

Prof. Süphan NASIR



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International Researcher IDs

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Publons / Web Of Science ResearcherID: AAD-7907-2020

ScopusID: 8551675300

Yoksis Researcher ID: 111162

Education Information

Doctorate, Istanbul University, Sosyal Bilimler Enstitüsü/İşletme Fakültesi, Pazarlama, Turkey 2002 - 2005

Postgraduate, Isik University, Institute Of Social Sciences, İşletme/Mba, Turkey 2001 - 2002

Undergraduate, Bogazici University, Fen-Edebiyat Fakültesi Sosyoloji Bölümü, Sosyoloji, Turkey 1995 - 1999

Biography

Prof. Dr. Süphan Nâsır graduated from Boğaziçi University, Department of Sociology and completed his PhD in Marketing at Istanbul University. In 2008, she was appointed as an Assistant Professor at Istanbul University, Faculty of Economics, Department of Business Administration, where she was promoted to Associate Professor in 2009 and Professor in 2014. Since 2009, Mr. Nasser has been the Head of the Department of Marketing at the Department of Business Administration, Faculty of Economics, Istanbul University.

She was the editor-in-chief of the International Journal of E-Entrepreneurship and Innovation between 2010 and 2014 and the editor of the ESCI indexed International Journal of Higher Education between 2010 and 2022. Süphan Nasır has two SCOPUS indexed international books titled Modern Entrepreneurship and E-Business Innovations and CRM Strategies in the Digital Era published by international publishers. She has more than 100 indexed articles, including 25 international books and book chapters, and papers presented at national and international congresses.

Her research interests include marketing issues such as Consumer Behavior, Sustainability, Social Responsibility, Voter Behavior, Customer Relationship Management (CRM), Strategic Marketing, Brand Management and Higher Education policies. She successfully conducts public opinion surveys that have made waves in the media.

She is also a jury member at the Sustainable Business Awards. She worked as a mentor, evaluator and team leader in institutional external evaluation and institutional accreditation programs at the Higher Education Quality Board between

2016-2021; Between 2019-2022, she served as a member of the Advisory Board of TÜBİTAK Scientist Support Programs.

Foreign Languages

English, C1 Advanced

German, B1 Intermediate

Dissertations

Doctorate, Kıyaslama Düzeyinin Şikayet Telafisinin Algılanan Adaleti ve Şikayet Sonrası Tüketici Davranışı Üzerindeki Etkisi, Istanbul University, Sosyal Bilimler Enstitüsü/İşletme Fakültesi, Pazarlama, 2005

Research Areas

Social Sciences and Humanities, Management, Marketing, Strategic Marketing and Brand Management, Entrepreneurship and Innovation Management

Academic Titles / Tasks

Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2014 - Continues

Associate Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2009 - 2014

Assistant Professor, Istanbul University, Faculty of Economics, Department of Business Administration, 2007 - 2009

Academic and Administrative Experience

İstanbul Üniversitesi, Faculty of Economics, Department of Business Administration, 2009 - Continues

İstanbul Üniversitesi, Faculty of Economics, Department of Business Administration, 2011 - 2014

