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Personal Information

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International Researcher IDs

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Education Information

Doctorate, Marmara University, Institute of Social Sciences, İşletme (Dr), Turkey 1992 - 1998

Postgraduate, Marmara University, Institute of Social Sciences, İşletme (YI) (İngilizce), Turkey 1990 - 1992

Undergraduate, Bogazici University, Faculty Of Economics And Administrative Sciences, Department Of Business, Turkey 1983 - 1987

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Relationship Marketing: A Study on the Bank and Customer RelationshipPazarlama, Marmara Üniversitesi, Institute of Social Sciences, İşletme (Dr), 1998

Postgraduate, A Study on Media Research and the Case of Newspaper Readership, Marmara Üniversitesi, Institute of Social Sciences, İşletme (YI) (İngilizce), 1992

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2015 - Continues

Associate Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2009 - Continues

Advising Theses

ÇOBANOĞLU E., Influence of push notification on "consumer attitudes and purchase decision criteria" in telecommunication industry, Postgraduate, A.Geyik(Student), 2019

ÇOBANOĞLU E., The effect of total cost of ownership on customer perceived value during industrial buyer decision making process: an investigation in truck market, Postgraduate, Y.Cengiz(Student), 2019

ÇOBANOĞLU E., The role of city brand image in attracting young adults based on their entrepreneurial orientation : comparison of Izmir and Antalya, Postgraduate, P.Sokullu(Student), 2019

ÇOBANOĞLU E., The impact of personal consumption values and food-related lifestyle on organic food purchase behavior in Turkey, Postgraduate, N.REXITI(Student), 2018

ÇOBANOĞLU E., Understanding how personality and demographic characteristics of the receiver effects the perception of source credibility of facebook messages, Postgraduate, İ.AYDIN(Student), 2018

ÇOBANOĞLU E., Segmenting the theatre audience: A study in Istanbul, Postgraduate, N.CAVDAR(Student), 2017

ÇOBANOĞLU E., Effect of consumer ethnocentrism and service quality perception on satisfaction: A cross cultural study on fast food industry, Postgraduate, M.GHUFRAN(Student), 2016

ÇOBANOĞLU E., Challenges of attracting new customers to online shopping in İstanbul, Turkey, Postgraduate, A.SHERIF(Student), 2016

ÇOBANOĞLU E., Study related to mobile payment systems acceptance : a case of Namık Kemal University and Marmara University students, Postgraduate, S.Baloğlu(Student), 2015

ÇOBANOĞLU E., Measuring customer satisfaction of airline through service quality and price fairness: Case of Air Astana, Postgraduate, M.MENZHANOVA(Student), 2015

ÇOBANOĞLU E., A study related to mobile payment systems acceptance: A case of Namık Kemal University and Marmara University students, Postgraduate, S.BALOĞLU(Student), 2015

ÇOBANOĞLU E., Effects of pre-show, at-show, and post-show firm activities on trade show performance measurement, Postgraduate, V.TURAEVA(Student), 2014

ÇOBANOĞLU E., Handling consumer confusion in Turkish GSM sector through wom, Postgraduate, H.TUTUŞ(Student), 2013

ÇOBANOĞLU E., The effects of brand associations on consumers' brand attitude, brand loyalty, brand preference and brand satisfaction in Turkish cola market for teenagers aged between 12 and 19, Postgraduate, S.BELLİ(Student), 2011

ÇOBANOĞLU E., The effects of brand associations on consumers' brand attitude, brand loyalty, brand preference and brand satisfaction in Turkish Cola market for teenagers aged between 12 and 19, Postgraduate, S.Belli(Student), 2011

ÇOBANOĞLU E., Antecedents of satisfaction and loyalty for e customers in Turkey, Postgraduate, E.MELİS(Student), 2010

ÇOBANOĞLU E., Dark side of shopping: Impulsive and compulsive buying behaviour in clothing product category, Postgraduate, A.ÖZTÜRK(Student), 2010

ÇOBANOĞLU E., Segmenting Turkish University students according to lifestyle and analyzing their perception, motivation and attitude visual arts, Postgraduate, A.Gülşen(Student), 2010

ÇOBANOĞLU E., Segmenting Turkish university students according to lifestyle and analyzing their perception, motivation and attitude towards visual arts, Postgraduate, A.GÜLŞEN(Student), 2010

