

Lect. HAYRİ UYGUN

Personal Information

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Education Information

Doctorate, Recep Tayyip Erdogan University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2017 - Continues

Post Graduate, Karadeniz Technical University, Sosyal Bilimler, İşletme, Turkey 2010 - 2014

Under Graduate, Mersin University, Turizm İşletmeciliği Ve Otelcilik, Turkey 1993 - 1997

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Post Graduate, Yeni Ürün Geliştirme ve Ortak Pazarlama Stratejisi: Trabzon Yöresel Turizm Destinasyonları Örneği, Karadeniz Technical University, Sosyal Bilimler Enstitüsü, İşletme, 2014

Research Areas

Social Sciences and Humanities, Behavioural Sciences, Management, Marketing, Tourism and Hotel Management

Academic Titles / Tasks

Lecturer, Recep Tayyip Erdogan University, Ardeşen Meslek Yüksekokulu, Seyahat Turizm Ve Eğlence Hizmetleri, 2015 - Continues

Lecturer, Recep Tayyip Erdogan University, Fındıklı Meslek Yüksekokulu, Turizm Ve Otel İşletmeciliği, 2008 - 2015

Lecturer, Canakkale Onsekiz Mart University, Ayvacık Meslek Yüksekokulu, Turizm Ve Otel İşletmeciliği, 2005 - 2008

Academic and Administrative Experience

Assistant Director of Vocational School, Recep Tayyip Erdogan University, Ardeşen Meslek Yüksekokulu, Seyahat Turizm Ve Eğlence Hizmetleri, 2016 - 2017

Recep Tayyip Erdogan University, Ardeşen Meslek Yüksekokulu, Turizm Ve Otel İşletmeciliği, 2014 - 2015

Canakkale Onsekiz Mart University, Ayvacık Meslek Yüksekokulu, Turizm Ve Otel İşletmeciliği, 2006 - 2008

Canakkale Onsekiz Mart University, Ayvacık Meslek Yüksekokulu, Turizm Ve Otel İşletmeciliği, 2006 - 2008

Courses

Muhasebeye Giriş, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021
Konaklama İşletmeleri Muhasebesi, Under Graduate, 2018 - 2019, 2019 - 2020, 2020 - 2021
Muhasebeye Giriş, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021
İletişim, Associate Degree, 2018 - 2019, 2019 - 2020
Genel Muhasebe, Under Graduate, 2018 - 2019, 2019 - 2020
İletişim, Associate Degree, 2018 - 2019, 2019 - 2020
Yiyecek-İçecek Servisi-II, Associate Degree, 2018 - 2019

Articles Published in Other Journals

- I. **Bilateral Trade: Between India and Turkey**
Gujrati R., UYGUN H.
Journal of Business and Trade, vol.1, no.1, pp.53-60, 2020 (Refereed Journals of Other Institutions)
- II. **Digital Marketing: Changing Consumer Behavior**
Gujrati R., Uygun H.
International Journal of Forensic Engineering, vol.4, no.4, pp.323-331, 2020 (Refereed Journals of Other Institutions)
- III. **Entrepreneurship and Innovation – Two Sides of the Same Coin**
Uygun H., Gujrati R.
SMS Journal of Entrepreneurship Innovation, vol.6, no.2, pp.11-20, 2020 (Refereed Journals of Other Institutions)
- IV. **Digital Innovation: Changing the Face of Business**
UYGUN H., Gujrati R.
International Journal of Forensic Engineering, vol.4, no.4, pp.332-342, 2020 (Refereed Journals of Other Institutions)
- V. **Covid-19: Impact on Global Economics**
Gujrati R., Uygun H.
Amity Journal of Computational Sciences (AJCS), vol.4, no.1, pp.24-29, 2020 (Refereed Journals of Other Institutions)
- VI. **Global Trends in Digital Marketing**
Guce D., Gujrati R., Uygun H.
Amity Journal of Computational Sciences (AJCS), vol.4, no.1, 2020 (Refereed Journals of Other Institutions)
- VII. **Role of Strategic Entrepreneurship to Develop the Enterprises**
Gujrati R., Uygun H.
SMS Journal of Entrepreneurship & Innovation, vol.6, pp.21-27, 2019 (Refereed Journals of Other Institutions)

Books & Book Chapters

- I. **Women Empowerment in the World (Various Sectors)**
Gupta A. (Editor), Gujrati R. (Editor), Uygun H. (Editor)
Tradepreneur Global Academic Platform, Southampton, 2020
- II. **Digital Entrepreneurship**
Gujrati R. (Editor), Uygun H. (Editor)
Tradepreneur Global Academic Platform, Southampton, 2020
- III. **Covid 19 Impact of Foreign Direct Investment and Various Sector**
Gujrati R. (Editor), Uygun H. (Editor)
Tradepreneur Global Academic Platform, Southampton, 2020

