

Res. Asst. PhD ULVİ CENAP TOPÇU

Personal Information

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Address: Çanakkale Uygulamalı Bilimler Fakültesi Oda no: 10 Terzioğlu Yerleşkesi Çanakkale

International Researcher IDs

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ORCID: 0000-0001-6301-2357

Publons / Web Of Science ResearcherID: H-4645-2018

Yoksis Researcher ID: 124264

Education Information

Doctorate, Canakkale Onsekiz Mart University, Lisansüstü Eğitim Enstitüsü, Business Administration, Turkey 2014 - 2019

Postgraduate, Canakkale Onsekiz Mart University, Lisansüstü Eğitim Enstitüsü, Business Administration, Turkey 2011 - 2014

Undergraduate, Ankara University, Siyasal Bilgiler Fakültesi, İşletme, Turkey 2001 - 2008

Foreign Languages

English, C1 Advanced

German, B1 Intermediate

Certificates, Courses and Trainings

Other, Taşınabilir Kültür Varlıklarının Korunması, Sergilenmesi ve Müzecilik, Çanakkale Onsekiz Mart Üniversitesi, 2021

Education Management and Planning, Yabancı Dil Olarak Türkçe Eğitimliği Sertifika Programı, ÇOMÜ-TÖMER, 2017

Education Management and Planning, MAXQDA ile Nitel Veri Analizi Çalıştayı, Nitel Araştırma Merkezi, 2016

Project Management, Internet Age of Volunteering, IVO "SVIT-Ukraine", 2013

Other, Proje Yönetimi Döngüsü Sertifika Programı, AB-ilan, 2011

Project Management, European Volun-Peers – one year abroad, Jugendsozialwerk Nordhausen e.V., 2011

Dissertations

Doctorate, Gösterişçi Tüketimin Öncülleri: Benlik, Sosyal Statü, Materyalist Değerler ve Bireycilik-Toplulukçuluk Bağlıları, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, İşletme, 2019

Postgraduate, Tüketicilerin Etnosentrik Tüketim Eğilimleri İle Sosyo-Politik Tutumları Arasındaki İlişkiler, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, 2014

Research Areas

Social Sciences and Humanities, Behavioural Sciences, Management, Marketing, Mass Communications and Mass Media

Academic Titles / Tasks

Research Assistant PhD, Canakkale Onsekiz Mart University, Çanakkale Uygulamalı Bilimler Fakültesi, Sağlık Yönetimi, 2020 - Continues

Research Assistant PhD, Canakkale Onsekiz Mart University, Siyasal Bilgiler Fakültesi, İşletme, 2019 - 2020

Research Assistant, Canakkale Onsekiz Mart University, Siyasal Bilgiler Fakültesi, İşletme, 2019 - 2019

Research Assistant, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, İşletme, 2011 - 2019

Academic and Administrative Experience

Assistant Editor, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, 2016 - 2019

Bologna Koord., Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, Osmanlı Arkeolojisi Anabilim Dalı, 2015 - 2019

Bologna Koord., Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, Bölgesel Araştırmalar, 2014 - 2019

Courses

Professional English II, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Kültürel Mirasın Tanıtımı ve Pazarlama Stratejileri, Postgraduate, 2023 - 2024, 2022 - 2023

Sağlık Yönetimi Seminer, Undergraduate, 2023 - 2024, 2021 - 2022

Globalism, New Media and Consumer Behavior, Undergraduate, 2023 - 2024

Intercultural Communication, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

International Marketing, Undergraduate, 2023 - 2024, 2022 - 2023

Hastane Uygulaması, Undergraduate, 2023 - 2024, 2022 - 2023

International Communication, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Mesleki İngilizce IV, Undergraduate, 2022 - 2023

Kültürel Miras ve Turizm Pazarlaması, Postgraduate, 2023 - 2024

Academic English II, Undergraduate, 2022 - 2023

Marketing for Healthcare Organizations, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Professional English I, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Professional English III, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Management and Organization, Undergraduate, 2022 - 2023, 2020 - 2021

Academic English I, Undergraduate, 2022 - 2023

Genel İşletme, Undergraduate, 2019 - 2020

Articles Published in Other Journals

- I. **How Does Consumer Materialism Relate with 4-Factor INDCOL?**
Topçu U. C.
Journal of Humanities and Tourism Research, vol.10, no.4, pp.854-862, 2020 (Peer-Reviewed Journal)
- II. **Consuming History in a Political Context: Motivations of Turkish Visitors of the Gallipoli Battlefields**
TOPÇU U. C.
Journal of Global Business Insights, vol.5, no.2, pp.103-119, 2020 (Peer-Reviewed Journal)
- III. **Antecedents of Conspicuous Consumption: Self-Concept, Social Status and Consumer Materialism**
Topçu U. C., Eroğlu U., Özer A.
Tüketici ve Tüketim Araştırmaları Dergisi, vol.12, no.1, pp.151-185, 2020 (Peer-Reviewed Journal)
- IV. **Relationship of learned resourcefulness and burnout levels: A research in an industrial enterprise**
Topçu U. C., Yücekaya P.

