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International Researcher IDs
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Education Information

Doctorate, Istanbul University, Institute Of Social Sciences, Pazarlama (Dr), Turkey 2018 - 2023
Postgraduate, Marmara University, Institute of Social Sciences, Global Pazarlama (Yl) (Tezli), Turkey 2015 - 2018
Postgraduate, Istanbul University, Institute Of Social Sciences, Pazarlama (Yl) (Tezli), Turkey 2015 - 2018
Undergraduate, Marmara University, Faculty of Business Administration, Business Administration Lectured (German), Turkey 2009 - 2014

Foreign Languages

German, C1 Advanced

Certificates, Courses and Trainings

Data Analysis, AMOS ILE YAPISAL ESITLIK MODELLEME EGITIMI,, Baskent University, 2017

Dissertations

Doctorate, Combined/Partial Price Discount Presentation and Price Discount Framing Manipulations Applied in Different Price Ranges and Different Discount Rates Effects on Consumer Value Perceptions, Istanbul University, Institute Of Social Sciences, 2023
Postgraduate, Çok Kanallı Perekandecilikte Fiyat Farklılaştırması Ve Tüketici Adil Fiyat Algısı, Marmara Üniversitesi, Institute of Social Sciences, Global Pazarlama (Yl) (Tezli), 2018
Postgraduate, Tüketicilerin Satın Alma Niyeti ve Davranışı Üzerinde Bilişsel ve Hazcı Satın Alma Güdüleri ile Referans Grupların Etkilerinin İncelenmesi Üzerine Bir Pilot Araştırma, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, Pazarlama (Yl) (Tezli), 2018

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Research Assistant, Marmara University, Faculty of Business Administration, Business Administration Lectured (German), 2016 - Continues

Academic and Administrative Experience

Birim Stratejik Plan Komisyonu Üyesi, Marmara University, Faculty of Business Administration, Business Administration, 2023 - Continues
Birim Kalite Komisyonu Üyesi, Marmara University, Faculty of Business Administration, Business Administration, 2023 - Continues
Program Accreditation-Self-Assessment Committee Member, Marmara University, Faculty of Business Administration, Business Administration, 2023 - Continues
Bölüm Akademik Teşvik Değerlendirme Komisyonu Üyesi, Marmara University, Faculty of Business Administration, Business Administration, 2021 - 2023

Courses

Research Methods, Undergraduate, 2023 - 2024
E-Business, Undergraduate, 2023 - 2024
Service Marketing in the Digital Age, Undergraduate, 2023 - 2024
Marka Uygulamaları, Postgraduate, 2023 - 2024
Business Administration - Project, Undergraduate, 2023 - 2024

Published journal articles indexed by SCI, SSCI, and AHCI

I. **Mediating effect of intolerance of uncertainty in the relationship between coping styles with stress during pandemic (COVID-19) process and compulsive buying behavior**
Çelik S., Köse G.
PROGRESS IN NEURO-PSYCHOPHARMACOLOGY & BIOLOGICAL PSYCHIATRY, vol.110, 2021 (SCI-Expanded)

Articles Published in Other Journals

I. **FİYAT PROMOSYONLARININ DAVRANIŞSAL EKONOMİ TEORİLERİ ÇERÇEVESİNDE İNCELENMESİNE İLİŞKİN BİR BİBLİYOMETRİK ANALİZ**
GÜSAN KÖSE G., BOZBAY Z.
ÖNERİ, vol.18, no.60, pp.452-491, 2023 (Peer-Reviewed Journal)
II. **YATIRIMCI ODAKLI MARKA DENKLİĞİ ALGISI, YATIRIM YAPMA EĞİLİMİ VE FİNANSAL RİSK TOLERANSI İLİŞKİSİNDE BORSA İSTANBUL ÖRNEĞİ**
KELEMCİ G., GÜSAN KÖSE G., ULUSAN POLAT M.
International Journal of Management Economics and Business, vol.17, no.3, pp.918-943, 2021 (Peer-Reviewed Journal)
III. **Consumer reactions to technological attributes in product design: A technology acceptance model perspective**
Şekerkaya A. K., Özkan F. N., Güsan Köse G., Akarsu D.

