

Assoc. Prof. SEDA YILDIRIM

Personal Information

Office Phone: [+90 464 511 3002](tel:+904645113002) Extension: 2425

Email: seda.yildirim@erdogan.edu.tr

Web: <https://avesis.erdogan.edu.tr/seda.yildirim>

Education Information

Doctorate, Kocaeli University, Sosyal Bilimler Enstitüsü, İşletme/Üretim Yönetimi Ve Pazarlama, Turkey 2009 - 2013

Postgraduate, Kocaeli University, Sosyal Bilimler Enstitüsü, İşletme/Üretim Yönetimi Ve Pazarlama, Turkey 2006 - 2009

Undergraduate, Kocaeli University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2002 - 2006

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Doctorate, Tüketicilerin kişisel değerleri ile tüketim değerleri arasındaki ilişkinin incelenmesi: Çevre dostu ürün kullanan tüketiciler üzerinde bir araştırma , Kocaeli University, Sosyal Bilimler Enstitüsü, İşletme/Üretim Yönetimi Ve Pazarlama, 2013

Postgraduate, TURLA SEYAHAT EDEN TURİSTLERLE BAĞIMSIZ SEYAHAT EDEN TURİSTLER DEMOGRAFİK VE KİŞİLİK ÖZELLİKLERİ BAKIMINDAN BİRBİRLERİNDEN FARKLI MIDIR? , Kocaeli University, Sosyal Bilimler Enstitüsü, İşletme/Üretim Yönetimi Ve Pazarlama , 2009

Research Areas

Social Sciences and Humanities, Management, Marketing, Management of Enterprises

Academic Titles / Tasks

Assistant Professor, Recep Tayyip Erdogan University, Fındıklı Uygulamalı Bilimler Yüksekokulu, Uluslararası Ticaret Ve Lojistik, 2014 - Continues

Published journal articles indexed by SCI, SSCI, and AHCI

- I. Segmentation of Green Product Buyers Based on Their Personal Values and Consumption Values**
Yildirim S., Candan B.
ENVIRONMENTAL VALUES, vol.24, no.5, pp.641-661, 2015 (SSCI)

Articles Published in Other Journals

- I. **The impact of personality traits on organizational cynicism in the education sector**
Acaray A., YILDIRIM S.
WORLD JOURNAL OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, vol.13, no.1, pp.65-76, 2017 (ESCI)
- II. **The relationship between marketing culture and organizational commitment: an empirical study in Turkey**
YILDIRIM S., acaray a., CANDAN B.
WORLD JOURNAL OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, vol.12, no.1, pp.66-80, 2016 (ESCI)
- III. **The relationship between marketing culture and organizational commitment An empirical study in Turkey**
Yildirim S., Acaray A., Candan B.
WORLD JOURNAL OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, vol.12, no.1, pp.66-80, 2016 (ESCI)
- IV. **Üniversite Öğrencilerinin İşkur Hizmetlerine İlişkin Algı ve Tutumları**
YILDIRIM S., ACARAY A., ŞEVİK N.
Bilgi Ekonomisi ve Yönetimi Dergisi, vol.10, no.1, pp.65-78, 2015 (Peer-Reviewed Journal)
- V. **A Study About Determining The Relationship Between Salespeople's Orientation Type And Job Performance**
YILDIRIM S.
Asian Academic Research Journal of Social Sciences & Humanities, vol.1, no.34, pp.263-276, 2015 (Peer-Reviewed Journal)
- VI. **ÜNİVERSİTE ÖĞRENCİLERİNİN İŞKUR HİZMETLERİNE İLİŞKİN ALGI ve TUTUMLARI**
YILDIRIM S., acaray a., şevik n.
Bilgi Ekonomisi ve Yönetimi Dergisi(The Journal of Knowledge Economy & Knowledge Management), vol.X, pp.65-78, 2015 (Peer-Reviewed Journal)
- VII. **The Relationship Marketing Attitudes in Family Businesses: A Pilot Study in Automotive Subsidiary Industry**
YILDIRIM S.
Research Journal of Social Science & Management, vol.4, no.10, pp.56-65, 2015 (Peer-Reviewed Journal)
- VIII. **Activities of Strategic Marketing Planning In SMEs**
YILDIRIM S.
International Journal of Research in Social Sciences. IJMRA, vol.5, no.1, pp.853-867, 2015 (Peer-Reviewed Journal)
- IX. **A Qualitative Study on Perspectives of Retailers about RFID System in Turkey**
YILDIRIM S., aydın k.
International Journal of Computer Trends and Technology (IJCTT, vol.19, no.2, pp.68-75, 2015 (Peer-Reviewed Journal)
- X. **Investigating Functional Health Service Quality In A Private Hospital (An Implementation In Kocaeli)**
Dikmen F. C., YILDIRIM S., bakkal s.
The Journal Of Academic Social Science Studies., vol.27, no.1, pp.435-447, 2014 (Peer-Reviewed Journal)
- XI. **Young Consumer's Perception of Brand Personality for Ice Tea Brands In Turkey**
YILDIRIM S.
International Journal of Academic Research in Business and Social Sciences, vol.4, no.4, pp.270-284, 2014 (Peer-Reviewed Journal)
- XII. **The Measurement Of Service Quality With Servqual For Different Domestic Airline Firms In Turkey**
aydın k., YILDIRIM S.
Serbian Journal Of Management, vol.7, no.2, pp.219-230, 2012 (ESCI)
- XIII. **Hizmet Sektöründe Servperf Ölçeği İle Hizmet Kalitesinin Belirlenmesi:Sağlık Hizmetleri Sektöründe Bir Uygulama**
aydın k., YILDIRIM S.

