

Curriculum Vitae

- 1. Name Surname** : Damla YILMAZOĞLU
E-mail :damla.yilmazoglu@uskudar.edu.tr
2. Date of Birth :14/03/1984
3. Title :Lecturer
4. Education Status :Phd. Student

Degree	Field	University	Year
Bachelor's Degree	Economy	Marmara University	2003-2007
Master Degree	Product Management and Marketing	Marmara University	2007-2010
PhD.	Product Management and Marketing	Sakarya University	2011-currently

5. Academic Title

Lecturer

6. Managed Masters and PhD. Thesis

6.1. Master Thesis

The Evaluation of Country of Origin Towards the Elements of Perceived Quality and the Application on White Goods Industry

6.2. PhD. Thesis

The Effect of Personality Traits and Mood on Consumers' Purchasing Behavior

7. Publications

7.1. Articles published in international peer-reviewed journals

7.2. Proceedings Papers Presented in International Scientific Meetings

“Segmentation of Women According to Perception of Gender Roles”. New Media and Women's Symposium Uşak University 28-30 May 2014.

“The Role of Gender on Hedonic Shopping”. UMYOS'2015 21-23 May 2015. 4. International Vocational Schools Symposium. Yalova University

The Role of Gender on Shopping Motivations. IMCOFE' 2015. International Multidisciplinary Eurasia Congress 1-5 September 2015. Skopje/MACEDONIA

7.3. International Books or Book Chapters

“The Evaluation of Country of Origin Towards the Elements of Perceived Quality and the Application on White Goods Industry”. Prof. Dr. Selime Sezgin’e Anı Kitabı içerisinde kitap bölümü

7.4. Articles published in national journals

7.5. Papers presented at National Scientific Meetings

7.6 Other Publications

8. Projects

9. Administrative Tasks

10. Memberships in scientific organizations

11. Awards

12. Given courses at undergraduate and graduate level in last two years

Academic Year	Term	Name of Lesson (SHMYO)	Teoric	Practice	Number of Student
2014-2015	Autumn	Consumer Behavior	2	0	75
2014-2015	Autumn	Professional Ethics	2	0	105
2014-2015	Spring	Business Administration and Marketing	2	0	75
2014-2015	Spring	Brand and Brand Strategies	2	0	75
2014-2015	Spring	Healthcare Marketing	2	0	14
2014-2015	Spring	Introduction to Communication Skills	2	0	50
2014-2015	Spring	Professional Ethics	2	0	55
2015-2016	Autumn	Archive Information	3	0	77
2015-2016	Autumn	Marketing Research Applications I	0	4	11
2015-2016	Autumn	Introduction to Communication Skills	2	0	170
2015-2016	Autumn	Consumer Behavior	2	0	105
2015-2016	Autumn	Professional Ethics	2	0	39
2015-2016	Spring	Business Administration and Marketing	2	0	100
2015-2016	Spring	Brand and Brand Strategies	2	0	100
2015-2016	Spring	Professional Ethics	2	0	85
2015-2016	Spring	Marketing Research Application II	0	4	11

