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Anabilim Dalı Avcılar / İstanbul

International Researcher IDs

ORCID: 0000-0002-3626-1582

Publons / Web Of Science ResearcherID: AAC-7012-2020

Yoksis Researcher ID: 176295



Learning Knowledge

Doctorate
2008 - 2014

Istanbul University, School Of Business, Pazarlama Anabilim Dalı, Turkey

Postgraduate
2004 - 2006

Middlesex University, School Of Business, Marketing, United Kingdom

Undergraduate
1999 - 2003

Istanbul University, Mühendislik Fakültesi, Kimya Mühendisliği, Turkey

Foreign Languages

English, C1 Advanced

Certificates, Courses and Trainings

Education Management and Planning, İŞ SAĞLIĞI VE GÜVENLİĞİ, İ.Ü. Sürekli Eğitim Uygulama ve Araştırma Merkezi, 2014

Dissertations

Doctorate, Tüketicilerin Taklit Ürün Satın Alma Niyetlerinde Kişisel Özelliklerin, Sosyal Motivasyonların ve Ürün ile İlgili Faktörlerin Rolü, İstanbul University, School of Business, Pazarlama Anabilim Dalı, 2014

Academic Titles / Tasks

Assistant Professor
2018 - Continues

Istanbul University, School of Business, Pazarlama

Research Assistant PhD
2014 - Continues

Istanbul University, School of Business, Department of Business Administration

Published journal articles indexed by SCI, SSCI, and AHCI

1. **Markanın Algılanan Globalliği/Yerelliği Markanın Kredibilitesini ve Algılanan Kaliteyi Etkiler Mi? Bu Etkide Kredibilitenin Aracılık, Etnosentrizmin Düzenleyici Rolünün İncelenmesi**
Engizek N., Yaşın B.
JOURNAL OF BUSINESS RESEARCH, vol.10, no.10, pp.61-81, 2018 (SSCI)
2. **Tüketicilerin Kurumsal Sosyal Sorumluluk Algılamalarının Marka Değeri Üzerine Etkisi**
ENGİZEK N., YAŞIN B.
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.16, no.2, pp.69-87, 2016 (SCI-Expanded)
3. **TÜKETİCİLERİN LÜKS MARKALARIN TAKLİTLERİNİ SATIN ALMA SEVİYELERİ AÇISINDAN FARKLILIKLARININ İNCELENMESİ ÜZERİNE BİR ARAŞTIRMA**
ENGİZEK N., ŞEKERKAYA A. K.
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.11, no.43, pp.145-184, 2015 (SSCI)
4. **LÜKS MARKALAR VE TAKLİTLERİ ARASINDAKİ İLİŞKİNİN TEORİLER AÇISINDAN DEĞERLENDİRİLMESİ**
ENGİZEK N., ŞEKERKAYA A. K.
Çukurova Üniversitesi Sosyal Bilimler Dergisi, vol.23, no.2, pp.301-316, 2014 (SCI-Expanded)
5. **Shopping online without thinking: being emotional or rational?**
Özen H., Engizek N.
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS, vol.26, no.1, pp.78-93, 2014 (SSCI)

Articles Published in Other Journals

1. **TÜKETİCİLERİN FİYAT TAKTİKLERİNİN İKNA KABİLİYETİ İLE İLGİLİ BİLİNÇ DÜZEYİ ÖLÇEĞİNİN TÜRKÇEYE UYARLANMASI**
Huseynli B., ENGİZEK N., KURTULUŞ S.
Yıldız Social Science Review, vol.4, no.1, pp.65-77, 2018 (Peer-Reviewed Journal)
2. **Influence of consumer attributions and service quality on support of corporate social responsibility**
Engizek N., Yasin B.
Organizations and Markets in Emerging Economies, vol.9, no.1, pp.86-105, 2018 (Scopus)
3. **How CSR and overall service quality lead to affective commitment: Mediating role of company reputation**
Engizek N., Yasin B.
Social Responsibility Journal, vol.13, no.1, pp.111-125, 2017 (Scopus)
4. **X VE Y KUŞAĞI KADINLARININ KARAR VERME TARZLARI BAKIMINDAN İNCELENMESİ**
ENGİZEK N., ŞEKERKAYA A. K.
Mustafa Kemal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.13, no.36, pp.242-271, 2016 (Scopus)
5. **Generation Y Females and Males in an Emerging Market and their Shopping Motivation**
ENGİZEK N., ŞEKERKAYA A. K.
International Journal of Management Cases, vol.18, no.3, pp.4-23, 2016 (Peer-Reviewed Journal)
6. **IS THE PRICE ONLY MOTIVATION SOURCE TO PURCHASE COUNTERFEIT LUXURY PRODUCTS?**
Engizek N., Şeker kaya A. K.

Journal of Academic Research in Economics, vol.7, no.1, 2015 (Peer-Reviewed Journal)

7. **Health Education Planning In Marketing Perspective Using Conjoint Analysis**

Taş N., Engizek N., Önder E., Önder G.

