

Asst. Prof. GÜLÇİN BİLGİN TURNA

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: D-6381-2019

Yoksis Researcher ID: 123064

Education Information

Doctorate, Karadeniz Technical University, Sosyal Bilimler Enstitüsü, Business Administration, Turkey 2007 - 2014

Postgraduate, Yeditepe University, Institute of Social Sciences, Business Administration, Turkey 2003 - 2004

Undergraduate, Yeditepe University, Faculty Of Economics And Administrative Sciences, Business Administration, Turkey 1999 - 2003

Biography

Gulcin BILGIN TURNA was born in 1981 in Istanbul/Turkey. She completed her primary education in Kucukyali Merkez Primary School, secondary and high school education at ISTEK Foundation High School. In 1999, she started studying Business Administration (English) at Yeditepe University with the scholarship from the Council of Higher Education (YÖK) and received a scholarship of success from Istek Foundation during her university education. After graduating in 2003 with a high honors degree, she earned a scholarship for Master of Business Administration (MBA) in the same year at Yeditepe University where she worked as a student assistant. Then she started to work as a management trainee at Anadolubank at Corporate Marketing Department in Istanbul. She got married and moved to Rize/Turkey. She taught English at Bilge Schools in Guneyosu for three years. Within the scope of "European Union Comenius School Partnerships" projects, she has established partnerships with various schools in Europe. In 2007, she went to Exeter/the UK with the "European Union Comenius In-Service Training" scholarship and attended the training for two weeks as an English teacher. In 2009, she voluntarily worked for Turkish youth who wanted to provide volunteer service up to one year abroad within the framework of the "European Union Action 2 European Voluntary Service" program. She started her PhD education at Karadeniz Technical University, Department of Business Administration in 2007 by earning a scholarship within the scope of "TÜBİTAK Doctorate Scholarship Program" (BİDEB). In 2010, she earned a scholarship within the scope of "Erasmus Student Mobility" and received six months of education at Halmstad University in Sweden. She stayed in Germany and Spain for two months in 2012 and attended German and Spanish language courses in Berlin and Barcelona. With the scholarship in 2013 within the scope of "Erasmus Internship Mobility", she became a visitor researcher for six months at Erasmus University in Rotterdam, Netherlands where she had the chance to work with Prof. Frank M. Go. She attended Dutch courses in Rotterdam. Mostly studies on measuring and developing Turkey's international image and promoting its positive image to the world, she participated in various international conferences in Rome, Wageningen, St. Petersburg, Athens and Istanbul. Gulcin BILGIN TURNA's area of research is various areas of Marketing; Service Marketing, Consumer Behavior, Industrial Marketing, Tourism management. She works as an

assistant professor at Recep Tayyip Erdogan University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Marketing. She speaks advanced English, intermediate German and Dutch. She is married with two children.

Foreign Languages

German, B1 Intermediate

Spanish, B1 Intermediate

English, C1 Advanced

Dutch, B1 Intermediate

Dissertations

Doctorate, The effects of product-country image and tourism destination image on international consumer behaviour: Comparative analysis of Turkey, Spain, Germany, Sweden and the Netherlands, Karadeniz Technical University, 2013

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Assistant Professor, Recep Tayyip Erdogan University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2021 - Continues

Assistant Professor, Recep Tayyip Erdogan University, İktisadi ve İdari Bilimler Fakültesi, Sosyal Hizmet Bölümü, 2018 - 2021

Assistant Professor, Recep Tayyip Erdogan University, İktisadi ve İdari Bilimler Fakültesi, Sosyal Hizmet Bölümü, 2014 - 2018

Courses

Advertising, Undergraduate, 2022 - 2023

Marketing Communication, Postgraduate, 2022 - 2023

Service Marketing, Undergraduate, 2022 - 2023

Marketing Communication, Postgraduate, 2022 - 2023

Pazarlamaya Giriş, Undergraduate, 2019 - 2020

Çocukluğun Tarihi, Undergraduate, 2019 - 2020

Pazarlama Teorileri, Doctorate, 2019 - 2020

Marka Yönetimi, Postgraduate, 2019 - 2020

Pazarlamada Seçme Konular, Doctorate, 2017 - 2018

Reklam Yönetimi, Postgraduate, 2017 - 2018, 2015 - 2016

Hizmet Pazarlaması, Undergraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016

