

Asst. Prof. Diren BULUT

Personal Information

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Education Information

Doctorate, İstanbul Üniversitesi, Institute of Social Sciences, İşletme- Pazarlama, Turkey 2005 - 2012

Post Graduate, İstanbul Üniversitesi, Institute of Social Sciences, İşletme- Pazarlama, Turkey 2002 - 2005

Under Graduate, İstanbul Üniversitesi, School of Business, İşletme (İngilizce İşletme), Turkey 1998 - 2002

Foreign Languages

English, C1 Advanced

French, A1 Beginner

German, B1 Intermediate

Dissertations

Doctorate, Marka Sadakatinde Marka Topluluklarının Rolü Üzerine Bir Pilot Araştırma, Istanbul University, Institute of Social Sciences, İşletme-Pazarlama, 2012

Post Graduate, Çocuklara Yönelik Gıda Grubu Televizyon Reklamlarında Animasyon Tekniğinin Kullanılmasının Marka Hatırlanması Üzerine Etkisi, Istanbul University, Institute of Social Sciences, İşletme-Pazarlama, 2005

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Assistant Professor, Istanbul University, School of Business, Department of Business Administration, 2018 - Continues

Assistant Professor, Istanbul University, School of Business, Department of Business Administration, 2016 - 2018

Research Assistant PhD, İstanbul Üniversitesi, School of Business, Department of Business Administration, 2012 - 2016

Research Assistant, İstanbul Üniversitesi, School of Business, Department of Business Administration, 2004 - 2012

Courses

Advanced Qualitative Research Methods in Management, Doctorate, 2019 - 2020

Marketing Perspectives in Management, Doctorate, 2018 - 2019, 2019 - 2020

Pazarlamada Güncel Kavramalar, Under Graduate, 2017 - 2018
Marketing Strategies, Under Graduate, 2016 - 2017, 2017 - 2018
Marketing Research, Under Graduate, 2017 - 2018
International Marketing, Under Graduate, 2017 - 2018
Principles of Marketing, Under Graduate, 2016 - 2017, 2017 - 2018
Endüstriyel Pazarlama, Post Graduate, 2017 - 2018
Pazarlama İlkeleri, Under Graduate, 2016 - 2017
Pazarlama Stratejileri, Post Graduate, 2016 - 2017
Consumer behavior, Under Graduate, 2016 - 2017, 2017 - 2018
Pazarlama Yönetimi, Post Graduate, 2016 - 2017
Seminer, Doctorate, 2016 - 2017
Qualitative Research, Doctorate, 2017 - 2018
Elektronik Pazarlama, Under Graduate, 2017 - 2018
Marketing Strategies, Post Graduate, 2016 - 2017
Pazarlamada Güncel Kavramalar, Under Graduate, 2016 - 2017
Marketing Communication, Under Graduate, 2016 - 2017
Customer Relationship management, Under Graduate, 2016 - 2017
ADVANCED QUALITATIVE RESEARCH METHODS IN MANAGEMENT , Doctorate, 2016 - 2017
Seminer, Post Graduate, 2016 - 2017
Pazarlama İletişimi, Post Graduate, 2016 - 2017

Advising Theses

BULUT D., X ve Y Jenerasyonun Sahip Oldukları temel Değer Farklılıklarının Marka Değiştirme Niyetleri ile İlişkisinin İncelenmesi, Post Graduate, T.Özgelen(Student), 2019
BULUT D., Tüketici Etnosentrizmi, Menşe Ülke Algılaması ve Tüketici Düşmanlık Hissinin Satın Alma Niyeti İle İlişkisinin İncelenmesi, Post Graduate, D.Akın(Student), 2019

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

- I. **How consumers' consciousness and perception levels affect purchase intention of organic chicken meat in Turkey**
ACAR BOLAT B., Kaygisiz F., BULUT D.
TURKISH JOURNAL OF VETERINARY & ANIMAL SCIENCES, vol.44, no.6, pp.1306-1315, 2020 (Journal Indexed in SCI)

