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5. **EDUCATION**
 - MARMARA UNIVERSITY- BA**
IN GERMAN LANGUAGE (1992-2000)
 - MARMARA UNIVERSITY- MBA**
PROD. MANAGEMENT AND MARKETING (2001-2002)
 - MARMARA UNIVERSITY- PhD**
PROD. MANAGEMENT AND MARKETING (2002-2008)
6. **PUBLICATIONS**
 - BOOKS**
 - “Dijital Dönüşümün Disiplinler Arası Yansımaları” (Interdisciplinary 2020 Reflections of Digital Transformation)
Türkmen Publishing House (Dr. Serkan Akgün, Assoc. Prof. Ayça Can Kırgız et al.)
 - “Tüketici Davranışları” (Consumer Behaviors) - 2020
At the process of publishment... (Dr. Serkan Akgün, Dr. Zeki Yüksekbiçgili et al.)
 - “Adım Adım Satış” (Step by Step Sales) 2015
Adra Publishing House (Dr. Serkan Akgün)
 - “Pazarlama, İşletme Yönetimi ve Eğitiminde Seçilmiş Yazılar” (Marketing, Administration Management and Education Selected Essays) 2011
 - “Prof. Dr. Selime Sezgin'e Armağan” (Gift to Prof. Dr. Selime Sezgin)
Beta Publishing House (Dr. Serkan Akgün, Prof. Dr. Nimet Uray, Assoc. Prof. Şebnem Burnaz et al.)

“İkinci Medya Çağında İnternet” (İnternet in the Second Media Age) 2010
Alfa Publishing House (Dr. Serkan Akgün, Assoc. Prof. Filiz Aydoğan, Asst. Prof.
Ayşen Akyüz et al.)

ARTICLES

Sağlık Özçam Dilek, Erdem Yusuf Can, Durmuş Beril, Akgün Serkan (2015).
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Satışa Etkisi: Volkswagen Kullanıcıları Üzerine bir Araştırma. International (The
Influence of Customer Follow-up and Key Sentences on Sales: A Research on
Volkswagen Users) International Social Research Congress - USAK 2018, 8-10. (Paper
Presentation) (Publication No:4282367)

Aktürk Nihat, Akgün Serkan (2018). Yerel yönetimlerde stratejik plan uygulamaları
Kadıköy, Kartal, Pendik, Şişli belediyeleri üzerine karşılaştırmalı analiz. (Comparative
Analysis of Strategic Planning in Local Governments in the Municipalities of Kadıköy,
Kartal, Pendik, Şişli) International Social Research Congress - USAK 2018, 17-18.
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Durmuş Beril, Uluşu Yeşim, Akgün Serkan (2017). The Effect of Perceived Risk on
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of Collaboration in Turkish Chain Store. Interdisciplinary Reflections of Digital
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