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Personal Information

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Publons / Web Of Science ResearcherID: F-1484-2018

ScopusID: 54902369100

Yoksis Researcher ID: 106473

Education Information

Associate Degree, Cukurova University, Adana Meslek Yüksek Okulu, Elektrik ve Enerji, Turkey 2020 - 2022

Doctorate, Cukurova University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2002 - 2007

Postgraduate, Cukurova University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2000 - 2002

Undergraduate, Cukurova University, İktisadi ve İdari Bil. Fak., İktisat, Turkey 1994 - 2000

Foreign Languages

English, C1 Advanced

Certificates, Courses and Trainings

Environment and Sustainability, Deprem Farkındalık Eğitim Programı (5 Eğitim Sertifikasyonu), Human Resources Training and Development Department, 2023

Education Management and Planning, ÇÜ Eğitimcilerin Eğitimi Çekirdek Programı , Çukurova Üniversitesi Sürekli Eğitim Merkezi, 2023

Education Management and Planning, Çukurova Üniversitesi Eğitimcilerin Eğitimi Çekirdek Programı, Çukurova Üniversitesi Continuing Education Center, 2022

IT, Introduction to Python Programming, The Union of Chambers and Commodity Exchanges of Turkey and AI Business School, 2021

Entrepreneurship, Girişimciler için E-Ticaret: Teoriden Pratiğe Eğitimi - E-Commerce for Entrepreneurs: From Theory to Practice, TOBB University of Economics and Technology Continuing Education Research and Application Center, 2020

Data Analysis, Nitel Araştırma Yöntemleri Eğitimi - Qualitative Research Methods Course, Çukurova Üniversitesi, 2020

Personal Evolution, Yaşam Koçluğu Eğitimi - Life Coaching Training, Başkent Üniversitesi, 2020

Project Management, Ufuk 2020 İşbirliği Programları Proje Yazma Eğitimi - Horizon 2020 Collaboration Programs

Project Writing Training, Cukurova University, 2017

Education Management and Planning, Eğitimcinin Eğitimi Kursu - Teacher Training Course, Cukurova University, 2008

Dissertations

Doctorate, Identity Building Process in International Destination Branding: A Case for the City of Adana, Cukurova University, Sosyal Bilimler Enstitüsü, İşletme, 2007

Postgraduate, The Effect of Productivity Activities on Solution of Problems Faced in Export Marketing and a Survey Research on Small and Medium Sized Enterprises, Cukurova University, Sosyal Bilimler Enstitüsü, İşletme, 2002

Research Areas

Social Sciences and Humanities, Economics, Management, Marketing, Tourism and Hotel Management, Strategic Marketing and Brand Management

Academic Titles / Tasks

Professor, Cukurova University, Kozan İşletme Fakültesi, Turizm İşletmeciliği Bölümü, 2023 - Continues

Professor, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2015 - 2023

Associate Professor, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2010 - 2015

Assistant Professor, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Seyahat İşletmeciliği, 2009 - 2010

Lecturer PhD, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2007 - 2009

Lecturer, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2004 - 2007

Academic and Administrative Experience

Uygulama ve Araştırma Merkezi Yönetim Kurulu Üyesi, Cukurova University, Bilinmeyen, THE RESEARCH AND IMPLEMENTATION CENTER FOR INTERCULTURAL COMMUNICATION STUDIES, 2022 - 2023

Head of Department, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Tourism Management, 2022 - 2023

Head of Department, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2009 - 2023

Yüksekokul Yönetim Kurulu Üyesi, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2005 - 2023

Yüksekokul Kurulu Üyesi, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, 2005 - 2023

Rektörlük Akademik Teşvik Değerlendirme Komisyonu Üyesi, Cukurova University, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, Turizm İşletmeciliği Ve Otelcilik Yüksekokulu, 2020 - 2022

Cukurova University, 2012 - 2017

Erasmus Coordinator, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, 2009 - 2013

Cukurova University, 2005 - 2007

Courses

Urban and Regional Economics, Undergraduate, 2021 - 2022

Introduction to Business, Undergraduate, 2020 - 2021

Turizm İşletmelerinde Bütünleşik Pazarlama İletişimi Yönetimi, Postgraduate, 2020 - 2021
Strategic Management, Undergraduate, 2019 - 2020
Stratejik Yönetim, Undergraduate, 2019 - 2020
Entrepreneurship and Economy, Undergraduate, 2018 - 2019
Consumer Behaviours, Undergraduate, 2019 - 2020
Introduction to Economics, Undergraduate, 2019 - 2020
Introduction to Tourism Animation, Undergraduate, 2019 - 2020
Introduction to Economics, Undergraduate, 2019 - 2020
Introduction to Economics I, Undergraduate, 2018 - 2019
Ceramic Marketing, Undergraduate, 2018 - 2019
Turizm Ekonomisi, Undergraduate, 2017 - 2018
Textile Marketing, Undergraduate, 2017 - 2018
Protokol Yönetimi, Undergraduate, 2018 - 2019
Sales Management, Undergraduate, 2018 - 2019
Entrepreneurship, Undergraduate, 2017 - 2018
World Ceramic Market Analysis, Undergraduate, 2018 - 2019
Business Communications, Undergraduate, 2017 - 2018
İş İletişimi, Undergraduate, 2018 - 2019
Economics 1, Undergraduate, 2018 - 2019
Tourism Economics, Undergraduate, 2017 - 2018
City and Regional Economics, Undergraduate, 2018 - 2019
Brand Management, Undergraduate, 2017 - 2018
Customer Relationship Management, Undergraduate, 2018 - 2019
Introduction to Economics 2, Undergraduate, 2017 - 2018
Sound Systems, Undergraduate, 2017 - 2018
Cultural and Religious Tourism, Undergraduate, 2010 - 2011
Introduction to Tourism Industry, Undergraduate, 2010 - 2011