Articles Published in Other Journals

- I. **Social Media Mining and Sentiment Analysis for Brand Management**
GÜRSOY U. T. , BULUT D., Yiğit C.
Global Journal of Emerging Trends in e-Business, Marketing and Consumer Psychology (GJETeMCP) An Online International Research Journal, vol.3, no.1, pp.497-511, 2017 (Refereed Journals of Other Institutions)
- II. **Benefit Segmentation of Internet Users and Their Addictive Behavior**
KURTULUŞ K., KURTULUŞ S., BULUT D.
Yıldız Social Science Review, no.1, pp.21-30, 2016 (International Refereed University Journal)
- III. **SOSYAL OLAYLARIN SİYASAL MARKA KİŞİLİĞİ ÜZERİNDEKİ YANSIMALARI**
Girişken Y., BULUT D., KURTULUŞ S.
Marmara Üniversitesi İ.İ.B.F, vol.37, no.2, pp.285-306, 2015 (International Refereed University Journal)

- IV. **How do consumers perceive a/an logotype/emblem in the advertisements: an eye tracking study**
Girişken Y., BULUT D.
INTERNATIONAL JOURNAL ON STRATEGIC INNOVATIVE MARKETING, vol.1, pp.198-209, 2014 (Refereed Journals of Other Institutions)
- V. **SOCIAL MEDIA IN A DICTIONARY FORMAT: ONLINE COMMUNITY OF eksisozluk.com**
Reinhard K., BULUT D.
Quarterly Review of Business Disciplines, vol.1, no.3, pp.241-253, 2014 (International Refereed University Journal)
- VI. **Consumer perception of fair trade: A cross-cultural study**
BULUT D.
International Journal of Innovation and Sustainable Development, vol.5, no.1, pp.20-34, 2010 (Journal Indexed in ESCI)
- VII. **Corporate social responsibility in culture and art**
BULUT D., Yumrukaya C. B.
Management of Environmental Quality: An International Journal, vol.20, no.3, pp.311-320, 2009 (Journal Indexed in ESCI)

Books & Book Chapters

- I. **Konsolide Edilmiş ICC Reklam ve Pazarlama İletişimi Uygulamaları Kodu**
KURTULUŞ K., KURTULUŞ S., BULUT D.
Icc- Türkiye, İstanbul, 2008
- II. **Televizyon Reklamlarında Marka Hatırlanması Ölçümü**
KURTULUŞ S., BULUT D.
in: Pazarlama Araştırmaları, Kurtuluş K., Editor, Literatür Yayınları, İstanbul, pp.745-771, 2008

Refereed Congress / Symposium Publications in Proceedings

- I. **Between Europe and Orient: City Branding Cases from Turkey**
Bulut Yumrukaya C., BULUT D.
2nd International Branding Conference 2015, Lajeado, Brazil, 1 - 03 October 2015, pp.833-853
- II. **Analyzing Your Brand in Social Media: Web and Text Mining**
BULUT D., GÜRİSOY U. T. , Yiğit C.
2nd International Branding Conference 2015, Lajeado, Brazil, 1 - 03 October 2015, pp.1
- III. **Voluntary Simplicity Intentions over Holiday Choices**
BULUT D.
CRRC Corporate Responsibility Research Conference 2015, Marsilya, France, 16 - 18 September 2015, pp.1
- IV. **Determining the Main Characteristics of Internet Addicts**
KURTULUŞ K., KURTULUŞ S., BULUT D.
The 9th International Multi-Conference on Society, Cybernetics and Informatics, Orlando, Florida, United States Of America, 12 - 15 July 2015, pp.125-130
- V. **Social Media And The Era Of Addiction**
KURTULUŞ S., BULUT D., KURTULUŞ K.
8th International Multi-Conference on Society, Orlando, United States Of America, 15 - 18 July 2014, pp.110-115
- VI. **Social Media and the Era of Addiction**
Kurtuluş K., KURTULUŞ S., BULUT D.
8th International Multi-Conference on Society, Cybernetics and Informatics, Orlando Florida, United States Of America, 15 - 18 July 2014, vol.1, no.1, pp.110-115
- VII. **Social Media in a dictionary format: Online Community of eksisozluk.com**
BULUT D., Reinhard K.

26th IABD Annual Conference, San Diego, United States Of America, 10 - 12 April 2014, pp.37-38

