

## Assoc. Prof. BANU DİNCER

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: AAB-1367-2020

ScopusID: 57130671100

Yoksis Researcher ID: 108735

### Education Information

Doctorate, Marmara University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 2005 - 2009

Postgraduate, Université Paris-Dauphine: Paris IX, Muhasebe, France 2003 - 2004

Postgraduate, Marmara University, İşletme Fakültesi, İşletme Bölümü, Turkey 2001 - 2003

Undergraduate, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 1995 - 2000

### Foreign Languages

English, C1 Advanced

### Dissertations

Doctorate, The impact of adoption of IAS/IFRS on information asymmetry in Istanbul Stock Exchange, Marmara Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2009

### Research Areas

Accounting, Accounting and Control

### Academic Titles / Tasks

Associate Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2015 - Continues

Assistant Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2014 - Continues

Research Assistant, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2001 - Continues

### Academic and Administrative Experience

Fakülte Yönetim Kurulu Üyesi, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2020 - Continues

Deputy Head of Department, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2019 - Continues

## Advising Theses

Dincer B., Ar-Ge faaliyetlerinin firmaların finansal performansına olan etkileri üzerine bir araştırma, Postgraduate, P.LATİFOĞLU(Student), 2024

Dincer B., Dijital bankacılığın Türkiye'deki bankaların finansal performansına etkisi üzerine bir araştırma, Postgraduate, S.ŞENTÜRK(Student), 2023

Dincer B., Girişimcilik temelinde alternatif bir finansman modeli olan kitle fonlaması ve Türkiye'deki yatırımcılarına yönelik bir araştırma, Postgraduate, F.ŞAHAP(Student), 2020

Dincer B., TFRS 9 standardı kapsamında karşılık uygulamalarının Türk bankacılık sektörüne etkisinin incelenmesi, Postgraduate, T.AYDIN(Student), 2020

Dincer B., Uluslararası değerlemede ülke riski: Yönetişimle ilgili politik risklerin yabancı yatırımlara etkisi, Postgraduate, B.YAĞLI(Student), 2019

## Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Nexus between Sustainability Reporting and Firm Performance: Considering Industry Groups, Accounting, and Market Measures**  
DİNCER B., Keskin A. İ., DİNCER C.  
Sustainability (Switzerland), vol.15, no.7, 2023 (SCI-Expanded)
- II. **Social Commerce and Purchase Intention: A Brief Look at the Last Decade by Bibliometrics**  
Dincer C., Dincer B.  
Sustainability (Switzerland), vol.15, no.1, 2023 (SCI-Expanded)
- III. **Sustainable Communication; Perceived Motivation and Nature of the Commitment**  
DİNCER B., DİNCER C.  
SUSTAINABILITY, vol.14, no.15, 2022 (SCI-Expanded)
- IV. **Exploring the Impact of Sustainability on Corporate Financial Performance Using Discriminant Analysis**  
Keskin A. İ., Dincer B., Dincer C.  
SUSTAINABILITY, vol.12, no.6, 2020 (SCI-Expanded)

## Articles Published in Other Journals

- I. **Kapsam 1 Ve Kapsam 2 Sera Gazı Emisyonları Ölçümlemesinin IFRS S2 Kapsamında Değerlendirilmesi**  
Dincer B.  
İktisat İşletme ve Uluslararası İlişkiler Dergisi, vol.3, no.1, pp.136-154, 2024 (Peer-Reviewed Journal)
- II. **Insights into Sustainability Reporting: Trends, Aspects, and Theoretical Perspectives from a Qualitative Lens**  
Dincer B., Dincer C.  
JOURNAL OF RISK AND FINANCIAL MANAGEMENT, vol.17, no.2, pp.68-85, 2024 (Scopus)
- III. **Impact of Teaching Accounting Ethics on the Ethical Decision-Making of Future Managers**  
Dincer B., Dincer C.  
International Journal of Research and Review, vol.10, no.8, pp.563-579, 2023 (Peer-Reviewed Journal)
- IV. **SÜRDÜRÜLEBİLİRLİK VE FİNANSAL PERFORMANS ARASINDAKİ İLİŞKİNİN BIST100 VE BIST SÜRDÜRÜLEBİLİRLİK ŞİRKETLERİ ARACILIĞIYLA İNCELENMESİ**  
Dincer C., Dincer B., Keskin A. İ.