Jury Memberships

Associate Professor Exam, Associate Professor Exam, İstanbul Bilgi Üniversitesi, March, 2024
Associate Professor Exam, Associate Professor Exam, Kocaeli Üniversitesi, March, 2024
Associate Professor Exam, Associate Professor Exam, İstanbul Aivansaray Üniversitesi, March, 2024
Associate Professor Exam, Associate Professor Exam, Bursa Uludağ Üniversitesi, March, 2024
Associate Professor Exam, Associate Professor Exam, Çanakkale Onsekiz Mart Üniversitesi, May, 2023
Associate Professor Exam, Associate Professor Exam, Dokuz Eylül Üniversitesi, January, 2023
Associate Professor Exam, Associate Professor Exam, Yalova Üniversitesi, January, 2023
Associate Professor Exam, Associate Professor Exam, Beykent Üniversitesi, January, 2023
Post Graduate, Post Graduate, Çağ Üniversitesi, September, 2022
Associate Professor Exam, Associate Professor Exam, Karamanoğlu Mehmetbey Üniversitesi, July, 2022
Associate Professor Exam, Associate Professor Exam, Ege Üniversitesi, July, 2022
Post Graduate, Post Graduate, Mersin Üniversitesi, June, 2022
Post Graduate, Post Graduate, Çağ Üniversitesi, April, 2022
Associate Professor Exam, Associate Professor Exam, Batman Üniversitesi, December, 2021
Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, Eskişehir Osmangazi Üniversitesi, August, 2021
Associate Professor Exam, Associate Professor Exam, Beykent Üniversitesi, August, 2021
Associate Professor Exam, Associate Professor Exam, Erzincan Binali Yıldırım Üniversitesi, May, 2021
Associate Professor Exam, Associate Professor Exam, Çağ University, May, 2021
Associate Professor Exam, Associate Professor Exam, Eskişehir Osmangazi Üniversitesi, May, 2021

Associate Professor Exam, Associate Professor Exam, November, 2020
Associate Professor Exam, Associate Professor Exam, November, 2020
Associate Professor Exam, Associate Professor Exam, Cukurova University, October, 2020
Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, Amasya Üniversitesi, May, 2020
Associate Professor Exam, Associate Professor Exam, Burdur Mehmet Akif Ersoy Üniversitesi, April, 2020
Associate Professor Exam, Associate Professor Exam, April, 2020
Post Graduate, Post Graduate, Çağ Üniversitesi, April, 2020
Associate Professor Exam, Associate Professor Exam, Mersin Üniversitesi, March, 2020
Appointment to Academic Staff-Assistant Professorship, Akademik Kadroya Atama, BATMAN ÜNİVERSİTESİ , November, 2019
Appointment to Academic Staff-Assistant Professorship, Akademik Kadroya Atama, Mersin Üniversitesi , July, 2019
Appointment to Academic Staff-Assistant Professorship, Akademik Kadroya Atama, ALANYA ALAADDİN KEYKUBAT ÜNİVERSİTESİ, June, 2019
Post Graduate, YL Tez Savunma, Çağ Üniversitesi, February, 2019
Associate Professor Exam, Doçentlik Sınav Jürisi - Sözlü, Konya Selçuk Üniversitesi, December, 2018
Appointment to Academic Staff-Assistant Professorship, Doçentlik Sınav Jürisi - Eser, Mersin Üniversitesi, February, 2018
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, December, 2017
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, December, 2017
Doctorate, Sıla Karacaoğlu, Mersin Üniversitesi, June, 2017
Appointment to Academic Staff-Assistant Professorship, Yrd. Doçentlik Sınav Jürisi - Eser, Mersin Üniversitesi, June, 2017
Associate Professor Exam, Doçentlik Sınav Jürisi, Eskişehir Anadolu Üniversitesi, March, 2017
Appointment to Academic Staff-Assistant Professorship, Yrd. Doçentlik Sınav Jürisi - Eser, Mersin Üniversitesi, February, 2017
Appointment to Academic Staff-Assistant Professorship, Yrd. Doçentlik Sınav Jürisi - Eser, Adana Bilim ve Teknoloji Üniversitesi, December, 2016
Doctoral Examination, Ali Dalgıç, Mersin Üniversitesi, September, 2016
Post Graduate, Cemal Cingirler, Çağ Üniversitesi, September, 2016
Doctorate, Zafer Buzcu, Mersin Üniversitesi, August, 2016
Doctorate, Sibel Oğuz, Mersin Üniversitesi, July, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, April, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, April, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, April, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, April, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi -Eser, ÜAK, April, 2016
Appointment to Academic Staff-Assistant Professorship, Yrd. Doçentlik Sınav Jürisi - Eser, Çukurova Üniversitesi, January, 2016
Associate Professor Exam, Doçentlik Sınav Jürisi - Eser, ÜAK, October, 2015
Associate Professor Exam, Doçentlik Sınav Jürisi - Eser, ÜAK, October, 2015
Competition, Adana Markasının Öyküleri Yarışması, Adana Ticaret Odası, July, 2014
Competition, Adana Markasının Öyküleri Yarışması, Adana Chamber of Commerce, June, 2014
Post Graduate, Banu Yurdacan, Çağ Üniversitesi, April, 2013

Published journal articles indexed by SCI, SSCI, and AHCI

I. Consumer willingness to pay for organic sea bass in Turkey

Budak F., Budak D. B., Kacira O. O., Yavuz M. C.