Courses

Pazarlama İlkeleri (Uzaktan Eğitim), Undergraduate, 2015 - 2016

Pazarlama (Uzaktan Eğitim), Undergraduate, 2015 - 2016

Pazarlama Teorisi, Doctorate, 2015 - 2016

Pazarlama (uzaktan Eğitim), Undergraduate, 2015 - 2016

Pazarlama İlkeleri, Undergraduate, 2015 - 2016

Marka Yönetimi, Undergraduate, 2015 - 2016

Stratejik Pazarlama Yönetimi, Postgraduate, 2015 - 2016

Stratejik Pazarlama Uygulamaları, Doctorate, 2013 - 2014

Veri Tabanlı Pazarlama ve Müşteri İlişkileri Yönetimi, Postgraduate, 2013 - 2014

Marka Yönetimi, Doctorate, 2013 - 2014

Müşteri İlişkileri Yönetimi, Undergraduate, 2013 - 2014

Müşteri İlişkileri Yönetimi, Undergraduate, 2012 - 2013

Stratejik Pazarlama Yönetimi, Postgraduate, 2012 - 2013

Pazarlama Teorisi, Doctorate, 2012 - 2013

Pazarlama İlkeleri, Undergraduate, 2012 - 2013

Advising Theses

- Nasir S., Tüketicilerin coğrafi işaretli gıda ürünlerine yönelik tutumları üzerine araştırma, Postgraduate, F.JAFAROVA(Student), 2022
- Nasir S., TÜKETİCİLERİN KITLIK MESAJLARINA YÖNELİK TUTUMU VE ŞEFFAFLIK ALGISI: BİR DENEYSEL ARAŞTIRMA, Postgraduate, D.SARI(Student), 2022
- Nasir S., Müşteri deneyimsel değerinin müşteri etkileşimi üzerindeki etkisi, Doctorate, Y.NİLAY(Student), 2020
- Nasir S., Tüketici satın alma karar süreçlerini etkileyen sezgiseller: Marka sadakati eğiliminde bilişsel yanlıguların rolü, Doctorate, M.SAMİOĞLU(Student), 2020
- Nasir S., Çerçeveleme teorisinin tüketici risk algısı üzerindeki etkisi: Organik ürünlere yönelik bir uygulama, Doctorate, F.BETÜL(Student), 2020
- Nasir S., Deneyime dayalı yeni ürünlerde pazarlama iletişim unsurlarının talebe olan etkisi: Sinema sektörü üzerine bir araştırma, Doctorate, F.ÖCAL(Student), 2019
- Nasir S., Turizm sektöründe deneyim temelli farklılaştırma, Postgraduate, E.ERDEM(Student), 2019
- Nasir S., Statü ve gösterişçi tüketim eğilimlerinin algılanan sembolik statü üzerindeki etkileri, Doctorate, O.ŞAHİN(Student), 2018
- Nasir S., Sadakat programlarının müşteri sadakati üzerindeki etkisi: Bankacılık sektöründe sadakat programlarına yönelik tüketicilerin tutumları, Postgraduate, B.ŞİMŞEK(Student), 2017
- Nasir S., Tüketicilerin yeni teknolojileri benimseme sürecini etkileyen faktörler üzerinde bilgi kaynağının rolü, Doctorate, Y.YURDER(Student), 2017
- NASIR S., Online Tüketici Yorumlarının Tüketici Satın Alma Davranışı Üzerine Etkileri, Doctorate, M.Erdil(Student), 2014
- NASIR S., GÜNLÜK FIRSAT SİTELERİNDE MÜŞTERİ TERCİHİ, MEMNUNİYETİ VE SADAKATİNİ ETKİLEYEN FAKTÖRLER, Postgraduate, E.KAZMEROVA(Student), 2014
- NASIR S., Alternatif Dağıtım Kanallarında Müşteri Memnuniyeti Ve Hizmet Kalitesinin Karşılaştırılması: Şube Ve İnternet Bankacılığı Üzerine Bir Uygulama, Postgraduate, C.Gökmen(Student), 2013
- NASIR S., Dört Aşamalı Sadakat Modeli ile Mobil Servis Sağlayıcısı Müşteri Tabanının Farklılıklarının Analizi, Postgraduate, Y.Nilay(Student), 2012
- NASIR S., Çocuklara Yönelik Atıştırma Gıda Reklamına Karşı Ebeveynlerin Tutumu, Postgraduate, E.Atahan(Student), 2011
- NASIR S., Türkiye'de Beyaz Eşya Sektöründe Dağıtım Kanalı Yönetimi Ve Bayi Memnuniyeti: Electrolux Örneği, Postgraduate, R.Özge(Student), 2010

Jury Memberships

- Doctoral Examination, Doktora Yeterlik Sınavı-Merve Samioğlu, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü, June, 2015
- Doctoral Examination, Doktora Yeterlik Sınavı-Fatma Betül Yumuk, İstanbul Üniversitesi Sosyal Bilimler Enstitüsü, June, 2015
- Associate Professor Exam, Doçentlik Sınav Jürisi-Eser Aşaması, ÜAK, May, 2015
- Post Graduate, Yüksek Lisans Tez Savunma Jürisi, İstanbul Üniversitesi, February, 2014
- Doctoral Examination, Doktora Yeterlik Sınavı, İstanbul Üniversitesi, February, 2014

Published journal articles indexed by SCI, SSCI, and AHCI

- I. Determining the Role of Communication and Distribution Channels for Organic Foods
NASIR V. A., Nasir S.

