

CV

1. Name Surname: Mustafa Özgür Güngör

2. Birth Date: 27 April 1973

3. Title: Assistant Professor

4. Education

Degree	Major	University	Y
BSc	Management Information Systems	Boğaziçi University	2
MSc	Business Administration	Yeditepe University	2
PhD	Business Administration	Yeditepe University	2

5. Academic Titles:

Assitant Professorship Date : 05 September 2017
Associate Professorship Date : -
Professorship Date : -

6. Responsibilities:

-

7. Publications:

7.1. Publications in International Refereed Journals:

- "Customer's Advisory as a Facilitator of Innovation and a Game-Changer in the Competition", Business Systems Review, Naples-Italy, Volume 1, Issue 1, June/December 2012, pp. 49-63.
- "Customer's Advisory, Organizational Openness and Capability: The Locus of Value Creation", Eurasia Journal of Business and Economics, Kyrgyzstan, Volume 4, Issue 7, May 2011, pp. 81-97.
- "Factors Affecting Customer Loyalty in The Competitive Turkish Metropolitan Retail Markets", The Journal of American Academy of Business, Cambridge (JAAB), Volume 2, Number 1, September 2002, pp 189-195.

7.2. International Congresses as Invited Participant and Speaker:

- "Value Co-creation in Action: A discussion of results on how customers drive innovation", 11th International Conf. Marketing

Trends, Università Ca' Foscari, Venezia, Italy, January 2012

- "Openness and Capability of Organizations in Capturing and Making Use of Customer's Advisory", 9th International Conf. Marketing Trends, Università Ca' Foscari, Venezia, Italy, January 2010

- "Drivers of e-Solutions to Manage Change in Public Organizations", Int'l Conference eGovernment Sharing Experiences (eGovShare 2009, UNDP and TODAIE), Antalya, Turkey, December 2009

- "Understanding the changes in Supply Chain Management: Extensions with A Strategic Marketing Perspective", 3rd International Conference on Economics and Management of Networks, Erasmus University Rotterdam, Netherlands, June 2007

- "Factors Affecting Customer Loyalty in The Competitive Turkish Metropolitan Retail Markets", The Global Business Conference (International), Istanbul, Turkey, Aug. 2002.

- "B2B Electronic Commerce Application Issues of Unified Demand Planning at Cascaded Supply Chains", International Economics and Business in Transition Conference, Istanbul, Turkey, July 2001.

- "Çatalhöyük Virtual Theme Park Web Application", International Impact of Technology on Tourism Conference, Boğaziçi University Istanbul, Turkey, June 2000.

- "Eliminating Redundancies in Cascaded Supply Chains and Its Organizational Implications", Academia / Industry Working Conference on Research Challenges (AIWoRC'00) at SUNY/Buffalo, New York, USA, April 2000.

7.3. Translated Books:

- Co-author and Editor of 29 people 29 concepts in Marketing Science ("Pazarlama Biliminde 29 insan, 29 kavram"), Beta Publishing House, Turkey, March 2013

- Co-author of 49 people 49 theories in Management Science ("Yönetim Biliminde 49 insan, 49 teori"), Beta Publishing House, Turkey, April 2011

- Author of Strategic Use of Marketing Technology for Customer's Advisory, LAP Lambert Academic Publishing, Germany, Sept. 2010

- Author of Customer's Advisory: Conceptualization, Definition and Explanation, CreateSpace Publishing, USA, December 2009

