

Res. Asst. Merve KIR

Personal Information

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International Researcher IDs

ORCID: 0000-0001-8883-180X

Publons / Web Of Science ResearcherID: AAD-8181-2020

Yoksis Researcher ID: 314099

Education Information

Doctorate, Istanbul University, Institute of Social Sciences, İktisat Bölümü, Turkey 2022 - Continues

Postgraduate, Galatasaray University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2019 - 2022

Undergraduate, Yıldız Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2015 - 2019

Foreign Languages

English, C1 Advanced

Research Areas

Management

Academic Titles / Tasks

Research Assistant, Istanbul University, Faculty of Economics, Department of Business Administration, 2020 - Continues

Books & Book Chapters

I. Enflasyonist Ortamda Toplumun Ekonomi Gündemi: Boylamsal Bir Araştırma

KIR M., NASIR S.

in: DİJİTALLEŞME, EKONOMİ VE FİNANS, Kaplan Fatih, İpek Egemen, Editor, Nobel Akademik Yayıncılık, pp.49-69, 2023

II. Profiling the Citizens Based on Their Offline and Online Political Participation Level

Nasır S., Şahin O., Kir M.

in: Global Dimensions of Democracy and Human Rights: Problems and Perspectives, Nika Chitadze, Editor, IGI Global, Pennsylvania, pp.214-230, 2022

III. Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri

Kir M., Nasır S.

in: Dijitalleşme Çağda İşletme ve Ekonomi Alanında Güncel Çalışmalar, Eyüpoğlu Sinem,Çiçek Ercan, Editor, Necmettin Erbakan Üniversitesi Yayınları, Konya, pp.135-156, 2022

Refereed Congress / Symposium Publications in Proceedings

- I. **Enflasyonist Ortamda Toplumun Ekonomi Gündemi: Boylamsal Bir Araştırma**
Kir M., Nasır S.
3 rd International Congress on Digital Business, Management & Economics, Mersin, Turkey, 8 - 09 September 2023
- II. **The Effects of Green Marketing Mix on the Green Purchasing Behavior of Generation Z**
Kir M., Kazan H.
5 th INTERNATIONAL SOCIAL AND ECONOMIC RESEARCH STUDENT CONGRESS, Konya, Turkey, 22 - 23 December 2022, pp.41
- III. **Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri**
Nasır S., Kir M.
2ND INTERNATIONAL CONGRESS ON DIGITAL BUSINESS, MANAGEMENT & ECONOMICS, Mersin, Turkey, 9 - 11 September 2022, pp.273-274
- IV. **Covid-19 Salgını ile Birlikte Değişen Tüketici Davranışları ve Pazarlama Uygulamaları**
Kir M., Nasır S.
3rd International Conference on Global Competition and Innovation Management, İstanbul, Turkey, 16 - 18 September 2021, pp.1-4
- V. **Enflasyon Rakamları ile İlgili Toplumun Ekonomi ve Siyaset Gündeminin İncelenmesi**
NASIR S., KIR M.
3rd CEO Congress, Ukraine, 24 December 2021
- VI. **User anxiety as an external variable of technology acceptance model: A meta-analytic study**
TURAN A., Kir M.
3rd World Conference on Technology, Innovation and Entrepreneurship, WOCTINE 2019, İstanbul, Turkey, 21 - 23 June 2019, vol.158, pp.715-724

Tasks In Event Organizations

Kazan H., Kaplan M., Sümer K. K., Saygılı A. Ç., Saldanlı A., Şişmanoğlu E., Coşkun S. S., İrengün O., Uzun S., Korkmaz Z., et al., 3rd International Conference on Global Competition and Innovation Management, Scientific Congress, İstanbul, Turkey, Eylül 2021

Kazan H., Kaplan M., Sümer K. K., Saygılı A. Ç., Baykal M., Saldanlı A., Şişmanoğlu E., Avunduk Z. B., İrengün O., Coşkun S. S., et al., 2nd International Conference on Global Competition and Innovation Management, Scientific Congress, İstanbul, Turkey, Nisan 2020

Metrics

Publication: 9

Citation (Scopus): 8

H-Index (Scopus): 1

Non Academic Experience

Pikan Ajans

HD Holding

Marport Liman İşletmeleri