

LECTURER



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Phone (Work) : -

:

Address Beykoz University

Education

Master (Thesis)
2016
29/Ocak/2019 KOCAEI UNIVERSITY->INSTITUTE OF SOCIAL SCIENCES->PRODUCTION MANAGEMENT AND MARKETING (MASTER) (WITH THESIS)
Thesis Title: Awareness of Consumer Rights and the Level of Knowledge on Consumer Rights According to Socio-Demographic Variables: A Study on Consumers in Istanbul (2019)
Thesis Advisor: (Asst. Prof. Dr. Duygu Fırat)

Bachelor's Degree
2009
7/Haziran/2014 KARADENIZ TECHNICAL UNIVERSITY->FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES->DEPARTMENT OF BUSINESS ADMINISTRATION->BUSINESS ADMINISTRATION PR. (EVENING EDUCATION)

Academic Title

LECTURER BEYKOZ UNIVERSITY / BEYKOZ VOCATIONAL SCHOOL OF LOGISTICS / DEPARTMENT OF MANAGEMENT AND ORGANIZATION
12.05.2025

Positions in Projects:

1. Union of Chambers and Commodity Exchanges of Turkey (TOBB) Istanbul Young Entrepreneurs Board – Mentorship for TOBB Projektör 2022, 2023, 2024 Projects, Other Public Organisations (except for Higher Education Institutions), Advisor: Yusuf Gökhan Yıldız, 09/03/2022 – 06/05/2025 (National)
2. 4006-TÜBİTAK Science Fairs Support Program, Other (National), Advisor: Yusuf Gökhan Yıldız, 26/05/2024 – 26/05/2024 (National)
3. GençBizz Project Consultancy, Private Organisations, Advisor: Yusuf Gökhan Yıldız, 12/05/2025 – 15/04/2025 (National)
4. My Idea, My Brand, Other Public Organisations (except for Higher Education Institutions), Project Lead: Yusuf Gökhan Yıldız, 11/05/2020 – 26/05/2020 (National)

D. Articles published in national refereed journals :

1. Yıldız, Yusuf Gökhan; Fırat, Duygu (2025). Consumers' Attitudes Toward the Use of Fear Appeals in Advertisements, Gümüşhane University Journal of Social Sciences (Control No: 9572860)

E. Papers presented at national scientific meetings and published in

1. Yıldız, Yusuf Gökhan (2018). Awareness of Consumer Rights and the Level of Knowledge on Consumer Rights According to Socio-Demographic Variables: A Study on Consumers in Istanbul. Thesis Defense (Abstract/Oral Presentation) (Publication No: 9572868)
2. Yıldız, Yusuf Gökhan; Yürüyen, Kılıç Hediye (2019). The Effect of Consumers' Masculinity and Femininity Tendencies on Interest in and Knowledge of Fashion Products. 4th International Conference of Business Students (ICOBS'19) (Full Text Publication/Poster) (Publication No: 9572865,

3. Yıldız, Yusuf Gökhan (2019). A Study to Explain the Relationship Between the Gender of Consumers Shopping in Clothing Stores and Their Purchasing Behavior. 7th Social Sciences Congress (Full Text Publication/Oral Presentation) (Publication No: 9576689)

Non-academic Experience

16.01.2022 Project Consultant Ministry of National Education (Public)

16.10.2022 Entrepreneurship Advisor Teacher

17.09.2017 Accounting Group Teacher

17.09.2017-12.05.2025 Marketing Teacher

Certificate

718331 KOSGEB Traditional Entrepreneurship Training, KOSGEB LMS, Certificate, 01.05.2022 – 01.05.2022 (National)

719867 KOSGEB Advanced Entrepreneurship Training, KOSGEB LMS, Certificate, 01.05.2022 – 01.05.2022 (National)

719866 Entrepreneurship Training (Academy of Trade) – Ministry of Trade, Entrepreneurship, Virtual Trade Academy, Certificate, 16.03.2022 – 15.03.2022 (National)

719865 Digital Marketing, Google, Certificate, 22.05.2017 – 21.05.2017 (National)

718332 Pedagogical Formation, Accounting and Finance Pedagogical Formation Certificate, Istanbul University – Cerrahpaşa Hasan Ali Yücel Faculty of Education, Certificate, 23.01.2020 – 02.11.1202 (National)

Course

719864 Master Instructor Certificate, Ministry of National Education, Vocational Training Center, Course, 15.08.2022 – 22.09.2022 (National)

Report

719868 Examination of the Entrepreneurial Personality Traits of Vocational and Technical Anatolian High School Students, Entrepreneurship Report, Ministry of National Education, Report, 15.05.2018 – 30.05.2018 (National)