

Curriculum Vitae

1. **Name Surname:** Aslı Tolunay
2. **Date of Birth:** 26.08.1976
3. **Title:** Assoc. Prof.
4. **Education:** PhD

Degree	Field	University	Year
Bachelor	Chemistry	Bogazici University	2000
Master	Business Administration	Yeditepe University	2009
Doctorate	Business Administration	Bogazici University	2016
Associate Professorship	Marketing	Yeditepe University	2021

5. Academic Titles

Assistant Professorship : 2017
Associate Professorship : 2021
Professorship :

6. Graduate Theses Supervised

6.1 Master Theses

Gizmen Tural (2022) "An investigation on employee citizenship behaviour: An internal brand management perspective" (MBA – Finished)

Çağrı Kahraman (2021) "The role of country of brand, country of manufacture and self-congruence in influencing Turkish automobile customers' reactions" (MBA – Finished)

Selim Burak Bulgur (2020) "The Interplay between Marketing Mix, Brand Equity, Repurchase Intention and Consumer Confusion within the Air Conditioning Market" (MBA – Finished)

Mina Turan (2020) "Interactivity and Mediating Factors Generating Co-Creation of Value on Social Media" (MBA – Finished)

Emine Kübra Topçuoğlu (2019) "Effects of Attitudinal Functions in Counterfeit Purchase Intention" (MBA – Finished)

Beril Erem (2019) "Customer Engagement in Social Media And Purchasing Behavior in Online Environments" (MBA – Finished)

Ece Gülfem Akıntürk Özdemir (2019) "Adoption Of Blockchainin The Banking Industry And Its Effects to Employer Branding" (MBA – Finished)

Sarra Daimi (2019) "The Effects Of Social Media Influencers On The Customer-Brand Relationship" (MBA – Finished)

Başak Kuru (2019) "The Effect of Perceived Csr Authenticity On Consumer Desire For Revenge Following Service Failure" (MBA – Finished)

Necati Emre Gündüz (2019) "Examination of The Relation Between Consumer's Trust – Loyalty Within Relationship Marketing in Industrial Markets (MBA – Finished)

Fulya Midilli (2018) "An Exploratory Study on Turkish Consumers' Attitude and Purchase Intention Towards Green Products" (MBA – Finished)

Şahnaz Ekşioğlu (2018) "The Role of Market Orientation on Business Performance: An Empirical Analysis With A Retail Sector Service Firms in Turkey" (MBA – Finished)

Özlem Başak Yılmaz (2018) "Assessment Of Customer Based Brand Equity And its Impact On Hospital Selection Intention in Private Health Care Enterprises (MBA – Finished)

Aybike Güler (2017) "Factors Generating Premium Value Perception" (MBA – Finished)

6.2 Doctorate Theses

Aslı Tosun (2023) "From the quest for authenticity to advocacy: How do authentic brands create brand advocate consumers?" (PhD-Completed)

Kemal Kış (2023) "The Role of Salesperson in the Formation of Trust and Customer Loyalty in B2B Context" (PhD-Completed)

Burcu Şahin "Evaluation of Co-Branding Partners in Digital Brands" (PhD-in progress)

Oğuz Taner OKUTAN "A Comparative Study of Customer Inertia in Retail Banking and Telco Industries (PhD-in progress)

Fulya Midilli "Is being sustainable a sustainable strategy for Luxury brands?" (PhD-in progress)

Yudum Tuğçe Erkli "Consumers' Motivations in Food Waste Management and Sustainable Food consumption and the Effectiveness of sustainability communication in Social Media" (PhD-in progress) Funded by EBRD

Sharaf Mismar "Disappointment: what's in it and out of it?" (PhD-in progress)

7. Publications

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

Toker, A.; Seraj, M.; Kuscü, A.; Yavuz, R.; Koch, S. and Bisson, C. (2016) "Social Media Adoption: A Process Based Approach" *Journal of Organizational Computing and Electronic Commerce* (SCI), 26 (4), 344-363.

Saglik Ozcam, D.; Kuscü, A. and Yozgat, U. (2015) "Understanding Mobile Advertising Acceptance: An Integrative Approach" *International Journal of Marketing Communications* (SSCI), 13(4), 376-397.

7.2. Articles published in other peer reviewed international journals

Eksioglu S. and Tolunay, A. (2020). The Role Of Market Orientation On Business Performance: An Empirical Analysis Within Retail Sector in Turkey. *Balkan and Near Eastern Journal of Social Sciences*, 6(4), 91-99. (Yayın No: 6960076)

Çetin, D., Kuscü, A., Ozcam, D. S., and Erdem, Y. C. (2016). Brand Image, Satisfaction, and Brand Loyalty-How effective are they in the Automotive Industry Market share. *European Journal of Business and Management*, 8(7), 31-38.