- DRIVING AGRIBUSINESS WITH TECHNOLOGY INNOVATIONS, pp.149-164, 2017 (SCI-Expanded)
- II. **University brand image perceptions of on-campus and online students**
NASIR S., YURDER Y.
Turkish Online Journal of Educational Technology, vol.2016, pp.1236-1243, 2016 (SCI-Expanded)
- III. **Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
Nasir S., Kurtulus B.
HANDBOOK OF RESEARCH ON CONSUMERISM AND BUYING BEHAVIOR IN DEVELOPING NATIONS, pp.168-189, 2016 (SSCI)
- IV. **Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period**
Nasir S., Bal E.
HANDBOOK OF RESEARCH ON CONSUMERISM AND BUYING BEHAVIOR IN DEVELOPING NATIONS, pp.239-262, 2016 (SSCI)
- V. **Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing the Way of Doing Business**
Nasir S.
E-MARKETING: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, VOL I, pp.1-15, 2012 (SCI-Expanded)
- VI. **Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile Marketing Campaigns**
Nasir S.
E-MARKETING: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, VOL I, pp.1221-1239, 2012 (SCI-Expanded)
- VII. **Discovering behavioral segments in the mobile phone market**
Kimlođlu H., Nasir V. A., NASIR S.
Journal of Consumer Marketing, vol.27, no.5, pp.401-413, 2010 (SCI-Expanded)
- VIII. **The development, change, and transformation of Management Information Systems (MIS): A content analysis of articles published in business and marketing journals**
Nasir S.
INTERNATIONAL JOURNAL OF INFORMATION MANAGEMENT, vol.25, no.5, pp.442-457, 2005 (SSCI)

Articles Published in Other Journals

- I. **MARKET SEPETİNDEKİ ENFLASYONUN TÜKETİCİ SATIN ALMA DAVRANIŞINA YANSIMASI**
NASIR S., Güvendik Ö. S.
SPL Finansal Doktorin Dergisi, vol.1, no.1, pp.39-60, 2024 (Peer-Reviewed Journal)
- II. **DENEYİME DAYALI YENİ ÜRÜNLERDE PAZARLAMA İLETİŞİM UNSURLARININ TALEBE OLAN ETKİSİ: SİNEMA SEKTÖRÜ ÜZERİNE BİR ARAŞTIRMA**
ÖCAL F., NASIR S.
Journal of research in business (online), vol.8, no.1, pp.254-277, 2023 (Peer-Reviewed Journal)
- III. **The effects of status consumption and conspicuous consumption on perceived symbolic status**
Sahin O., Nasir S.
JOURNAL OF MARKETING THEORY AND PRACTICE, vol.30, no.1, pp.68-85, 2022 (ESCI)
- IV. **TÜKETİCİLERİN GÖSTERİŞÇİ TÜKETİME YÖNELİK TUTUMLARINA GÖRE SINIFLANDIRILMASI**
Şahin O., NASIR S.
Balikesir University Journal of Social Sciences Institute, vol.22, no.41, pp.383-400, 2019 (Peer-Reviewed Journal)
- V. **Investigation of the Relationship Between Objective Social Status and Subjective Social Status**
Sahin O., Nasir S.
JOURNAL OF ECONOMY CULTURE AND SOCIETY, no.59, pp.185-198, 2019 (ESCI)
- VI. **Comparison of Global and Local Consumers' Attitude Toward Car and Ride Sharing Services**
NASIR S., Bul A.

Eurasian Journal of Researches in Social and Economics (EJRSE), vol.4, no.12, pp.604-616, 2017 (Peer-Reviewed Journal)

VII. **Higher Education View 2017. Monitoring and Evaluation Report**

Nasir S.

