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Yoksis Araştırmacı ID: 42684

Eğitim Bilgileri

Doktora, Dokuz Eylül Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (Dr), Türkiye 2004 - 2009

Yüksek Lisans, Dokuz Eylül Üniversitesi, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), Türkiye 2002 - 2004

Lisans, Dokuz Eylül Üniversitesi, İşletme Fakültesi, İşletme Bölümü, Türkiye 1997 - 2002

Yabancı Diller

İngilizce, C1 İleri

Almanca, C1 İleri

Yaptığı Tezler

Doktora, İhracat pazarlama karması kararları için bilgi ihtiyaçlarının belirlenmesi: Kuru incir ihracatçıları üzerinde bir uygulama, Dokuz Eylül Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (Dr), 2009

Yüksek Lisans, İhracatçı firmaların Avrupa Birliği'xxnde pazar bölümlenme stratejisi uygulamalarının değerlendirilmesi: Tariş uygulaması, Dokuz Eylül Üniversitesi, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), 2004

Araştırma Alanları

Pazarlama

Akademik Unvanlar / Görevler

Prof. Dr., Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2023 - Devam Ediyor

Doç. Dr., Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2014 - 2023

Yrd. Doç. Dr., Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2011 - 2014

Öğretim Görevlisi Dr., Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2011 - 2011

Akademik İdari Deneyim

İntibak/Muafiyet Komisyonu Üyesi, Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2020 - Devam Ediyor

Staj Komisyonu Üyesi, Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2014 - Devam Ediyor

Anabilim/Bilim Dalı Başkanı, Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2021 - 2023

Erasmus Programı Bölüm Koordinatörü, Dokuz Eylül Üniversitesi, İşletme Fakültesi, İngilizce İşletme Bölümü, 2012 - 2019

Verdiği Dersler

Industrial Marketing, Yüksek Lisans, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2017 - 2018, 2016 - 2017, 2014 - 2015, 2012 - 2013

Field study, Yüksek Lisans, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017

Thesis, Yüksek Lisans, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017

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Business-to-Business Markets, Lisans, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012

Services Marketing, Lisans, 2021 - 2022, 2020 - 2021, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013

Marketing Theory, Doktora, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Seminar in Marketing Trends, Doktora, 2021 - 2022, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Principles of Marketing, Lisans, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2012 - 2013

Stakeholder Relationship Management, Lisans, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Seminar in International Marketing, Doktora, 2021 - 2022, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014

Marketing Decision Making, Lisans, 2018 - 2019

Strategic Marketing Management, Yüksek Lisans, 2016 - 2017, 2015 - 2016, 2014 - 2015

Marketing in the Digital Age, Yüksek Lisans, 2013 - 2014

Advertising Management, Lisans, 2013 - 2014, 2012 - 2013, 2011 - 2012

Business Policy , Lisans, 2011 - 2012

Social Responsibility Project , Lisans, 2011 - 2012, 2010 - 2011

Consumer Behavior, Lisans, 2011 - 2012

Export Marketing and the Firm's Decision Process, Lisans, 2011 - 2012

Principles of Business Administration , Lisans, 2012 - 2013, 2011 - 2012

Global Market Analysis, Lisans, 2012 - 2013

Communication Skills , Lisans, 2011 - 2012

Temel İşletme, Lisans, 2011 - 2012

International Logistics and Supply Chain Management , Lisans, 2011 - 2012

Yönetilen Tezler

Aykol B., Country Image as a Tool for Building Successful International Relationships for Turkish Exporters: The Case of Turkish Textile and Apparel Industry, Doktora, Ç.Önsal(Öğrenci), 2024

Aykol B., Antecedents and Outcomes of Consumer Country of Origin Perceptions Within The Service Industry, Doktora, I.CEREN(Öğrenci), 2023

AYKOL B., Antecedents and outcomes of consumers' country of origin perception in the service industry, Doktora, I.CEREN(Öğrenci), 2023

- Aykol B., ANTECEDENTS AND OUTCOMES OF "WASTA" WITHIN THE CONTEXT OF ARAB INTERNATIONAL BUSINESS RELATIONSHIPS, Doktora, M.Orra(Öğrenci), 2022
- AYKOL B., Antecedents and outcomes of 'Wasta' within the context of Arab international business relationships, Doktora, M.ORRA(Öğrenci), 2022
- AYKOL B., Cultural drivers of service quality: An empirical study in the hotel industry, Yüksek Lisans, E.HABİF(Öğrenci), 2017
- AYKOL B., Termination of export operations: Antecedents, process and outcomes, Yüksek Lisans, S.BAKIŞ(Öğrenci), 2016