Bogazici Journal, vol.34, no.2, pp.151-176, 2021 (Scopus)

IV. **TÜKETİCİ RUH HALİ - HEDONİK TÜKETİM VE ÜRÜNE ÖDENMEK İSTENEN BEDEL (FİYAT) ARASINDAKİ İLİŞKİLERDE KİŞİLİK BOYUTU OLARAK HİSLERE/DENEYİME AÇIKLIĞIN ROLÜ**
Kelemci G., Güsan Köse G., Alp A.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.13, no.2, pp.225-253, 2020 (Peer-Reviewed Journal)

V. **ÜNLÜLERİN TÜKETİCİ TEMELLİ MARKA DENKLİĞİNİN İNCELENMESİ: KIVANÇ TATLITUĞ ÖRNEĞİ**
Kelemci Schneider G., Güsan G.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, no.16, pp.793-814, 2017 (Peer-Reviewed Journal)

VI. **VOLKSWAGEN EMISSIONS SCANDAL: AN EMPIRICAL STUDY ABOUT CUSTOMERS REACTION**
KELEMCİ SCHNEİDER G., YILDIZ E., GÜSAN G.
Pressacademia, vol.4, pp.423-437, 2017 (Peer-Reviewed Journal)

VII. **YEŞİL ÜRÜN GRUPLARI ÇERÇEVESİNDE TÜKETİCİ FARKINDALIĞI**
GÜSAN G., AKTAŞ E., GÜVENDİK Ö.
Istanbul Sosyal Bilimler Dergisi (E-Dergi), vol.13, pp.1-16, 2016 (Peer-Reviewed Journal)

Books & Book Chapters

I. **Vertrauen, Unternehmensreputation und wahrgenommene Preisfairnessder neuen elektronischen Handelsmodelle: Empirische Erkenntnisseaus Sicht der Konsumenten**
KELEMCİ G., GÜSAN KÖSE G.
in: Digitalisierung in der Betriebswirtschaft, Pernsteiner, Helmut, Schöning, Stephan, Sümer Gögüs, Handan, Editor, Linde Verlag, Viyana, pp.241-272, 2020

II. **Wie sich die digitalen Private Shopping Clubs auf die wahrgenommenen Markennutzen auswirken – eine empirische Analyse für Luxusmarken**
Ceritoğlu A. B., Kelemci G., Güsan Köse G., Karapınar E.
in: Digitalisierung in der Betriebswirtschaft, Pernsteiner,Helmut Schöning,Stephan,Sümer Gögüs,Handan, Editor, Linde Verlag, Linz, pp.101-138, 2020

III. **Conceptualizing and Measuring the Intention to Invest in Borsa Istanbul: Empirical Evidence from the Perspective of Foreign Investors**
ULUSAN POLAT M., KELEMCİ G., GÜSAN KÖSE G.
in: Behavioral Finance, Pernsteiner Helmut, Sumer Haluk, Ulusan Polat Meltem, Editor, Linde Verlag, Viyana, pp.283-321, 2019

IV. **Buying Intentions and Attitudes of Turkish Students towardsPrivate Shopping Sites: A Pilot Study in Istanbul**
KELEMCİ SCHNEİDER G., GÜSAN G.
in: Turkish Studies from Different Perspectives, Uydacı, Mert, Editor, Athens Institute for Education and Research., pp.297-314, 2017

V. **Politik Pazarlamada Marka Kişiliği Boyutlarının Analizi: Türkiye'deki Siyasal Partiler Üzerine Bir Araştırma**
KELEMCİ SCHNEİDER G., GÜSAN G., KARAPINAR E., Hazır O.
in: Sosyal Araştırmalar, , Editor, Beşköprü Publication, pp.171-198, 2017

VI. **Kült Film İçerikleri ve Karakterlerinin Twitter Üzerinden Marka İletişimde Kullanılması: Star Wars Üzerine Bir İnceleme**
KELEMCİ SCHNEİDER G., GÜSAN G.
in: İLETİŞİM ÇALIŞMALARI 2016, ÖZGÜR, AYDIN ZİYA İŞMAN AYTEKİN, Editor, ITICAM, Sakarya, pp.207-225, 2016

Refereed Congress / Symposium Publications in Proceedings

I. **AI-POWERED EDUCATION: UNLOCKING A WORLD OF POSSIBILITIES**

Güsan Köse G., Emre İ. E.
16th annual International Conference of Education, Research and Innovation, Sevilla, Spain, 13 - 15 November 2023, pp.1124

II. **THE EVALUATION OF DUAL LISTING IN BORSA ISTANBUL (BIST) AND TEHRAN STOCK EXCHANGE (TSE) IN THE CONTEXT OF GAP ANALYSIS**
GÜSAN KÖSE G., YÜKSEL G., ULUSAN POLAT M., KELEMCİ G.
11TH INTERNATIONAL ISTANBUL SCIENTIFIC RESEARCH CONGRESS, Turkey, 17 October 2022

