

## Res. Asst. PhD COŞKUN ERKAN

### Personal Information

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### International Researcher IDs

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### Education Information

Doctorate, Karadeniz Technical University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2014 - 2022

Postgraduate, Karadeniz Technical University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2009 - 2012

### Foreign Languages

English, B2 Upper Intermediate

### Certificates, Courses and Trainings

Education Management and Planning, Eğitimcilerin Eğitimi, Recep Tayyip Erdoğan Üniversitesi, 2021

### Dissertations

Doctorate, YENİ ÜRÜN BAŞARI FAKTÖRLERİNİN BELİRLENMESİ ÜZERİNE BİR ÖLÇEK GELİŞTİRME: TEKNOKENTLERE BAĞLI FİRMALAR ÜZERİNE BİR ARAŞTIRMA , Karadeniz Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2022

Postgraduate, PAZARLAMADA YENİ ÜRÜN GELİŞTİRME VE ÇAY SEKTÖRÜ ÜZERİNE TÜKETİCİYE YÖNELİK BİR UYGULAMA, Karadeniz Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2013

### Research Areas

Marketing, Strategic Marketing and Brand Management, Entrepreneurship and Innovation Management

### Academic Titles / Tasks

Research Assistant PhD, Recep Tayyip Erdogan University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2022 - Continues

Research Assistant, Recep Tayyip Erdogan University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2013 - Continues

## Courses

Entrepreneurship and Project Management, Undergraduate, 2023 - 2024

Entrepreneurship, Undergraduate, 2024 - 2025

Entrepreneurship, Undergraduate, 2023 - 2024

Entrepreneurship II, Undergraduate, 2022 - 2023

Entrepreneurship, Undergraduate, 2022 - 2023

## Articles Published in Other Journals

- I. **Covid-19 Pandemisi Sürecinde Tüketicilerin Satın Alma Davranışlarındaki Değişimlerin İncelenmesi**  
ERKAN C., ERKUŞ U., ÖZTÜRK A.  
FISCAOECONOMIA, vol.7, no.2, 2023 (Peer-Reviewed Journal)
- II. **A SCALE DEVELOPMENT STUDY ON THE DETERMINATION OF NEW PRODUCT SUCCESS FACTORS FOR COMPANIES AFFILIATED TO TECHNOPARKS**  
Erkan C., Ayyıldız H.  
3. SEKTÖR SOSYAL EKONOMİ DERGİSİ, vol.58, no.1, pp.352-372, 2023 (Peer-Reviewed Journal)
- III. **The Effect of Privacy Perception on Social Media on Attitude Towards Social Media Usage**  
ÖZTÜRK A., ERKAN C., ERKUŞ U.  
Yaşar Üniversitesi E-Dergisi, vol.17, no.65, pp.79-94, 2022 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **New Product Development in Marketing: An Application for the Tea Industry**  
Erkan C.  
LAMBERT PUBLISHING, London, 2023
- II. **Determination of New Product Success Factors Specific to Companies Affiliated to Technoparks**  
Erkan C.  
Gazi Kitabevi, Rize, 2022

## Refereed Congress / Symposium Publications in Proceedings

- I. **TÜRKİYE'DEKİ SOSYAL MEDYA KULLANICILARININ ZORLAYICI POLİTİKALAR SONRASINDAKİ SOSYAL MEDYA KULLANIMINDA ALTERNATİF ARAYIŞLAR VE DEĞİŞİMLER**  
ÖZTÜRK A., ERKAN C., ERKUŞ U.  
MEDITERRANEAN SUMMIT 5th INTERNATIONAL SOCIAL SCIENCES CONGRESS, Mersin, Turkey, 07 August 2021, pp.60-75

## Tasks In Event Organizations

Erkan C., ÇAKIROĞLU K. I., ERKUŞ U., 22nd Marketing Congress, Scientific Congress, Trabzon, Turkey, Eylül 2017

## Metrics

Publication: 6