Kuscü, A. and Saglik Ozcam, D. (2014). "Analyzing Factors Affecting Repurchase Intention During Gezi Park Brand Protests". *European Journal of Business and Management*, 6 (38), 177-188.

7.3. Papers delivered in international conferences and printed as proceedings

Ekşioğlu, Ş., and Tolunay, A (2020). The Interplay Between "Inter-functional Coordination", "Competitor Orientation", "Brand Orientation" and "Customer Orientation" An Example From the Turkish Retail Industry. 4th International Management and Social Research Conference, Online.

Kuşçu A. (2019). Hate is Such a Strong Word! Or is it? AOM – Academy of Marketing Conference, UK.

Kuşçu, A. (2019). Hate is Such A Strong Word! Or is it?. AMSWMC - Academy Of Marketing Science World Marketing Congress, UK.

Kuscu, A. and Hesapci, O. (2017) "Antecedents and Consequences of Brand Love: The Interplay between the Self, Engagement and Attachment Consequences" EMAC Holland.

Toker, A.; Seraj, M.; Kuscu, A.; Yavuz, R.; Koch, S. and Bisson, C. (2015) "Social Media Maturity and Social Media Intention by SME's". International Marketing Trends Conference.

Kuscu, A. (2014) "An Organizational Outcome Model of Interactive Advertising". 19th International Conference on Corporate and Marketing Communications in Milan, Italy.

Kuscu, A. and Saglik Ozcam, D. (2014) "Understanding Important Factors Affecting Repurchase Intention during Brand Protests". 13th EBES Conference in Istanbul, Turkey.

Kuscu, A. (2012) "Use of Brand Symbolism in Teenagers: Evidence from a Modern-Conservative Country". ISMS Marketing Science Conference in Boston, USA.

Kuscu, A. and Okan, E. (2012) "Does Ethnocentrism Matter to Brand Equity? Turkish Consumers' Perceptions of Foreign and Domestic Brands". International Marketing Trends Conference.

Kuscu, A. and Okan, E. (2010) "Reclaiming Myths About Rising Power of Private Labels in Economic Crisis". YIRCoBS'10 Conference Proceedings.

7.4. Books and sections in books published internationally

Kuscu, A. (2020). Inconspicuous Luxury Consumption: Another Form of New Luxury? in P. Rodrigues & A. Pinto Borges (Eds.) Building Consumer-Brand Relationship in Luxury Brand Management. pp. (65-85). IGI Global. Hershey: USA.

Kuscu, A. (2020). Employer Branding in The Digital Era in T. Semerádová & P. Weinlich (Eds.) Impacts Of Online Advertising On Business Performance. pp. (28-51). IGI Global. Hershey: USA.

Kuscu, A. (2019). Green Marketing and Branding: Combining Micro and Macro Perspectives to Achieve a Circular Economy in U. Akkucuk (Ed.) The Circular Economy and Its Implications on Sustainability and the Green Supply Chain. pp. (213-229). IGI Global. Hershey: USA

7.5. Articles published in peer reviewed national journals

Tolunay, A. and Ekizler, H. (2021). Analyzing online shopping behavior from the perspective of Youtube: Do vlog content and vlogger characteristics matter. OPUS–International Journal of Society Research, 18(41), 3041-3065. DOI: 10.26466/opus.874722.

Erem, B. and Tolunay, A. (2021). An Investigation on the Influence of Blogs on Consumer Engagement Behaviour. Yönetim ve Ekonomi Dergisi, 28(4), 695-715.

Daimi, S., and Tolunay, A. (2021). An Empirical Investigation on Influencer Marketing: the Impact of Content-related, Follower-related and Influencer-related Factors on Consumers' Purchase Intentions. Istanbul Management Journal, (91), 59-86.

Ekşioğlu, Ş., and Tolunay, A. (2020). The Role Of Market Orientation On Business Performance: An Empirical Analysis Within Retail Sector in Turkey. Balkan and Near Eastern Journal of Social Sciences, 6(4), 91-99.

Midilli, F. and Tolunay, A. (2021). "An Exploratory Study On Turkish Consumers' Attitude And Purchase Intention Towards Green Products". Dokuz Eylül Üniversitesi Sosyal Bilimler Dergisi, 23(1), 249-270.

Kuşçu, A., Koçoğlu Sazkaya M. and Vatansever Durmaz, İ. B. (2020). "Kurumsal Yetkinlik İle Satın Alma Niyeti Arasındaki İlişkide Müşteri Kurum Özdeşleşmesi Ve Algılanan Olumsuz Duyurumun Etkisine Yönelik Bir Araştırma". Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi, 22(1), 163-179.

