

Asst. Prof. ERKAN BİL

Personal Information

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Address: Çanakkale Onsekiz Mart Üniversitesi Terzioğlu Yerleşkesi Siyasal Bilgiler Fakültesi Kat:2 Ofis No:209 Merkez/Çanakkale

Education Information

Doctorate, Bursa Uludağ University, Sosyal Bilimler Enstitüsü, Turkey 2014 - 2018

Postgraduate, Canakkale Onsekiz Mart University, İşletme, Turkey 2010 - 2014

Undergraduate, Baskent University, Faculty Of Economics And Administrative Sciences, Siyaset Bilimi Ve Uluslararası İlişkiler, Turkey 1998 - 2003

Foreign Languages

French, B1 Intermediate

German, B1 Intermediate

English, C1 Advanced

Research Areas

Social Sciences and Humanities, Science, Technology and Society, Science and Technological Policy Studies, Management, Marketing, Management of Enterprises, Science of Strategy, Strategic Marketing and Brand Management, Entrepreneurship and Innovation Management

Academic Titles / Tasks

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

Lecturer, Canakkale Onsekiz Mart University, Gökçeada Meslek Yüksekokulu, Dış Ticaret, 2009 - 2018

Academic and Administrative Experience

Uygulama ve Araştırma Merkezi Yönetim Kurulu Üyesi, Canakkale Onsekiz Mart University, 2021 - Continues

Director of Vocational School, Canakkale Onsekiz Mart University, Gökçeada Meslek Yüksekokulu, 2015 - 2021

Canakkale Onsekiz Mart University, Gökçeada Meslek Yüksekokulu, Dış Ticaret, 2013 - 2019

Courses

Pazarlamada Güncel Yaklaşımlar, Postgraduate, 2019 - 2020, 2020 - 2021

Seminer, Doctorate, 2019 - 2020, 2020 - 2021

Seminer, Postgraduate, 2019 - 2020, 2020 - 2021
Bütünleşik Pazarlama İletişimi, Undergraduate, 2019 - 2020, 2020 - 2021
Dijital Marka Yönetimi ve Sosyal Medya, Undergraduate, 2019 - 2020, 2020 - 2021
Dijital Pazarlama, Undergraduate, 2019 - 2020, 2020 - 2021
Tüketici Davranışları, Postgraduate, 2020 - 2021
Global Pazarlama Stratejileri, Doctorate, 2019 - 2020, 2020 - 2021
Uluslararası Pazarlama, Undergraduate, 2019 - 2020, 2020 - 2021
Stratejik Pazarlama Yönetimi, Postgraduate, 2019 - 2020, 2020 - 2021
Marketing Management, Undergraduate, 2019 - 2020, 2020 - 2021
Stratejik Pazarlama Yönetimi, Doctorate, 2019 - 2020, 2020 - 2021
Bütünleşik Pazarlama Yönetimi, Undergraduate, 2019 - 2020, 2020 - 2021

Articles Published in Other Journals

- I. **Finans ve Pazarlama Perspektifinden Dijital Dönüşüm Etkinliği Ölçümü: MOORA Yöntemi Uygulaması**
Bil E., Mutlu Yıldırım F.
Akademik Hassasiyetler, vol.8, no.16, pp.457-472, 2021 (International Refereed University Journal)
- II. **The effect of technological innovation capabilities on companies' innovation and marketing performance: A field study on Technopark companies in Turkey**
Bil E., Özdemir E.
Journal of Life Economics, vol.8, no.3, pp.361-378, 2021 (Refereed Journals of Other Institutions)
- III. **A Brief Comparison of Big Data Analysis and Traditional Marketing Research**
Bil E., Özkaya M.
TroyAcademy, vol.6, no.2, pp.462-476, 2021 (National Refreed University Journal)
- IV. **THE STUDY OF EVALUATION OECD MEMBER COUNTRIES BASED ON THE ENABLING TRADE INDEXES**
Bil E., Keskin G., Güdük T.
Prizren Social Science Journal, vol.2, no.3, pp.86-93, 2018 (Refereed Journals of Other Institutions)
- V. **THE STUDY OF EVALUATION BRICS-T COUNTRIES BASED ON THE GLOBAL COMPETITIVENESS INDEX**
Bil E., Güdük T., Keskin G.
JOURNAL OF LIFE ECONOMICS, vol.5, no.4, pp.127-140, 2018 (Refereed Journals of Other Institutions)
- VI. **ECOTOURISM IN THE CASE OF SLOW ISLAND GOKCEADA**
Bil E., Yılmaz F.
Erzincan Üniversitesi Sosyal Bilimler Enstitüsü Dergisi , vol.4, pp.157-172, 2017 (Refereed Journals of Other Institutions)
- VII. **ExaminationOf Relationship Between Entrepreneurship Characteristics And Type A Personality**
BİL E., SAYGILI M.
Journal of Life Economic, vol.4, no.4, pp.103-124, 2017 (Refereed Journals of Other Institutions)
- VIII. **The Investigation Of Voluntary Simplicty Lifestyle From The Point Of Personality Characteristics: A Research On Clothing (Garments And Shoes) Product Group**
SAYGILI M., BİL E.
Journal of Life Economic, vol.4, no.4, pp.239-260, 2017 (Refereed Journals of Other Institutions)

