

İŞL-903 - THESIS STUDIES - Sosyal Bilimler Enstitüsü - İşletme Ana Bilim Dalı

General Info

Objectives of the Course

This course aims to enable the student to conduct original scientific research in the field of production management and marketing, prepare a doctoral thesis that will contribute to the literature, and complete this process in line with ethical principles.

Course Contents

Conducting a literature review, designing the research, collecting and analyzing data, evaluating the findings, and preparing the thesis in accordance with academic principles within the scope of the thesis topic in the field of management and marketing.

Recommended or Required Reading

Basic reference books on the field, academic publications on research methods, SCI/SSCI indexed journals, software such as SPSS, AMOS, SmartPLS, NVivo.

Planned Learning Activities and Teaching Methods

One-on-one academic consultancy, literature discussions, process reports, applied analysis studies

Recommended Optional Programme Components

Students are expected to conduct their thesis work regularly, work in coordination with their advisor, and make the necessary revisions in accordance with the advisor's feedback.

Instructor's Assistants

Prof. Şevki ÖZGENER

Presentation Of Course

The Thesis Studies course is conducted through the student's independent work on their thesis, regular student–advisor meetings, literature review, and the development of the thesis in accordance with the advisor's guidance and feedback. The student's progress in the thesis work is evaluated at the end of the semester.

Dersi Veren Öğretim Elemanları

Prof. Dr. Suzan Çoban Assoc. Prof. Dr. Burcu Gülsevil Belber Assoc. Prof. Dr. Ceylan Bozpolat Prof. Dr. Şevki Özgener

Program Outcomes

1. Conducts independent and original academic research.
2. Acquires skills in literature review, hypothesizing, modeling, and analysis.
3. Uses appropriate research methods and techniques.
4. Prepares a thesis in accordance with scientific ethics and academic writing standards.
5. Achieves original results that contribute to the field of marketing.

Weekly Contents

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
1	Utilizing suggested books, articles, and databases related to the thesis topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the subject of thesis	
2	Utilizing suggested books, articles, and databases related to the thesis topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the subject of thesis	
3	Utilizing suggested books, articles, and databases related to the thesis topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the subject of thesis	
4	Utilizing suggested books, articles, and databases related to the thesis topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the subject of thesis	

Order	PreparationInfo	Laboratory TeachingMethods	Theoretical	Practise
5	Utilizing suggested books, articles, and databases related to the thesis topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Submission of Research Proposal	
6	American Psychological Association. (2019). Publication manual of the American Psychological Association (7th ed.). American Psychological Association. NEVÜ Social Sciences Institute Thesis Writing Guide-2026	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Footnote and references in thesis studies	
7	Reviewing articles related to the topic.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Ethics and the use of artificial intelligence in social research.	
8	Scientific publications related to the thesis topic	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Literature review related to the thesis topic.	
9	Scientific publications related to the thesis topic	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Literature review related to the thesis topic.	
10	Scientific publications related to the thesis topic	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Literature review related to the thesis topic.	
11	Scientific publications related to the thesis topic	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Writing the theoretical background and literature review section of the thesis	
12	Scientific publications related to the thesis topic	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the research model and hypotheses.	
13	Utilizing basic resources on scales and data collection tools.	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the scales or data collection tools used to collect data.	
14	Basic resources and statistical software related to sampling. Benefiting from similar ethics committee decisions	Individual study, advisor guidance, literature review, student–advisor meetings, and feedback.	Determining the sample from which data will be collected. Obtaining ethics committee approval for the data collection tool to be used to collect data from the determined sample.	
15	Scientific publications related to the thesis topic	The instructor records the evaluation in the system.	Final Exam	

Workload

Activities	Number	PLEASE SELECT TWO DISTINCT LANGUAGES
Ders Öncesi Bireysel Çalışma	14	20,00
Araştırma Sunumu	10	15,00
Rapor	3	40,00
İnceleme/Anket Çalışması	1	48,00
Uygulama / Pratik Sonrası Bireysel Çalışma	6	20,00

Assesments

Activities	Weight (%)
Final	100,00

İşletme Ana Bilim Dalı / Üretim Yönetimi ve Pazarlama (Doktora) X Learning Outcome Relation