YUKSEKOGRETİM DERGİSİ, vol.7, no.3, pp.209-210, 2017 (ESCI)

VIII. **PERCEPTIONS OF BUSINESS PROFESSIONALS TOWARDS MOBILE DEVICE USAGE**

NASIR S., Kurtuluş B.

The Online Journal of Science and Technology, vol.7, no.3, pp.74-79, 2017 (Peer-Reviewed Journal)

IX. **VACATIONING AT A DESTINATION UNDER TERRORISM RISK: TOURISTS' DESTINATION IMAGE PERCEPTIONS ABOUT ISTANBUL**

NASIR S., Yılmaz M. T.

The Online Journal of Science and Technology, vol.7, no.1, pp.139-145, 2017 (Peer-Reviewed Journal)

X. **Preface**

NASIR S.

Modern Entrepreneurship and E-Business Innovations, 2013 (Scopus)

XI. **E-Entrepreneurship and ICT Ventures: Strategy, Organization and Technology**

NASIR S.

International Journal of E-Entrepreneurship and Innovation, vol.3, no.3, pp.50-54, 2012 (Scopus)

XII. **Social E-Enterprise: Value Creation through ICT**

NASIR S.

International Journal of E-Entrepreneurship and Innovation, vol.3, pp.53-57, 2012 (Scopus)

XIII. **Analyzing the Role of Customer-Base Differences in Developing Customer Relationship Management Strategies**

NASIR S., Nasır A.

The Journal of American Academy of Business, Cambridge, vol.7, no.2, pp.32-38, 2005 (Peer-Reviewed Journal)

XIV. **Emergence of Retailers as Financial Services Providers in Turkey: A Conceptual Framework**

NASIR S.

The Business Review, vol.4, pp.137-145, 2005 (Peer-Reviewed Journal)

Books & Book Chapters

I. **Geçmişten Geleceğe: Cumhuriyetin Ekonomiye Yön Veren Markaları**

NASIR S.

in: Kadın Gözünden Farklı Bakışlarla Ekonomi, DURUSOY SERAP, YILMAZ BİNHAN ELİF, Editor, DER Yayınları, pp.97-110, 2024

II. **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

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

Nasır S., Şahin O., Kır M.

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

IV. **Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri**

Kır 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

V. **EKONOMİK KRİZ DÖNEMİNDE TÜKETİCİLERİN KREDİ KARTI KULLANIMI**

ÖCAL F., NASIR S.

in: Dijitalleşme Çağda İşletme ve Ekonomi Alanında Güncel Çalışmalar, Eyüpoğlu Sinem, Çiçek Ercan, Editor,