Tüketici Davranışlarında Seçme Konular, Doctorate, 2017 - 2018

Pazarlama İletişimi, Postgraduate, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Pazarlama İletişimi, Undergraduate, 2015 - 2016, 2013 - 2014

Tüketici Davranışlarında Seçme Konular, Doctorate, 2016 - 2017

Halkla İlişkiler, Undergraduate, 2015 - 2016

Uluslararası Pazarlama, Undergraduate, 2014 - 2015

Mesleki Yabancı DİL II, Undergraduate, 2013 - 2014
Mesleki Yabancı Dil IV, Undergraduate, 2013 - 2014
Mesleki Yabancı Dil I, Undergraduate, 2014 - 2015
Mesleki Yabancı Dil III, Undergraduate, 2014 - 2015

Advising Theses

Bilgin Turna G., THE MEDIATING EFFECT OF ATTITUDE TOWARDS ONLINE ADVERTISING IN THE EFFECT OF SOCIAL MEDIA ADDICTION ON ONLINE PURCHASE INTENTION, Postgraduate, R.Genç(Student), 2023
Bilgin Turna G., Tüketicilerin Amerikan Markalarına Yönelik Memnuniyet ve Etnosentrizm Düzeyleri, Postgraduate, S.Kulaksız(Student), 2020
Bilgin Turna G., Üniversite Öğrencilerinin Instagram Kullanım Amaçları ve Instagram Üzerinden Satış Yapan Firmalara Yönelik Tutumları, Postgraduate, R.Acar(Student), 2019
Bilgin Turna G., Demografik Özelliklere ve Karar Verme Tarzlarına Göre Tüketicilerin Nöropazarlamaya Bakış Açısı, Postgraduate, L.Babuş(Student), 2019
Bilgin Turna G., Madde bağımlılığıyla ilgili kamu spotları: Bonzai üzerine demarketing (Pazarlamama) uygulamasıPublic service announcements (PSA) on drug addiction: An anplication of demarketing Bonzai, Postgraduate, M.Kürşat(Student), 2017

Jury Memberships

Doctorate, Doktora Tez Savunması, Giresun Üniversitesi, January, 2020
Post Graduate, Yüksek Lisans Tez Savunması (3 öğrenci), Giresun Üniversitesi, May, 2019
Post Graduate, Yüksek Lisans Tez Savunması, Avrasya Üniversitesi, February, 2018
Post Graduate, Yüksek Lisans Tez Savunması, Recep Tayyip Erdoğan Üniversitesi, July, 2017
Post Graduate, Yüksek Lisans Tez Savunması, Recep Tayyip Erdoğan Üniversitesi, June, 2017
Post Graduate, Yüksek Lisans Tez Savunması, Recep Tayyip Erdoğan Üniversitesi, June, 2014

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Application of lean six sigma for yield improvement in the stainless steel industry: a recipe from Türkiye**
Bilgin Turna G.
INTERNATIONAL JOURNAL OF LEAN SIX SIGMA, vol.14, no.3, pp.534-554, 2023 (SCI-Expanded)

Articles Published in Other Journals

- I. **The Mediating Role of Country of Origin Effect in the Effect of Consumer Ethnocentrism on Cafe Preference**
Bilgin Turna G.
OPUS Toplum Araştırmaları Dergisi, vol.20, no.56, pp.386-402, 2023 (Peer-Reviewed Journal)
- II. **MALL VISIT REASONS, EXPERIENCE, AND LOYALTY: THE CASE OF RIZE**
Bilgin Turna G.
Karadeniz Uluslararası Bilimsel Dergi, vol.59, pp.41-66, 2023 (Peer-Reviewed Journal)
- III. **The impact of perceived COVID-19 threat and death anxiety on buying behavior among academics: a comparison between Türkiye and Northern European Countries**
Bilgin Turna G., Pekmezci H., Işık O.
Üçüncü Sektör Sosyal Ekonomi, vol.58, no.3, pp.2525-2552, 2023 (Peer-Reviewed Journal)

