

Asst. Prof. SERKAN ÖZDEMİR

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: JSK-1629-2023

ScopusID: 57223424870

Yoksis Researcher ID: 124311



Education Information

Doctorate, Canakkale Onsekiz Mart University, Lisansüstü Eğitim Enstitüsü, İşletme Doktora, Turkey 2014 - 2020

Postgraduate, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2012 - 2014

Associate Degree, Anadolu University, Open Education Faculty, Dış Ticaret, Turkey 2009 - 2012

Undergraduate, Ege University, Faculty Of Economics And Administrative Sciences, İşletme, Turkey 2005 - 2011

Foreign Languages

English, C2 Mastery

Dissertations

Doctorate, A RESEARCH ON THE IMPACT OF HRM PRACTICES' EFFICIENCY ON ORGANIZATIONAL RESILIENCE AND AGILITY , Canakkale Onsekiz Mart University, Biga İktisadi ve İdari Bilimler Fakültesi, İşletme, 2020

Postgraduate, İnsan Kaynakları Profesyonellerinin Yetkinlikleri ve Üniversite Öğrencilerinin Algıları Üzerine Bir Araştırma / Competencies of Human Resources Professionals and a Research Concerning Perceptions of University Students, Canakkale Onsekiz Mart University, Sosyal Bilimler Enstitüsü, İşletme, 2014

Research Areas

Social Sciences and Humanities, Management, Production Management, Marketing, Management and Organization, Human Resources Management, Management of Enterprises, Management and Manager Development, Management Information Systems, Business Based Learning, Entrepreneurship and Innovation Management

Academic Titles / Tasks

Assistant Professor, Canakkale Onsekiz Mart University, Biga İktisadi ve İdari Bilimler Fakültesi, İşletme, 2021 - Continues
Research Assistant, Canakkale Onsekiz Mart University, Biga İktisadi ve İdari Bilimler Fakültesi, İşletme, 2012 - 2021

Courses

İşletme Bilimine Giriş II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
İşletme Bilimine Giriş II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
İşletme Bilimine Giriş II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
E-Ticaret, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
Introduction to Business I, Undergraduate, 2023 - 2024
Organizational Theory, Undergraduate, 2023 - 2024
Değişim Yönetimi, Postgraduate, 2023 - 2024
Entrepreneurship, Undergraduate, 2023 - 2024
Introduction to Business I, Undergraduate, 2023 - 2024
İşletme Bilimine Giriş II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
Introduction to Business I, Undergraduate, 2023 - 2024
İşletmelerde Örgüt Geliştirme Kuramı, Postgraduate, 2023 - 2024
Project and Change Management, Postgraduate, 2022 - 2023
Entrepreneurship Strategies, Postgraduate, 2022 - 2023, 2021 - 2022
Introduction to Business I, Undergraduate, 2023 - 2024
Örgüt Teorisi, Doctorate, 2023 - 2024
Yalın Yönetim ve Üretim Teknikleri, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
Volunteer Studies, Undergraduate, 2023 - 2024
İşletme Bilimine Giriş I, Undergraduate, 2022 - 2023, 2021 - 2022
Bilimsel Araştırma Yöntemleri ve İstatistik, Undergraduate, 2022 - 2023, 2021 - 2022
İşletme Bilimine Giriş I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
İşletme Bilimine Giriş I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021
Üretim Yönetimi, Undergraduate, 2021 - 2022
Üretim Yönetimi, Undergraduate, 2021 - 2022
Çokuluslu İşletmelerde İnsan Kaynakları Yönetimi, Undergraduate, 2021 - 2022
E-Ticaret, Undergraduate, 2020 - 2021
Mesleki Yabancı Dil I, Undergraduate, 2021 - 2022, 2020 - 2021
Mesleki Yabancı Dil II, Undergraduate, 2020 - 2021
Davranış Bilimleri , Undergraduate, 2021 - 2022
Yalın Yönetim ve Üretim Teknikleri, Undergraduate, 2020 - 2021
Kurumsallaşma ve Aile Şirketleri Yönetimi, Undergraduate, 2020 - 2021
Kurumsallaşma ve Aile Şirketleri Yönetimi, Undergraduate, 2020 - 2021

Jury Memberships

Post Graduate, Post Graduate, Çanakkale Onsekiz Mart Üniversitesi, August, 2021

Articles Published in Other Journals

I. The Impact of Webcare Quality on Buying Behaviour: A Study in Çanakkale

Saçan N., Özdemir S.

