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Personal Information

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Education Information

Doctorate, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, Turkey 2021 - Continues

Postgraduate, Galatasaray University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi ve Pazarlama, Turkey 2019 - 2021

Postgraduate, Galatasaray University, Sosyal Bilimler Enstitüsü, Pazarlama ve Lojistik Yönetimi, Turkey 2015 - 2017

Undergraduate Double Major, Istanbul University, Faculty Of Economics, Department Of Business Administration, Turkey 2011 - 2014

Undergraduate, Istanbul University, Faculty Of Economics, Department Of Economics, Turkey 2010 - 2014

Published journal articles indexed by SCI, SSCI, and AHCI

I. Recycling Reinforced: The Synergistic Dynamics of Sustainable Behavior

Enginkaya Erkent E., Sağlam M. H.

Sustainability (Switzerland), vol.16, no.9, 2024 (SCI-Expanded)

Articles Published in Other Journals

**I. Investigating the Effects of Factors on Predicting Recommending Influencers by Users of Influencers
An Exploratory Study in India**

Pınar M., Kachchhwa R., Sağlam M. H., Kırçova İ., Guder F.

Gurugram University Business Review (GUBR), vol.4, no.2, pp.1-13, 2024 (Conference Book)

II. Under the lens of ads: Digital surveillance and pre-roll advertising avoidance dynamics

Sağlam M. H., Kırçova İ.

Business and Management Studies: An International Journal, vol.12, no.4, pp.1083-1105, 2024 (Peer-Reviewed Journal)

Books & Book Chapters

I. The Role of Artificial Intelligence in Ad Fraud Detection in the Blockchain and Programmatic Advertising Ecosystem

Sağlam M. H., Kırçova İ.

in: Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions, Muhammad Ibrahim Khan, Mirza Amin Ul Haq, Editor, IGI Global yayinevi, Abottabad, pp.1-420, 2025

II. Impact of OTT Media on Advertising and Marketing

Sağlam M. H., Kırçova İ.

in: The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production, Nithin Kalorth, Editor, IGI Global yayinevi, Pennsylvania, pp.76-94, 2024

Scientific Refereeing

Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions, Chapter Scientific / Professional Book Published by Renowned Publishing Houses, October 2024

Avoiding Ad Fraud and Supporting Brand Safety: Programmatic Advertising Solutions, Chapter Scientific / Professional Book Published by Renowned Publishing Houses, October 2024

The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production, Chapter Scientific / Professional Book Published by Renowned Publishing Houses, October 2023

Metrics

Publication: 7

Citation (Scopus): 1

H-Index (Scopus): 1