ISRAELI JOURNAL OF AQUACULTURE-BAMIDGEH, vol.58, pp.116-123, 2006 (SCI-Expanded)

Articles Published in Other Journals

- I. **Smart destination: Tourism, innovation, entrepreneurship, challenges**
Yavuz M. C.
Journal of Tourism Theory and Research, vol.5, no.2, pp.203-211, 2019 (Peer-Reviewed Journal)
- II. **Reinventing tourism cities: Examining technologies, applications, and city branding in leading smart cities**
YAVUZ M. C., Cavusoglu M., Corbacı A.
Journal of Global Business Insights, vol.3, no.1, pp.57-70, 2018 (Peer-Reviewed Journal)
- III. **Storytelling in Destination Brand Communication: A Qualitative Analysis**
YAVUZ M. C., SÜMBÜL M., ELPEZE ERGEÇ N., DERDİYOK İ. Ç.
International Interdisciplinary Business-Economics Advancement Journal, vol.1, no.2, pp.63-72, 2016 (Peer-Reviewed Journal)
- IV. **Magarsos**
YAVUZ M. C.
KAVAK Eğitim, Kültür ve Sanat Dergisi, no.32, pp.21, 2015 (Non Peer-Reviewed Journal)
- V. **Your Brand Should Have an Idea**
Yavuz M. C.
Marka Dergisi, no.2, pp.22-23, 2015 (Non Peer-Reviewed Journal)
- VI. **Tepebağ Heritage awaits to be Used in Tourism**
Yavuz M. C.
KAVAK Eğitim, Kültür ve Sanat Dergisi, no.31, pp.22-23, 2014 (Non Peer-Reviewed Journal)
- VII. **Tourism Potential of Adana City and Its Image and Identity as a Tourism Brand**
Yavuz M. C.
Güney Mimarlık Dergisi, no.12, pp.24, 2013 (Non Peer-Reviewed Journal)
- VIII. **A Brief History of Çukurova and a Capital: Anavarza**
Yavuz M. C.
KAVAK Eğitim, Kültür ve Sanat Dergisi, no.30, pp.20-21, 2013 (Non Peer-Reviewed Journal)
- IX. **E-Marketing Applications in Hospitality Businesses: A Model Suggestion Based on E-Media Tools**
Yavuz M. C., Haseki M. İ.
ÇAĞ ÜNİVERSİTESİ SOSYAL BİLİMLER DERGİSİ, vol.9, no.2, pp.116-137, 2012 (Peer-Reviewed Journal)
- X. **The Impact of Festivals on City Promotion: A Comparative Study of Turkish and Swedish Festivals**
Karabağ S. F., YAVUZ M. C., Berggren C.
TOURISM - An International Interdisciplinary Journal, vol.59, no.4, pp.447-164, 2011 (Scopus)
- XI. **National tourism promotion and marketing methods of organization: proposal of a model for Turkey**
Yavuz M. C., Karabağ S. F.
İstanbul Üniversitesi İletişim Fakültesi Dergisi, no.36, pp.113-130, 2009 (Peer-Reviewed Journal)
- XII. **A Natural Brand on the Way to Re-gain Meaning: Adana**
Yavuz M. C.
AdanaLife Kent Kültürü ve Yaşam Dergisi, no.15, pp.72-75, 2009 (Non Peer-Reviewed Journal)
- XIII. **Health Tourism and Adana According to Archaeological Data**
Yavuz M. C., Girginer K. S.
AdanaLife Kent Kültürü ve Yaşam Dergisi, no.14, pp.48-51, 2009 (Non Peer-Reviewed Journal)
- XIV. **New Product Development with Cooperative Marketing Strategy: The Case of Ceyhan Regional Tourism Destinations**
Yavuz M. C.
IKTİSAT İSLETME VE FINANS, vol.23, no.272, pp.80-100, 2008 (Scopus)
- XV. **Is Adana city a brand city?**
Madran C., Yavuz M. C.
AdanaLife Kent Kültürü ve Yaşam Dergisi, no.12, pp.30-32, 2008 (Non Peer-Reviewed Journal)
- XVI. **The First-mover advantage in nanomarketing: A review on the Turkish nanotechnology market**