- IV. **The mediating effect of attitude towards online advertising in the influence of social media addiction on online purchase intention**
Genç R., Bilgin Turna G.
Business & Management Studies: An International Journal, vol.11, no.2, pp.511-531, 2023 (Peer-Reviewed Journal)
- V. **Ethical issues in neuromarketing: perceptions of university students**
Bilgin Turna G., Babuş L.
NEW ERA INTERNATIONAL JOURNAL OF INTERDISCIPLINARY SOCIAL RESEARCHES, vol.10, pp.83-90, 2021 (Peer-Reviewed Journal)
- VI. **Sosyal Medya Pazarlaması: Instagram Örneği**
Bilgin Turna G., Acar R.
International Journal of Social, Political and Economic Research, vol.7, no.4, pp.1121-1136, 2020 (Peer-Reviewed Journal)
- VII. **Sigara ve bonzai üzerine bir demarketing uygulaması**
Bilgin Turna G., Tüzemen M. K.
Uluslararası Anadolu Sosyal Bilimler Dergisi, vol.4, no.4, pp.363-380, 2020 (Peer-Reviewed Journal)
- VIII. **Website Performances of Commercial Banks in Turkey**
Özdemir M., Bilgin Turna G.
DÜMLUPINAR ÜNİVERSİTESİ SOSYAL BİLİMLER DERGİSİ, pp.38-52, 2020 (Peer-Reviewed Journal)
- IX. **The Effect of Gender and Income on Consumer Styles**
BİLGİN TURNA G., Babuş L.
Uluslararası Ekonomi, İşletme ve Politika Dergisi, vol.4, no.1, pp.83-100, 2020 (Peer-Reviewed Journal)
- X. **Being a University Student in a Small City: Students' Perception of Rize/Turkey**
BİLGİN TURNA G.
VFAST Transactions on Education and Social Sciences, vol.7, no.1, pp.73-75, 2015 (Peer-Reviewed Journal)
- XI. **Perceived Image of Spain and Germany as a Tourist Destination for Dutch Travelers**
Ayyıldız H., Bilgin Turna G.
Journal of Economics, Business and Management, vol.1, no.1, pp.85-89, 2013 (Peer-Reviewed Journal)
- XII. **The Impact of Product Country Image PCI on Consumers Behavioural Intentions A Conjoint Analysis of Swedish and Dutch Consumers' Perception of Turkish Products**
Ayyıldız H., Bilgin Turna G., Eris N. Ö.
European Journal of Research on Education, vol.2, no.1, pp.106-118, 2013 (Peer-Reviewed Journal)
- XIII. **Ailelerin Devlet ya da Özel Okul Tercihlerini Etkileyen Faktörler: Rize Örneği**
Keskin H. D., Bilgin Turna G.
Ç.Ü. Sosyal Bilimler Enstitüsü Dergisi, vol.19, no.2, pp.411-426, 2010 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **FOMO SENDROMUNUN, STRES VE YORGUNLUK ÜZERİNDEKİ ETKİLERİ**
Bilgin Turna G.
in: İktisadi ve İdari Bilimlerde Uluslararası Araştırma ve Değerlendirmeler, Prof.Dr.Gülsün İşseveroğlu, Prof.Dr.Mustafa Mete, Doç.Dr.Cumhur Şahin, Editor, Serüven Yayınevi, Ankara, pp.27-40, 2023
- II. **Video Pazarlama**
Bilgin Turna G.
in: Pazarlamada Güncel Yaklaşımlar 2, Prof. Dr. Salih Yıldız, Editor, Gazi Kitabevi, Ankara, pp.1-15, 2023
- III. **Stoklama Davranışına Neden Olan Faktörler**
Bilgin Turna G.
in: Sosyal, Beşeri ve İdari Bilimler Alanında Gelişmeler 3, Prof. Dr. Hüseyin Ali Kutlu, Editor, Platanus Publishing, Ankara, pp.494-504, 2023
- IV. **Cumhuriyetin 100. Yılında Türkiye'nin Uluslararası Turizm Destinasyon İmajı**
Bilgin Turna G., Ayyıldız H.