Refereed Congress / Symposium Publications in Proceedings

- I. **Covid-19: Impact on Tourism**
Uygun H.
The 6th InTraders International Conference on International Trade, Sakarya, Turkey, 5 - 09 October 2020, pp.45
- II. **Digital Entreprenuship in Emerging Trend**
Gujrati R., UYGUN H., Guçe D.
2nd International Conference on Business Opportunities Due to Covid-19 Pandemic, India, 07 July 2020, pp.7-16
- III. **Covid-19 Pandemic: Impact on FDI**
Porwal M., Gujrati R., UYGUN H.
1st International Conference on Impact of Covid-19 on FDI, India, 10 May 2020, pp.25-32
- IV. **Covid-19: Impact on Foreign Direct Investment**
Gujrati R., UYGUN H.
1st International Conference on Impact of Covid-19 on FDI, India, 10 May 2020, pp.19-24
- V. **ORTAK PAZARLAMA STRATEJİSİYLE OLUŞTURULAN YENİ DESTİNASYONLARIN REKABET GÜCÜNÜN ARTTIRILMASI: RİZE VE ARTVİN ÜZERİNE BİR UYGULAMA**
Uygun H., Başkan K., Erklıç E.
DOKAP Bölgesi Uluslararası Turizm Sempozyumu, Trabzon, Turkey, 23 - 24 October 2017, pp.304-314
- VI. **TURİZM DESTİNASYONLARININ ORTAK PAZARLAMA STRATEJİSİÇERÇEVESİNDE YENİ BİR ÜRÜN OLARAK GELİŞTİRİLEREK REKABET GÜCÜNÜN ARTIRILMASI: RİZE VE ARTVİNDESTİNASYONLARI ÜZERİNE BİR UYGULAMA**
Uygun H., Başkan K., Erklıç E.
DOKAP Bölgesi ULUSLARARASI TURİZM SEMPOZYUMU, Trabzon, Turkey, 23 - 24 October 2017
- VII. **Rize İlinin Spor Turizmi Açısından Değerlendirilmesi**
Yıldız S., Erklıç E., Uygun H., Gazeloğlu C.
II. Rize Sempozyumu Turizm, Rize, Turkey, 4 - 06 November 2016, pp.99-116
- VIII. **An Investigation on Cruise Tourism in Eastern Black Sea Region and its Socio-Economic Effects on the Destination in the Region**
UYGUN H., YOLDAŞ M. A.
International Interdisciplinary Business-Economics Advancement Conference (IIBA), Florida, United States Of America, 28 March - 01 April 2015, pp.140-150
- IX. **Türkiye'de Lisans Düzeyindeki Turizm Eğitim Potansiyelinin Bölge Konaklama İşletmelerine Göre Değerlendirilmesi**
Başkan K., Taş S., UYGUN H.
Uluslararası Avrasya Turizm Kongresi, Konya, Turkey, 28 - 30 May 2015, vol.3, no.1, pp.317-330
- X. **An Investigation on Cruise Tourism in Eastern Black Sea Region and its Socio-Economic Effects on the Destinations in the Region**
Uygun H., Yoldaş M. A.
International Interdisciplinary Business-Economics Advancement Conference (IIBA), Florida, United States Of America, 28 March - 02 April 2015, vol.3, pp.130-140
- XI. **Co-Marketing Strategy and Developing New Products: A Case of Trabzon Local Tourism Destinations**
Ayyıldız H., Uygun H.
Global Interdisciplinary Business-Economics Advancement Conference (GIBA), Florida, United States Of America, 15 - 18 May 2014, vol.1, pp.503-511
- XII. **Ayvacak İlçesinin Alternatif Turizm Potansiyelinin Belirlenmesi**
Keleş Ç., Temeloğlu E., UYGUN H.
Ayvacak Değerleri Sempozyumu, Çanakkale, Turkey, 29 - 30 August 2008, pp.245-249

Edit Congress and Symposium Activities

The 6th InTraders International Conference on International Trade, Attendee, Sakarya, Turkey, 2020
Intelligent Engineering and Management (ICIEM), Attendee, Noida, India, 2020
International Webinar on Covid-19 Lives & Livelihood, Attendee, Bhubaneswar, India, 2020
II. Rize Sempozyumu: Turizm, Attendee, Rize, Turkey, 2016

Awards

Uygun H., Award of Appreciation, Ct University, December 2020
Uygun H., Appreciation Award, Tecnia Institute Of Advanced Studies, February 2020