

Curriculum Vitae

1. **Name Surname:** Özge Kirezli
2. **Date of Birth:** 10.08.1984
3. **Title:** Assistant Prof.
4. **Education:** Phd

Degree	Field	University	Year
Bachelor	Business Administration (Eng.)	Marmara University	2007
Master	Production Management and Marketing	Marmara University	2010
Doctorate	Production Management and Marketing	Marmara University	2015

5. Academic Titles

Asst. Prof.	Business Administration Department	Yeditepe University Faculty of Economics and Administrative Sciences	2019-...
Part Time Lecturer	Business Administration Department	İstanbul Bilgi University Faculty of Business	2017-2019
Part Time Lecturer	Business Administration Department	Piri Reis University Faculty of Economics and Administrative Sciences	2019-2020

Research Assistant	Business Administration Department	İstanbul Bilgi University Faculty of Business	2010-2017
Research Assistant	Business Administration Department	İstanbul Aydın University Faculty of Economics and Administrative Sciences	2009-2010

6. Graduate Theses Supervised

6.1 Master Theses

The influence of social media characteristics on customer engagement: An empirical study on smartphone industry. Emre Polat, (2020), Yüksek Lisans, Yeditepe Üniversitesi

Identifying price based determinants of consumer satisfaction in discount stores: Analyzing the moderating effect of self-congruity. İbrahim Berke Gençelli, (2021) , Yüksek Lisans, Yeditepe Üniversitesi

Determining the effects of environmental-oriented attitudes, eco-label, price sensitivity and social influence on green purchase intention: An empirical study on air-conditioning market. Anıl Tamer, (2021) , Yüksek Lisans, Yeditepe Üniversitesi

The effects of programmatic advertising characteristics on consumer attitude and intention to click. Çağkan Öner,(2021) , Yüksek Lisans, Yeditepe Üniversitesi

Understanding big data effects on buying intention through usefulness, risk and trust perceptions of consumers towards websites. İbrahim Gökhan Zengin (2021) , Yüksek Lisans, Yeditepe Üniversitesi

The impact of social media marketing efforts on consumer equity and consumer loyalty. Özge Alp,(2022) , Yüksek Lisans, Yeditepe Üniversitesi

Gender representation in television advertising and stereotypes on women in advertisements. Beyza Üçkaleler, (2023), (2021) , Yüksek Lisans, Yeditepe Üniversitesi

The role diverse perceived values in value co-creation: A study on collaborative consumption.
Eşdanışmanlık , Muteber Tuzcu (2023) , Yüksek Lisans, Yeditepe Üniversitesi

6.2 Doctorate Theses

7. Publications

7.1. Articles published in peer reviewed international journals (SCI, SSCI Arts and Humanities)

7.2. Articles published in other peer reviewed international journals

Oba, B., Atakan, S., & Kirezli, O. (2018). Value creation in crowdfunding projects-evidence from an emerging economy. *Journal of Innovation Economics & Management (ESCI)*, (2), 37-62.

Baruönü Latif, Ö., Yiğit K. M. & Kirezli Ö. (2018) A Review Of Counterfeiting Research On Demand Side: Analyzing Prior Progress And Identifying Future Directions. *The Journal of World Intellectual Property (ESCI)* 21(5-6), 458-480.

7.3. Papers delivered in international conferences and printed as proceedings

Tuzcu, M. & Kirezli Ö. (2021) "An Exploratory Study on the Role of Municipalities in Circulation of the Second-hand Textile Products: Understanding the process, motives and challenges", CES I CIRCULAR ECONOMY SERIES II INTERNATIONAL CONFERENCE, 26-27.12.2021, İstanbul, Türkiye.

Tuzcu, M. & Kirezli Ö. (2021) "Döngüsel Ekonomi Perspektifinde Moda Endüstrisine Bakış ", CES II CIRCULAR ECONOMY SERIES II INTERNATIONAL CONFERENCE, 19-20.11.2022, İstanbul, Türkiye.

Kirezli, Ö. , Atakan S. and Özfidan Jular, J. (2013) "Online Group Buying Behavior: Analyzing the Drivers and Behavioral Patterns of a Recent Trend" Paper Presented at 42nd EMAC Annual Conference, 4-7 June 2013, Istanbul, Turkey.

Kirezli, Ö & Kuşcu Kabadayı, Z.(2012) "Exploring Fair Trade Attitude and Fair Trade Behavior of Turkish Consumers" *Procedia-Social and Behavioral Sciences*, Paper presented at 8th International Strategic Management Conference, Vol.58, pp 1316-1325, Barcelona, Spain.

Kirezli, Ö. (2011) "Museum Marketing: Shift from Traditional to Experiential Marketing", International Journal of Management Cases, Paper presented at Special Issue CIRCLE Conference, Vol.12, pp173-184, Dubrovnik, Croatia.

7.4. Books and sections in books published internationally

Baruönü, F.Ö. & Kirezli, Ö. (2023) Uluslararası Pazarlarda Etik ve Sürdürülebilirlik. Uluslararası Pazarlama Kavramlar, Teoriler ve Uygulamalar Prof. Dr. Erdoğan Koç ve Doç. Dr. Ahu Yazıcı Ayyıldız (Ed.) pp (509-534). Ankara: Seçkin Yayınevi. (ISBN 978-9755-02-8790-9)

Tuzcu, M., & Kirezli, Ö. (2022). An Exploratory Study on the Role of Municipalities in the Circulation of Second-Hand Textile Products. *Circular Economy: Multidisciplinary Approaches from Turkey*, 147.

