

Res. Asst. KÜBRA DALDIRAN

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: KJM-3008-2024

Biography

I am a Research Assistant at Ankara Yıldırım Beyazıt University and a PhD candidate in Marketing at Erciyes University. I hold a Bachelor's in Business Administration from Abdullah Gül University and Universitatea Alexandru Ioan Cuza in Romania.

My professional background encompasses international roles through Erasmus+ programs, specializing in digital marketing and social media management. As a Digital Marketing Trainee in Rotterdam, Netherlands, I focused on lead generation and campaign strategies. In Paris, France, I contributed to the "GenY's Virtual Guide to Skill Development and Personal Branding in Social Media" project, enhancing my expertise in digital branding. Additionally, I participated in the Interculturability Training Course in Italy, building a strong foundation in intercultural marketing and communication. At Sabancı University, I served as a Project Assistant, managing reporting for an Erasmus+ project and advancing my project coordination skills. I have also participated in sustainability-focused programs like the Sustainable Cities Summer School, enhancing my understanding of the UN Sustainable Development Goals, alongside leadership roles with TOG Youth Bank Kayseri and various student organizations.

My research interests include artificial intelligence in digital marketing, sustainable marketing, marketing ethics, and neuromarketing, with a focus on innovation and ethical practices.

Education Information

Doctorate, Erciyes University, Sosyal Bilimler Enstitüsü, Business Administration, Turkey 2024 - Continues

Postgraduate, Erciyes University, Sosyal Bilimler Enstitüsü, Turkey 2022 - 2024

Undergraduate, Universitatea Alexandru Ioan Cuza din Tasi, Faculty of Economics and Business Administration, Business Administration, Romania 2019 - 2020

Undergraduate, Abdullah Gul University, Faculty of Managerial Sciences, Business Administration, Turkey 2015 - 2020

Foreign Languages

English, C2 Mastery

Certificates, Courses and Trainings

Innovative Product Design, Design Thinking Methodology, Atolye İstanbul, 2017

Brand Management, GenY's Virtual Guide to Skill Development and Personal Branding in Social Media Erasmus+ Project, European Union Sabancı University & Novancia Business School Paris , 2017
Other, Intercultural Communication Erasmus + Training Course, European Union & Esplora Youth Association Italy, 2016

Research Areas

Marketing

Academic Titles / Tasks

Research Assistant, Erciyes University, Sosyal Bilimler Enstitüsü, Business Administration Department, 2024 - Continues
Research Assistant, Ankara Yıldırım Beyazıt University, İşletme Fakültesi, İşletme, 2023 - 2024

Articles Published in Other Journals

- I. **Integrating AI into Entrepreneurial Marketing Strategies**
DALDIRAN K.
Girişimcilik ve İnovasyon Yönetim Dergisi, vol.13, no.2, pp.78-100, 2024 (Peer-Reviewed Journal)
- II. **EMPRICAL NEUROMARKETING STUDIES: AN OVERVIEW OF TURKEY**
DALDIRAN K.
AYBU Business Journal, vol.3, no.2, pp.54-72, 2023 (Peer-Reviewed Journal)

Books

- I. **Küresel Rekabet Ortamında Müşteri Odaklı Esnek Üretim ve Dinamik Pazarlama Stratejilerinin Entegrasyonu**
Daldıran B., Daldıran K.
in: Academic Studies in Social and Human Sciences II, GÖLEN ZAFER, ÖZKAN MUHARREM SELÇUK, Editor, Livre de Lyon, Lyon, pp.261-300, 2024
- II. **Data-Driven Marketing Insights: Leveraging K-Means Clustering For Customer Segmentation And Personalized Marketing in E-Commerce**
DALDIRAN K., ÇETİN A. İ.
in: Pazarlamada İleri Araştırmalar, ÇAĞLAR ÇETİNKAYA NUR, Editor, Yaz Yayınları, Afyonkarahisar, pp.173-201, 2024
- III. **The Strategic Integration of Circular Economy Principles into Modern Marketing Practices: Redefining Sustainability**
Daldıran K.
in: Current Marketing Studies, AKGÜN ZUHAL, Editor, Livre de Lyon, Lyon, pp.111-120, 2024
- IV. **A New Era in Financial Marketing: Digital Assets, Cryptocurrencies, ICO's and NFT Marketing**
ÜNVAN Y. A., DALDIRAN K.
in: Research, Methods and Analysis in Social Sciences and Humanities 2024, ÖZTÜRKÇÜ AKÇAY AYSEL, Editor, Livre de Lyon, Lyon, pp.93-110, 2024

Papers Published in Refereed Scientific Meetings

- I. **Dynamic Capabilities Of Social Entrepreneurs: An Institutional Entrepreneurship Perspective**

Daldiran K., Günay S. I.

5th Bilsel International Efes Scientific Research and Innovation Congress Turkey, İzmir, Turkey, İzmir, Turkey, 26 - 27 October 2024

II. Digital Twin Technology As A Driver Of Sustainable Supply Chain And Marketing Transparency

Daldiran K., Daldiran B.

5th Bilsel International Efes Scientific Research and Innovation Congress Turkey, İzmir, Turkey, İzmir, Turkey, 26 - 27 October 2024

III. The Interplay Between Institutional Context and Brand Advocacy

Daldiran K., Günay S. I.

3rd BİLSEL International Kibyra Scientific Research Congress, Burdur, Türkiye, Burdur, Turkey, 19 - 20 October 2024

Metrics

Publication: 9

Non Academic Experience

Company, Kilinclar Automaterialen Bv. The Netherlands, Marketing, Digital Marketing and Brand Management Lead