in: Muhasebe, Pazarlama ve Organizasyon Alanındaki Gelişmelere Akademik Çözümlemeler, Doç. Dr. Şahin KARABULUT, Editor, YAZ Yayınları, Afyonkarahisar, pp.113-122, 2023

- V. **The effect of Product-Country Image (PCI) and Tourism Destination Image (TDI) on International Tourist Behavior: A comparative Analysis of Türkiye, Spain, Germany, Sweden, and the Netherlands**
Bilgin Turna G.

in: New Frontiers in Social, Human and Administrative Sciences, Doç. Dr. Enis Baha Biçer, Dr. Orhan Şanlı, Editor, Duvar Yayınları, İzmir, pp.147-169, 2023

- VI. **Alfa Kuşak Pazarlaması**

Bilgin Turna G.

in: Pazarlamada Güncel Yaklaşımlar, Salih Yıldız, Editor, Gazi Yayın Dağıtım, Ankara, pp.141-164, 2022

- VII. **Türk Tüketicilerin Amerikan Markalarına Yönelik Memnuniyet ve Etnosentrizm Düzeyleri**
Kulaksız S., Bilgin Turna G.

in: İnsan World Social and Education Sciences, Veysel Temel, Editor, Gece kitaplığı, Ankara, pp.79-117, 2022

- VIII. **International Retirement Migration of European Baby Boomers: Retiring Knowledge Worker Perspectives and the Case of Turkey**

Bilgin Turna G.

in: International Perspectives and Strategies for Managing an Aging Workforce, Fatma İnce, Editor, IGI Global, Pennsylvania, pp.252-273, 2022

- IX. **Impact of social media on tourism, hospitality and events**

Bilgin Turna G.

in: Handbook on Tourism and Social Media, Dogan Gursoy, Rahul Pratap Singh Kaurav, Editor, Edward Elgar, Gloucester, pp.475-488, 2022

- X. **How “Dieselgate” Changed Volkswagen: Rushing to Erase the Traces of Greenwashing**

Bilgin Turna G.

in: Socially Responsible Consumption and Marketing in Practice, J. Bhattacharyya, M.S. Balaji, Y. Jiang, J. Azer, C. Hewege (Eds.), Editor, Springer, Singapore, pp.255-273, 2022

- XI. **New Customer Experiences in the Reality of Covid-19 Pandemic**

Bilgin Turna G.

in: İşletme Biliminde Kuramsal ve Pratik Pazarlama Konuları, Şahin Karabulut, Editor, Gazi Kitabevi, Ankara, pp.15-29, 2021

- XII. **Kısım 5 Kısa Vakalar ve Kapsamlı Vaka**

BİLGİN TURNA G.

in: Perakende Yönetimi, Erol Ustaahmetoğlu, Editor, Nobel Yayın Dağıtım, Ankara, pp.329-337, 2018

- XIII. **Kısım 4 Kapsamlı Vaka**

BİLGİN TURNA G.

in: Perakende Yönetimi, Erol Ustaahmetoğlu, Editor, Nobel Yayın Dağıtım, Ankara, pp.266-271, 2018

- XIV. **Perakende İmajının Oluşturulması ve Korunması**

BİLGİN TURNA G.

in: Perakende Yönetimi, Erol Ustaahmetoğlu, Editor, Nobel Yayın Dağıtım, Ankara, pp.440-462, 2018

