



Faruk Güven, Phd
Atılım University
School of Business
06830 İncek, Gölbaşı, Ankara/TURKEY
faruk.guven@atilim.edu.tr
Tel: +90 312 586 86 00

PERSONAL

Date of Birth	1975
Place of Birth	Erzurum

EDUCATION

2009-2014	Gazi University, Management, Ph.D.
2003-2004	FEV Işık University, Management, MBA
1994-1999	Bilkent University, Industrial Engineering (Full Scholarship) , B.S.

ACADEMIC POSITIONS

2026- ...	Faculty Member, School of Business, Atılım University
2024-2026	Faculty Member, MIS Dept, Ostim Technical University
2019-2024	Faculty Member, Faculty of Business, Abdullah Gül University

RESEARCH INTERESTS

1	Supply Chain Management, Digitalization, Digital Technologies, Data Analytics
2	Marketing, Sustainable Production and Consumption

PUBLICATIONS

1	Üner, M. M., Güven, F. & Çavuşgil, S.T. (2020). Churn and Loyalty Behavior of Turkish Digital Natives, Telecommunications Policy, 14 (4), 1-14. [SSCI]
2	Üner, M. M., Güven, F., & Cavusgil, S. T. (2015). Bundling of Telecom Offerings: An Empirical Investigation in the Turkish Market. Telecommunications Policy, 39 (1), 53- 64. [SSCI]
3	Reshaping the Industrial Policy Framework of Türkiye: Integrating Exports at the Core of AI-Driven Development. Industrial Policy, 4(1), 4-10
4	Pazarlamanın varoluşsal krizi ve geleceği. Ardahan Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, 3(2), 175-183

HONORS AND AWARDS

1	Full Scholarship awarded by Bilkent University
2	Prime Ministerial Overseas Undergraduate Scholarship
3	Publication Incentive Award, TÜBİTAK
4	TÜBİTAK International Researcher Conference Support Grant

PROJECTS

	Tübitak 2209-A Undergraduate Projects (Advisor)

BOOKS/CHAPTERS

1	Dijital dönüşümün omurgası: Yapay zeka çağında telekomünikasyon sektörü. 2025, Duvar Yayınevi,
2	ULUSLARARASI İŞLETMECİLİK, Bölüm adı:(YENİ DÜNYA DÜZENİNDE KURUMSAL STRATEJİLERİN YENİDEN ŞEKİLLENMESİ) (2024), Nobel

Supervised Master's Theses

1	EXPLORING CUSTOMER SEGMENTATION IN FASHION E-COMMERCE THROUGH MACHINE LEARNING TECHNIQUES

COURSES GIVEN

	Data Analytics, Data Structures and Algorithms, Marketing, Consumer Behavior, Statistics, Mathematics, Decision Support Systems
--	---