INTERNATIONAL JOURNAL OF ECONOMIC STUDIES, vol.3, no.4, pp.663-671, 2017 (Peer-Reviewed Journal)

- V. **A Review on Intercultural Communication Competence for Business Research**
Topçu U. C., Eroğlu U.
Elixir International Business Management, vol.113, pp.49323-49327, 2017 (Peer-Reviewed Journal)
- VI. **Girding for Prestige: A Study on Conspicuous Consumption, Social Status Display and Materialism**
Topçu U. C.
Journal of International Conference on Marketing and Business Development, vol.1, no.1, pp.184-191, 2017 (Peer-Reviewed Journal)
- VII. **İşgörenlerin nepotizm algısı ve iş memnuniyetinin, işten ayrılma niyetine etkisi: Konaklama işletmelerinde bir araştırma**
Yücekaya P., Rençber Ö. F., Topçu U. C.
Eurasian Business Economics Journal, vol.2, pp.300-339, 2016 (Peer-Reviewed Journal)
- VIII. **Sway The Irresistible Pull Of Irrational Behaviour Ori Brafman ve Rom Brafman**
TOPÇU U. C.
Uluslararası Sosyal Bilimler Dergisi, vol.1, no.1, pp.80-83, 2016 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Bir Turizm Pazarlaması Aracı Olarak Kültürel Miras**
Topçu U. C.
in: Disiplinler Arası Yaklaşımla Kültürel Miras Yönetimi, Diker, Oğuz, Özkül, Emrah; Küçükaltan, Derman, Editor, Paradigma Akademi, Çanakkale, pp.37-48, 2023
- II. **Kültür Varlıkları Pazarlamasında Makro ve Mikro Düzeyler**
Topçu U. C.
in: Sosyal ve Beşeri Bilimlerde Uluslararası Araştırmalar IV - Aralık 2022, Batal S., Editor, Serüven, İzmir, pp.31-50, 2022
- III. **The Influence of Dogmatism on Consumer Preferences in regard to Consumer Ethnocentrism**
Topçu U. C.
in: Theory and Research in Social, Human and Administrative Sciences October 2022, Batal S., Akgül C.S., Editor, Serüven, İzmir, pp.71-85, 2022
- IV. **Örgütsel İletişim Kalitesi Ölçümü İçin Bir İnceleme Aracı Önerisi**
Topçu U. C.
in: İktisadi ve İdari Bilimlerde Uluslararası Araştırmalar II - Aralık 2022, Mete M., Akardeniz E., Editor, Serüven, İzmir, pp.491-506, 2022
- V. **RSQS (Perakende Hizmet Kalitesi Ölçüm Modeli)**
Topçu U. C., Dirhemsizler C.
in: Hizmet Kalitesi El Kitabı: Ölçekler ve Modeller Üzerine Çalışmalar, Murat Aksu, Oğuz Diker, Erdem Temeloğlu, Özge GÜDÜ Demirbulat, Editor, Detay Yayıncılık, Çanakkale, pp.353-367, 2020
- VI. **Conspicuous Consumption in Relation to Self-Esteem, Self-Image and Social Status: An Empirical Study**
TOPÇU U. C.
in: Economy, Finance and Business in Southeastern and Central Europe, Karasavvoglou A., Goić S., Polychronidou P., Delias P., Editor, Springer, Cham, pp.697-709, 2018

Refereed Congress / Symposium Publications in Proceedings

- I. **Visiting the Museum via Web Pages: The Troy Museum in Çanakkale**
Topçu U. C.
II. Turizmde Mimarlık ve Kültürel Miras Kongresi, Karabük, Turkey, 24 May 2021, vol.1, pp.143-144

