

## Asst. Prof. GÜLCAN PETRİÇLİ



### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: JCN-8103-2023

ScopusID: 57190677912

Yoksis Researcher ID: 166596

### Education Information

Doctorate, Bursa Uludağ University, İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ, İŞLETME, Turkey 2013 - 2020

Postgraduate, Bursa Uludağ University, İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ, İŞLETME, Turkey 2009 - 2013

Undergraduate, Balıkesir University, Faculty Of Engineering-Architecture, Department Of Mechanical Engineering, Turkey 1999 - 2003

### Foreign Languages

English, C1 Advanced

### Certificates, Courses and Trainings

Data Analysis, REMODEL CAPACITY BUILDING TRAINING-9 Listening the Consumer, HORIZON EUROPE, 2023

Data Analysis, Sosyal Ağ Analizine Giriş, Latent İleri Araştırma Eğitim ve Danışmanlık, 2023

Environment and Sustainability, REMODEL CAPACITY BUILDING TRAINING-3 Innovation & Sustainability, HORIZON EUROPE, 2023

Data Analysis, REMODEL CAPACITY BUILDING TRAINING-1 Business Research & Innovation Management & Administration, HORIZON EUROPE, 2023

Data Analysis, Machine Learning for Social Scientists, Latent İleri Araştırma Eğitim ve Danışmanlık Ltd. Şirketi, 2022

Data Analysis, Ekonomi Yaz Seminerleri (Veri Madenciliği) / Data Mining Seminar, Denizli Pamukkale Üniversitesi, 2019

Data Analysis, III. Disiplinlerarası Uygulamalı Veri Madenciliği Çalıştayı / III. Interdisciplinary Applied Data Mining Workshop, İstanbul Üniversitesi, 2018

Data Analysis, KTÜ BAYS Bilimsel Araştırmalar Yaz Seminerleri (Yapay Sinir Ağları) / KTÜ BAYS Scientific Research Summer Seminars (Artificial Neural Networks), Karadeniz Teknik Üniversitesi, 2015

### Dissertations

Doctorate, Öz-Örgütlemeli Haritalar ile Kent Markalaşmasında Kent Sakinlerinin Yeşil Kimlik Profillerinin Belirlenmesi: "Yeşil Bursa" Örneği, Bursa Uludağ University, İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ, İŞLETME, 2020

## Research Areas

Urbanization and Environmental Problems, Operational Research, Quantitative Methods, Computer Learning, Fuzzy Sets and Systems, Pattern Recognition and Image Processing, Neural Networks

## Academic Titles / Tasks

Assistant Professor, Bursa Uludağ University, İNEGÖL İŞLETME FAKÜLTESİ, İŞLETME, 2022 - Continues  
Lecturer PhD, Bursa Uludağ University, İNEGÖL MYO, DIŞ TİCARET, 2021 - 2022  
Research Assistant, Bursa Uludağ University, İKTİSADİ VE İDARİ BİLİMLER FAKÜLTESİ, İŞLETME, 2011 - 2019

## Academic and Administrative Experience

Rektörlük Kalite Komisyonu Üyesi, Bursa Uludağ University, İNEGÖL İŞLETME FAKÜLTESİ, 2023 - Continues  
Deputy Head of Department, Bursa Uludağ University, İNEGÖL İŞLETME FAKÜLTESİ, İŞLETME, 2023 - Continues  
Erasmus Program Institutional Coordinator, Bursa Uludağ University, İNEGÖL İŞLETME FAKÜLTESİ, 2023 - Continues  
Head of Department, Bursa Uludağ University, İNEGÖL İŞLETME FAKÜLTESİ, İŞLETME, 2022 - Continues

## Courses

OPERATIONS RESEARCH, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
MATHEMATICS-II, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
MATHEMATICS-II, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
STATISTICS, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022  
DECISION ANALYSIS, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023  
MANAGEMENT SCIENCE, Undergraduate, 2024 - 2025  
STATISTICS-I, Undergraduate, 2024 - 2025  
STATISTICS-I, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
QUANTITATIVE METHODS FOR BUSINESS, Postgraduate, 2023 - 2024, 2022 - 2023  
MATHEMATICS-I, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
DATA MINING, Undergraduate, 2024 - 2025, 2023 - 2024  
STATISTICS-II, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022  
DATA SCIENCE, Doctorate, 2024 - 2025, 2023 - 2024  
MATHEMATICS, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
MATHEMATICS-I, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022  
STATISTICS-I, Undergraduate, 2024 - 2025  
BUSINESS MATHEMATICS-I, Undergraduate, 2024 - 2025  
STATISTICS, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022  
MATHEMATICS-II, Associate Degree, 2021 - 2022  
DECISION ANALYSIS, Undergraduate, 2021 - 2022  
MATHEMATICS-I, Associate Degree, 2022 - 2023, 2021 - 2022