Necmettin Erbakan Üniversitesi Yayınları, Konya, pp.95-134, 2022

- VI. **Türkiye'de Seçmenlerin Siyasi Kimlik Temelli Profil Analizi**
Nasır S., Şahin O., Erdem E.
Türkmen Kitabevi, Ankara, 2021
- VII. **Effect of Brand Credibility and Innovation on Customer Based Brand Equity**
Nasır S., Güvendik Ö.
in: ADVANCES IN GLOBAL SERVICES AND RETAIL MANAGEMENT: VOLUME 2, Cihan Çobanoğlu, Valentina Della Corte, Editor, University Press of Florida, Florida, pp.1-15, 2021
- VIII. **KUYUMCULUK SEKTÖRÜNDE İŞLETMELERİN PAZAR ODAKLI STRATEJİLERE YÖNELİK TUTUMLARI**
Taksi Deveciyan M., Nasır S., Yurder Y.
İstanbul Kuyumcular Odası Yayınları, İstanbul, 2020
- IX. **Investigation of Smartphone Use Addiction in Generation Y**
Nasır S.
in: Recent Advances in Digital Media Impacts on Identity, Sexuality, and Relationships, Michelle F. Wright, Editor, IGI Global, Pennsylvania, pp.190-205, 2020
- X. **Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period**
Nasır S., Bal E.
in: Global Branding: Breakthroughs in Research and Practice (2 Volumes), Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP), Pennsylvania, pp.404-427, 2019
- XI. **Marketing Strategies in Competitive Markets and Challenging Times**
NASIR S.
in: Brand Culture and Identity: Concepts, Methodologies, Tools, and Applications, Khosrow-Pour, M., Editor, Idea Group Publishing (IGP), Hershey, pp.248-271, 2019
- XII. **Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
NASIR S., Kurtuluş B.
in: Mobile Commerce: Concepts, Methodologies, Tools, and Applications, Mehdi Khosrow-Pour, Editor, Information Resources Management Association (USA), Hershey, pp.1508-1529, 2018
- XIII. **Determining the Role of Communication and Distribution Channels for Organic Foods**
Nasır A., NASIR S.
in: Driving Agribusiness With Technology Innovations, Tarnanidis, T., Vlachopoulou, M., Papathanasiou, J., Editor, Idea Group Publishing (IGP), Hershey, Pa, pp.149-164, 2017
- XIV. **A Framework for CRM: Understanding CRM Concepts**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications VOLUME 1, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP), Hershey, Pa, pp.361-412, 2017
- XV. **Customer Relationship Management as a Customer-Centric Business Strategy**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications Volume 2, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP), Hershey, Pa, pp.649-685, 2017
- XVI. **Customer Retention Strategies and Customer Loyalty**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP), Hershey, Pa, pp.1178-1201, 2017
- XVII. **Customer Relationship Management as a Customer-Centric Business Strategy**
NASIR S.
in: Advertising and Branding: Concepts, Methodologies, Tools, and Applications Volume 2, Mehdi Khosrow-Pour, Editor, Idea Group Publishing (IGP), Hershey, Pa, pp.649-685, 2017
- XVIII. **Film Marketing: The Impact of Publicity Activities on Demand Generation**
NASIR S., Öcal F.
in: Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector, Panwar U. S.;

- Kumar R.; Ray, N., Editor, Idea Group Publishing Idea Group Publishing (Igp), Hershey, pp.324-342, 2016
- XIX. Technology Is Transforming Shopping Behavior: In-Store Mobile Technology Usage**
NASIR S., Kurtuluş B.
in: Handbook of Research on Consumerism and Buying Behavior in Developing Nations, Gbadamosi, Ayantunji ,
Editor, Idea Group Publishing (IGP) , Hershey, pp.168-189, 2016
- XX. Sales Promotional Strategies and Buying Behavior in an Emerging Market at the Post Recession Period**
NASIR S., Bal E.
in: Handbook of Research on Consumerism and Buying Behavior in Developing Nations, Gbadamosi, Ayantunji ,
Editor, Idea Idea Group Publishing (Igp), Hershey, pp.239-262, 2016
- XXI. Customer Relationship Management Strategies in the Digital Era**
NASIR S.
Idea Group Publishing (IGP) , Hershey, Pa, 2015
- XXII. Modern Entrepreneurship and E-Business Innovations**
NASIR S.
Idea Group Publishing (IGP) , Chicago, 2013
- XXIII. Küresel Rekabet Endeksi - 26 Bölge - 81 İl**
Şeker M., Altuğ F., Nasır S., Saldanlı A., Yaşar Akçalı B., Akdöl B., Yurder Y.
İstanbul Kalkınma Ajansı - Nema Basım, İstanbul, 2012
- XXIV. 2012 İstanbul Rekabet Endeksi 39 İlçe**
Şeker M., Altuğ F., Nasır S., Saldanlı A., Yaşar Akçalı B., Akdöl B., Yurder Y.
İstanbul Kalkınma Ajansı - Nema Basım, İstanbul, 2012
- XXV. Integrating Mobile Marketing into the Marketing Communication: Exemplification of Mobile Marketing Campaigns**
NASIR S.
in: E-Marketing: Concepts, Methodologies, Tools, and Applications, Information Resources Management
Association, Editor, Igi Global Publications, Hershey, Pa, pp.1221-1239, 2012
- XXVI. Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing the Way of Doing Business**
NASIR S.
in: E-Marketing: Concepts, Methodologies, Tools, and Applications, Information Resources Management
Association, Editor, Igi Global Publications, Hershey, Pa, pp.1-15, 2012
- XXVII. Integrating Mobile Marketing into The Marketing Communication: Exemplification Of Mobile Marketing Campaigns**
NASIR S.
in: Handbook of Research on Mobile Marketing Management, Dietmar Georg Wiedemann, Editor, Idea Group
Publishing, Unknown, pp.417-426, 2010
- XXVIII. Enerji Sektöründe Pazarlama ve Yönetimi Alternatif Enerji Kaynaklarının Pazarlanması**
NASIR S., Nasır A., Dalgıç T.
in: Sürdürülebilir Rekabet Avantajı Elde Etmede Enerji Sektörü: Sektörel Stratejiler ve Uygulamalar, Eraslan, H.İ. ve
Bulu, M, Editor, Urak Yayınları, İstanbul, 2010
- XXIX. Supporting Marketing Practices: Mobile Network Operators' Value Added Services Changing The Way Of Doing Business**
NASIR S.
in: Handbook of Research on Mobile Marketing Management, Dietmar Georg Wiedemann, Editor, Idea Group
Publishing, Unknown, pp.158-172, 2010
- XXX. Brand Personality of Web Search Engines: Who Is The Conqueror of The Digital Age?**
NASIR S.
in: Contemporary Research in e-Branding, Subir K. Bandyopadhyay, Editor, Idea Group Publisher, Pennsylvannia,
pp.32-47, 2009
- XXXI. Hizmet Kalitesi**

