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Refereed Congress / Symposium Publications in Proceedings

- I. **The Effect of Cultural Dimensions and Self-Efficacy of the Individual on the Attitude of Green Products and Change in Behavior**

Erciş A., Aykut O. H., Yıldız T.

9th INTERNATIONAL CONFERENCE ON LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT, İstanbul, Turkey, 12 - 13 December 2019, pp.102-112

- II. **The Mediation Role of Brand Love and Experience in the Effects of Self Brand Connection on the Brand Loyalty**

Erciş A., Aykut O. H., Yıldız T.

RESEARCH JOURNAL OF BUSINESS AND MANAGEMENT, İstanbul, Turkey, 30 - 31 May 2019, vol.9, pp.285-294

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