

ÖZGEÇMİŞ

1. **Adı Soyadı** : Ash Tolunay
2. **Doğum Tarihi** : 26.08.1976
3. **Unvanı** : Doç. Dr.
4. **Öğrenim Durumu** : Doktora

Derece	Alan	Üniversite	Yıl
Lisans	Kimya	Boğaziçi Üniversitesi	2000
Y. Lisans	İşletme	Yeditepe Üniversitesi	2009
Doktora	İşletme	Boğaziçi Üniversitesi	2016

5. Akademik Unvanlar

Doçentlik Tarihi : 2021

Profesörlük Tarihi :

6. Yönetilen Yüksek Lisans ve Doktora Tezleri

6.1. Yüksek Lisans Tezleri

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 Blockchain in 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. Doktora Tezleri

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

Kemal Kiş (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 Erkl "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. Yayınlar

7.1. Uluslararası hakemli dergilerde yayınlanan makaleler (SCI,SSCI,Arts and Humanities)

Toker, A.; Seraj, M.; Kuscu, 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.; Kuscu, A. and Yozgat, U. (2015) "Understanding Mobile Advertising Acceptance: An Integrative Approach" *International Journal of Marketing Communications* (SSCI), 13(4), 376-397.

7.2. Uluslararası diğer hakemli dergilerde yayınlanan makaleler

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., Kuscu, 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.

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.

7.3. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

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. Yazılan uluslararası kitaplar veya kitaplarda bölümler

- 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. Ulusal hakemli dergilerde yayınlanan makaleler

- 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 İlişide 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. Ulusal bilimsel toplantılarda sunulan ve bildiri kitabında basılan bildiriler

Tolunay, A. (2021). Önemseydiğim İçin Beni Daha Mı Çok Seviyorsun? Sosyal Mesafeye Dikkat Çekmek İçin Yapılan Logo Değişimlerinin ve Marka Antropomorfizminin Marka Aşkına 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. Diğer yayınlar

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 İis 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 Erdoğan & T. Dirsehan (Eds.). Pazarlama Vizyonunu Genişleten Yeniden Doğan Pazarlar. pp (197-216). İstanbul: Beta yayınları. (ISBN: 978 605 333151 3)

7.8. Atıflar

Alıntı sayısı : 100

h-endeksi : 6

i10-endeksi : 3

8. Projeler

9. İdari Görevler

Bölüm Başkan Yardımcılığı 2023 İşletme Bölümü

Yatay Geçiş Koordinatörü 2018-2023

10. Bilimsel ve Mesleki Kuruluşlara Üyelikler

EMAC, Academy of Marketing, PPAD

Sektörde iş tecrübesi:

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

12. Ödüller

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

13. Son iki yılda verdiğiniz lisans ve lisansüstü düzeydeki dersler için aşağıdaki tabloyu doldurunuz.

Akademik Yıl	Dönem	Dersin Adı	Haftalık Saati		Öğrenci Sayısı
			Teorik	Uygulama	
2022-2023	Bahar	Marka Yönetimi	6		93
		Satış Yönetimi	3		19
		Sağlıkta Bitirme Projesi	3		4
		Bitirme Projesi	3		1
		Doktora Tezi	3		7
		Yüksek Lisans Tezi	3		2
	Güz	Marka Yönetimi	3		38
		Pazarlama İlkeleri	3		56
		Marka Yönetimi (MBA)	3		8
		Doktora Tezi	3		7
		Yüksek Lisans Tezi	3		3
		Bitirme Projesi	3		3
2021-2022	Bahar	Pazarlama Yönetimi	3		44
		Satış Yönetimi	3		26
		Bitirme Projesi	3		3

		Doktora Tezi	3		5
		Yüksek Lisans Tezi	3		6
		Dijital Pazarlama MBA	3		23
	Güz	Marka Yönetimi	6		114
		Bitirme Projesi	3		3
		Doktora Tezi	3		4
		Yüksek Lisans Tezi	3		3
		Stratejik Marka Yönetimi (Doktora)	3		7

Not: Açılmışsa, yaz döneminde verilen dersler de tabloya ilave edilecektir.