NASIR S., Nasır A.

in: Hizmet Pazarlaması ve Hizmet Kalitesi, Çatı ve Abdulvahap Baydaş, Editor, Aile Araştırma Kurumu Başkanlığı Yayınları, Ankara, pp.237-254, 2008

Refereed Congress / Symposium Publications in Proceedings

- I. **Dijital Aktivizm Alanındaki Trendleri Analiz Etmeye ve Görselleştirmeye Yönelik Sistemik Bir Araştırma**
Kır M., Nasır S.
22. AKADEMİK BİLİŞİM KONFERANSI, İstanbul, Turkey, 22 - 23 February 2024
- II. **Enflasyonist Ortamda Toplumun Ekonomi Gündemi: Boylamsal Bir Araştırma**
Kır M., Nasır S.
3 rd International Congress on Digital Business, Management & Economics, Mersin, Turkey, 8 - 09 September 2023
- III. **Enflasyonist Ekonomi ve Pandemi Etkisinde Tüketicilerin Tatil Tercihleri**
Nasır S., Kır 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**
Kır 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. **EFFECT OF BRAND CREDIBILITY AND INNOVATION ON CUSTOMER BASED BRAND EQUITY AND OVERALL BRAND EQUITY IN TURKEY AN INVESTIGATION OF GSM OPERATORS**
Nasır S., Güvendik Ö.
Global Conference on Services and Retail Management, 10 - 13 May 2021
- VII. **Paylaşım Ekonomisi Hizmetlerine Yönelik Tutum**
Nasır S., İşleyen F.
I. ULUSAL UYGULAMALI SOSYAL BİLİMLER KONGRESİ (C-IASOS), İzmir, Turkey, 22 - 24 October 2020, pp.15
- VIII. **İnstagram Fenomenlerinin Paylaşımlarındaki Ürün ve Markalara Yönelik Tüketici Tutumlarının İncelenmesi**
Nasır S., Kılvan P.
1. Ulusal Uygulamalı Sosyal Bilimler Kongresi, İzmir, Turkey, 22 - 24 October 2020, pp.16-17
- IX. **Consumers' Nostalgia Proneness and Their Attitude Towards Nostalgic Packaging**
NASIR S., Polat H.
III. International Applied Social Sciences Congress (C-iasoS - 2019), İzmir, Turkey, 4 - 06 April 2019, pp.1139-1160
- X. **TIP FAKÜLTELERİNDE SUNULAN YÜKSEKÖĞRETİM HİZMETLERİNİN PERFORMANS KALİTESİNİN DEĞERLENDİRİLMESİ**
COŞKUN S. S., NASIR S.
The 3 International Higher Education Studies Conference, Kayseri, Turkey, 11 - 13 October 2018, pp.169-183
- XI. **ANALYZING THE RISK PERCEPTIONS AND BEHAVIORAL INTENTION OF INTERNATIONAL TOURISTS TOWARDS TURKEY**
NASIR S., Polat H.
The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability (Futourism 2018), Mersin, Turkey, 27 - 29 September 2018, pp.768-775
- XII. **Tüketicilerin Gösterişçi Tüketime Yönelik Tutumlarının İncelenmesi**
Şahin O., NASIR S.
17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.88-94