ÇOBANOĞLU E., Determining the factors that affect loyalty in GSM sector in Turkey, Postgraduate, A.ÖZGE(Student), 2009

ÇOBANOĞLU E., The effects of corporate image on customer satisfaction and loyalty in İstanbul in Turkish automotive sector, Postgraduate, B.BAYKAL(Student), 2009

ÇOBANOĞLU E., Antecedents of buyer's trust in marketing channels and an implementation in Turkish valve market, Postgraduate, E.İŞÇİMEN(Student), 2007

ÇOBANOĞLU E., Toplam kalite yönetim anlayışı ile altı sigma kalite yönetim anlayışının karşılaştırılması, Postgraduate, E.BÜKER(Student), 2007

ÇOBANOĞLU E., Antecedents of buyer's trust in marketing channels and an implementation in turkish valve market, Postgraduate, E.İşçimen(Student), 2007

ÇOBANOĞLU E., Social responsibility projects as a marketing strategy: A recycling approach from the customer's perspective, Postgraduate, F.SEÇİL(Student), 2006

ÇOBANOĞLU E., Determining the criteria and expectations of business customers in turkey in outsourcing the logistics functions of their supply Chain, Postgraduate, F.ÖZER(Student), 2006

ÇOBANOĞLU E., Brand loyalty effect on consumer buyingbehavior for mobile phones, Postgraduate, A.ŞEN(Student), 2006

ÇOBANOĞLU E., A compulsive consumption: internet use addiction tendency: the case of Turkish high school students,

Postgraduate, M.Aslanbay(Student), 2006

ÇOBANOĞLU E., A compulsive consumption: Internet use addiction the case of Turkish high school students, Postgraduate, M.ASLANBAY(Student), 2006

ÇOBANOĞLU E., Social responsibility projects as a marketing strategy: a recycling approach from the customer's perspective, Postgraduate, F.Seçil(Student), 2006

ÇOBANOĞLU E., Determining the decision making process for human resources professionals in open training programmes and related marketing strategies in Turkey, Postgraduate, M.CANDEMİR(Student), 2005

Published journal articles indexed by SCI, SSCI, and AHCI

I. An Extended GRA Method Integrated with Fuzzy AHP to Construct a Multidimensional Index for Ranking Overall Energy Sustainability Performances

Altintas K., VAYVAY Ö., Apak S., ÇOBANOĞLU E.
SUSTAINABILITY, vol.12, no.4, 2020 (SCI-Expanded)

Articles Published in Other Journals

I. A MANAGERIAL VIEW ON TURKISH THEATER: THE ROLE OF THEATER AUDIENCE

ÇOBANOĞLU E., Cavdar N.
ART-SANAT, vol.9, pp.385-404, 2018 (ESCI)

II. A Segmentation Study of Theater Audiences Based on Benefits Sought

CAVDAR N., ÇOBANOĞLU E.
International Journal of Liberal Arts and Social Science, vol.5, pp.67-79, 2017 (Peer-Reviewed Journal)

III. An Empirical Investigation into The Determinants of Various Social Networking Sites Used By Generation Y Consumers

ÇOBANOĞLU E., DİRSEHAN T.
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.12, pp.85-109, 2017 (Peer-Reviewed Journal)

IV. Y kuşağında tüketiciler tarafından kullanılan çeşitli sosyal ağ sitelerinin (sas) belirleyicilerine yönelik ampirik bir inceleme

ÇOBANOĞLU E., DİRSEHAN T.
Öneri, pp.85-109, 2017 (Peer-Reviewed Journal)

V. Exploring dimensions of brand personality for Generation Y in the apparel market: The case of Turkey

Eren-Erdogmus I., ÇOBANOĞLU E., Budeyri-Turan I.
JOURNAL OF GLOBAL FASHION MARKETING, vol.6, no.2, pp.150-161, 2015 (ESCI)

VI. Profiling Y Generation GSM Users in Turkey According to Consumer Confusion Perceived Risk and WOM

ÇOBANOĞLU E., Hülya T.
Mediterranean Journal of Social Sciences, vol.25, pp.169-183, 2014 (Scopus)

VII. Managing an Arts Brand The Case of Ara Güler

ERDOĞMUŞ Z. İ., Cem T., ÇOBANOĞLU E.
International Journal of Liberal Arts and Social Science, vol.2, pp.31-46, 2014 (Peer-Reviewed Journal)

VIII. Effects of the pre-show, at-show and post-show firm activities on trade show performance measurment

ÇOBANOĞLU E., Turaeva V.
Procedia_Social and behavioral Sciences, pp.762-771, 2014 (Peer-Reviewed Journal)

IX. Creating Environmentally Responsible Consumers Through Recycling A Segmentation Approach

ÇOBANOĞLU E., ERDOĞMUŞ Z. İ., BAYRAKTAR KAZOZCU F. S.