FİNANS POLİTİK VE EKONOMİK YORUMLAR, vol.58, no.658, pp.157-180, 2021 (Peer-Reviewed Journal)

- V. **SÜRDÜRÜLEBİLİRLİK VE FİNANSAL PERFORMANS ARASINDAKİ İLİŞKİNİN BIST100 VE BIST SÜRDÜRÜLEBİLİRLİK ŞİRKETLERİ ARACILIĞIYLA İNCELENMESİ**  
Dincer C., Dincer B., Keskin A. I.  
Finans Politik ve Ekonomik Yorumlar Dergisi, vol.58, no.658, pp.157-179, 2021 (Peer-Reviewed Journal)
- VI. **Brand Relations in Social Media: A Research on Turkish Dairy Sector**  
DİNCER C., DİNCER B.  
International Journal of Academic Research in Business and Social Sciences, vol.8, no.12, pp.1144-1152, 2018 (Peer-Reviewed Journal)
- VII. **The Effect of Tax Communication on Taxpayers Attitude**  
DİNCER B., DİNCER C.  
International Journal of Academic Research in Business and Social Sciences, vol.8, no.12, pp.1137-1143, 2018 (Peer-Reviewed Journal)
- VIII. **Corporate Past and Attitude towards Corporate Social Responsibility: Impact on Brand Identity**  
DİNCER B., DİNCER C.  
International Journal of Academic Research in Business and Social Sciences, vol.7, no.11, pp.227-232, 2017 (Peer-Reviewed Journal)
- IX. **Determinants Of Brand Loyalty In Online Communities:A Facebook Evidence**  
DİNCER C., DİNCER B.  
International Journal of Academic Research in Business and Social Sciences, vol.7, no.11, pp.167-174, 2017 (Peer-Reviewed Journal)
- X. **The Role of Corporate Social Responsibility in the Purchase Intention: Evidence from Banking Sector**  
DİNCER C., DİNCER B.  
International Journal of Academic Research in Business and Social Sciences, vol.7, no.10, pp.119-124, 2017 (Peer-Reviewed Journal)
- XI. **Literature Review on the Use of Technology and Information Systems in SMEs**  
DİNCER B., DİNCER C.  
International Journal of Academic Research in Business and Social Sciences, vol.6, no.12, pp.678-684, 2016 (Peer-Reviewed Journal)
- XII. **Communicating Corporate Social Responsibility to Young Consumers Focus Values and Media**  
DİNCER C., DİNCER B.  
International Journal of Academic Research in Business and Social Sciences, vol.6, no.11, pp.644-653, 2016 (Peer-Reviewed Journal)
- XIII. **Key Factors of Online Customer Satisfaction**  
DİNCER C., DİNCER B.  
International Journal of Academic Research in Business and Social Sciences, vol.5, no.7, pp.97-111, 2015 (Peer-Reviewed Journal)
- XIV. **An Overview and Analysis of Marketing Ethics**  
DİNCER B., DİNCER C.  
International Journal of Academic Research in Business and Social Sciences, vol.4, no.11, pp.151-158, 2014 (Peer-Reviewed Journal)
- XV. **Corporate social responsibility decisions: a dilemma for SME executives?**  
DİNCER B., DİNCER C.  
Social Responsibility Journal, vol.9, no.2, pp.177-187, 2013 (Scopus)
- XVI. **Corporate Social Responsibility Communication and Perception Media and Risks**  
DİNCER B., DİNCER C.  
International Journal of Academic Research in Business and Social Sciences, vol.3, no.4, pp.207-222, 2013 (Peer-Reviewed Journal)
- XVII. **Measuring brand social responsibility: A new scale**  
DİNCER B., DİNCER C.  
Social Responsibility Journal, vol.8, no.4, pp.484-494, 2012 (Scopus)

