

## **Prof. Dr. Gonca Telli YAMAMOTO**

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**Prof. Dr. Gonca Telli YAMAMOTO** is a professor of Marketing. She is also the Founder Head of Business Administration Department, and Social Sciences Institute and Distance Education Center at Okan University. She currently teaches, consults and conducts research on mobile and integrated marketing, and new learning technologies in business. Her minor is Technology Management. She has been studying integrated marketing, technological developments and customer value for more than a decade in the academic field. She is also interested in broader implications associated with the emerging information society. She has written more than 100 articles and more than 5 books and other academic works, in sales, integrated marketing, mobile marketing, IT Ethics and E-learning published in several journals and publishing companies. She has also received two outstanding paper awards from the International Academy of E- Business. She is also the one of the organizers of Mobile Learning workshops and Mobile Life& Applications Conferences in Turkey. She has also completed some national and international projects as a partner and manager. She has been working as a member of ad hoc committees (SME's and Entrepreneurship) of Turkish Ministry of Development. She worked as a coordinator of FATHH (Movement of Enhancing Opportunities and Improving Technology) Project of Okan University. She has been giving CRM and e-marketing classes at Marmara University.

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