- Yavuz M. C., Karabağ S. F.
Savunma Bilimleri Dergisi, vol.7, no.1, pp.21-39, 2008 (Peer-Reviewed Journal)
- XVII. **A Research on the Identification and Evaluation of the Corporate Objectives by the Target Audience in Public Relations**
Karabağ S. F., Yavuz M. C.
Çukurova Üniversitesi Sosyal Bilimler Dergisi, vol.15, no.2, pp.231-242, 2006 (Peer-Reviewed Journal)
- XVIII. **Expenditure-Based Market Segmentation: A Logit Analysis Application on Festival Visitors**
Yavuz M. C., Karabağ S. F.
Çukurova Üniversitesi Sosyal Bilimler Dergisi, vol.15, no.1, pp.427-436, 2006 (Peer-Reviewed Journal)
- XIX. **Turkish Consumers' Responses to Organically Farmed Seafood**
BUDAK F., BOSTAN BUDAK D., Kacira O. O., YAVUZ M. C.
Journal of Applied Sciences, vol.5, no.7, pp.1192-1195, 2005 (Peer-Reviewed Journal)
- XX. **THE EFFECT OF PRODUCTIVITY ACTIVITIES ON SOLUTION OF PROBLEMS FACED IN EXPORT MARKETING AND A SURVEY RESEARCH ON SMALL AND MEDIUM SIZED ENTERPRISES**
Madran C., Yavuz M. C.
Pazarlama ve İletişim Kültürü Dergisi, vol.3, no.7, pp.4-16, 2004 (Non Peer-Reviewed Journal)
- XXI. **A Study on the Investigation of Recreational Services Supply Structure in Adana**
Çabuk S., Yavuz M. C.
Pazarlama ve İletişim Kültürü Dergisi, vol.3, no.6, pp.4-10, 2003 (Non Peer-Reviewed Journal)
- XXII. **A Pilot Study for Determining Customer Potential in Recreational Tourism**
Demirci Orel F., Yavuz M. C.
Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.11, no.11, pp.61-76, 2003 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **MODERN CUMHURİYETİN KÜLTÜR, DİL VE EĞİTİMİNİN BİR SAVUNUCUSU OLARAK ALİ CÂNİP YÖNTEM**
YAVUZ M. C.
in: CUMHURİYET'İN 100. YILINDA 100 TÜRK YAZAR, SAHİN, Elmas - DİLBER, Kadir Can, Editor, Akademisyen yayınevi, Ankara, pp.71-75, 2023
- II. **Spor İşletmeciliğine Giriş**
YAVUZ M. C.
in: Spor Yönetimine Dair, F. Pervin BİLİR, Nurşen ŞAHİN, Editor, AKADEMİSYEN YAYINEVİ, Ankara, pp.17-36, 2022
- III. **Hasan Kolcuoglu: The Master of Meter-Long Kebab**
Yavuz M. C.
in: Supporters of Turkish Tourism-4: Gastronomy and Entertainment Operators, Nazmi Kozak, Metin Kozak, Editor, Detay yayınevi, Ankara, pp.47-58, 2020
- IV. **Smart Destination Branding: A 360-Degree View to the Sustainable Development of the City Through Tourism: Mersin Case**
Yavuz M. C.
Detay Yayıncılık, Ankara, 2019
- V. **Destination Experience: Making the Tourism Cities 5-Star**
YAVUZ M. C.
in: ADVANCES IN GLOBAL BUSINESS AND ECONOMICS (Vol:2), Cihan Cobanoglu, Muhittin Cavusoglu, Abdulkadir Corbaci, Editor, ANAHEI Publishing, LLC, Sarasota, FL, USA, Sarasota, FL, pp.187-195, 2019
- VI. **Effective Use of Local Dances in Creating Destination Experience: The Case of Adana Ciftetellisi and International Orange Blossom Carnival**
Yavuz M. C., Sümbül M.
in: ADVANCES IN GLOBAL BUSINESS AND ECONOMICS (Vol:2), Cihan Cobanoglu, Muhittin Cavusoglu, Abdulkadir Corbaci, Editor, ANAHEI Publishing, LLC, Sarasota, FL 34239 USA.

<https://scholarcommons.usf.edu/anaheipublishing/>, Florida, pp.282-291, 2019

VII. Concepts of Product, Brand and Branding

Yavuz M. C.

in: Smart Destination Branding: A 360-Degree View to the Sustainable Development of the City Through Tourism: Mersin Case, Mehmet Cihan YAVUZ, Editor, Detay Yayıncılık, Ankara, pp.7-24, 2019

VIII. SMART DESTINATION BRANDING: SUSTAINABILITY, LIVABILITY AND SMART CITY INFRASTRUCTURE

Yavuz M. C., Sümbül M.

in: Smart Destination Branding: A 360-Degree View to the Sustainable Development of the City Through Tourism: Mersin Case, Mehmet Cihan YAVUZ, Editor, Detay Yayıncılık, Ankara, pp.221-240, 2019

IX. City, Tourism, Destination Branding

Yavuz M. C.

in: Smart Destination Branding: A 360-Degree View to the Sustainable Development of the City Through Tourism: Mersin Case, Mehmet Cihan YAVUZ, Editor, Detay Yayıncılık, Ankara, pp.25-43, 2019

X. A CASE OF A STAKEHOLDER BASED INITIAL IN DESTINATION BRANDING: MEP WORKSHOPS

Yavuz M. C.

in: Smart Destination Branding: A 360-Degree View to the Sustainable Development of the City Through Tourism: Mersin Case, Mehmet Cihan YAVUZ, Editor, Detay Yayıncılık, Ankara, pp.257-277, 2019

XI. Hatay City Tourism Strategy and Action Plan

Yavuz M. C.

T.C. Doğu Akdeniz Kalkınma Ajansı Yayınları, Hatay, 2018

XII. On the Way of Development for Adana City (Yazan: T. Kulak)

Yavuz M. C.

Yiğit Matbaacılık, Adana, 2017

XIII. Sound and Music Management in Tourism Facilities

Yavuz M. C.

Detay Yayıncılık, Ankara, 2015

XIV. Stories of The Brand of Adana

DERDİYOK İ. Ç., YAVUZ M. C., SÜMBÜL M., ERGEÇ N. E., AKDAĞ İ., TANIŞ M. I.

Adana Chamber Of Commerce, Adana, 2015

XV. Stories of the Brand of Adana

Yavuz M. C., Derdiyok İ. Ç., Elpeze Ergeç N., Sümbül M., Akdağ İ. (Editor), Tanış M. I. (Editor)

Adana Ticaret Odası, Adana, 2015

XVI. A Research on Kars City: Perception, Image and Identity

Gelibolu L., Saydan R., Yavuz M. C.

Kars Kalkınma Ajansı, Kars, 2014

XVII. Health Tourism in the World and Adana Destination

Yavuz M. C.

Adana Sağlık Turizmi Derneği, Adana, 2011

XVIII. City Branding: Developing Brand Identity for Adana City

Yavuz M. C.

Adana Ticaret Odası Yayınları, Adana, 2009

Refereed Congress / Symposium Publications in Proceedings

I. Destination Experience: Making the Tourism Cities 5-Star

Yavuz M. C.

Global Conference on Business and Economics (GLOBE), İstanbul, Turkey, 30 September - 03 October 2019, pp.60

II. Effective Use of Local Dances in Creating Destination Experience: The Case of Adana Ciftetellisi and International Orange Blossom Carnival

Yavuz M. C., Sümbül M.