7.4. Turkish Publications:

- “Çevrimiçi satışta Yenilikçilik ve İş Ortaklıkları” (“Innovation in Online Selling with Partnerships”), Peer reviewed section of a chapter in “Online Sales: Potential from Today to The Future”, Sept. 2015, Istanbul, Turkey, pp.195-204.
- “Teknolojinin etkisindeki yeni tüketicinin akıllı şehirlerdeki yaşamının pazarlamaya etkilerine bir perspektif” (“A perspective of effects on marketing, regarding the life of new consumer in smart cities which is driven by technology”), Peer reviewed section of a chapter in “Extending the Vision of Marketing: New Emerging Markets”, Sept. 2014, Istanbul, Turkey, pp.113-126.
- “Introducing Customer’s Advisory”, Yeditepe International Research Conference on Business Strategies (YIRCOBS’08), Yeditepe University, Istanbul, Turkey, June 2008
- "Eliminating Redundancies in Cascaded Supply Chains and Unified Demand Planning", International Informatics Conference (Bilişim 2000), Istanbul, Turkey, September 2000.
- "Managing Research Projects Using Web-based MORN Platform", International Informatics Conference (Bilişim 2000), Istanbul, Turkey, September 2000.

7.5. Turkish Presentations:

7.6 Other Academic Meetings:

- “Marketing and Technology are changing with convergence” (“Pazarlama ve Teknoloji Birlikte Dönüşmeye Başladı”), Chamber of Computer Engineers, March 2016, pp 48-51.
- “Last hurdle in front of contactless payment is revealed”, Payment Systems Magazine, September 2014, pp.25-26.
- “A new era is opening with HCE”, Payment Systems Magazine, July 2014, pp.60-62.
- “A Mobile World”, Future Banking Magazine published in partnership with European Banking Federation, Summer 2014, p. 65.
- “Shopping shall be easier, Payment shall be invisible”, Payment Systems Mag., April 2014, pp.56-57.
- “Social CRM: Software Solution Based on Real-Time Semantic Analysis of Customer Behavior through Social Media”, Ericsson White Papers, April 2012.

8. Projects:

- Tübitak, Teydeb - eTOM Based Order and Activation System For EU Telecom Sector
- Tübitak, Teydeb - Highly Scalable and Multi-Dimensional Transaction Processing, Distribution and Measurement Platform
- Eureka, ITEA - New Generation Business Process Management Platform
- Tübitak, Teydeb - Scenario based Enterprise Compensation and Budget Management
- Tübitak, Teydeb - NGOSS based Business Support System for MVNEs/MVNOs providing convergent services
- Tübitak, Teydeb - Java Based Platform Software for Real-time Lifetime Management of Huge Number of Subscribers and Telecom Services
- Tübitak, Teydeb - Embedded Campus and City Card Smart Payment Application
- Tübitak, Teydeb - SID based system software for Triple-Play Convergence in Media
- Tübitak, Teydeb - Platform for E2E Smart Card Production Control and Dynamic Application Management over Smart Cards
- Tübitak, Teydeb - Software system for Partner Ecosystem and Life Cycle Management based on Hierarchical KPIs
- Eureka, CELTIC - My Social Sphere, Telecom-Social Networks in Collaboration
- Tübitak, Teydeb - Mobile Payment System Project (NFC based, handset independent, terminal and bank cards combined, highly secured on chip)
- Eureka, CELTIC - Autonomic Services in M2M Networks
- Eureka, CELTIC - Mobile Networks Evolution for Individual Communication Experience
- Eureka, ITEA - Single European Open Mobile Services Area
- Tübitak, Teydeb - Intelligent Home Gateway (A hardware and software platform for M2M connectivity of sensors and Zigbee enabled Devices for home)
- Tübitak, Teydeb - Social Network Users' Real Time Behavioral Model Reception and Interactive Communication Management Software System

- Tübitak, Teydeb - Process Modeling, Measurement and Automation Software Platform for Production and Consumption in Energy Supply Chains

- Eureka, ITEA - Social Internet of Things

- EU FP7, Converged Ubiquitous Broadband Evolution

- EU FP7, Trustworthy Mobile ICT

9. Administrative Responsibilities:

10. Memberships:

11. Awards:

12. Undergraduate and graduate level courses in the last two years:

Academic Year	Period	Course Name	Weekly Hour		Number of Students
			Theoric	Practice	
2016-2017	Spring	BBA303 - MIS	3		17
2016-2017	Spring	ISLT303 – YBS	3		7
2012-2013	Autumn	BUS461 - MIS	3		82
2011-2012	Spring	BUS210- E-Business	3		23