Tezsiz Lisansüstü Danışmanlıkları

- Aykol B., INTERNATIONALIZATION PROCESS IN SMALL AND MEDIUM SIZED FAMILY BUSINESSES: AN IN-DEPTH CASE STUDY, Yüksek Lisans-Tezsiz, H.Erdem(Öğrenci), 2024

SCI, SSCI ve AHCI İndekslerine Giren Dergilerde Yayınlanan Makaleler

- I. **Research on country-of-origin perceptions: review, critical assessment, and the path forward**
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JOURNAL OF INTERNATIONAL BUSINESS STUDIES, cilt.55, ss.285-302, 2024 (SSCI)
- II. **Being creative under the Covid-19 pandemic crisis: the role of effective inter-organizational relationship management**
Leonidou L. C., Aykol B., Fotiadis T. A., Marinova S., Christodoulides P.
INTERNATIONAL MARKETING REVIEW, cilt.40, sa.5, ss.981-1011, 2023 (SSCI)
- III. **Hindrances and outcomes of social bonding in exporter-importer relationships: The moderating role of formal contracting and ethical climate**
Leonidou L. C., AYKOL B., Fotiadis T. A., Christodoulides P.
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- IV. **A Meta-analysis of the Antecedents and Outcomes of Consumer Foreign Country Image Perceptions: The Moderating Role of Macro-level Country Differences**
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- V. **Effective Small and Medium-Sized Enterprise Import Strategy: Its Drivers, Moderators, and Outcomes**
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- VI. **TV series adaptations and their repercussions on consumers: insights from two complementary qualitative analyses**
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- VII. **Unveiling the infidelity problem in exclusive manufacturer-distributor relationships: A dyadic perspective**
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PSYCHOLOGY & MARKETING, cilt.38, sa.11, ss.2122-2141, 2021 (SSCI)
- VIII. **Enhancing International Buyer-Seller Relationship Quality and Long-Term Orientation Using Emotional Intelligence: The Moderating Role of Foreign Culture**
Leonidou L. C., Aykol B., Larimo J., Kyrgidou L., Christodoulides P.
MANAGEMENT INTERNATIONAL REVIEW, cilt.61, sa.3, ss.365-402, 2021 (SSCI)
- IX. **AUTHENTICITY AS A CONTRIBUTOR TO SATISFACTION WITH ARTS EVENTS: THE MODERATING ROLE OF INVOLVEMENT**
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ATMOSPHERIC TURN IN CULTURE AND TOURISM: PLACE, DESIGN AND PROCESS IMPACTS ON CUSTOMER