The Global Conference on Business and Economics (GLOBE), İstanbul, Turkey, 30 September - 03 October 2019, pp.89

- III. **Smart Destination: Tourism, Innovation, Entrepreneurship and Challenges**
Yavuz M. C.
Futourism 2018, Mersin, Turkey, 27 - 29 September 2018, pp.733-737
- IV. **Stakeholder Salient Analysis for Sustainable City Tourism Development**
YAVUZ M. C., Karabağ S. F.
The Second International Congress on Future of Tourism: Innovation, Entrepreneurship and Sustainability, Mersin, Turkey, 27 - 29 September 2018, vol.1, pp.876-882
- V. **Internal Marketing in Corporate Branding: Building Brand Commitment among City Stakeholders to Mobilize the City Brand**
YAVUZ M. C., Karabağ S. F., Efe R.
8th International Interdisciplinary Business-Economics Advancement Conference, Fort Lauderdale - Florida, United States Of America, 18 - 23 November 2017, pp.16
- VI. **Supporting Urban, Regional and National Development with Culture and Tourism Values: The Case of Hatay Province**
Işıkgör H., Özbaykal C., Yavuz M. C.
3. Türkiye Turizm Şûrası, Ankara, Turkey, 1 - 03 November 2017, vol.1, pp.540-553
- VII. **Destination Branding in Industry 4.0**
Yavuz M. C., Karabağ S. F.
26th Nordic Symposium of Tourism and Hospitality Research, Falun, Sweden, 4 - 06 October 2017, pp.43-44
- VIII. **Reinventing Tourism Cities: Examining Technologies, Applications and CityBranding in Leading Smart Cities**
Yavuz M. C., Çobanoğlu C., Ongan S.
International Interdisciplinary Business-Economics Advancement Conference, Florida, United States Of America, 9 - 14 April 2017, pp.132
- IX. **Developing City Brand Strategy from Corporate Branding View Point**
YAVUZ M. C., Karabağ S. F., Efe R.
International Interdisciplinary Business-Economics Advancement Conference, United States Of America, 9 January - 14 April 2017, pp.113
- X. **Storytelling in Destination BrandCommunication A Qualitative Analysis**
YAVUZ M. C., SÜMBÜL M., ELPEZE ERGEÇ N.
International Interdisciplinary Business-Economics Advancement Conference, Florida, United States Of America, 9 - 11 May 2016, pp.17-18
- XI. **Destination Branding in Industry 4 0 Enhancing Brand Experience Systems by Using Digital Touch Points**
YAVUZ M. C.
6th International Interdisciplinary Business-Economics Advancement Conference, Miami, United States Of America, 9 - 13 May 2016, pp.16
- XII. **Investigating Customer Experience in Medical Tourism A Managerial Approach**
YAVUZ M. C., BUZCU Z.
6th INTERNATIONAL INTERDISCIPLINARYBUSINESS-ECONOMICS ADVANCEMENTCONFERENCE, Miami, United States Of America, 9 - 13 May 2016, pp.1-11
- XIII. **A SWOT Analysis for Investigating Elderly Tourism Potential of Eastern Mediterranean Region in Turkey**
Yavuz M. C., Ballı E., Buzcu Z., Oğuz S.
1st International Eastern Mediterranean Tourism Symposium, Gazimagusa, Cyprus (Kktc), 22 - 23 April 2016, pp.212
- XIV. **Development, Tourism, and Adana as a Brand of a Gastronomy Destination**
Oğuz S., Ballı E., Yavuz M. C.
Uluslararası Gastronomi Turizmi Kongresi, İzmir, Turkey, 10 - 12 December 2015, pp.35

- XV. **Brand Touch Point Management for Creating a Unique Brand-Customer Experience**
YAVUZ M. C., BUZCU Z.
The International Interdisciplinary Business-Economics Advancement Conference (IIBA), Fort Lauderdale - Florida, United States Of America, 16 - 21 November 2015, pp.92
- XVI. **Destination Promotion via Destination Marketing Organization: A Proposal Collaborative Model Specific to Turkey**
YAVUZ M. C.
International Interdisciplinary Business-Economics Advancement Conference (IIBA), Florida, United States Of America, 28 April - 02 May 2015, pp.11
- XVII. **Storytelling in Tourism: Opportunities for the Marketing and Branding of Adana Destination**
YAVUZ M. C.
International Interdisciplinary Business-Economics Advancement Conference (IIBA), İstanbul, Turkey, 16 - 19 July 2014, pp.557
- XVIII. **Cooperative Marketing: A Case Study for a Health Tourism Destination in Turkey**
HASEKİ M. İ., YAVUZ M. C.
LCBR European Marketing Conference, Munich, Germany, 3 - 04 June 2010, pp.77-78
- XIX. **Cooperative Marketing: A Case Study for an Health Tourism Destination in Turkey**
Haseki M. İ., Yavuz M. C.
European Marketing Conference, Munich, Germany, 1 - 03 June 2010, pp.71-78
- XX. **Identifying the Attitudes of Local People in Terms of Destination Management and Marketing: The Case of Adana**
Yavuz M. C., Akgöl Y.
10. Ulusal Turizm Kongresi, Mersin, Turkey, 21 - 24 October 2009, pp.73-85
- XXI. **Investigating Citizens' Perceptions Towards Developing Tourism in the Context of City Marketing: The Case of Adana**
Yavuz M. C., Akgöl Y.
14. Ulusal Pazarlama Kongresi, Yozgat, Turkey, 14 - 17 October 2009, pp.524-535
- XXII. **The Impact of Festivals on the Promotion and Communication of a City: a Comparative Study of Turkish and Swedish Festivals**
Karabağ S. F., YAVUZ M. C., Berggren C.
European Cities Marketing Annual Conference & General Assembly, Göteborg, Sweden, 17 - 20 June 2009, pp.161-179
- XXIII. **Cooperative Marketing in Sustainable Urban Development: A Study on the Cities of Mersin, Adana, Osmaniye, and Hatay**
Yavuz M. C.
Mersin Sempozyumu, Mersin, Turkey, 19 - 22 November 2008, vol.1, pp.952-961
- XXIV. **The Importance of City Branding: Opportunities and Challenges of Adana Brand Facing in a Globalizing World**
Yavuz M. C.
Küreselleşme Sürecinde Türkiye: Fırsatlar ve Sorunlar Sempozyumu, Mersin, Turkey, 12 - 14 November 2008, pp.229-239
- XXV. **The Role of Fairs and Festivals in Urban Communication and Promotion: The Case of Adana**
Karabağ S. F., Yavuz M. C.
Küreselleşme Sürecinde Türkiye: Fırsatlar ve Sorunlar Sempozyumu, Mersin, Turkey, 12 - 14 November 2008, pp.240-251
- XXVI. **The Positioning and Importance of the Turkish Defense Industry in the International Defense Industry Market**
Yavuz M. C., Altunok T.
SAVTEK2008 ? 4. Savunma Teknolojileri Kongresi, Ankara, Turkey, 26 - 27 June 2008, pp.637-645
- XXVII. **Identity Building Process in International Destination Branding**
Yavuz M. C.

