

LECTURER



E-Mail Address : yusufgokhanyildiz@beykoz.edu.tr

Phone (Work) : -

Address Beykoz University

Education

Master (Thesis) 2016 29/Ocak/2019	KOCAELI 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 Firat)
Bachelor's Degree 2009 7/Haziran/2014	KARADENİZ TECHNICAL UNIVERSITY->FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES->DEPARTMENT OF BUSINESS ADMINISTRATION->BUSINESS ADMINISTRATION PR. (EVENING EDUCATION)

Academic Title

LECTURER 12.05.2025	BEYKOZ UNIVERSITY / BEYKOZ VOCATIONAL SCHOOL OF LOGISTICS / DEPARTMENT OF MANAGEMENT AND ORGANIZATION
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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; Firat, 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 (ICOB'S'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 Âli Yücel Faculty of Education, Certificate, 23.01.2020 – 02.11.2020 (National)

Course

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