International Journal of Social and Humanities Sciences Research, vol.10, no.102, pp.3622-3629, 2023 (Peer-Reviewed Journal)

- II. **Technology Acceptance Model in Online Grocery And Supermarket Shopping: A Research in Turkey**
Aybek F., Özdemir S.
Social Sciences Studies Journal, vol.9, no.118, pp.9548-9555, 2023 (Peer-Reviewed Journal)
- III. **Türkiye Cumhuriyeti'nin 100. Yılında E-Ticaret Sektörü Rakamları ve Değerlendirmeler**
Özdemir S.
Journal of Social, Humanities and Administrative Sciences, vol.9, no.71, pp.4164-4176, 2023 (Peer-Reviewed Journal)
- IV. **Customer Behaviors in the Field Of E-Commerce and Digital Marketing in the Process of Organizational Change and Innovation: The Case of Yemeksepeti on Social Media**
Özdemir F., Akatay A., Özdemir S.
ASOS Journal, vol.10, no.135, pp.294-307, 2022 (Peer-Reviewed Journal)
- V. **Yönetim Bilişim Sistemlerinde Son Kullanıcı Memnuniyeti: Medya ve Telekomünikasyon Sektöründe Nitel Bir Araştırma**
Özdemir F., Özdemir S.
International Social Mentality and Researcher Thinkers Journal, vol.8, no.59, pp.949-961, 2022 (Peer-Reviewed Journal)
- VI. **İnsan Kaynakları Yönetimi Uygulamalarının Örgütsel Dayanıklılık ve Örgütsel Çeviklik Üzerindeki Etkisi**
Özdemir S., Akatay A.
Route Educational & Social Science Journal, vol.7, no.12, pp.167-196, 2020 (Peer-Reviewed Journal)
- VII. **The Impact of Leadership Styles on Organizational Commitment and Turnover**
Özdemir S.
Babir International Journal For Human Sciences, vol.2, no.5, pp.22-30, 2020 (Peer-Reviewed Journal)
- VIII. **Revanchist Behaviors in an Academic Style: A Qualitative Study to Analyze Academics' Revenge**
KOÇ O., KIRAY A., ÖZDEMİR S.
IRANIAN JOURNAL OF MANAGEMENT STUDIES, vol.13, no.3, pp.345-366, 2020 (ESCI)
- IX. **The Impact of Paternalism and Delegation on Collective Organizational Engagement**
Özdemir S., Temel F.
Route Educational and Social Science Journal, vol.4, no.19, pp.475-483, 2017 (Peer-Reviewed Journal)
- X. **A Qualitative Research On NGOs' Use Of Social Media In Çanakkale**
Akatay A., Hacıoğlu G., Kıray A., Özdemir S.
Route Educational and Social Science Journal, vol.4, no.19, pp.63-80, 2017 (Peer-Reviewed Journal)
- XI. **THE EFFECT OF NGO EDUCATION ON VOLUNTEERING TENDENCY: A STUDY ON UNIVERSITY STUDENTS**
Akatay A., Kıray A., Özdemir S.
Organizasyon ve Yönetim Bilimleri Dergisi, vol.8, no.1, pp.18-27, 2016 (Peer-Reviewed Journal)
- XII. **Competencies Of HR Professionals: A Study On The HR Competencies Of University Students**
Özdemir S., Akatay A., Eroğlu U.
JOURNAL OF LIFE ECONOMICS, vol.2, no.4, pp.47-60, 2015 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Training Sales and Marketing Employees through E-Learning**
Özdemir S., Hacıoğlu G.
in: Management in the Digital Era: Different Perspectives, Şerafettin Erten, Mehmet Zahid Çögenli, Editor, NOVA Science Publishers Inc. , New York, pp.285-300, 2023
- II. **Estetik Emek**
Özdemir F., Özdemir S.
in: Pazarlamanın Karanlık Yüzü, Senem Ergan, Editor, Ekin Basım Yayın, Bursa, pp.175-187, 2023
- III. **Metaverse Kavramı ve İş Dünyasına Etkileri**

Özdemir S., Özdemir F.

