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International Researcher IDs

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Research Areas

Social Sciences and Humanities, Management, Marketing

Articles Published in Other Journals

I. THE IMPORTANCE OF INTERACTION IN VIDEO GAMES: A LITERATURE REVIEW

Ababay A. Ç., Bil E.

Karadeniz Uluslararası Bilimsel Dergi, no.59, pp.1-15, 2023 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

I. Markaların Yapay Zeka Destekli Chatbot Kullanımının Müşteri Memnuniyeti ve Kullanıcı Sadakati Üzerindeki Etkisi

Bil E., İnal M., Ababay A. Ç., Çakıcı S., Baykal E. B.

27. Pazarlama Kongresi, Erzurum, Turkey, 30 May - 01 June 2024, pp.150-175

II. The Impact of Perceived Online Service Quality From E-Commerce Platforms on Customer Satisfaction and Purchase Intention

İnal M., Bil E., Ababay A. Ç., Kulu S., Akçam H.

9. International Business Administration Conference, Çanakkale, Turkey, 16 - 17 May 2024, pp.50

Supported Projects

KAPLAN M., İNAL M., ABABAY A. Ç., Project Supported by Higher Education Institutions, The Impact of Social Influence and Interactions on Game Addiction and Purchase Intention in Online Gaming (Çevrimiçi Oyunlarda Sosyal Etki ve Etkileşimlerin Oyun Bağımlılığı ve Satın Alma Niyeti Üzerindeki Etkisi), 2024 - Continues