- II. **Determining in-service training needs: A case study analysis on hospital staff**
Topçu U. C., Erođlu U.
II. Business Organization Research Conference, İzmir, Turkey, 4 - 06 September 2019, pp.161-162
- III. **A study on advertisements in "Harb Mecmuası": In pursuit of political content**
Topçu U. C., Esenkaya A.
10th International Conference The Economies of the Balkan and the Eastern European Countries in the Changing World, Warszawa, Poland, 11 - 13 May 2018, pp.79
- IV. **A Study on Motivations of Turkish Visitors of Gallipoli**
Topçu U. C.
14th International Conference on Social Sciences, Frankfurt, Germany, 2 - 03 March 2018, vol.1, pp.721
- V. **Öğrenilmiş güçlülük ile tükenmişlik arasındaki ilişki: Sanayi işletmesi çalışanları örneđi**
Yücekaya P., Topçu U. C.
International congress on political, economics and social studies (ICPESS), Sarajevo, Bosnia And Herzegovina, 19 - 21 May 2017, pp.182
- VI. **Innovation Measurement Revisited Comparison Of Three Main Measures**
Köse C., Topçu U. C.
18th International Scientific Conference on Economic and Social Development - "Building Resilient Society", Zagreb, Croatia, 9 - 10 December 2016, pp.245-253
- VII. **Commodity Shines Identity An Analysis Of Conspicuous Consumption In Relation To Self Image Congruence And Materialism**
Topçu U. C.
18th International Scientific Conference on Economic and Social Development - "Building Resilient Society", Zagreb, Croatia, 9 - 10 December 2016, pp.750-756
- VIII. **İŞGÖRENLERİN NEPOTİZM ALGISI VE İŞ MEMNUNİYETİNİN İŞTEN AYRILMA NİYETİNE ETKİSİ KONAKLAMA İŞLETMELERİNDE BİR ARAŞTIRMA**
Yücekaya P., RENÇBER Ö. F., TOPÇU U. C.
15. Ulusal İşletmecilik Kongresi, İstanbul, Turkey, 26 May 2016, pp.1040-1054
- IX. **Willingness to buy foreign products in relation to ethnocentric tendencies and worldminded attitudes of consumers**
Topçu U. C., Kaplan M.
11th International Strategic Management Conference, Vienna, Austria, 23 - 25 July 2015, vol.207, pp.157-164

Supported Projects

TOPÇU U. C., CB Strateji ve Bütçe Başkanlığı (Kalkınma Bakanlığı) Projesi, Sosyal Bilimciler için Akademik İngilizce Eğitimi, 2017 - 2017

Activities in Scientific Journals

Journal of Tourism and Management, Editor, 2020 - Continues

Çanakkalr Onsekiz Mart Üniversitesi Uluslararası Sosyal Bilimler Dergisi, Committee Member, 2016 - 2019

Scientific Refereeing

Gastroia: Journal of Gastronomy and Travel Research, Other Indexed Journal, March 2023

Gastroia: Journal of Gastronomy and Travel Research, Other Indexed Journal, January 2023

İnönü Üniversitesi İletişim Fakültesi Elektronik Dergisi, National Scientific Refreed Journal, August 2022

Gastroia: Journal of Gastronomy and Travel Research, Other Indexed Journal, August 2021

Metrics

Publication: 28

Citation (WoS): 8

Citation (Scopus): 10

H-Index (WoS): 2

H-Index (Scopus): 2

Congress and Symposium Activities

3. Turizmde Mimarlık ve Kültürel Miras, Working Group, Karabük, Turkey, 2022

Müze ve Müzecilikte Dijitalleşme, Working Group, Çanakkale, Turkey, 2022

II. Turizmde Mimarlık ve Kültürel Miras Kongresi, Attendee, Karabük, Turkey, 2021

II. Business Organization Research Conference, Attendee, İzmir, Turkey, 2019

10th International Conference The Economies of the Balkan and the Eastern European Countries in the Changing World, Attendee, Warszawa, Poland, 2018

14th International Conference on Social Sciences, Attendee, Frankfurt, Germany, 2018

International congress on political, economics and social studies (ICPESS), Attendee, Sarajevo, Bosnia And Herzegovina, 2017

18th International Scientific Conference on Economic and Social Development - "Building Resilient Society", Attendee, Zagreb, Croatia, 2016

18th International Scientific Conference on Economic and Social Development - "Building Resilient Society", Attendee, Zagreb, Croatia, 2016

11th International Strategic Management Conference, Attendee, Vienna, Austria, 2015

Representation and Promotion Activities

Institutional Representation, NA Poland, France, Slovenia, Azerbaijan, Baku, 2012 - 2012

Non Academic Experience

Kaygem Danışmanlık

Non-profit Organisation, Theater Gegenstand E.V.

Business Establishment Private, Unicon Danışmanlık