Books & Book Chapters

- I. **Arama Motoru Pazarlaması**
Bil E.
in: Turizm Pazarlamasında Dijital Dönüşüm, Osman Özdemir, Editor, Gazi Kitabevi, Ankara, pp.47-64, 2021
- II. **A LITERATURE REVIEW ON FINANCIAL TECHNOLOGIES AND DIGITAL MARKETING INTERACTION**
Bil E., Mutlu Yıldırım F.

in: DİJİTAL GELECEK DİJİTAL DÖNÜŞÜM 2, İnci Erdoğan Tarakçı & Bora Göktaş, Editor, Efe Akademi, İstanbul, pp.335-350, 2021

III. Dijital Pazarlamada Sosyal Medya Uygulamaları

Bil E.

in: Dijital Pazarlama (Covid-19 Örnekleriyle), Gülnur Eti İçli, Nihat Kamil Anıl, Editor, Türkmen Kitabevi, İstanbul, pp.140-162, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. FINANCIAL TECHNOLOGIES (FINTECH) AND DIGITAL MARKETING IN THE BANKING SECTOR**
Bil E., Mutlu Yıldırım F.
T.C. ÇANAKKALE ONSEKİZ MART ÜNİVERSİTESİ ULUSLARARASI SOSYAL BİLİMLER KONFERANSI, Çanakkale, Turkey, 5 - 06 July 2021, pp.130-131
- II. The Study of Evaluation OECD Member Countries Based on The Enabling Trade Index**
Bil E., Keskin G., Güdük T.
VI. International Multidisciplinary Congress of Euraisa, Rome, Italy, 4 - 06 September 2018, pp.78
- III. An Investigation of the Relationship between Career Decisions and Five Factor Personality Theory: A Research on Gökçeada Vocational High School Student**
Bil E., Güdük T., Keskin G.
European Conference on Social and Behavioral Sciences, Prizren, Kosovo, 10 - 12 May 2018, pp.130-142
- IV. Tüketicilerin Online Alışveriş Davranışları Hakkındaki Görüşleri Gökçeada Meslek Yüksekokulu Öğrencileri Üzerinde Bir Uygulama**
Bil E., Skeja A., Keskin G.
III. International Balkan and Near Eastern Social Sciences Congress Series, Edirne, Turkey, 4 - 05 March 2017, pp.369-376
- V. Algılanan Sosyal Desteğin İçgüdüsel Satın Alma Davranışı Üzerine Etkilerinin Belirlenmesi**
Yılmaz F., Keskin G., Bil E., Mercan Y.
III. International Balkan and Near Eastern Social Sciences Congress Series, Edirne, Turkey, 4 - 05 March 2017, pp.436-445
- VI. Tüketicilerin Reklamlara Yönelik Etik Algısının İncelenmesi: Gökçeada MYO Öğrencileri Üzerinde Bir Uygulama**
Keskin G., Skeja A., Bil E.
II. Uluslararası Doğunu Batısı Batının Doğusu Konferansı, Praha, Czech Republic, 4 - 06 July 2017, pp.453
- VII. Meslek Yüksekokulu Öğrencilerinin Sosyal Görünüş Kaygılarının Belirlenmesi**
BİL E., YILMAZ F.
", II. Ulusal Meslek Yüksekokulları Sosyal ve Teknik Bilimler Kongresi, Erzincan, Turkey, 7 - 08 May 2015

Supported Projects

Bil E., Development Agency, Protothinks Çanakkale Tasarım ve Prototip Geliştirme Merkezi, 2020 - 2021

Non Academic Experience

Business Establishment Private, Çanakkale Teknoloji Geliştirme Bölgesi A.Ş., Çanakkale Teknopark