- IV. Lisansüstü Turizm Öğrencileri Araştırma Kongresi, Antalya, Turkey, 23 - 27 April 2008, pp.929-932
- XXVIII. **Developing A Marketing Communication Strategy for A New Destination Brand: Ancient Cappodocia Comana**
YAVUZ M. C., GİRGINER K. S.
International Tourism Conference, Antalya, Turkey, 20 - 26 November 2006, pp.255-270
- XXIX. **Development of a Tourism Marketing Strategy for Ceyhan based on Archaeological, Cultural, and Natural Assets**
Yavuz M. C.
1. Ceyhan Sempozyumu, Adana, Turkey, 29 March - 01 April 2006, pp.333-341
- XXX. **Identifying Identity Components in International Destination Branding: A Pilot Study on the City of Adana**
Madran C., Yavuz M. C.
10. Ulusal Pazarlama Kongresi, Gazimagusa, Cyprus (Kktc), 16 - 19 November 2005, pp.1-16
- XXXI. **History and Sustainable Development of Coastal Tourism in the City of Adana**
YAVUZ M. C., GİRGINER K. S.
International Congress on Coastal & Marine Tourism, İzmir, Turkey, 15 - 18 November 2005, pp.434-444

Other Publications

- I. **COLLABORATIVE TOURISM NETWORKS AND GASTRONOMY IN CUKUROVA REGION**
Yavuz M. C.
Other, pp.44-45, 2019
- II. **Project Report for the Development of Alternative Tourism Strategy for Karatas and Yumurtalik Cities**
Yavuz M. C.
Technical Report, pp.1-120, 2016
- III. **Adana Tourism Master Plan**
Erk N., Yavuz M. C., Demir F., Gündüz S.
Technical Report, pp.1-173, 2015
- IV. **Project Report of Adana City Tourism Workshop 2013**
Yavuz M. C.
Technical Report, pp.1-41, 2013
- V. **Project Report of Research on Iraq Health Tourism for Adana Destination**
Yavuz M. C.
Technical Report, pp.1-100, 2013
- VI. **Adana Sustainable Development Action Plan 2012**
Yavuz M. C., Haseki M. İ., Erginkaya C., Yıldırım T., Acevit F.
Technical Report, pp.1-71, 2012
- VII. **City Brand Management and Promotion Action Plan for Adana (Editor)**
Yavuz M. C.
Technical Report, pp.1-34, 2009
- VIII. **Blueprint of Adana Tourism Master Plan**
Yavuz M. C.
Technical Report, pp.1-25, 2005

Supported Projects

Yavuz M. C., Universities of Other Countries Supported Project, Exploring Smart Destination Service Solutions for Unmet Senior Tourists' Needs, 2023 - 2024

YAVUZ M. C., KARABAĞ S. F., EFE R., Project Supported by Higher Education Institutions, Kurumsal Markalama Bakış Açısıyla Şehir Markalaması: Türkiye'de Bir Araştırma, 2017 - 2019

YAVUZ M. C., KARABAĞ S. F., Project Supported by Higher Education Institutions, Stakeholder Relationship Management in Corporate Branding of Cities, 2018 - 2018

YAVUZ M. C., KARABAĞ S. F., EFE R., Project Supported by Higher Education Institutions, Developing City Brand Strategy from Corporate Branding View Point, 2017 - 2017

SÜMBÜL M., YAVUZ M. C., ELPEZE ERGEÇ N., DERDİYOK İ. Ç., Project Supported by Higher Education Institutions, Storytelling in Destination Brand Communication A Qualitative Analysis, 2016 - 2016

YAVUZ M. C., Project Supported by Higher Education Institutions, Destination Branding in Industry 4.0: Enhancing Brand Experience Systems by Using Digital Touch Points, 2016 - 2016

YAVUZ M. C., BUZCU Z., Project Supported by Higher Education Institutions, Medikal Turizmde Marka İletişim Noktalarının İçsel Değerlendirmesi Üzerine Türkiye'de Bir Araştırma, 2015 - 2016

YAVUZ M. C., Project Supported by Higher Education Institutions, Destination Promotion via Destination Marketing Organization: A Proposal Collaborative Model Specific to Turkey, 2015 - 2015