- XVIII. **Tüketicilerin Alışveriş Merkezi Ziyareti ve Davranışı Üniversite Öğrencileri Üzerine Bir Araştırma**  
DİNCER B., DİNCER C.  
T. C. Selçuk Üniversitesi, Sosyal ve Ekonomik Araştırmalar Dergisi, vol.15, no.11, pp.317-331, 2011 (Peer-Reviewed Journal)
- XIX. **An investigation of Turkish small and medium-sized enterprises online CSR communication**  
DİNCER C., DİNCER B.  
Social Responsibility Journal, vol.6, no.2, pp.197-207, 2010 (ESCI)
- XX. **Rethinking Brands in Emerging Financial Markets**  
DİNCER B., DİNCER C.  
Celal Bayar Üniversitesi, İİBF, Yönetim ve Ekonomi Dergisi, vol.17, no.1, 2010 (Peer-Reviewed Journal)
- XXI. **Corporate Social Responsibility: Future Prospects in the Turkish Context**  
DİNCER C., DİNCER B.  
Social Responsibility Journal, vol.3, no.3, pp.44-49, 2007 (ESCI)
- XXII. **The Importance of Environmental Communication: Evidence from Turkey**  
DİNCER C., DİNCER B.  
Social Responsibility Journal, vol.2, no.2, pp.131-135, 2006 (ESCI)
- XXIII. **Has Environmental Investment a Marketing Effect in Turkish Banking Industry?**  
DİNCER C., DİNCER B.  
Social Responsibility Journal, vol.2, no.1, pp.88-95, 2006 (ESCI)

## Books & Book Chapters

- I. **Sürdürülebilirlik Raporlarının Meşruiyet Teorisi Kapsamında Değerlendirilmesi**  
Dincer B.  
in: Muhasebe, Finans ve Denetim Alanlarında Kritik Yaklaşımlar, Doç .Dr. Yakup ARSLAN, Editor, Efe Akademi Yayınları, İstanbul, pp.39-53, 2022
- II. **Muhasebe Teorilerine İlişkin Yaklaşımların ve Sınıflandırmaların İncelenmesi**  
Dincer B.  
in: MUHASEBE KONULARINDA BİLİMSEL YAKLAŞIMLAR VE ARAŞTIRMALAR, Dr. Şahin Karabulut, Editor, Gazi Yayın Dağıtım, Ankara, pp.1-16, 2021

## Refereed Congress / Symposium Publications in Proceedings

- I. **Sustainability Reporting Through the Lens of Legitimacy Theory**  
Dincer B.  
20TH INTERNATIONAL CONFERENCE ON CORPORATE SOCIAL RESPONSIBILITY AND 11TH ORGANISATIONAL GOVERNANCE CONFERENCE , Madrid, Spain, 13 - 16 September 2023, pp.8-21
- II. **Success in Managing Business Interactions and Communication Era**  
DİNCER B., DİNCER C.  
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-8
- III. **Understanding the Adoption Process of Mobile Commerce andM-Loyalty**  
DİNCER C., DİNCER B.  
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-7
- IV. **Investigating Brand Loyalty via Mobile Commerce**  
DİNCER C., DİNCER B.  
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-8

