

Arş. Gör. KÜBRA DALDIRAN

Kişisel Bilgiler

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Uluslararası Araştırmacı ID'leri

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

Biyografi

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.

Eğitim Bilgileri

Doktora, Erciyes Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme, Türkiye 2024 - Devam Ediyor

Yüksek Lisans, Erciyes Üniversitesi, Sosyal Bilimler Enstitüsü, Türkiye 2022 - 2024

Lisans, Universitatea Alexandru Ioan Cuza din Tasi, Romanya 2019 - 2020

Lisans, Abdullah Gül Üniversitesi, Yönetim Bilimleri Fakültesi, İşletme, Türkiye 2015 - 2020

Yabancı Diller

İngilizce, C2 Ustalık

Sertifika, Kurs ve Eğitimler

Yenilikçi Ürün Tasarımı, Design Thinking Methodology, Atolye İstanbul, 2017

Marka Yönetimi, GenY's Virtual Guide to Skill Development and Personal Branding in Social Media Erasmus+ Project,

European Union Sabancı University & Novancia Business School Paris , 2017

Diğer, Intercultural Communication Erasmus + Training Course, European Union & Esplora Youth Association Italy, 2016

Araştırma Alanları

Pazarlama

Akademik Unvanlar / Görevler

Araştırma Görevlisi, Erciyes Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme ABD, 2024 - Devam Ediyor

Araştırma Görevlisi, Ankara Yıldırım Beyazıt Üniversitesi, İşletme Fakültesi, İşletme, 2023 - 2024

Diğer Dergilerde Yayınlanan Makaleler

I. Integrating AI into Entrepreneurial Marketing Strategies

DALDIRAN K.

Girişimcilik ve İnovasyon Yönetim Dergisi, cilt.13, sa.2, ss.78-100, 2024 (Hakemli Dergi)

II. EMPIRICAL NEUROMARKETING STUDIES: AN OVERVIEW OF TURKEY

DALDIRAN K.

AYBU Business Journal, cilt.3, sa.2, ss.54-72, 2023 (Hakemli Dergi)

Kitaplar

I. Küresel Rekabet Ortamında Müşteri Odaklı Esnek Üretim ve Dinamik Pazarlama Stratejilerinin Entegrasyonu

Daldıran B., Daldıran K.

Sosyal ve Beşerî Bilimlerde Akademik Çalışmalar II, GÖLEN ZAFER, ÖZKAN MUHARREM SELÇUK, Editör, Livre de Lyon, Lyon, ss.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.

Pazarlamada İleri Araştırmalar, ÇAĞLAR ÇETİNKAYA NUR, Editör, Yaz Yayınları, Afyonkarahisar, ss.173-201, 2024

III. The Strategic Integration of Circular Economy Principles into Modern Marketing Practices: Redefining Sustainability

Daldıran K.

Current Marketing Studies, AKGÜN ZUHAL, Editör, Livre de Lyon, Lyon, ss.111-120, 2024

IV. A New Era in Financial Marketing: Digital Assets, Cryptocurrencies, ICO's and NFT Marketing

ÜNVAN Y. A., DALDIRAN K.

Research, Methods and Analysis in Social Sciences and Humanities 2024, ÖZTÜRKÇÜ AKÇAY AYSEL, Editör, Livre de Lyon, Lyon, ss.93-110, 2024

Hakemli Bilimsel Toplantılarda Yayımlanmış Bildiriler

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

Daldıran K., Günay S. I.

5th Bilisel International Efes Scientific Research and Innovation Congress Turkey, İzmir, Turkey, İzmir, Türkiye, 26 -

27 Ekim 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, Türkiye, 26 - 27 Ekim 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, Türkiye, 19 - 20 Ekim 2024

Metrikler

Yayın: 9

Akademi Dışı Deneyim

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