Tolunay, A. ve Kirezli, Ö. (2021). Pandemi Dönemi Tüketicisinin Dürtüsel Satın Alım ile İmtihani: Duygular mı Hakim İrade mi?. Muhasebe Organizasyon Pazarlama Anlayış, Tartışma ve Gelişmeler Cilt 2. Şahin karabulut (Ed.). pp (311-333). Ankara: Gazi Kitabevi. (ISBN: 978-625-7358-87-3)

Kirezli, O., & Atakan, M. S. (2021). Coworking Spaces in the Sharing Economy: Examples from an Emerging Country. In *Digital Entrepreneurship and the Sharing Economy* (pp. 160-178). Routledge.

Kirezli, O., & Aydin, A. E. (2021). Understanding Social media addiction through personal, social, and situational factors. In *Analyzing global social media consumption* (pp. 155-182). IGI Global.

Kirezli, Ö. (2019) Dijitalleşen Alışveriş Olgusu Ve E-Alışveriş Bağımliliği In Dijital Dönüşüm Ekseninde İşletme Uygulamaları (pp.297-326). Detay Yayınevi. (ISBN 9786052541432)

Yiğit, M. K., & Kirezli, Ö. (2019). Understanding Historical Background of Corporate Social Responsibility (CSR) and Realizing Social Media as a New Horizon in CSR Communication. In *Corporate Social Responsibility and Strategic Market Positioning for Organizational Success* (pp. 59-85). IGI Global.

Kirezli, Ö., & Yiğit, M. K. (2017). Why Do Companies Engage in Green Marketing?: Alternative Green Marketing Strategies and the Motivations for the Green Marketing Approach. In *Green Marketing and Environmental Responsibility in Modern Corporations* (pp. 105-135). IGI Global.

7.5. Articles published in peer reviewed national journals

Aydin, A. E., KİREZLİ, Ö., & Yurdakul, E. (2021). The Varying Impact of Self and Other Oriented Message Appeals on Volunteering. *Yönetim Bilimleri Dergisi*, 19(41), 699-722.

Kirezli, Ö., & Arslan, F. M. (2019). Analyzing motivational determinants of shopping addiction tendency. *Ege Academic Review*, 19(1), 61-74.

Polat, E., & Kirezli, Ö. (2022). Do Social Media Characteristics Trigger Customer Engagement? An Empirical Study On Smart Phone Brands. *Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi*, 23(2), 1-24.

7.6 Papers delivered at national conferences and printed as proceedings

Gençelli B. & Kirezli Ö. (2022) "The Effects of Value consciousness, Sale Proneness and Price Mavenism on consumer Satisfaction in Discount Stores", 26. Ulusal Pazarlama Kongresi, 23-25.06.2022, Kırşehir, Türkiye.

Kirezli, Ö. & Aydın A.E. (2021) "Farklı Güdülerin Sosyal Medya Kullanım Davranışına Etkisi: Yaş ve Cinsiyetin Rolü" ,25. Ulusal Pazarlama Kongresi, 30.06.2021-02.07.2021, 759-762, İstanbul, Türkiye.

Atakan,S., Jular,J., Kirezli Ö. (2013) "İnternette Grup Satın Alma Davranışı:Fırsat Sitelerinde Alışveriş Yapan Tüketicilerin Tutum ve Davranışlarını Anlamaya Yönelik bir Çalışma", 18. Ulusal Pazarlama Kongresi, 19-22 Haziran 2013, 384-392, Kars,Türkiye.

7.7. Other Publications

Kirezli, Ö. (2023) Bölüm 4: Pazarlama Etiği. Dhruv Grewal & Michael Levy "Pazarlama" 5. Basım. Editör Prof. Dr. Fatma Müge Arslan & Doç. Dr. Taşkın Dirsehan. McGraw-Hill.

7.8. Citations

Citations : 108

h-index : 5

i10-index : 4

8. Projects

9. Administrative Experience

Internship Coordinator, 2019-....., Yeditepe University / Business Administration

Vice-Chair of Business Administration Department, 2020-2021, Yeditepe University / Faculty of Business and Administrative Sciences

Vice-Chair of Business Administration Department, 2023-..., Yeditepe University / Faculty of Business and Administrative Sciences

Faculty Board Member 2023 Yeditepe University / Faculty of Business and Administrative Sciences

10. Scientific and Professional Memberships and Work Outside University

2008-2009 Purchasing Department, Assistant Specialist 2008-2009 Mudo (private sector)

11. Awards

PPAD 26. Marketing Congress Best 2nd Paper

12. Undergraduate and Graduate Courses given in the last two academic years

Academic Year	Term	Course Name	Hours/week	
			Theoretical	Practical
2022	Spring	BBA 261 Marketing Principles	3	0
		BBA 261 Marketing Principles	3	0
		BBA 491 Internship	0	0
		MBA 532 Consumer Behavior	3	0
		MBA Graduation Thesis	0	3
		MBA Graduation Project	0	3
		DBA 651 Phd Thesis	0	3
		FEAS 598 Seminar	0	3
	Fall	BBA 261 Marketing Principles	3	0
		BBA 261 Marketing Principles	3	0
		BBA 491 Internship	0	0

		MBA 362 Consumer Behavior	3	0
		MBA Graduation Thesis	0	3
		MBA Graduation Project	0	3
		DBA 651 Phd Thesis	0	3
		FEAS 598 Seminar	0	3
2022-2023	Spring	BBA 261 Marketing Principles	3	0
		BBA 261 Marketing Principles	3	0
		BBA 491 Internship	0	0
		MBA Graduation Thesis	0	3
		MBA Graduation Project	0	3
	Fall	BBA 261 Marketing Principles	3	0
		BBA 261 Marketing Principles	3	0
		BBA 491 Internship	0	0
		MBA 534 Services Marketing	3	0