

Res. Asst. Munise Hayrun SAĞLAM

Personal Information

Email: mhsaglam@yildiz.edu.tr

Web: <https://avesis.yildiz.edu.tr/mhsaglam>

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**
ENGİNKAYA ERKENT E., SAĞLAM M. H.
Sustainability (Switzerland), vol.16, no.9, 2024 (SCI-Expanded)

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 yayınevi, Abottabad, pp.1-420, 2025
- II. Impact of OTT Media on Advertising and Marketing**
SAĞLAM M. H., KIRÇOVA İ.
in: The Rise of Over-the-Top (OTT) Media and Implications for Media Consumption and Production, , Editor, IGI Global, 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: 5