

Asst. Prof. GÜLÇİN BİLGİN TURNA

Personal Information

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International Researcher IDs

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Yoksis Researcher ID: 123064

Education Information

Doctorate, Karadeniz Technical University, Sosyal Bilimler Enstitüsü, İşletme Bölümü, Turkey
2007 - 2013

Doctorate, Högskolan i Halmstad (University College of Halmstad), Sosyal Bilimler Enstitüsü,
İşletme Bölümü, Sweden 2010 - 2010

Postgraduate, Yeditepe University, Institute Of Social Sciences, İşletme Bölümü, Turkey 2003 -
2004

Undergraduate, Yeditepe University, Faculty Of Economics And Administrative Sciences,
Department Of Business, 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 Guneyisu 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 started a collaborative publication with Frank M. Go. She attended Dutch courses in Rotterdam. She participated in various international conferences in Balıkesir, Rize, Rome, Wageningen, St. Petersburg, Athens and Istanbul mostly with her studies on the effects of country image on consumer behavior. Gulcin BILGIN TURNA's area of research is various areas of Marketing,

Tourism management; measurement and improvement of Turkey's international image. She works as an assistant professor at Recep Tayyip Erdogan University. 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

Academic and Administrative Experience

Disabled student academic unit coordinator, Recep Tayyip Erdogan University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2021 - Continues

Foreign Students Coordinator, Recep Tayyip Erdogan University, İktisadi Ve İdari Bilimler Fakültesi, 2018 - 2021

Yükseköğretim Akademik Kurul Üyesi, Recep Tayyip Erdogan University, Sağlık Hizmetleri Meslek Yüksekokulu, 2018 - 2021

Erasmus Coordinator, Recep Tayyip Erdogan University, İktisadi Ve İdari Bilimler Fakültesi, Sosyal Hizmet Bölümü, 2015 - 2018

Visiting Researcher, Rotterdam School of Management Erasmus, Tourism Management, 2013 - 2013

Students' Assistant, Yeditepe University, Institute Of Social Sciences, 2003 - 2003

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., Tüketicilerin Amerikan Markalarına Yönelik Memnuniyet ve Etnosentrizm Düzeyleri, Postgraduate, S.Kulaksız(Student), 2020
Bilgin Turna G., Üniversite Öğrencilerinin İnstagram Kullanım Amaçları ve İnstagram 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

Articles Published in Other Journals

- I. **Nöropazarlamada Etik: Üniversite Öğrencilerinin Algıları**
Bilgin Turna G., Babuş L.
NEW ERA INTERNATIONAL JOURNAL OF INTERDISCIPLINARY SOCIAL RESEARCHES, vol.10, pp.83-90, 2021 (Peer-Reviewed Journal)
- II. **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)
- III. **Sosyal Medya Pazarlaması: İnstagram 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)

- IV. **Website Performances of Commercial Banks in Turkey**
Özdemir M., Bilgin Turna G.
DUMLUPINAR ÜNİVERSİTESİ SOSYAL BİLİMLER DERGİSİ, pp.38-52, 2020 (Peer-Reviewed Journal)
- V. **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)
- VI. **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)
- VII. **Turkey's Image as a Tourist Destination in Northern Europe**
Ayyıldız H., Bilgin Turna G.
International Journal of Advances in Management, Economics and Entrepreneurship, vol.1, no.4, pp.1-8, 2014 (Peer-Reviewed Journal)
- VIII. **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)
- IX. **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.
International Association of Social Science Research - IASSR, vol.2, no.1, pp.106-118, 2013 (Peer-Reviewed Journal)
- X. **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. **Pazarlamada Güncel Yaklaşımlar**
Bilgin Turna G.
in: Pazarlamada Güncel Yaklaşımlar, Salih Yıldız, Editor, Gazi Yayın Dağıtım, Ankara, pp.141-164, 2022
- II. **Türk Tüketicilerin Amerikan Markalarına Yönelik Memnuniyet ve Etnosentrizm Düzeyleri**
Kulaksız S., Bilgin Turna G.
in: Insac World Social and Education Sciences, Veysel Temel, Editor, Gece kitaplığı, Ankara, pp.79-117, 2022
- III. **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
- IV. **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
- V. **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
- VI. **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

VII. Perakende İmajının Oluşturulması ve Korunması

BİLGİN TURNA G.

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

VIII. Operasyon Yönetimi: Operasyonel Boyutlar

BİLGİN TURNA G.

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

IX. Kısım 5 Kısa Vakalar ve Kapsamlı Vaka

BİLGİN TURNA G.

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

X. Kısım 4 Kapsamlı Vaka

BİLGİN TURNA G.

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

XI. Ürün Olarak Hizmetler, Hizmetlerin Özellikleri ve Hizmetlerde Pazarlama Karması

BİLGİN TURNA G.

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

Refereed Congress / Symposium Publications in Proceedings

I. 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

II. 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

III. The Effect of Infodemic on Consumption

Bilgin Turna G., Akmaz Bıyıklı G.

2. ULUSLARARASI DİCLE BİLİMSEL ARAŞTIRMALAR VE İNOVASYON KONGRESİ, Diyarbakır, Turkey, 27 - 29 May 2022, pp.259-260

IV. Dark and Solidarity Tourism

Bilgin Turna G.

7. ULUSLARARASI 19 MAYIS YENİLİKÇİ BİLİMSEL YAKLAŞIMLAR KONGRESİ, Samsun, Turkey, 19 - 20 May 2022, pp.85-86

V. Children's YouTube Consumption: An Analysis of the Most Viewed YouTube Videos of All Time

Bilgin Turna G., Akmaz Bıyıklı G.

International Aegean Conferences on Social Sciences & Humanities V , İzmir, Turkey, 25 - 26 February 2022, pp.73-74

VI. 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

VII. 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

VIII. Türkiye'deki Bankaların Websitelerinin Performanslarının Çok Kriterli Karar Verme (ÇKKV)

Yöntemleri ile Değerlendirilmesi

BİLGİN TURNA G., özdemir m.

International EMI Entrepreneurship Social Sciences Congress, Lefkoşa, Cyprus (Kktc), 27 - 29 April 2018, pp.168-169

IX. 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

X. 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

XI. 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

XII. 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: 33

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 Hareketliliđi - Rotterdam/Hollanda, European Commission, 2013 - 2013

Tübitak 2211 yurt ii doktora bursu- Bilim adamını destekleme bursu (BİDEB), TUBITAK, 2008 - 2012

Erasmus Öğrenci Hareketliliđi - Halmstad/İsve, European Commission, 2010 - 2010

Comenius Hizmetii Eđitim - 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