- XV. **Operasyon Yönetimi: Operasyonel Boyutlar**

BİLGİN TURNA G.

in: Perakende Yönetimi, Erol Ustaahmetoğlu, Editor, Nobel Yayın Dağıtım, Ankara, pp.312-329, 2018

- XVI. **Ürün Olarak Hizmetler, Hizmetlerin Özellikleri ve Hizmetlerde Pazarlama Karması**

BİLGİN TURNA G.

in: Hizmet Pazarlaması ve Stratejileri, Altunışık R., Editor, Beta Basım Yayın Dağıtım, İstanbul, pp.33-58, 2015

- XVII. **Film-Induced Tourism: The Case of Rize, Turkey**

Bilgin Turna G.

in: Current Approaches in Social Sciences, Rasim Yılmaz, Günter Löschnigg, Hasan Arslan, Mehmet Ali Icbay, Editor, Peter Lang Publishing, Inc., Frankfurt, pp.91-98, 2015

Refereed Congress / Symposium Publications in Proceedings

- I. **Solidarity Tourism for Ukraine**
Bilgin Turna G., Dinç E.
ASEAD 11. ULUSLARARASI SOSYAL BİLİMLER SEMPOZYUMU, Lausanne, Switzerland, 20 - 22 May 2023, pp.159-165
- II. **Impact of Humor in Advertising**
Bilgin Turna G., Alay Ö. N.
10. ULUSLARARASI MARDİN ARTUKLU BİLİMSEL ARAŞTIRMALAR KONGRESİ, Mardin, Turkey, 19 - 21 May 2023, pp.692-700
- III. **Adventure Tourism in Turkey**
Bilgin Turna G., Şeremet E.
6 th INTERNATIONAL WEST ASIA CONGRESS OF TOURISM RESEARCH, Tbilisi, Georgia, 16 - 18 June 2022, pp.70-71
- IV. **Health Tourism in Turkey**
Bilgin Turna G.
12th International Conference on Culture and Civilization Azerbaijan State University of Culture and Arts, Ismayilli, Azerbaijan, 21 - 22 June 2022, pp.283-284
- V. **The Effect of Infodemic on Consumption**
Bilgin Turna G., Akmaç Bıyıklı G.
2. ULUSLARARASI DİCLE BİLİMSEL ARAŞTIRMALAR VE İNOVASYON KONGRESİ, Diyarbakır, Turkey, 27 - 29 May 2022, pp.259-260
- VI. **Dark and Solidarity Tourism**
Bilgin Turna G.
7. ULUSLARARASI 19 MAYIS YENİLİKÇİ BİLİMSEL YAKLAŞIMLAR KONGRESİ, Samsun, Turkey, 19 - 20 May 2022, pp.85-86
- VII. **Children's YouTube Consumption: An Analysis of the Most Viewed YouTube Videos of All Time**
Bilgin Turna G., Akmaç Bıyıklı G.
International Aegean Conferences on Social Sciences & Humanities V , İzmir, Turkey, 25 - 26 February 2022, pp.73-74
- VIII. **Revenge Consumption: How we take revenge on Covid-19 pandemic**
Bilgin Turna G.
International Siirt Conference on Scientific Research, Siirt, Turkey, 5 - 07 November 2021, vol.1, pp.115-116
- IX. **Ethical issues in neuromarketing: perceptions of university students**
Bilgin Turna G., Babuş L.
6TH INTERNATIONAL ZEUGMA CONFERENCE ON SCIENTIFIC RESEARCHES, Gaziantep, Turkey, 19 - 20 June 2021, pp.98-99
- X. **Türkiye'deki Bankaların Websitelerinin Performanslarının Çok Kriterli Karar Verme (ÇKKV) Yöntemleri ile Değerlendirilmesi**
Özdemir M., Bilgin Turna G.
International EMI Entrepreneurship Social Sciences Congress, Lefkoşa, Cyprus (Kktc), 27 - 29 April 2018, pp.168-169
- XI. **Film induced Tourism The case of Rize Turkey**
Bilgin Turna G.
V. European Conference on Social and Behavioral Sciences, Sankt-Peterburg, Russia, 11 - 14 September 2014, pp.91-98
- XII. **Tourism in the Eastern Black Sea area of Turkey, Unique and Mystic Nature**
BİLGİN TURNA G.
Perspectives on Tourism in the Black Sea Area, Atina, Greece, 13 - 15 February 2015, pp.9-14
- XIII. **Turkey s Image as a Tourist Destination in Northern Europe**
AYYILDIZ H., BİLGİN TURNA G.
IACSS 2013 – INTERNATIONAL ACADEMIC CONFERENCE ON SOCIAL SCIENCES, 27 - 28 July 2013