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- X. **The Role of Exporters' Emotional Intelligence in Building Foreign Customer Relationships**
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- XI. **The power roots and drivers of infidelity in international business relationships**
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- XII. **Exporter-importer business relationships: Past empirical research and future directions**
Aykol B., Leonidou L. C.
INTERNATIONAL BUSINESS REVIEW, cilt.27, sa.5, ss.1007-1021, 2018 (SSCI)
- XIII. **Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies**
Leonidou L. C., Aykol B., Hadjimarcou J., Palihawadana D.
PSYCHOLOGY & MARKETING, cilt.35, sa.5, ss.341-356, 2018 (SSCI)
- XIV. **Betrayal intention in exporter-importer working relationships: Drivers, outcomes, and moderating effects**
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.
INTERNATIONAL BUSINESS REVIEW, cilt.27, sa.1, ss.246-258, 2018 (SSCI)
- XV. **Flow within theatrical consumption: The relevance of authenticity**
Aykol B., Aksatan Kaplanseren M., İpek İ.
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- XVI. **Antecedents and Consequences of Infidelity in Cross-Border Business Relationships**
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.
JOURNAL OF INTERNATIONAL MARKETING, cilt.25, sa.1, ss.46-71, 2017 (SSCI)
- XVII. **Betrayal in international buyer-seller relationships: Its drivers and performance implications**
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- XVIII. **Dynamic capabilities driving an eco-based advantage and performance in global hotel chains: The moderating effect of international strategy**
Leonidou L. C., Leonidou C. N., Fotiadis T. A., Aykol B.
TOURISM MANAGEMENT, cilt.50, ss.268-280, 2015 (SSCI)
- XIX. **Researching the Green Practices of Smaller Service Firms: A Theoretical, Methodological, and Empirical Assessment**
Aykol B., Leonidou L. C.
JOURNAL OF SMALL BUSINESS MANAGEMENT, cilt.53, sa.4, ss.1264-1288, 2015 (SSCI)
- XX. **Exploring the theoretical foundations of the exporter-importer relationship research**
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RESEARCH HANDBOOK ON EXPORT MARKETING, ss.405-430, 2014 (SSCI)
- XXI. **Antecedents and Outcomes of Exporter-Importer Relationship Quality: Synthesis, Meta-Analysis, and Directions for Further Research**
Leonidou L. C., Samiee S., Aykol B., Talias M. A.
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- XXII. **Research on the Import Activities of Firms 1960-2010 Review, Assessment, and Future Directions**
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- XXIII. **Setting the Theoretical Foundations of Importing Research: Past Evaluation and Future Perspectives**
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- I. **The Profile of Research on Exporter-Importer Relationships: A Chronological Analysis**
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- II. **Akış Teorisinin Müze Ziyaretlerine Uygulanabilirliğine Dair Kavramsal Bir Model ve Araştırma Önerileri**
Aykol B., Aksatan M.
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- III. **İHRACAT PAZARLAMA KARMASI KARARLARI İÇİN BİLGİ GEREKLİLİKLERİ: KURU İNCİR İHRACATÇILARI ÜZERİNDE BİR UYGULAMA**
Aykol B., Tanyeri M.
Ankara Üniversitesi SBF Dergisi, cilt.66, sa.2, ss.35-71, 2011 (Hakemli Dergi)
- IV. **AVRUPA BİRLİĞİ PAZARININ KURU İNCİR İÇİN BÖLÜMLENMESİ:ÖRNEK OLAY ANALİZİ**
AYKOL B.
EGE ACADEMIC REVIEW, cilt.9, sa.2, ss.539-557, 2009 (ESCI)
- V. **lise öğrencilerinin alışveriş merkezi gereksinimlerinin kano modeli ile sınıflandırılması izmir ili uygulaması**
İLTER B., ÖZGEN Ö., AYKOL B.
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi,, sa.8/2/141-162/2007, ss.2007, 2009 (Hakemli Dergi)
- VI. **Attitudes towards Purchasing from Foreign Apparel Retailers The Effects of Age and Foreign Country Visits**
İLTER B., AYKOL B., ÖZGEN Ö.
EGE ACADEMIC REVIEW, sa.9/1/43-60/2009, ss.2009, 2009 (ESCI)
- VII. **15 19 Yaş Grubundaki Tüketiciler Alışveriş Merkezlerini Nasıl Algılıyor İzmir İlinde Bir Uygulama**
İLTER B., ÖZGEN Ö., AYKOL B.
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- VIII. **15 19 yaş grubundaki tüketiciler alışveriş merkezlerini nasıl algılıyor İzmir ilinde bir uygulama**
İLTER B., ÖZGEN Ö., AYKOL B.
İKTİSAT İŞLETME VE FİNANS DERGİSİ, sa.23/266/51-68/2008, ss.8, 2008 (Hakemli Dergi)
- IX. **Lise Öğrencilerinin Alışveriş Merkezi Gereksinimlerinin Kano Modeli ile Sınıflandırılması İzmir İli Uygulaması**
İlter B., Özgen Ö., Aykol B.
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, cilt.8, sa.2, ss.141-162, 2007 (Hakemli Dergi)
- X. **5W s and 1H for Shopping Malls Gender Effect and Teenagers**
İLTER B., ÖZGEN Ö., AYKOL B.
D.E.Ü., Sosyal Bilimler Enstitüsü Dergisi, sa.9/1/474-495/2007, ss.2007, 2007 (Hakemli Dergi)
- XI. **High School Girls Shopping Mall Experiences Perceptions and Expectations A Qualitative Study**
İLTER B., ÖZGEN Ö., AYKOL B.
EGE ACADEMIC REVIEW, cilt.6, sa.1, ss.107-120, 2006 (ESCI)
- XII. **Süpermarket İmaj Kriterlerinin Değerlendirmesi İzmir İli Uygulaması**
İlter B., Özgen Ö., Aykol B.
Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi, cilt.10, sa.1, ss.131-148, 2005 (Hakemli Dergi)

Kitap & Kitap Bölümleri

- I. **Corporate social responsibility response strategies to COVID-19**
Leonidou L. C., Aykol B., Eteokleous P., Voskou A.
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- II. **Internal and external drivers of an ethical international marketing strategy: Implications on reputational advantage and performance**

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- III. **Authenticity as a Contributor to Satisfaction with Arts Events: The Moderating Role of Involvement**
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- IV. **Advances in global marketing: A research anthology**
Leonidou L. C. (Editör), Katsikeas C. S. (Editör), Samiee S. (Editör), Aykol B. (Editör)
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- V. **International Marketing Research: A State-of-the-Art Review and the Way Forward**
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- VI. **Exploring the theoretical foundations of exporter-importer relationship research**
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Hakemli Kongre / Sempozyum Bildiri Kitaplarında Yer Alan Yayınlar