- XIII. **TEKNOPARK İÇİNDE FAALİYET GÖSTEREN ŞİRKETLERİN PAZAR ODAKLILIK EĞİLİM PROFİLLERİNİN KÜMELEME ANALİZİ İLE BELİRLENMESİ**
NASIR S., Çay M.
17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.1370-1378
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International Conference On Multivariate Statistical Modeling And High Dimensional Data Mining, Turkey, 1 - 04 December 2008
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Global Business & Economics Research Conference, Turkey, 1 - 04 December 2005
- XLVIII. **Complaint Handling Management: A Case Study**
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EuroCHRIE Conference (European Council on Hotel, Restaurant & Institutional Education), Turkey, 1 - 04 December 2004
- XLIX. **The Development, Change And Transformation Of MIS: A Content Analysis Of Articles Published In Business And Marketing Journals**
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3rd Global Conference on Business and Economics (GCBE), Netherlands, 1 - 04 December 2004
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Proc. 11th EIRASS Conference (European Institute of Retailing and Services Studies), Czech Republic, 1 - 04 November 2004
- LI. **Developing A CRM Model For Luxury Automobile Brands**
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Proc. 7th International Conference on Customer Relationship Management and Relationship Marketing, Germany, 1 - 04 December 2003
- LII. **Türkiye’de GSM Sektöründe Müşteri Memnuniyeti: Kullanıcıların Operatör Değişirme Eğilimlerinin**

Saptanması

NASIR S.

8. Ulusal Pazarlama Kongresi, Kayseri, Turkey, 1 - 04 December 2003

Supported Projects

NASIR S., Project Supported by Higher Education Institutions, Customer Relationship Management Strategies in the Digital Era, 2014 - 2016

NASIR S., Project Supported by Higher Education Institutions, 1st Turkish Arab Congress, 2014 - 2016

NASIR S., Project Supported by Higher Education Institutions, Economic Sustainability and Innovation, 2010 - 2012

NASIR S., Project Supported by Higher Education Institutions, The Brand Personality: Scale Development, 2009 - 2011

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NASIR S., Project Supported by Higher Education Institutions, Integration of Comparison Level Theory to Analyze the Relationship between Complaint Recovery Satisfaction and Post-Complaint Consumer Responses, 2008 - 2008

Activities in Scientific Journals

The International Journal of E-Learning and Educational Technologies in the Digital Media, Committee Member, 2014 - Continues

Yükseköğretim Dergisi, Editor, 2011 - Continues

Yükseköğretim ve Bilim Dergisi, Publication Committee Member, 2011 - 2015

International Journal of E-Entrepreneurship and Innovation (IJEI), Editor, 2010 - 2014

Scientific Refereeing

Sosyal Bilimler Dergisi, National Scientific Refreed Journal, January 2011

Handbook of of Research on Mobile Marketing Management, Other Indexed Journal, November 2009

Contemporary Research in e-Branding, Other Indexed Journal, November 2008

Scientific Consultations

The Society of Digital Information and Wireless Communications (SDIWC), Other, Istanbul University, Faculty Of Economics, Department of Business Administration, Turkey, 2012 - Continues

Metrics

Publication: 105

Citation (WoS): 59

Citation (Scopus): 77

H-Index (WoS): 3

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Awards

NASIR S., Uluslararası Bilime Katkı Ödülü – İstanbul Üniversitesi Rektörlüğü BAP, İstanbul Üniversitesi BAP, May 2015

ÖZDEN Ö., NASIR S., Uluslararası Bilime Katkı Ödülü, İstanbul Üniversitesi Bilimsel Araştırma Projeleri Koordinasyon Birimi, April 2011

NASIR S., Uluslararası Bilime Katkı Ödül, İstanbul Üniversitesi BAP, May 2010

NASIR S., Best Presenter Award, Global Business & Economics Research Conference, August 2008