turkey, 27 - 29 September 2012, pp.225-236
- XVII. **Web Based Private Shopping Companies To What Extent Do They Have E Supply Chains**
 ATREK B., ALTUNTAŞ VURAL C.
 IX. International Logistics Supply Chain Congress, 27 - 29 October 2011, pp.109-119
- XVIII. **The Classification and Importance of E S QUAL Quality Attributes An Evaluation of Online Shoppers**
 DUMAN KURT S., ATREK B.
 3rd Biennial International Conference on Services Marketing, İzmir, Turkey, 7 - 09 September 2011, pp.42-55
- XIX. **From Supply Chain Management to Demand Chain Management Evaluation of Different Approaches on Demand Chain Management**

- ATREK B., GÜMÜŞOĞLU Ş.
ICOVACS 2010 International Conference on Value Chain Sustainability, 15 - 17 November 2010, pp.67-77
- XX. **Cognitive Affective and Conative Store Loyalty Analysis on Small and Medium Sized Enterprises The Effects of Relational Benefits on Store Loyalty in Hairdressers**
ATREK B., ÖZGEN Ö., DUMAN KURT S.
AUMEC 2009 Marketing and Entrepreneurship, 6 - 09 April 2009, pp.975-984
- XXI. **Fuzzy Logic-Based Decision Making Model On Selection And Evaluation Of Logistics Service Providers Within A Firm**
Atrek B., Özdağoğlu G., Özdağoğlu A.
4th International Logistics And Supply Chain Conference, İzmir, Turkey, 29 November - 01 December 2006, pp.429-439
- XXII. **Development of Ideal Campus Settings and Activities at Dokuz Eylül University Kaynaklar Campus**
Kapuçugil İkiz A., Atrek B., Özdağoğlu A., Tüzemen A.
12th International Symposium on Quality Function Deployment, Tokyo, Japan, 7 - 09 September 2006, pp.224-233
- XXIII. **Work Mentality Of Individuals A Validation Study For Turkish Work Mentality And Searching For Individual Correlates**
ARBAK Y., ATREK B., KARAGONLAR G.
INTERNATIONAL CONFERENCE ON BUSINESS, MANAGEMENT, AND ECONOMICS, İzmir, Turkey, 16 - 19 June 2005
- XXIV. **Requirements of an Effective Supply Chain Management for Mass Customization**
BAYRAKTAROĞLU A. G., ATREK B.
International Logistics Congress 2004, 2 - 03 December 2004, pp.569-577
- XXV. **SERVQUAL Modelinin Eğitim Kalitesi Ölçümünde Kullanılması D E Ü İşletme Fakültesi Örneği**
BAYRAKTAROĞLU A. G., ATREK B.
II. Kalite Sempozyumu, Turkey, 28 - 30 May 2004, pp.107-123

Supported Projects

Kapuçugil İkiz A., Durukan Salı M. B., Demirel B., Erasmus Project, Development of Innovative, Gamified and Interactive Method for Advanced e-Teaching and E- learning of Skills (DigiMates), 2021 - 2023

Özkul S., Madran C., Demirel B., Duman S., Fıstıkoğlu O., Özgenç Aksoy A., Onuşluel Gül G., Gül A., Doğan M., Barbaros F., AB IPA Project, Community Capacity Building in Higher Education Against Climate Change: Managing Perceptions, Raising Awareness and Strengthening the Resilience, 2017 - 2019

Kutlu B., Tanyeri M., Yeşilpınar M. S., Saruşık A. M., Akşit A., Kayacan O., Özmen Ö. N., Demirel B., Kırkulak Uludağ B., Duman S., Development Agency, Teknik Tekstiller Mükemmeliyet Merkezi Fizibilite Etüdü Projesi, 2013 - 2014

Scientific Refereeing

Pazarlama ve Pazarlama Araştırmaları Dergisi, National Scientific Refreed Journal, August 2023

TUBITAK Project, 2218 - Yurt İçi Doktora Sonrası Araştırma Burs Programı, Dokuz Eylül University, Turkey, August 2023

TUBITAK Project, 2209-A - Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı, Yıldız Technical University, Turkey, October 2022

TUBITAK Project, 2209-A - Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı, Usak University, Turkey, October 2022

TUBITAK Project, 2209-A - Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı, Mugla Sıtkı Kocman University, Turkey, October 2022

TUBITAK Project, 2209-A - Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı, Yıldız Technical University, Turkey, October 2022

TUBITAK Project, 2209-A - Üniversite Öğrencileri Araştırma Projeleri Destekleme Programı, Kastamonu University, Turkey, October 2022

21. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), March 2022
21. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), March 2022
21. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), March 2022
21. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), March 2022
TUBITAK Project, 1002 - Quick Support Program, Middle East Technical University, Turkey, March 2022
EUROPEAN JOURNAL OF INNOVATION MANAGEMENT, Journal Indexed in SSCI, January 2022
TUBITAK Project, 1005 - National New Ideas and Products Research Support Program, Ankara University, Turkey, January 2022
EUROPEAN JOURNAL OF INNOVATION MANAGEMENT, Journal Indexed in SSCI, July 2021
PPAD Pazarlama Kongresi 2021, Conference Paper (Abstract), June 2021
PPAD Pazarlama Kongresi 2021, Conference Paper (Full Text), June 2021
20. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), April 2021
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, National Scientific Refreed Journal, April 2021
Uluslararası Yönetim İktisat ve İşletme Dergisi, National Scientific Refreed Journal, December 2020
EUROPEAN JOURNAL OF INNOVATION MANAGEMENT, Journal Indexed in SSCI, November 2020
INTERNATIONAL JOURNAL OF INNOVATION AND TECHNOLOGY MANAGEMENT, Journal Indexed in ESCI, August 2020
AKDENİZ İİBF DERGISİ, National Scientific Refreed Journal, April 2020
19. Uluslararası İşletmecilik Kongresi, Conference Paper (Full Text), April 2020
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, February 2020
INTERNATIONAL JOURNAL FOR QUALITY RESEARCH, Journal Indexed in ESCI, February 2020
Uluslararası Yönetim İktisat ve İşletme Dergisi, National Scientific Refreed Journal, November 2019
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, January 2019

Tasks In Event Organizations

Demirel B., DEÜ İklimDE Projesi Danışmanlar Çalıştayı, Workshop Organization, Turkey, Şubat 2018
Demirel B., 20. Uluslararası Kalite Fonksiyon Göçerimi Sempozyumu, Scientific Congress, İstanbul, Turkey, Eylül 2014
Duman S., Demirel B., Third Biennial International Conference on Services Marketing: "Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services", Scientific Congress, Turkey, Eylül 2011
Çakar U., Duman S., DEMİREL B., 10. Ulusal İşletmecilik Kongresi, Scientific Congress, İzmir, Turkey, Mayıs 2011
Demirel B., 15. Ulusal Pazarlama Kongresi, Scientific Congress, İzmir, Turkey, Ekim 2010
Demirel B., GÜNLÜ KÜÇÜKALTAN E., II. Ulusal Kalite Fonksiyon Göçerimi Sempozyumu, Scientific Congress, İzmir, Turkey, Mart 2008
Demirel B., 11TH INTERNATIONAL SYMPOSIUM ON QUALITY FUNCTION DEPLOYMENT, Scientific Congress, Aydın, Turkey, Eylül 2005
Demirel B., I. ULUSAL KALİTE FONKSİYON GÖÇERİMİ SEMPOZYUMU, Scientific Congress, Turkey, Nisan 2002

Metrics

Publication: 51
Citation (WoS): 30
Citation (Scopus): 78
H-Index (WoS): 4
H-Index (Scopus): 4

Congress and Symposium Activities

ISQFD 2021, Attendee, Aachen, Germany, 2021

17th International Logistics and Supply Chain Congress, Attendee, İstanbul, Turkey, 2019
10th INTERNATIONAL CONGRESS ON ENTREPRENEURSHIP, Attendee, Manisa, Turkey, 2019
Izmir International Congress on Economics and Administrative Sciences IZCEAS , Attendee, İzmir, Turkey, 2018
Izmir International Congress on Economics and Administrative Sciences IZCEAS , Session Moderator, İzmir, Turkey, 2018
7th Global Conference on Global Warming, Attendee, İzmir, Turkey, 2018

Scholarships

Doktora Sonrası Araştırma Bursu, YOK, 2012 - 2012

Awards

Demirel B., Duman S., İlham Veren Kamu Yönetimi Proje Ödülü, Kalder, March 2023
Demirel B., Türkiye Araştırmacılar Derneği (TÜAD) Altın Baykuş Ödülü (Sosyal Kategori), Türkiye Araştırmacılar Derneği (Tüad), September 2019
Demirel B., TÜBİTAK 2238 Girişimcilik ve Yenilikçilik Yarışması Bölge Sergisi Üçüncülüğü Proje Danışmanlığı Ödülü, Tübitak, November 2018
Demirel B., Uluslararası Bilimsel Yayınları Teşvik Programı Yayın Teşvik Ödülü, Tübitak, November 2009