YAVUZ M. C., Project Supported by Higher Education Institutions, Storytelling in Tourism: Opportunities for the Marketing and Branding of Adana Destination, 2014 - 2015

Yavuz M. C., Project Supported by Higher Education Institutions, Investigating Residents' Perceptions for Tourism Development in City Marketing, 2009 - 2011

Activities in Scientific Journals

KAFKAS ÜNİVERSİTESİ İKTİSADİ ve İDARİ BİLİMLER FAKÜLTESİ DERGİSİ , Scientific Committee Membership, 2017 - Continues

International Interdisciplinary Business-Economics Advancement Journal (IIBA Journal), Scientific Committee Membership, 2017 - 2018

Memberships / Tasks in Scientific Organizations

MEDTİS 2018 - Dünya İslam Ülkeleri Sağlık Turizmi Konseyi, Member, 2018 - Continues

Adana Sağlık Turizmi Derneği, Member, 2013 - Continues

Doğu Akdeniz Turizm Sempozyumu, Member, 2011 - Continues

Ulusal Turizm Kongresi, Member, 2010 - Continues

Scientific Refereeing

Project Supported by Higher Education Institutions, BAP Research Project, Eskisehir Osmangazi University, Turkey, March 2024

Project Supported by Higher Education Institutions, BAP Research Project, Adana Alparslan Türkeş Science And Technology University, Turkey, July 2023

Project Supported by Higher Education Institutions, BAP PhD, Atatürk University, Turkey, February 2022

Project Supported by Higher Education Institutions, BAP Research Project, Adana Alparslan Türkeş Science And Technology University, Turkey, November 2021

Marina İşletmeciliği, Scientific / Professional Book Published by Renowned Publishing Houses, July 2020

Project Supported by Higher Education Institutions, BAP Research Project, Cukurova University, Turkey, February 2020

International Review of Management and Marketing (IRMM), Other Indexed Journal, January 2020

Akıllı Destinasyon Markalaması, Scientific / Professional Book Published by Renowned Publishing Houses, December 2019

Project Supported by Higher Education Institutions, BAP Research Project, Adana Alparslan Türkeş Science And

Technology University, Turkey, December 2019
İşletme ve İktisat Çalışmaları Dergisi, Other journals, January 2019
Project Supported by Higher Education Institutions, November 2018
Project Supported by Higher Education Institutions, June 2018
Journal of Global Business Insights, Other journals, March 2018
Project Supported by Higher Education Institutions, March 2018
International Interdisciplinary Business-Economics Journal-IIBA, Other Indexed Journal, February 2018
Journal Of Tourism Theory and research, Other journals, February 2018
JOURNAL OF APPLIED ECONOMICS AND BUSINESS RESEARCH, Journal Indexed in ESCI, December 2017
KAFKAS UNIVERSITY JOURNAL OF THE FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES, Other Indexed Journal, December 2017
Project Supported by Higher Education Institutions, BAP Research Project, Adana Alparslan Türkeş Science And Technology University, Turkey, November 2017
Adana için Birlikte Kalkınma Yolunda - Tarkan Kulak, Scientific / Professional Book Published by Other Publishers, September 2017
Project Supported by Higher Education Institutions, April 2017
International Review of Management and Marketing (IRMM), Other Indexed Journal, January 2016
International Review of Management and Marketing (IRMM), Other Indexed Journal, January 2015
Tourism: An International Interdisciplinary Journal, Journal Indexed in ESCI, February 2014

Scientific Consultations

Adana Sağlık Turizmi Derneği, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Seyahat İşletmeciliği, Turkey, 2010 - Continues
Mevlana Development Agency, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2017 - 2017
Çukurova Üniversitesi Teknokent A.Ş., Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2016 - 2017
Adana Metropolitan Municipality, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2016 - 2016
Adana Valiliği İl Kültür ve Turizm Müdürlüğü, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2015 - 2016
Maestro Danışmanlık Teknoloji, Mersin, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2015 - 2015
Adana Chamber of Commerce, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2013 - 2015
Serhat Kalkınma Ajansı, Kars, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2013 - 2014
Adana Sağlık Turizmi Derneği, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2013 - 2013
Adana Sanayici ve İşadamları Derneği, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2012 - 2013
Adana City Council, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2010 - 2012
T.C. Adana Valiliği İl Tanıtım Komisyonu, Scientific Consultancy, Cukurova University, Turizm İşletmeciliği ve Otelcilik Yüksekokulu, Konaklama İşletmeciliği, Turkey, 2008 - 2009

Metrics

Publication: 85
Citation (WoS): 5
Citation (Scopus): 12
H-Index (WoS): 2
H-Index (Scopus): 1

