

Asst. Prof. Merve SAMIOĞLU



Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: AAT-8703-2020

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Education Information

Postgraduate, Istanbul University, Institute of Social Sciences, Ekonometri Abd, Turkey

2009 - 2012

Undergraduate, Istanbul University, Faculty Of Economics, Türkçe İktisat, Turkey 2005 -

2009

Foreign Languages

English, C1 Advanced

French, C1 Advanced

Dissertations

Doctorate, The Heuristics Affecting Consumer Buying Decision Processes: The Role of Cognitive Biases On Brand Loyalty Proneness, Istanbul University, Institute of Social Sciences, İktisat Bölümü, 2020

Postgraduate, Yapısal Eşitlik Modellemesi ve Entelektüel Sermaye Üzerine Bir Uygulama, Istanbul University, Institute of Social Sciences, Ekonometri Abd, 2012

Research Areas

Management, Quantitative Methods, Economics, Social Sciences and Behavioral Sciences, Statistics, Probability Theory, Stochastic Processes, Statistics

Academic Titles / Tasks

Assistant Professor, Istanbul University, Faculty Of Political Sciences, Department Of Business Administration, 2023 - Continues

Research Assistant PhD, Istanbul University, Faculty of Political Sciences, Department of Business Administration, 2011 - Continues

Courses

Mathematics, Undergraduate, 2021 - 2022
Mathematics, Undergraduate, 2021 - 2022
Mathematics, Undergraduate, 2021 - 2022

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Embedding virtual manipulatives into middle school mathematics curriculum**
SAMİOĞLU M., Siniksaran E.
Anthropologist, vol.25, no.3, pp.207-213, 2016 (SCI-Expanded)

Books & Book Chapters

- I. **Marka Sadakati Eğiliminde Bilişsel Yanılgıların Rolü**
Samioğlu M.
Türkmen Kitabevi, İstanbul, 2023
- II. **Rethinking Business**
Özbebek Tunç A. (Editor), Yurder Y. (Editor), Samioğlu M. (Editor)
Türkmen Kitabevi, İstanbul, 2021
- III. **Experiences From an Introductory Statistics Course Based on an Applet-Based Technology**
Samioğlu M.
in: Handbook of Research on Managing and Designing Online Courses in Synchronous and Asynchronous Environments, Gürhan Durak, Serkan Çankaya, Editor, IGI Global Publications, Pennsylvania, pp.436-454, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. **An Analysis on the Reputation Indicators of Times Higher Education Ranking System**
Samioğlu M.
6th INTERNATIONAL APPLIED SOCIAL SCIENCES CONGRESS, İzmir, Turkey, 10 - 12 November 2022, pp.353
- II. **An Analysis on Times Higher Education Ranking System: Which Indicators Are the Most Related Ones?**
Samioğlu M.
6th INTERNATIONAL APPLIED SOCIAL SCIENCES CONGRESS, İzmir, Turkey, 10 - 12 November 2022, pp.348
- III. **Examining The Attitude Towards Mathematics: An Exploratory Study On University Students**
Samioğlu M.
3rd INTERNATIONAL SCIENTIFIC RESEARCH AND INNOVATION CONGRESS , İstanbul, Turkey, 26 - 27 August 2022, pp.728
- IV. **Investigating The Statistics Anxiety: A Study On University Students**
Samioğlu M.
3rd INTERNATIONAL SCIENTIFIC RESEARCH AND INNOVATION CONGRESS, İstanbul, Turkey, 26 - 27 August 2022, pp.729
- V. **Web Sitelerindeki Kullanıcı Yorumlarının Duygu Analizi ile İncelenmesi: Booking.com Üzerine Bir Örnek**
Samioğlu M.
I. Ulusal Uygulamalı Sosyal Bilimler Kongresi (C-IASOS), İzmir, Turkey, 22 - 24 October 2020, pp.250
- VI. **Marka Sadakati: En Çok Hangi Ürün Ya Da Hizmetlere Sadığız?**
SAMİOĞLU M.

3rd International Applied Social Sciences Congress, İzmir, Turkey, 4 - 06 April 2019, pp.1098

- VII. **Marka Kişilik Boyutlarının Kişilik Tiplerine Göre Markadan Etkilenme Etkisine İlişkin Bir Analiz**
Ovalı Z., İncedal B., Çavdar M., Koçan A., Samioğlu M.

17th INTERNATIONALLY PARTICIPATED BUSINESS CONGRESS, İzmir, Turkey, 26 - 28 April 2018, pp.242-257

- VIII. **THE ROLE OF STATUS QUO BIAS ON TECHNOLOGY ACCEPTANCE MODEL : AN APPLICATION ON E-BOOK TECHNOLOGY**

SAMİOĞLU M., YURDER Y.

17. ULUSLARARASI KATILIMLI İŞLETMECİLİK KONGRESİ, İzmir, Turkey, 26 - 28 April 2018, pp.1-6

- IX. **Entelektüel Sermaye ve Firma Performansı İlişkisi Üzerine Bir Çalışma**

SINIKSARAN İ. E., SAMİOĞLU M.

1. Uluslararası Entelektüel Sermayenin Ölçülmesi Ve Raporlanması Sempozyumu, Turkey, 1 - 04 July 2012, pp.2-11

Episodes in the Encyclopedia

- I. **Times Higher Education (THE) World University Rankings**
Samioğlu M.
Wolfram Research, Inc. , pp.1, 2023
- II. **Academic Ranking of World Universities (ARWU) World University Rankings**
Samioğlu M.
Wolfram Research, Inc. , pp.1, 2023
- III. **Quacquarelli Symonds (QS) World University Rankings**
Samioğlu M.
Wolfram Research, Inc. , pp.1, 2023
- IV. **Urn Sampling with or without Replacement**
Sınıksaran İ. E., Samioğlu M.
Wolfram Research, Inc. , pp.1, 2011

Supported Projects

Altuna O., Sınıksaran İ. E., Satman M. H., Samioğlu M., Technopark, COGBIAS: BİLİŞSEL KUSURLARIN TEŞHİSİNDE MAKİNE ÖĞRENME TEMELLİ BİR YAZILIM, 2020 - 2021

Scientific Refereeing

Yükseköğretim Dergisi, National Scientific Refreed Journal, January 2019

Metrics

Publication: 17

Citation (Scopus): 1

H-Index (Scopus): 1

Congress and Symposium Activities

3rd International Applied Social Sciences Congress, Attendee, İzmir, Turkey, 2019

1. Uluslararası Entelektüel Sermayenin Ölçülmesi Ve Raporlanması Sempozyumu, Attendee, İstanbul, Turkey, 2012