	P.O. 1	P.O. 2	P.O. 3	P.O. 4	P.O. 5	P.O. 6	P.O. 7	P.O. 8	P.O. 9	P.O. 10	P.O. 11	P.O. 12	P.O. 13	P.O. 14	P.O. 15	P.O. 16	P.O. 17	P.O. 18	P.O. 19	P.O. 20
L.O. 1	2	3			3	3	1	4	5	5		5	5	3	3			3	5	5
L.O. 2	2	2			2	5	3	5	3	5		5	5	3	3			3	5	3
L.O. 3	2	3				5	2	5	3	5		5	5	4	3			3	5	3
L.O. 4		2				4	1	2		4		3	4	4	2			3	5	4
L.O. 5		3				3	1	4	5	5		5	5	5	3			3	3	3

Table :

- P.O. 1 :** By adding current and advanced production management and marketing knowledge to the knowledge and experience they have acquired in their previous education processes, they grasp all aspects of production management and marketing sciences and deepen their knowledge to a level that can bring innovation to this field.
- P.O. 2 :** Demonstrates a strong command of current issues in Production Management and Marketing and keeps abreast of current developments in these fields.
- P.O. 3 :** Strengthens their knowledge in areas such as production management and strategic marketing management, knows the issues related to the development and implementation of different strategies and improves themselves in these areas.
- P.O. 4 :** Develops knowledge in the field of global marketing; recognizes global markets based on legal, political, geographical, and cultural differences, and learns how to organize international marketing activities and conduct foreign trade transactions accordingly.
- P.O. 5 :** Learn the subject of consumer behavior, handle the issues related to consumer behavior particularly with marketing discipline, and generally with various disciplines such as psychology, sociology and economics, have good knowledge to improve the existing models of consumer behavior or develop new ones.
- P.O. 6 :** Learns qualitative and quantitative research methods, conducts analyses using these methods with the aid of statistical software, and is able to draw inferences from and interpret the findings.
- P.O. 7 :** Understands the interaction of Production Management and Marketing with other fields within the Business Administration discipline as well as with different academic disciplines; evaluates diverse topics from new perspectives and develops the ability to generate original knowledge through analysis and synthesis techniques.
- P.O. 8 :** Approaches new information in the field of Production Management and Marketing in a systematic manner and acquires a high level of skill in research methods related to the field.
- P.O. 9 :** Introduces innovations to the fields of Production Management and Marketing, develops new scientific methods, or applies established methods to different fields.
- P.O. 10 :** Can understand new, different and/or complex issues, design an original studies and investigate them
- P.O. 11 :** Have knowledge which is up to date, follow national and international literature closely and develop themselves not only in the marketing

field, but also in the other social issues.

- P.O. 12 :** Contributes to the national and international literature by producing original scientific studies in the fields of Production Management and Marketing.
- P.O. 13 :** Publishes scientific research in national and international journals, presents papers at national and international conferences, and actively participates in scholarly discussions.
- P.O. 14 :** As a qualified researcher and aspiring academic, learns to critically evaluate newly acquired knowledge, emerging developments in the fields of Production Management and Marketing, and other relevant topics, while developing inquisitive and exploratory skills.
- P.O. 15 :** Establishes and develops good relationships with academics and public and private sector representatives working in Production Management and Marketing sciences and related fields, and can work in disciplinary and interdisciplinary teams.
- P.O. 16 :** Communicates effectively with colleagues at an advanced level in written, oral, and visual forms in at least one foreign language and participates in academic discussions.
- P.O. 17 :** Follow the scientific, technological, social and cultural developments in an academic and professional way and contribute to the relevant issues and processes.
- P.O. 18 :** Identifies social, scientific, managerial, and ethical issues encountered in the fields of Production Management and Marketing and in business life, develops solutions to these issues, and contributes to the advancement of values related to these issues.
- P.O. 19 :** Writes an original doctoral dissertation in the fields of Production Management and Marketing that is recognized at both national and international levels, and becomes a successful PhD graduate and a strong candidate for an academic career in Marketing.
- P.O. 20 :** Beyond an academic career, graduates can pursue employment in marketing-related positions in the public and private sectors based on the knowledge and expertise they have acquired, and can establish their own research and/or consulting firms by leveraging their strong research skills.
- L.O. 1 :** Conducts independent and original academic research.
- L.O. 2 :** Acquires skills in literature review, hypothesizing, modeling, and analysis.
- L.O. 3 :** Uses appropriate research methods and techniques.
- L.O. 4 :** Prepares a thesis in accordance with scientific ethics and academic writing standards.
- L.O. 5 :** Achieves original results that contribute to the field of marketing.