in: Sosyal Beşeri ve İdari Bilimler Alanında Uluslararası Araştırmalar XV, Emni Filiz Tufan, Editor, Eğitim Yayınevi, İstanbul, pp.149-168, 2022

IV. Çanakkale İlindeki Coğrafi İşaretli Ürünler ve Markalaşma

Özdemir S., Hacıoğlu G.

in: Çanakkale Bölgesinin Sosyo-Ekonomik Yapısı ve Bölgesel Kalkınma, Sarıdoğan Ercan, Kılıç Cüneyt, Topkaya Özgür, Editor, Ekin Basım Yayın Dağıtım, Bursa, pp.215-225, 2022

V. Dijital Girişimcilik

Özdemir F., Özdemir S.

in: İşletme Biliminde Yeni Yaklaşımlar, Öztürk Salih, Editor, İKSAD Publishing House, Ankara, pp.123-141, 2022

Refereed Congress / Symposium Publications in Proceedings

I. Yengeç Sepeti Sendromu: Kavramsal Çerçeve ve Yengeç Davranışları Modeli

Özdemir F., Özdemir S.

5. ULUSLARARASI BÖLGESEL KALKINMA VE ÜNİVERSİTELERİN ROLÜ SEMPOZYUMU, Çanakkale, Turkey, 12 May 2022, pp.39

II. Analysing Revanchist Behaviors in Academic Institutions: Rationales, Means, Purposes and Results

Koç O., Kıray A., Özdemir S.

1. Eğitim Bilimleri ve Sosyal Bilimler Sempozyumu, Balıkesir, Turkey, 3 - 05 November 2017, pp.294-295

III. The Impact Of Leadership Styles On Organizational Commitment And Turnover

ÖZDEMİR S.

4th International Multidisciplinary Scientific Conference On Social Sciences & Arts, Varna, Bulgaria, 22 - 31 August 2017, pp.997-1004

IV. The Impact Of Paternalism And Delegation On Collective Organizational Engagement And Performance

ÖZDEMİR S., TEMEL F.

4th International Multidisciplinary Scientific Conference On Social Sciences & Arts, Varna, Bulgaria, 22 - 31 August 2017, pp.1005-1012

V. A Qualitative Research on NGOs' Use of Social Media in Turkey

KIRAY A., ÖZDEMİR S., HACIOĞLU G.

9th International Conference The Economies of Balkan and Eastern Europe Countries, Atina, Greece, 28 - 30 April 2017, pp.41-42

VI. Impact of Ambidextrous Marketing on Market and Financial Performance

Tokgöz E., Akatay A., Özdemir S.

Conference on Economies of Balkan and Eastern Europe Countries in the Changed World (EBEEC), Split, Croatia, 6 - 08 May 2016, pp.59-72

VII. An Exploratory Study On Social Media Activities Of NGOs

AKATAY A., ÖZDEMİR S., KIRAY A.

23rd International Academic Conference, Venedik, Italy, 27 - 30 April 2016, pp.4

VIII. Competencies Of HR Professionals: A Study On The Competencies Of University Students

ÖZDEMİR S., AKATAY A., EROĞLU U.

7. Uluslararası Balkanlarda Sosyal Bilimler Kongresi, Budapeşte, Hungary, 25 - 30 August 2015, pp.1101-1111

IX. The Effect Of NGO Education On Volunteering Tendency: A Study On University Students

AKATAY A., KIRAY A., ÖZDEMİR S.

7. Uluslararası Balkanlarda Sosyal Bilimler Kongresi, Budapeşte, Hungary, 25 - 30 August 2015, pp.1112-1121

Supported Projects

Özdemir S., EU Supported Other Project, The European Scientific Collaboration Project / Joint Research on Digitalization in Management 202222, 2022 - 2023

AKATAY A., KIRAY A., HACIOĞLU G., ÖZDEMİR S., Project Supported by Higher Education Institutions, Sivil Toplum Kuruluşlarının Sosyal Medya Faaliyetlerine Yönelik Keşifsel Bir Araştırma, 2016 - 2017

Scientific Refereeing

Biga İktisadi ve İdari Bilimler Fakültesi Dergisi, Other Indexed Journal, March 2021

Metrics

Publication: 26

Citation (WoS): 2

H-Index (WoS): 1