## Advising Graduates (Non-Thesis)

- Petriçli G., Risk Odaklı İç Denetim ve Uygulama Aşamaları, Masters (Non-Thesis), Y.Barut(Student), 2024
- Petriçli G., Matbaa Sektöründe Kar Maksimizasyonu Sağlayan Üretim Planı İçin Bir Doğrusal Programlama Çalışması, Masters (Non-Thesis), G.Mestan(Student), 2024
- Petriçli G., Investigation of Tax Incentives in Renewable Energy Sources from the Perspective of Turkey and Selected EU Countries, Masters (Non-Thesis), T.Erçel(Student), 2024

## Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Identifying green citizen typologies by mining household-level survey data**  
PETRİÇLİ G., İNKAYA T., Emel G. G.  
RENEWABLE & SUSTAINABLE ENERGY REVIEWS, vol.189, 2024 (SCI-Expanded)

## Articles Published in Other Journals

- I. **Integrating quality function deployment with fuzzy cognitive maps for resolving correlation issues in the roof matrix**  
Emel A. G., Petriçli G., Kayguluoğlu C.  
EGE ACADEMIC REVIEW, vol.22, no.2, pp.117-138, 2022 (ESCI)
- II. **Bulanık mantık ve kontrol sistemlerinin bireysel kredilendirmelerin nihai karar aşamasında kullanımı**  
Petriçli G., Emel A. G.  
International Journal of Social Inquiry, vol.13, no.2, pp.725-764, 2020 (Peer-Reviewed Journal)
- III. **Tertiary education and management of quality: A research in a developing country context**  
Eryılmaz M., Aydoğan E., Petriçli G., Acar Erdur D., Kara E., Bektaş O.  
MEHMET AKIF ERSOY UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, vol.11, no.28, pp.358-379, 2019 (Peer-Reviewed Journal)
- IV. **Fuzzy portfolio optimization with tax, transaction cost and investment amount: a developing country case**  
Petriçli G., Emel G. G., Kilincarslan T.  
CROATIAN OPERATIONAL RESEARCH REVIEW, vol.10, no.2, pp.257-273, 2019 (ESCI)
- V. **Determining strategy based supplier pre qualification criteria with fuzzy relationalmaps**  
Petriçli G., Emel A. G.  
Alphanumeric Journal, vol.4, no.2, pp.11-40, 2016 (Peer-Reviewed Journal)
- VI. **Exploring the antecedents of brand extension succes A research on an athletic footwear brand**  
Taşkın Ç., Emel A. G., Öztürk O., Petriçli G.  
IJASOS- International E-journal of Advances in Social Sciences, vol.2, no.5, pp.339-347, 2016 (Peer-Reviewed Journal)
- VII. **Antecedents Of Brand Extension Success A Research In Beauty Care Industry**  
TAŞKIN Ç., EMEL A. G., ÖZTÜRK O., PETRİÇLİ G.  
"Is, Guc" The Journal of Industrial Relations and Human Resources, vol.18, no.1, pp.97-115, 2016 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **A Staged Supplier Pre-Evaluation Model To Determine Risky, Potentialand Preferred Suppliers**  
EMEL A. G., PETRİÇLİ G.  
in: Handbook of Research on Global Supply Chain Management, Bryan Christiansen, Editor, IGI Global, Hershey-PA, pp.419-451, 2016