Kuşçu, A., Koçoğlu Sazkaya, M. and Vatansever Durmaz, İ. B. (2020). "Algılanan Kurumsal Sosyal Sorumluluğun Satın Alma Niyeti Üzerindeki Etkisinde Güvenin Aracılık Rolü". Celal Bayar Üniversitesi Sosyal Bilimler Dergisi, 160-172., Doi: 10.18026/Cbayarsos.525188

Kuşçu, A. and Yozgat, U. (2019). "What Drives Consumers To Buy Online? A Study On Exploring Online Consumer Behavior". Kafkas Üniversitesi İktisadi Ve İdari Bilimler Fakültesi Dergisi, 10(19), 74-103.

Kuşçu, A. (2019). "Analyzing The Link Between Sales Technology Use And Sales Performance". Marmara University Institute of Social Sciences Oneri Journal, 51(14), 112-127.

Kuscu, A. and Saglik Ozcam, D. (2014). "Analyzing Factors Affecting Repurchase Intention During Gezi Park Brand Protests". European Journal of Business and Management, 6 (38), 177-188.

Kuscu, A. and Okan, E. (2010). "An Exploratory Study on the Perceived Dimensions of Employer Branding". Marmara University Institute of Social Sciences Oneri Journal, 34(9), 119-130.

7.6 Papers delivered at national conferences and printed as proceedings

Tolunay, A. (2021). Önemsemiğim İçin Beni Daha Mı Çok Seviyorsun? Sosyal Mesafeye Dikkat Çekmek İçin Yapılan Logo Değişimlerinin ve Marka Antropomorfizminin Marka Aşkı Üzerine Etkisi. 25. PPAD Pazarlama Kongresi.

Kuscu, A (2019). "A Study on The Influence of Downward Brand Extensions on Consumer Responses" PPAD, Kuşadası, Türkiye

7.7. Other Publications

Kuşçu, A. (2021). Antecedents and Consequences of Brand Love: The Interplay Between The Self, Engagement and Attachment Consequences. Ankara: Gazi Yayınları.(ISBN: 978-625-7315-43-2).

Book Chapters:

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).

Tolunay, A (2018). Sosyal Medyada Marka Yönetimi; Sosyal Medyanın İs Yasamındaki Y (Ed.) Beta, ISBN:9786052421437

Saglik Ozcam, D. and Kuscu, A. (2014). Yükselen Pazarlara Giriş Stratejilerinde Dikkat Edilmesi Gereken Unsurlar (Factors to be Considered in the Introduction to Emerging Markets Strategy). in M. Sümersan Köktürk; E. Çobanoğlu; M. Yalçın; İ. Eren Erdoğmuş & T. Dirsehan (Eds.). Pazarlama Vizyonunu Genişleten Yeniden Doğan Pazarlar. pp (197-216). İstanbul: Beta yayınları. (ISBN: 978 605 333151 3)

7.8. Citations

Citations : 100

h-index : 6

i10-index : 3

8. Projects

9. Administrative Experience

Vice Department Head 2023 Business Administration Department

Transfer Coordinator 2018-2023

10. Scientific and Professional Memberships and Work Outside University

EMAC, Academy of Marketing, PPAD

Work Experience in the Sector:

2000-2002 İktisat Investment Marketing Specialist

2002 -2005 Promena / Koc Holding (www.promena.net/en/) Account Manager

2005 - 2008 Boston Scientific Corporation (www.bostonscientific.com) Territory Manager

11. Awards

Academy of Marketing Conference (2020) - Best Paper Award in Consumer Behaviour Research.

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

	Semester	Course Name	Haftalık Saati		Student Number
			Teorik	Uygulama	
2022-2023	Spring	Brand Management	6		93
		Sales Management	3		19
		Health Graduation Project	3		4
		Graduation Project	3		1
		PhD Thesis	3		7
		MBA Thesis	3		2
	Fall	Brand Management	3		38
		Marketing Principles	3		56
		Brand Management (MBA)	3		8
		PhD Thesis	3		7
		MBA Thesis	3		3
		Graduation Project	3		3
2021-2022	Spring	Marketing Principles	3		44
		Sales Management	3		26
		Graduation Project	3		3
		PhD Thesis	3		5
		MBA Thesis	3		6
		Digital Marketing MBA	3		23
	Fall	Brand Management	6		114
		Graduation Project	3		3
		PhD Thesis	3		4
		MBA Thesis	3		3
		Strategic Brand Management (PhD)	3		7