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Burcu Selin Yilmaz is an associate professor of marketing at Dokuz Eylul University. She received a Ph.D. and a M.Sc. in tourism management from Dokuz Eylul University, Institute of Social Sciences, and a B.A. Dokuz Eylul University, Faculty of Business. Her research interests include social media marketing, ethics, tourism marketing, marketing communications, entrepreneurship, green marketing, sustainable tourism, and consumer behavior.

She currently teaches “Marketing,” “Strategic Management,” “Entrepreneurship,” and “E-Tourism” at the undergraduate level, “Integrated Marketing Communications,” “Global Marketing,” “Philosophy of Science,” “Consumer Behavior in Tourism,” “Ethics in Science,” and “International Media” at the graduate level. She is the editor of the Journal of Faculty of Business, vice chair of Tourism Management Department, and coordinator of the Tourism Management Department’s recently launched master’s degree program on Religious Tourism. She also teaches “Religious Tourism and Peace,” “Social and Cultural Conservation, Preservation, and Sustainability,” and “Entrepreneurship Management in Religious Tourism” in this program. When she was an undergraduate level student, she worked at a local newspaper in Izmir.

