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Pof. S. onca Telli YAMAMOTO is a professor in the School of Applied Sciences at Okan University, Turkey. She is also the Founder Director of Okan University Distance Education Center at present. She was formerly the founder and director of the Social Sciences Institute, Business Administration Department and several other departments of 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 some books and chapters in sales, integrated and mobile marketing, IT Ethics and e-learning. She has had articles published in several national and international journals. She has also received two outstanding paper awards from the International Academy of E- Business. She has written more than 100 articles and more than 5 books and other academic works. She is also the one of the organiser members of Mobile Government Conferences in Turkey. Mobile Life and Implications Conferences have also continued to be held by Prof. Yamamoto since 2009 at Okan University. She has completed an ISTKA Project as a director. She has also been working for A Multiplatform M-Learning System for More Qualified Courses in the ICT Era [MMSQC] Project as a partner for British Council, UK-Turkey HE Knowledge Partnership Programme, 2011-2013. She has been working as a member of ad hoc committees (SME's and Entrepreneurship) of Turkish Ministry of Development. She has been working as a coordinator of FATİH ("Movement of Enhancing Opportunities and Improving Technology") Project of Okan University till 2012.

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