- V. **Mobile Shopping Adoption: Current Insights and Dimensions**  
DİNCER C., DİNCER B.  
International Conference on Marketing, Tourism Hospitality, Singapore, Singapore, 27 - 29 July 2018, pp.1-7
- VI. **Social Media Interactivity, Brands and Engagement**  
DİNCER C., DİNCER B.  
Ninth European Academic Research Conference on Global Business, Economics, Finance and Social Sciences, Milan, Italy, 30 June - 02 July 2018, pp.1-7
- VII. **Managing Business Relations, Strategy-Individual Dilemma**  
DİNCER B., DİNCER C.  
Ninth European Academic Research Conference on Global Business, Economics, Milan, Italy, 30 June - 02 July 2018, pp.1-6
- VIII. **Why We Produce Digital Content? The Social Side of Generating Content On Facebook**  
DİNCER C., DİNCER B.  
Sixth Middle East Conference on Global Business, Economics, Finance and Banking (ME17Dubai Conference), Dubai, United Arab Emirates, 6 - 08 October 2017
- IX. **Obstacles and Challenges of ICT Adoption by SMEs: Perspective from Istanbul**  
DİNCER B., DİNCER C.  
Sixth Middle East Conference on Global Business, Economics, Finance and Banking (ME17Dubai Conference), Dubai, United Arab Emirates, 6 - 08 October 2017
- X. **INVESTIGATING THE IMPACT OF ONLINE ENVIRONMENTAL STIMULI ON SOCIAL COMMERCE: APPLICATION OF S-O-R MODEL**  
DİNCER C., DİNCER B.  
5th Mediterranean Interdisciplinary Forum on Social Sciences and Humanities, MIFS 2017, Barselona, Spain, 18 - 19 May 2017, vol.5, pp.34
- XI. **INFORMATION TECHNOLOGY USE AND INSIGHT TO THE MANAGEMENT PERCEPTION**  
DİNCER B., DİNCER C.  
5th Mediterranean Interdisciplinary Forum on Social Sciences and Humanities, MIFS 2017, Barselona, Spain, 18 - 19 May 2017, vol.5, pp.35
- XII. **Investigating the Engagement and Brand Loyalty of Online Brand Community Members in Social Media Platforms**  
DİNCER C., DİNCER B.  
International Conference for Multiple Academic Disciplines (ICMAD17Dubai Conference), Dubai, United Arab Emirates, 27 - 28 May 2017, pp.1
- XIII. **Determinants of AIS Success A Qualitative Research on SME's**  
DİNCER B., DİNCER C.  
International Conference for Multiple Academic Disciplines (ICMAD17Dubai Conference), Dubai, United Arab Emirates, 27 - 28 May 2017
- XIV. **Return on Investment and Corporate Social Responsibility Paradox Solved**  
DİNCER B., DİNCER C.  
Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking, İstanbul, Turkey, 15 - 17 December 2016
- XV. **Communicating CSR through Social Media A New Lens**  
DİNCER C., DİNCER B.  
Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking, İstanbul, Turkey, 15 - 17 December 2016
- XVI. **History and Heritage Perspective on CSR Communication Do They Really Help**  
DİNCER C., DİNCER B.  
7th International Conference on Governance Fraud Ethics and Social Responsibility, İstanbul, Turkey, 9 - 11 December 2016
- XVII. **Consumer Responsiveness towards CSR in the Banking Sector**  
DİNCER B., DİNCER C.

## Supported Projects

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, SOSYAL MEDYADA MARKA SADAKATI, 2018 - 2019

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, KOBİ'LER AÇISINDAN İŞ İLİŞKİSİ YÖNETİMİ, ANAHTAR FAKTÖRLERİ ANLAMAK, 2017 - 2019

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, TEKNOLOJİ KULLANIMININ KOBİ FİNANSAL PERFORMANSINA ETKİLERİ, 2016 - 2018

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, SOSYAL MEDYA ÇAĞINDA KULLANICI GÜDÜMLÜ İÇERİK; MARKA VE KULLANICILAR ÜZERİNE ETKİLERİ, 2016 - 2017

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, FİNANSAL OLMAYAN RAPORLAMANIN FİNANS ÇEVRELERİNCE ALGISI, 2015 - 2017

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, GELİŞMEKTE OLAN ÜLKELERDE, İŞLETMEDEN İŞLETMEYE (B2B) PAZARLARDA SOSYAL MEDYA KULLANIMI: TÜRKİYE ÖRNEĞİ, 2015 - 2016

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, KURUMSAL SOSYAL SORUMLULUK İLETİŞİMİ VE ALGI: MEDYA VE RİSKLER, 2012 - 2014

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, KURUMSAL SOSYAL SORUMLULUK KARARLARI, KOBİ YÖNETİCİLERİ İÇİN İKİLEM?, 2010 - 2011

## Metrics

Publication: 52

Citation (WoS): 105

Citation (Scopus): 122

H-Index (WoS): 6

H-Index (Scopus): 7

## Scholarships

Jean Monnet, Jean Monnet Scholarship Program, 2003 - 2004