Refereed Congress / Symposium Publications in Proceedings

- I. **Activities of Strategic Marketing Planning In SMEs(A Pilot Study On SMEs In Istanbul)”**
YILDIRIM S.
12th International Conference on Knowledge, Economy&Management(12. ICKEM) Proceedings, Antalya, Turkey, pp.635
- II. **Rize'de Termal Turizm Potansiyelinin Hizmet Kalitesi Bağlamında İncelenmesi**
Kızıltan A., Yıldırım D. Ç., Yıldırım S., Yavuz V.
II.Rize Turizm Sempozyumu, Rize, Turkey, 4 - 06 November 2016
- III. **The Impact of Marketing Culture on Job Saticfaction: An Empirical Study in Service Sector**
YILDIRIM S., ACARAY A., AYDIN K.
2nd Annual International Conference on Social Sciences, İstanbul, Turkey, 2 - 04 June 2016, pp.90-99
- IV. **The Relationship Between Marketing Culture and Organizational Commitment: A Study On Private Service Sector Employees**
YILDIRIM S., candan b., acaray a.
11th International Strategic Management Conference 2015, Viyana, Austria, 23 - 25 July 2015, pp.563-570
- V. **Female Decision; Making Styles for Ready-Made Clothing**
YILDIRIM S., aydın k., ustaahmetoğlu e.
The 1st Annual International Conference On Social Sciences, İstanbul, Turkey, 21 - 23 May 2015, pp.424-438
- VI. **Female Decision-Making Styles For Ready-Made Clothing**
YILDIRIM S., aydın k., USTAAHMETOĞLU E.
1st Annual International Conference on Social Sciences, İstanbul, Turkey, 21 May 2015 - 23 May 2016, vol.1, no.2, pp.424-438
- VII. **The Theoretical Framework For Usage Of RFID Technology In Retail Sector**
Aydın K., USTAAHMETOĞLU E., YILDIRIM S.
The 8th 'International Conference on Information Technologies Applications and Management, İstanbul, Turkey, 28 - 29 June 2012, vol.8, no.1, pp.162-171

Supported Projects

KIZILTAN A., YILDIRIM S., YILDIRIM D. Ç., YAVUZ V., Project Supported by Higher Education Institutions, Kaplıca Turizminde Karşılaştırmalı Kişisel Tercih Analizi: Rize-Freiburg (Almanya) Karşılaştırması, 2014 - 2016

Metrics

Publication: 21

Citation (WoS): 15

Citation (Scopus): 6

H-Index (WoS): 3

H-Index (Scopus): 1