Trakya Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.4, no.1, pp.40-66, 2015 (Peer-Reviewed Journal)

8. **Utilitarian or Hedonic? A Cross-Cultural Study in Online Shopping**

Özen H., Engizek N.

ORGANIZATIONS AND MARKETS IN EMERGING ECONOMIES, vol.3, no.2, pp.80-90, 2012 (ESCI)

Books & Book Chapters

1. **Kompulsif Satın Alma ve Alışveriş Bağımlılığı**

Kop A. E., Engizek N.

in: Pazarlamanın Karanlık Yüzü, Senem Ergen, Editor, Ekin Yayınevi, Bursa, pp.79-97, 2023

2. **Augmented Reality and Its Relationship With Customer Experience in Retailing**

Engizek N.

in: Insights, Innovation, and Analytics for Optimal Customer Engagement, Samala Nagaraj, Editor, IGI Global, Pennsylvania, pp.1-24, 2021

3. **Ethical Consumption**

Engizek N.

in: Contemporary Issues in Strategic Marketing, Ahmet Şekerkaya, Editor, Istanbul University, İstanbul, pp.193-223, 2020

4. **Creating Costumer Value in Corporate Social Responsibility for Cultural Heritage**

ENGİZEK N., Eroğlu F.

in: Corporate Social Responsibility for Valorization of Cultural Organizations, Duenas M., Aiello L., Cabrita R., Gatti M., Editor, Igi Global Publications, Roma, pp.163-184, 2018

5. **Stratejik Pazarlama Planlaması**

ENGİZEK N.

in: Pazarlama: İlkeler, Genel Stratejiler, Eroğlu F., Editor, Paradigma Yayınları, Çanakkale, pp.227-243, 2017

Refereed Congress / Symposium Publications in Proceedings

1. **AN EXPLORATORY STUDY ON CONSUMERS ATTITUDES TOWARDS ETHICAL FASHION CONSUMPTION: MOTIVATORS AND BARRIERS**

Öztürk S., Engizek N.

10th Annual Conference of the EuroMed-Academy-of-Business, Rome, Italy, 13 - 15 September 2017, pp.1294-1308

2. **Health Education Planning in Marketing Perspective Using Conjoint Analysis**

Taş N., ENGİZEK N., ÖNDER E., ÖNDER G.

The WEI Business&Economics Academic Conference, Atina, Greece, 19 - 21 March 2015, pp.58-71

3. **Utilitarian or Hedonic? A Cross-Cultural Study In Online Shopping**

ÖZEN H., ENGİZEK N.

World Marketing Congress Cultural Perspectives in marketing, United States Of America, 1 - 04 September 2012, pp.238-243

4. **How Economic Crisis Changed Consumer Segmentation**

Kurtuluş K., AKYÜZ İ., ENGİZEK N., Eroğlu F., Kop E., Mammadov G., Kara G., Dağlı S.

11th International Marketing Trends Conference, Italy, 1 - 04 January 2012, pp.1-36

Academic and Administrative Experience

Courses

Dijital Pazarlama, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021
Pazarlama Yönetimi, Postgraduate, 2022 - 2023
Marketing Research, Undergraduate, 2022 - 2023, 2020 - 2021, 2019 - 2020, 2018 - 2019
Araştırma Yöntemleri, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021
Dijital Pazarlama, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021
Marketing Communication, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021
Brand Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2018 - 2019
Principles of Marketing, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
Pazarlama Yönetimi, Postgraduate, 2023 - 2024, 2021 - 2022
Pazarlamada Güncel Kavramlar, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
Pazarlamada Tez Önerileri, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
Marketing Strategies, Postgraduate, 2021 - 2022
Pazarlama Yönetimi, Postgraduate, 2020 - 2021
Pazarlama Stratejileri, Postgraduate, 2020 - 2021
Seminer, Postgraduate, 2020 - 2021
Elektronik Pazarlama, Postgraduate, 2018 - 2019
Elektronik Pazarlama, Postgraduate, 2018 - 2019
Elektronik Pazarlama, Undergraduate, 2018 - 2019

Advising Theses

Engizek N., Tüketici etnosentrizmi, sağlık bilinci, fiyat duyarlılığı ve gösterişçi tüketimin siyez buğdayına yönelik tutum ve satın alma niyetine etkisi, Postgraduate, L.ASENA(Student), 2023

Scientific Refereeing

FORESIGHT, Journal Indexed in SSCI, October 2023
International Journal of Retail & Distribution Management, Journal Indexed in SSCI, June 2019
Foresight, Other Indexed Journal, May 2019

Metrics

Publication: 22
Citation (WoS): 103
Citation (Scopus): 111
H-Index (WoS): 4
H-Index (Scopus): 3

Congress and Symposium Activities

World Marketing Congress Cross-Cultural Perspectives in Marketing, Attendee, Atlanta, United States Of America, 2012
International Marketing Trends Conference, Attendee, Venedik, Italy, 2012

Research Areas

Social Sciences and Humanities, Management, Marketing

Non Academic Experience

Depaul University

Depar Deri ve Plastik Sanayi