Congress and Symposium Activities

Managing Tourism Across Continents (MTCON'20), Moderator, Antalya, Turkey, 2020
Ç.Ü. Türkoloji Araştırmaları Merkezi, Invited Speaker, Adana, Turkey, 2020
Global Conference on Business and Economics (GLOBE 2019), Panelists, Adana, Turkey, 2019
İçel TV Vizyoner Programı, Invited Speaker, Adana, Turkey, 2019
MEDTİS 2018 - Dünya İslam Ülkeleri Sağlık Turizmi Konseyi, Attendee, Antalya, Turkey, 2018
THE SECOND INTERNATIONAL CONGRESS ON FUTURE OF TOURISM: Innovation, Entrepreneurship and Sustainability (Futourism 2018), Session Moderator, Mersin, Turkey, 2018
Hatay Kültür-Turizm Sempozyumu, Invited Speaker, Adana, Turkey, 2018
8th International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2017, Session Moderator, Florida, United States Of America, 2017
THE FIRST INTERNATIONAL CONGRESS ON FUTURE OF TOURISM: Innovation, Entrepreneurship and Sustainability (Futourism 2017), Session Moderator, Mersin, Turkey, 2017
Ç.Ü. Beden Eğitimi ve Spor Yüksekokulu Konferansları, Invited Speaker, Adana, Turkey, 2017
7th International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2017, Session Moderator, Florida, United States Of America, 2017
Uluslararası Portakal Çiçeği Karnavalı, Moderator, Adana, Turkey, 2017
Hatay İli Turizm Sektörü Antakya ve Defne GZTF Analizi Çalıştayı, Moderator, Adana, Turkey, 2017
Hatay İli Turizm Sektörü Samandağ GZTF Analizi Çalıştayı, Moderator, Adana, Turkey, 2017
Hatay İli Turizm Sektörü İskenderun GZTF Analizi Çalıştayı, Moderator, Adana, Turkey, 2017
Hatay İli Turizm Sektörü Arsuz GZTF Analizi Çalıştayı, Moderator, Adana, Turkey, 2017
1. Pazarlama Alanında Lisansüstü Eğitim Çalıştayı, Working Group, İstanbul, Turkey, 2016
17. ULUSAL TURİZM KONGRESİ, Session Moderator, Muğla, Turkey, 2016
Karataş ve Yumurtalık İçin Alternatif Turizm Stratejisinin Geliştirilmesi Çalıştayı, Moderator, Adana, Turkey, 2016
Saimbeyli Ekoturizm Girişimciliği Çalıştayı, Moderator, Adana, Turkey, 2016
6th International Interdisciplinary Business-Economics Advancement Conference (IIBA), Moderator, Adana, Turkey, 2016
6th International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2016, Session Moderator, Florida, United States Of America, 2016
1st International Eastern Mediterranean Tourism Symposium, Session Moderator, Gazimagusa, Cyprus (Kktc), 2016
1st International Eastern Mediterranean Tourism Symposium, Moderator, Adana, Turkey, 2016
Ç.Ü. Türkoloji Araştırma Uygulama Merkezi Müdürlüğü Konferans Serisi, Invited Speaker, Adana, Turkey, 2016
Marka Kent Mersin Çalıştayı ve Kalkınma Zirvesi, Invited Speaker, Adana, Turkey, 2015
Marka Kent Mersin Çalıştayı ve Kalkınma Zirvesi, Moderator, Adana, Turkey, 2015
5th International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2015, Session Moderator, Florida, United States Of America, 2015
ATO Dünyada ve Türkiye'de Hizmet Sektörünün Yeri ve Çukurova'nın Potansiyeli Çalıştayı, Moderator, Adana, Turkey, 2015
4. Doğu Akdeniz Turizm Sempozyumu, Session Moderator, Hatay, Turkey, 2015
3rd International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2015, Session Moderator, Florida, United States Of America, 2015
The 4th Global Brand Forum, Invited Speaker, Adana, Turkey, 2014
International Interdisciplinary Business-Economics Advancement Conference (IIBA) 2014, Session Moderator, İstanbul,

Turkey, 2014

ÇEP TİCARET MESLEK LİSESİ İLETİŞİM GÜNLERİ ETKİNLİKLERİ, Moderator, Adana, Turkey, 2014

ÇÜ Ramazanoğlu Konağı Kültür Merkezi Konferans Serisi, Invited Speaker, Adana, Turkey, 2014

Adana Marka Konferansı: Turistlere Öyküler, Invited Speaker, Adana, Turkey, 2014

3. Doğu Akdeniz Turizm Sempozyumu, Session Moderator, Mersin, Turkey, 2014

VI. International Health Tourism Congress, Invited Speaker, İstanbul, Turkey, 2013

T.C. Kültür ve Turizm Bakanlığı Adana Turizm Çalıştayı, Moderator, Adana, Turkey, 2013

Sağlık Turizmi Sektörü ve Gelişmeler Paneli, Panelists, Adana, Turkey, 2012

1. Doğu Akdeniz Turizm Sempozyumu, Session Moderator, Mersin, Turkey, 2012

Acıbadem Adana Hastanesi Konferans Serisi, Invited Speaker, Adana, Turkey, 2011

T.C. Adana Valiliği Adana'nın Marka Değeri Konferansı, Invited Speaker, Adana, Turkey, 2009

Küreselleşme Sürecinde Türkiye: Fırsatlar ve Sorunlar Sempozyumu, Session Moderator, Mersin, Turkey, 2008

Sürdürülebilir Kentsel Kimlik Kongresi, Attendee, Adana, Turkey, 2008

T.C. Adana Valiliği Adana Destinasyonu Çalıştayı 2006, Attendee, Adana, Turkey, 2006

Marka Yönetimi Sempozyumu, Attendee, Gaziantep, Turkey, 2005

Awards

YAVUZ M. C., Best Paper Award, International Interdisciplinary Business-Economics Advancement Conference, May 2016

Yavuz M. C., Citizen of the year (Scientist Category), Acıbadem Adana Hastanesi, November 2011

Yavuz M. C., National Project Competition Award (First prize), Dedeman Holding, February 2010

Yavuz M. C., Scientist of the Year Award (Adana), İstanbul'da Yaşayan Adanalılar Platformu, February 2009

Yavuz M. C., National Science Award (Doctorate Thesis Special Award), İv. Lisansüstü Turizm Öğrencileri Araştırma Kongresi, April 2008

Yavuz M. C., National Project Competition Award (Second prize), Dedeman Holding, February 2007

Yavuz M. C., Announced and Juryed Article Competition Award (First prize), Adana Ticaret Odası, November 2005

Non Academic Experience

University, Alanya Alaaddin Keykubat University, Health Tourism Application and Research Center

Adana Sağlık Turizmi Derneği

Adana Ticaret Odası