XIV. Turizm Destinasyon İmajının (TDI) Uluslararası Tüketici Davranışına Etkisi

Ayyıldız H., Bilgin Turna G.

17. Ulusal Pazarlama KongresiPazarlamada Kültür ve Eğitim Paradigması, Balıkesir, Turkey, 18 - 21 October 2012, pp.417-436

Memberships / Tasks in Scientific Organizations

Pazarlama ve Pazarlama Araştırmaları Derneği (PPAD), Member, 2012 - Continues

Scientific Refereeing

Karadeniz Teknik Üniversitesi-Sosyal Bilimler Enstitüsü Sosyal Bilimler Dergisi, National Scientific Refreed Journal, January 2018

Global Journal of Economics and Business Studies, National Scientific Refreed Journal, September 2017

Uluslararası İktisadi ve İncelemeler Dergisi, National Scientific Refreed Journal, April 2017

The Journal of International Scientific Researches, National Scientific Refreed Journal, March 2017

Metrics

Publication: 45

Congress and Symposium Activities

6 th INTERNATIONAL WEST ASIA CONGRESS OF TOURISM RESEARCH, Attendee, Tbilisi, Georgia, 2022

INTERNATIONAL SIIRT CONFERENCE ON SCIENTIFIC RESEARCH, Attendee, Siirt, Turkey, 2021

6th INTERNATIONAL ZEUGMA CONFERENCE ON SCIENTIFIC RESEARCHES, Attendee, Gaziantep, Turkey, 2021

Yunanistan (Atina) - 7th International Black Sea Symposium 2014, Attendee, Athens, Greece, 2014

Rusya (St. Petersburg) - V. European Conference on Social and Behavioral Sciences, Attendee, Sankt-Peterburg, Russia, 2014

Türkiye (Rize) - 2nd International Conference on Computational and Social Sciences., Attendee, Rize, Turkey, 2014

Türkiye (İstanbul) - International Academic Conference on Social Sciences., Attendee, İstanbul, Turkey, 2013

Hollanda (Wageningen) - Transnational Health Care Symposium, Attendee, Eindhoven, Netherlands, 2013

İtalya (Roma) - 2013 2nd International Conference on Economics Business and Marketing Management, Attendee, Rome, Italy, 2013

Türkiye (Balıkesir) - 17. Ulusal Pazarlama Kongresi, Attendee, Balıkesir, Turkey, 2012

Scholarships

Erasmus Staj Hareketliliği - Rotterdam/Hollanda, European Commission, 2013 - 2013

Tübitak 2211 yurt içi doktora bursu- Bilim adamını destekleme bursu (BİDEB), TUBİTAK, 2008 - 2012

Erasmus Öğrenci Hareketliliği - Halmstad/İsveç, European Commission, 2010 - 2010

Comenius Hizmetiçi Eğitim - Exeter/İngiltere, European Commission, 2007 - 2007

Yüksek Lisans Bursu - Yeditepe Üniversitesi, University, 2003 - 2003

YÖK Lisans öğrenimi tam burs - Yeditepe Üniversitesi, YOK, 1999 - 2003

Non Academic Experience

Business Establishment Private, Bilge Koleji, İngilizce

Business Establishment Private, Anadolubank A.Ş., Kurumsal Pazarlama