**Project Topics**

1. Neuromarketing applications in the tourism industry: A bibliometric study
2. Modeling electric vehicle purchase intention among consumers in Türkiye
3. Analyzing the Path to a Clean Energy Transition in Business in the context of sustainability – Opportunities and Challenges
4. Data analysis for determinants of sustainable enterprise development
5. A Marketing Research Project for a Company’s Specific Marketing Decision
6. Studies for Improving Productivity at Bymed Medical&Aviation