

ÖZGEÇMİŞ

1. Adı Soyadı : Mustafa Özgür Güngör
2. Doğum Tarihi : 27 Nisan 1973
3. Unvanı : Yardımcı Doçent
4. Öğrenim Durumu : Doktora
5. Çalıştığı Kurum : Okan Üniversitesi

Derece	Alan	Üniversite	Yıl
Lisans	Yönetim Bilişim Sistemleri	Boğaziçi Üniversitesi	2000
Y. Lisans	İşletme	Yeditepe Üniversitesi	2002
Doktora	İşletme	Yeditepe Üniversitesi	2009

5. Akademik Unvanlar

- Yardımcı Doçentlik Tarihi : 05 Eylül 2017
Doçentlik Tarihi : -
Profesörlük Tarihi : -

6. Yönetilen Yüksek Lisans ve Doktora Tezleri

6.1. Yüksek Lisans Tezleri

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6.2. Doktora Tezleri

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7. Yayınlar

7.1. Uluslararası hakemli dergilerde yayınlanan makaleler (SCI,SSCI,Arts and Humanities)

- "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. Uluslararası diğer hakemli dergilerde yayınlanan makaleler

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7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

- "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 TODAİE), 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.

7.4. Yazılan uluslararası kitaplar veya kitaplarda bölümler

- 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

7.5. Ulusal hakemli dergilerde yayınlanan makaleler

- “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 itkisindeki 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.

7.6. Ulusal bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

- "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.

7.7. Diğer yayınlar

- "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. Projeler

- 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. İdari Görevler

Özel sektörde muhtelif yöneticilik görevleri gerçekleştirilmiştir.

10. Bilimsel ve Mesleki Kuruluşlara Üyelikler

Boğaziçi Üniversitesi Bilgisayar Mühendisliği Danışma Kurulu Üyesi, 2012 - devam
Türkiye Bilişim Derneği Üyesi, 1996 - devam

11. Ödüller

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12. Son iki yılda verdiğiniz lisans ve lisansüstü düzeydeki dersler için aşağıdaki tabloyu doldurunuz.

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2016-2017	Güz				
	İlkbahar	BBA303 MIS	3		17

		ISLT303 YBS	3		7
2012-2013	Güz	BUS461 MIS	3		82
	İlkbahar				
2011-2012	Güz				
	İlkbahar	BUS210 E-Business	3		23

Not: Açılmışsa, yaz döneminde verilen dersler de tabloya ilave edilecektir.