

## Lect. KÜBRA SAĞLAM GÖRKEN



### Personal Information

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### Research Areas

Management and Organization, Management of Enterprises, Management and Manager Development

### Academic Titles / Tasks

Lecturer, Yozgat Bozok University, Şefaati Meslek Yüksekokulu, Büro Hizmetleri Ve Sekreterlik, 2018 - Continues

### Books & Book Chapters

- I. **Yönetim Fonksiyonu**  
Sağlam K.  
in: Genel İşletme, Dr.Öğr.Üyesi Mehmet KARA, Editor, Paradigm Press Ltd., İstanbul, pp.118-141, 2020
- II. **MESLEK YÜKSEKOKULU ÖĞRENCİLERİNİN TÜKETİM ALIŞKANLIKLARINDA MARKA FARKINDALIĞININ ETKİSİ:**  
ALTIN Ş., ÇİÇEK B., SAĞLAM K.  
in: SOSYAL BİLİMLERDE STRATEJİK YAKLAŞIMLAR, ARIKAN Zeynep, ERTEKİN Şaban, BAY Hakan, Editor, LAMBERT ACADEMIC PUBLİSHİNG, Riga, pp.215-238, 2018

### Refereed Congress / Symposium Publications in Proceedings

- I. **AN EVALUATION OF THE VALUE OF CUSTOMER RELATIONSHIP MANAGEMENT IN TURNING THE ECONOMIC DOWNTURN INTO AN OPPORTUNITY IN THE COVID-19 PANDEMIC PHASE**  
Sağlam K., Karadağ M., Kale B., Sayedzade S. S. , Durukan T.  
INTERNATIONAL CONFERENCE ON CONTEMPORARY SCIENTIFIC STUDIES-V, 27 - 28 March 2021, pp.1-13
- II. **A CASE STUDY ON THE PLACE AND IMPORTANCE OF FAMILY VALUES AND FAMILY CONSTITUTION IN THE PROVISION OF FAMILY BUSINESS SUSTAINABILITY**  
Sağlam K., Öneren M.  
III. INTERNATIONAL ISTANBUL SCIENTIFIC RESEARCH CONGRESS, İstanbul, Turkey, 8 - 10 January 2021, pp.163-171
- III. **VIEWS OF ACADEMIC AND ADMINISTRATIVE STAFF ON FLEXIBLE WORKING SYSTEM DURING THE COVID-19 PANDEMIC PERIOD**  
Kanoğlu M. F. , Sağlam K.

III. INTERNATIONAL ANKARA CONFERENCE ON SCIENTIFIC RESEARCH, Ankara, Turkey, 2 - 04 October 2020,  
vol.3, pp.12-31

- IV. **Sağlık personelinin iş/aile çatışmalarının ruh sağlığına etkisi: Duygusal zekânın aracılık rolü**  
AKIN M., SAĞLAM K.  
Multidisipliner Çalışmaları Kongresi, Adana, Turkey, 4 - 05 May 2018, pp.263-284