- Journal of Global Strategic Management, vol.8, pp.36-44, 2013 (Peer-Reviewed Journal)
- X. **Turkish Airlines Strong Wings Get Crashed in Amsterdam**
ÇOBANOĞLU E., ERDOĞMUŞ Z. İ.
Journal of Case Research, vol.3, pp.105-123, 2012 (Peer-Reviewed Journal)
- XI. **Müşteri Faydasının Müşteri Tatmini ve Bağlılığı Üzerine Etkisi Organiza Gıda Perakende Örneği**
YALÇIN A. M., ERDOĞMUŞ Z. İ., ÇOBANOĞLU E.
Marmara Üniversitesi İİBF Dergisi, vol.26, pp.384-396, 2009 (Peer-Reviewed Journal)
- XII. **Determining Customer Expectations in Real Estate A Potential Market for Istanbul**
ERDOĞMUŞ Z. İ., ÇOBANOĞLU E.
Journal of Global Strategic Management, vol.2, pp.38-47, 2008 (Peer-Reviewed Journal)
- XIII. **CUSTOMER FOCUSED PRODUCT DEVELOPMENTAND A CASE STUDY IN TURKISH REFRIGERATORMARKET**
ÜÇLER Ç., VAYVAY Ö., ÇOBANOĞLU E.
İstanbul Ticaret Üniversitesi Fen Bilimleri Dergisi, vol.5, pp.81-97, 2006 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **İletişim Stratejisi Olarak Ticari Fuarlar**
Sümersan Köktürk M., ÇOBANOĞLU E., Torun İ., AYSUNA TÜRKİYILMAZ C., DİRSEHAN T., Myftaraj E., KOCAMAZ İ., Eren Erdoğan İ., BİLGEN İ., Erturan Topgöl A., et al.
in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, Mehtap Sümersen Köktürk ve Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.126-145, 2019
- II. **Endüstriyel Pazarlar ve Satın Alma Davranışı**
ÇOBANOĞLU E.
in: Pazarlama İlkeleri, Ercan Gegez, Editor, Beta Yayınları, İstanbul, pp.172-196, 2018
- III. **Fuarcılık Süreci**
Çobanoğlu E.
in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarcılık ve İstihdam, Mehtap Köktürk,Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.54-77, 2018
- IV. **SEGMENTING CULTURAL INSTITUTIONS: EXAMPLE OF THEATERS**
ÇOBANOĞLU E., Çavdar N.
in: Researches On Science And Art In 21st Century Turkey, Prof. Hasan ARAPGIRLIOGLU Assist. Prof. Atilla ATIK Prof. Robert L. ELLIOTT Assoc. Prof. Edward TURGEON, Editor, Gece Publishing, Ankara, pp.1017-1030, 2017
- V. **SEGMENTING CULTURAL INSTITUTIONS: EXAMPLE OF THEATERS**
ÇOBANOĞLU E., CAVDAR N.
in: RESEARCHES ON SCIENCE AND ART IN 21 ST CENTURY TURKEY, ARAPGIRLIOGLU, Hasan ATIK, Atilla ELLIOTT, Robert L. TURGEON, Edward, Editor, Gece Kitaplığı, pp.1017-1029, 2017
- VI. **Çevrimiçi satış Yönetimi**
ÇOBANOĞLU E.
in: Çevrimiçi Satış, Mehtap Köktürk, Emine Çobanoğlu, Taşkın Dirsehan, Editor, Nobal, İstanbul, pp.77-88, 2015
- VII. **Çevrimiçi Satışa İlişkin Çıkarımlar**
KÖKTÜRK M. S., ÇOBANOĞLU E., DİRSEHAN T.
in: Çevrimiçi Satış Bugünden Geleceğe Bir Potansiyel, , Editor, Nobel, Ankara, pp.207-211, 2015
- VIII. **New Born Markets-Enlarging the Vision of Marketing**
Erdoğan Z. İ. (Editor), Sümersan Köktürk M. (Editor), Çobanoğlu E. (Editor), Yalçın A. M. (Editor), Dirsehan T. (Editor)
Beta Basım Yayın Dağıtım, İstanbul, 2014
- IX. **Success in Philanthropic Corporate Social Responsibility**
ERDOĞMUŞ Z. İ., ÇOBANOĞLU E., BURCU Ö.
in: Corporate Social Responsibility in the Global Business World, Ashi Yüksel Mermod, Samuel O. Idowu, Editor,