- VIII. **Remodeling the Customer Satisfaction Through Service Quality in Banking Industry with CATREG Analysis**
BULUT D., ARICIGİL ÇİLAN Ç.
2nd International Conference on Strategic Innovative Marketing, Prag, Czech Republic, 13 - 17 September 2013, pp.35
- IX. **Discovering The Customers See From Your Logo/Emblem: An Eye Tracking Study**
Girişken Y., BULUT D.
2nd International Conference on Strategic Innovative Marketing, Prag, Czech Republic, 13 - 17 September 2013, pp.42
- X. **CSR and Service Quality Perceptions in Airline Business and Effects on the Customer Satisfaction**
BULUT D.
CRRC Corporate Responsibility Research Conference 2013, Graz, Austria, 11 - 13 September 2013, pp.1
- XI. **Multiple Buying Behavior as An Indicator of Brand Loyalty: An Association Rule Application**
BULUT D., GÜRSOY U. T. , Kurtuluş K.
13th Industrial Conference on Data Mining ICDM 2013, New Jersey, United States Of America, 16 - 21 July 2013, pp.193-204
- XII. **Ethnography & Netnography in Marketing Research**
BULUT D.
3rd International Conference: Quantitative and Qualitative Methodologies in the Economic & Administrative Sciences (Q.M.E.A.S 2013), Atina, Greece, 23 - 24 May 2013, pp.448-551
- XIII. **B2C Market Segment Evaluation Using The AHP Based Simulation Approach For The Automobile Sector**
Bulut D., Tolun S.
3rd International Conf. on Quantitative and Qualitative Methodologies in the Economic and Administrative Sciences, Athens, Greece, 23 - 24 May 2013, pp.1-10
- XIV. **From Earth to Table: A Cross Cultural Study on Wine Consumption Habits**
BULUT D.
LUPCON European Marketing Conference, Germany, 1 - 04 October 2012, pp.1
- XV. **Consumer Perception of Fair Trade: A Cross-cultural Study**
BULUT D.
CRRC Corporate Responsibility Research Conference 2009, Finland, 1 - 04 December 2009, pp.849-861
- XVI. **Corporate Social Responsibility Programs in Turkey: A Content Analysis**
YÜKSEL C. A. , BULUT D., TÜZÜNER V. L.
CRRC Corporate Responsibility Research Conference 2008, United Kingdom, 1 - 04 December 2008, pp.1-14
- XVII. **Corporate Social Responsibility in Culture and Art**
BULUT D., Bulut Yumrukaya C.
CRRC Corporate Responsibility Research Conference 2008, United Kingdom, 1 - 04 December 2008, pp.1-21
- XVIII. **Understanding Unethical Consumer Behavior**
YÜKSEL C. A. , Bulut D.
INTERNATIONAL CONFERENCE ON BUSINESS AND ECONOMY, Romania, 1 - 04 November 2008, pp.1
- XIX. **Exploring the Differences Between Heavy and Light Users of Internet News Websites**
KURTULUŞ S., KURTULUŞ K., BULUT D.
7th International Marketing Trends Congress, Venice, Italy, 1 - 04 February 2008, pp.1-25
- XX. **Determining The Differences Between Private and Manufacturers' Brand Detergent Users**
YÜKSEL C. A. , BULUT D.
3rd International Conference on Business, Management and Economics (ICBME), Turkey, 1 - 04 December 2007, vol.2, pp.69-84
- XXI. **Çocuklara Yönelik Reklamlarda Animasyon ve Hatırlama İlişkisi**
KURTULUŞ S., BULUT D.
11. Ulusal Pazarlama Kongresi, İzmir, Turkey, 1 - 04 November 2006, pp.267-290

Other Publications

- I. **Konsolide Edilmiş ICC Reklam ve Pazarlama İletişimi Uygulamaları**
BULUT D., ÖZEN H., BOZBAY Z.
Other, pp.1-58, 2008

Supported Projects

GÜRSOY U. T. , BULUT D., Project Supported by Higher Education Institutions, Metin Madenciliği ile Sosyal Medyada Marka Yönetimi, 2015 - 2017

Activities in Scientific Journals

Istanbul Management Journal, Editor, 2018 - Continues
İstanbul Üniversitesi İşletme Fakültesi Dergisi, Publication Committee Member, 2016 - 2018

Memberships / Tasks in Scientific Organizations

INTERNATIONAL CONFERENCE ON STRATEGIC INNOVATIVE MARKETING AND TOURISM (ICSIMAT) 2018, Member, 2018 - Continues
2nd International Conference on Strategic Innovative Marketing, Member, 2013 - 2013

Scientific Refereeing

İlişikte, Maliye ve Finans Yazıları Dergisi, National Scientific Refreed Journal, June 2017
ULUSLARARASI İKTİSADİ VE İDARİ İNCELEMELER DERGİSİ, National Scientific Refreed Journal, February 2017
European Management Review, Journal Indexed in SSCI, August 2016

Citations

Total Citations (WOS):7
h-index (WOS):1

Scholarships

Konferans katılım Bursu, Other International Organizations, 2008 - Continues