

Lect. İSMAİL ÇAKMAK



Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: HTR-4922-2023

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Education Information

Doctorate, Bursa Uludağ University, SOSYAL BİLİMLER ENSTİTÜSÜ, Business Administration, Turkey 2020 - Continues

Postgraduate, Akdeniz University, Sosyal Bilimler Enstitüsü, İşletme (YI) (Tezli), Turkey 2009 - 2014

Undergraduate, Marmara University, Faculty Of Economic And Administrative Sciences, Business Administration, Turkey 2005 - 2009

Foreign Languages

English, B2 Upper Intermediate

Dissertations

Postgraduate, Factors That Determine The Brand Image In Professional Sports Clubs, Akdeniz University, Sosyal Bilimler Enstitüsü, 2014

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Lecturer, Bursa Uludağ University, ORHANELİ MYO, BÜRO HİZMETLERİ VE SEKRETERLİK, 2015 - Continues

Research Assistant, Bilecik Seyh Edebali University, Faculty Of Economics And Administrative Sciences, Department Of Business, 2012 - 2014

Academic and Administrative Experience

Courses

Service Marketing, Associate Degree, 2023 - 2024
Commercial Mathematics, Associate Degree, 2023 - 2024
Consumer Behavior, Associate Degree, 2023 - 2024
Principles of Marketing, Associate Degree, 2023 - 2024
Customer Relationship Management, Associate Degree, 2023 - 2024
Sales Management, Associate Degree, 2023 - 2024
General Business, Associate Degree, 2023 - 2024
Commercial Mathematics, Associate Degree, 2023 - 2024
Personal Selling Techniques, Associate Degree, 2023 - 2024
General Business, Associate Degree, 2023 - 2024

Articles Published in Other Journals

- I. **Bankacılık Sektöründe Duyusal Marka Deneyimi ve Çalışan Empatisinin Marka Değeri Üzerindeki Etkilerinin İncelenmesi**
ÇAKMAK İ., TAŞKIN Ç.
Pazarlama Teorisi ve Uygulamaları Dergisi, vol.6, no.2, pp.247-263, 2020 (Peer-Reviewed Journal)
- II. **Online Reklamın Rahatsız Ediciliği ve Tüketici Kaygısı Öncüllerinin Tüketicilerin Reklama Karşı Tutumu ve Davranışsal Niyeti Üzerindeki Etkisi**
ÇAKMAK İ., TAŞKIN Ç.
Güncel Pazarlama Yaklaşımları ve Araştırmaları Dergisi, vol.1, no.1, pp.42-51, 2020 (Peer-Reviewed Journal)
- III. **The role of brand awareness on brand image, perceived quality and effect on risk in create brand trust**
ÇAKMAK İ.
Global Journal on Humanities and Social Sciences, no.4, pp.177-186, 2016 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. **Destinasyon Marka Kişiliği: Bandırma Üzerinde Bir Araştırma**
TAŞKIN Ç., KARADAMAR A. A., ÖZTÜRK O., ÇAKMAK İ.
3. ULUSLARARASI BÖLGESEL KALKINMA VEÜNİVERSİTELERİN ROLÜ SEMPOZYUMU, Balıkesir/Bandırma, Turkey, 21 - 22 November 2019
- II. **Ortadoğu Türkmen Coğrafyasında Girişimcilik Koşulları ve Fırsatları**
ÇAKMAK İ.
Tarihte ve Günümüzde Orta Doğuda Türkmenler (İran-İrak-Türkiye), Bilecik, Turkey, 6 - 08 May 2014

Supported Projects

Poroy Arsoy A., Bayram Arlı N., Ertan Y., Yücel E., Taşkın Ç., Gürsakal S., Saraç M., Aytaç A., Öztürk O., Aydemir Dev M., et al., Horizon Europe Project, Strengthening the Research Capacity of Turkey in Innovative Business Models for the Hospitality Sector (REMODEL), 2023 - 2025

Metrics

Publication: 5