## Refereed Congress / Symposium Publications in Proceedings

- I. **Comparative Analysis of OECD Countries with Respect to R&D and Innovation Indicators by Using Machine Learning Algorithms**  
Petriçli G., Kavak İ.  
V. International Applied Statistics Congress (UYIK - 2024), İstanbul, Turkey, 21 May 2024, pp.208
- II. **Profiling green citizens with supervised and unsupervised learning: Integration of socio-demographics and self-reported data**  
PETRİÇLİ G., İNKAYA T., EMEL A. G.  
7th International Conference on Computational Social Science IC2S2, Zürich, Switzerland, 27 July 2021
- III. **Profiling green citizens using knowledge discovery in databases process**  
PETRİÇLİ G., İNKAYA T., EMEL A. G.  
31. European Conference on Operational Research, Athens, Greece, 11 July 2021
- IV. **Yeşil vatandaş profillerinin sosyo-demografik, psikolojik ve davranışsal değişkenler kullanılarak veri madenciliği yöntemleri ile araştırılması**  
PETRİÇLİ G., İNKAYA T., EMEL A. G.  
40. Yöneyem Araştırması - Endüstri Mühendisliği Kongresi, İstanbul, Turkey, 05 July 2021
- V. **Effects of household behaviors and characteristics on residential electricity consumption: A case from Turkey**  
PETRİÇLİ G., EMEL A. G.  
Young Behavioral OR Colloquium, Madrid, Spain, 7 - 08 July 2018
- VI. **An approach for understanding residential electricity consumption**  
PETRİÇLİ G., EMEL A. G.  
EURO 2018 29th European Conference on Operational Research, Valencia, Spain, 8 - 11 July 2018
- VII. **Are organizational size and age determinants of the decision on adoption of new management techniques A research on the Turkish higher education institutions**  
ERYILMAZ M., BEKTAŞ O., PETRİÇLİ G., AYDOĞAN E., KARA E., ACAR ERDUR D.  
Multidisciplinary Academic Conference on Management, Marketing and Economics, Prag, Czech Republic, 9 - 10 December 2016
- VIII. **Örgüt ölçeği ve yaşının yeni yönetim tekniklerinin ilgili örgütlerde benimsenmesi kararı üzerine etkileri türk yükseköğretim kurumlarında bir araştırma**  
ERYILMAZ M., KARA E., ACAR ERDUR D., AYDOĞAN E., BEKTAŞ O., PETRİÇLİ G.  
International Congress Of Management Economy And Policy Proceedings, İstanbul, Turkey, 26 - 27 November 2016, pp.950-957
- IX. **A Fuzzy Mixed Integer Programming Approach to Portfolio Optimization**  
PETRİÇLİ G., EMEL A. G., BORA T.  
28th European Conference on Operational Research, Poznan, Poland, 3 - 06 June 2016
- X. **Unveiling the Supplier Risks with a Neural NetworkBased Supplier Selection Model**  
PETRİÇLİ G., EMEL A. G.  
20th Conference of the International Federation of Operational Research Societies, Barcelona, Spain, 13 - 18 July 2014
- XI. **Determining the effects of supplier selection criteria on business strategies: an empirical research in automotive industry**  
EMEL A. G., PETRİÇLİ G.  
Uludag Üniversitesi 3. Bilgilendirme ve Ar-Ge Günleri, Bursa, Turkey, 15 - 16 November 2013
- XII. **How Does Value Fit Contributes to Supplier Selection and Its Outcomes**  
PETRİÇLİ G., SARAÇ M.  
Uludag Üniversitesi 3. Bilgilendirme ve Ar-Ge Günleri, Bursa, Turkey, 12 - 13 November 2013
- XIII. **An Approach for Determining Corporate Strategy Based Supplier Selection Criteria**  
EMEL A. G., PETRİÇLİ G.  
XI. Balkan Conference on Operational Research, Belgrade Zlatibor, Montenegro, 7 - 10 September 2013

**XIV. Stratejik karar alma süreçlerinde senaryoların bilişsel haritalar ile etkinleştirilmesi - otomotiv endüstrisinde bir uygulama**

EMEL A. G., SARAÇ M., PETRİÇLİ G., KABAK C.

Uludağ Üniversitesi 2. Bilgilendirme ve Ar-Ge Günleri, Bursa, Turkey, 13 - 15 November 2012

## **Supported Projects**

PETRİÇLİ G., KAVAK İ., Project Supported by Higher Education Institutions, OECD Ülkelerinin ArGe ve İnovasyon Göstergeleri Dikkate Alınarak Makine Öğrenmesi Algoritmaları ile Karşılaştırmalı Analizi, 2024 - 2024

Petriçli G., Emel A. G., İnkaya T., Taşkın Ç., Project Supported by Higher Education Institutions, Sürdürülebilir Kentler ve Sürdürülebilir Enerji Yönetimi için "Yeşil Kent" Markalaşması: Veri Madenciliği ile Bir Araştırma, 2019 - 2023

Eryılmaz M., Acar Erdur D., Bektaş O., Petriçli G., Cimilli Kara E., Aydoğan E., Project Supported by Higher Education Institutions, Bir Devlet Üniversitesinin İktisadi ve İdari Bilimler Fakültesinde ISO 9001 2008 Kalite Yönetim Sistemi Kurmaya Yönelik Çalışmalar Üzerine Bir Araştırma, 2014 - 2017

Petriçli G., Emel G., Taşkın Ç., Project Supported by Higher Education Institutions, Developing Brand Extension Investment Strategies with Real Options and Data Mining Techniques, 2013 - 2016

Petriçli G., Emel G., Project Supported by Higher Education Institutions, A Stepwise Approach That Considers Organizational Strategies for Improving Decision Making Process of Supplier Selection in Automotive Industry, 2013 - 2016

## **Metrics**

Publication: 23

Citation (WoS): 1

H-Index (WoS): 1