Springer, pp.271-286, 2014

X. **Değer, Tatmin ve Bağlılık: Genel Bilgiler ve Kavramsal ilişkiler**

ÇOBANOĞLU E., ERDOĞMUŞ Z. İ., YALÇIN A. M.

in: Benim Maasimi Kim Oduyor Musteri, Sehavet Gürdal, Editor, Yaprak Yayinlari, pp.177-206, 2009

XI. **Kurum İmajı Oluşumu ve Ölçümü**

Köktürk M., ÇOBANOĞLU E., YALÇIN A. M.

Beta, 2008

Refereed Congress / Symposium Publications in Proceedings

I. **Public Transportation Literacy: A Case Study of İstanbul**

İnaç H., ÇOBANOĞLU E.

İstanbul Ulaşım Kongresi ve Fuarı, Turkey, 8 - 10 November 2018

II. **SEGMENTATION OF FOOD SHOPPERS IN TURKEY: AN APPLICATION OF FOOD-RELATED LIFESTYLE INSTRUMENTS**

Rexiti N., ÇOBANOĞLU E.

13th International Strategic Management Conference (ISMC), Podgorica, Serbia And Montenegro, 6 - 08 July 2017, vol.34, pp.89-102

III. **A Proposed Value Chain Model to Improve Customer Experience In Operator Branded Smartphones**

Kalem G., ÇOBANOĞLU E.

RD Management Conference 2016 "From Science to Society: Innovation and Value Creation", Cambridge, UK, 03 July 2016

IV. **Green Marketing and Advertising A Path to Sustainability** Koray Altıntaş Emine Çobanoğlu

Altıntaş K., ÇOBANOĞLU E.

İCOVACS, İstanbul, Turkey, 12 - 13 March 2015

V. **Effect of Organic Certifications on Buying Decision for Cosmetics Products in Turkey**

Ünver O., ÇOBANOĞLU E.

İCOVACS, 12 - 13 March 2015

VI. **Analysing Consumers'xx Perception of imagery: Detection of Consumers'xx Stereotyping and Sincerity Perceptions with respect to the Headscarf Usage**

ÇOBANOĞLU E., KOCAMAZ İ.

International Marketing Trends Conference, Paris, France, 23 - 24 January 2015

VII. **Effects of the pre-show, at-show and post-show firm activities on trade show performance measurement**

ÇOBANOĞLU E., Turaeva V.

10th International Strategic Management Conference, Rome, Italy, 19 - 21 June 2014, vol.150, pp.762-771

VIII. **Deneyimsel Perakendecilik: İstanbul'xxdaki Yapı Market/Ev Gelişim Perakendecilerinde Bir Uygulama**

YALÇIN A. M., ÇOBANOĞLU E., ERDOĞMUŞ Z. İ.

13.Ulusal Pazarlama Kongresi, Turkey, 25 - 29 October 2008

IX. **Relationship component of supplier involvement in New Product Development (NPD) process**

VAYVAY Ö., ÇOBANOĞLU E.

PICMET '06 - Technology Management for the Global Future, İstanbul, Turkey, 8 - 13 July 2006, vol.6, pp.2595-2597

X. **Exploring important usability attributes of cellular phones based on customer needs: A case with turkish users**

VAYVAY Ö., ÇOBANOĞLU E., Erdinc O.

Annual Conference of the Ergonomics Society: Contemporary Ergonomics 2005, CE 2005, Hertfordshire, United Kingdom, 5 - 07 April 2005, pp.190-194

Metrics

Publication: 36

Citation (WoS): 22

Citation (Scopus): 53

H-Index (WoS): 3

H-Index (Scopus): 2

Non Academic Experience

Umur Basım ve Kırtasiye A.Ş.

Pıar Pıyasa Araştırma