- I. **Managing effectively hotel-travel agent relationships under an exogenous crisis: Its impact on end-customer satisfaction**
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- II. **DYNAMIC CAPABILITIES DRIVING IMPORT PLANNING EFFECTIVENESS AND PERFORMANCE CONSEQUENCES**
Leonidou L. C., Paliawadana D., Aykol B., Nilssen F., Christodoulides P.
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- III. **Dynamic Capabilities Research in International Marketing: Taxonomy and Nomological Networks of Three Pillars**
Dayanğan Ç., Aykol B.
AIB 2023 Warsaw Conference, Warszawa, Polonya, 5 - 09 Temmuz 2023, ss.1
- IV. **Power Dynamics and Social Bonding in Exporter-Importer Relationships: The Moderating Role of Emotion Regulation**
Leonidou L. C., Aykol B., Nilssen F., Christodoulides P.
Academy of Marketing 2023 Conference, Birmingham, İngiltere, 3 - 06 Temmuz 2023
- V. **A systematic review of dynamic capabilities research in international marketing: Methodology, theory and nomological network**
Dayanğan Ç., Aykol B.
2023 EMAC Annual Conference, Odense, Danimarka, 23 - 26 Mayıs 2023
- VI. **Emotional intelligence, power dynamics, and long-term orientation in exporter-importer relationships: The moderating role of interdependence and incompatibility**
Leonidou L. C., Aykol B., Christodoulides P.
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- VII. **Boosting Inter-Organizational Creativity in the Hotel Industry During the Coronavirus Crisis: The Role of Relational Factors**
Leonidou L. C., Aykol B., Fotiadis T. A., Marinova S., Christodoulides P.
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- VIII. **Six Decades of Research on Consumer Country-of-Origin Perceptions: A Critical Review**
Leonidou L. C., Samiee S., Katsikeas C. S., Aykol B.

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- IX. **THE ROLE OF ORGANIZATIONAL CAPABILITIES IN DRIVING STRATEGIC IMPORT PLANNING EFFECTIVENESS: PERFORMANCE CONSEQUENCES**
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- X. **Exporters' use of emotional intelligence to sustain quality relationships with foreign customers**
Leonidou L. C., Aykol B., Larimo J., Kyrgidou L., Christodoulides P.
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- XI. **Antecedents and outcomes of import strategy: The moderating role of competitive intensity and strategic pro-activeness**
Leonidou L. C., Palihawadana D., Aykol B., Christodoulides P.
34th IMP-conference, Amparai, Sri Lanka, 2 - 05 Aralık 2018, ss.1-11
- XII. **Infidelity in inter-organizational marketing relationships: An application of the marital metaphor**
Leonidou L. C., Aykol B., Hadjimarcou J., Palihawadana D.
34th Annual Industrial Marketing Purchasing Conference, Marseille, Fransa, 4 - 07 Eylül 2018, ss.1-8
- XIII. **A meta-analysis of power in buyer-seller relationships**
Leonidou L. C., Katsikeas C. S., Aykol B., Korfiatis N.
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- XIV. **A meta-analysis of the link between power, conflict, opportunism, and satisfaction in business-to-business relationships**
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- XV. **Antecedents and outcomes of consumer country-of-origin perceptions: A meta-analysis**
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- XVI. **Forty years of research on exporter-importer relationships: A review**
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- XVII. **TV Series Adaptations and Their Repercussions on Consumers: A Qualitative Analysis**
Aykol B., İpek İ., Bıçakcıoğlu N.
AMA Global Marketing SIG Conference (2018), Zakynthos, Yunanistan, 21 - 23 Mayıs 2018
- XVIII. **How Does Authenticity Influence The Tourist Flow State? An Empirical Study within a Heritage Visit Context**
AYKOL B., AKSATAN M., SEL Z. G., İPEK İ.
22. Pazarlama Kongresi, Trabzon, Türkiye, 28 - 30 Eylül 2017, ss.237-241
- XIX. **Betrayal dynamics in buyer-seller relationships**
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- XX. **The role of emotional intelligence in reducing infidelity incidents in exporter-importer relationships**
Leonidou L. C., Aykol B., Larimo J., Christodoulides P.
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- XXI. **Emotional intelligence as a facilitator of long-term orientation in exporter-importer relationships**
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- XXII. **Examining the interplay between the dark side and the bright side of the exporter-importer relationship: performance implications**
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- XXIII. **Betrayal Intention in International Business Relationships: Temporal and Contractual Moderating Effects (An Abstract)**

- Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.
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- XXIV. **Audience in Flow: The Role of Authenticity (An Extended Abstract)**
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- XXV. **Kültürel Miras Alanı Ziyaretinde Kaçış Ziyaretçilerin Eğitim ve Kaçış Deneyimlerinin Etkileri**
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