III. **THE PERCEPTION OF MASS PRESTIGE VALUE OF BRANDS AND ITS INTERACTION WITH BRAND LOYALTY – A FIELD STUDY IN THE SMART PHONE INDUSTRY**
GÜSAN KÖSE G., Bilgin A., KELEMCİ G.
CUKUROVA 9th INTERNATIONAL SCIENTIFIC RESEARCHES CONFERENCE, Turkey, 09 October 2022

IV. **THE INTERACTION BETWEEN ANTECEDENTS AND CONSEQUENCES OF BRAND LOVE – CAN EXTRAVERSION AS A PERSONALITY TRAIT MODERATE THIS INTERACTION**
Gusinac K., GÜSAN KÖSE G., KELEMCİ G.
8th Global Business Research Congress (GBRC), Turkey, 09 June 2022

V. **ABONELİK TEMELLİ İSTEĞE BAĞLI VİDEO HİZMETLERİNE (S-VOD) YÖNELİK TÜKETİCİ AĞIZDAN AĞIZA İLETİŞİM VE ÜYELİK YENİLEME DAVRANIŞININ İNCELENMESİ-NETFLİX ÖRNEĞİ**
GÜSAN KÖSE G., Duman S., KELEMCİ G.
26. Pazarlama Kongresi, 23 June 2022, pp.502-519

VI. **Makine Öğrenmesi ve Pazarlama: SCOPUS Veritabanındaki Bilimsel Yayınlara İlişkin Bibliyometrik Analiz**
Emre İ. E., Güsan Köse G.
8th International Management Information Systems Conference (IMISC2021), İstanbul, Turkey, 20 October 2021, pp.68-82

VII. **AN ANALYSIS OF THE RELATIONS BETWEEN INDIVIDUAL RISK TOLERANCE, BRAND EQUITY AND INTENTION TO INVEST IN BORSA ISTANBUL**
GÜSAN KÖSE G., ULUSAN POLAT M., KELEMCİ G.
International Congress on Political, Economic and Management Sciences (ICPEMS), Saraybosna, Bosnia And Herzegovina, 6 - 10 November 2019

VIII. **Tüketici Ruh Hali - Hedonik Tüketim ve Ürüne Ödenmek İstenen Bedel (Fiyat) Arasındaki İlişkilerde Kişilik Boyutu Olarak Hislere/Deneyime Açıklığın Rolü**
KELEMCİ G., GÜSAN KÖSE G., ALP A.
24. Pazarlama Kongresi, AYDIN/KUŞADASI, Turkey, 1 - 04 May 2019

IX. **MARKA AŞKI VE MARKA SADAKATİ İLİŞKİSİNDE KİŞİLİK BOYUTU OLARAK HİSLERE/DENEYİME AÇIKLIĞIN DÜZENLEYİCİ ROLÜ**
KELEMCİ G., GÜSAN KÖSE G., Tibet E.
23. Pazarlama Kongresi, 27 - 29 June 2018

X. **ÇOK KANALLI PERAKENDECİLİKTE FİYAT FARKLILAŞTIRMASI VE TÜKETİCİ ADİL FİYAT ALGISI ÜZERİNE BİR ARAŞTIRMA**
GÜSAN KÖSE G., KELEMCİ G.
17. Uluslararası Katılımlı İşletmecilik Kongresi, 26 - 28 April 2018

XI. **ALGILANAN HİZMET KALİTESİ – ALGILANAN DEĞER VE ADİL FİYAT ALGISININ MÜŞTERİ MEMNUNİYETİ ÜZERİNDEKİ ETKİLERİ: GSM SEKTÖRÜNDE BİR UYGULAMA**
KELEMCİ SCHNEİDER G., GÜSAN G.
4. Yıldız Sosyal Bilimler Kongresi, İstanbul, Turkey, 21 - 22 December 2017

XII. **ELEKTRONİK TİCARET MODELLERİNİN ALGINAN GÜVEN,İTİBAR VE ADİL FİYAT ALGISI FAKTÖRLERİ ÇERÇEVESİNDEKARŞILAŞTIRILMASI**
KELEMCİ SCHNEİDER G., GÜSAN G.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017

XIII. **CONTENT ANALYSIS OF ADVERTISINGS IN TURKISH BANKING INDUSTRY**
UYDACI M., KELEMCİ SCHNEİDER G., GÜSAN G., KARAPINAR E.

4th Annual InternationalConference on Turkey andTurkish Studies, Atina, Greece, 19 - 22 June 2017

XIV. **VOLKSWAGEN EMİSYON KRİZİNE KARŞI TÜKETİCİ TEPKİLERİ ÜZERİNE BİR ARAŞTIRMA**
KELEMCİ SCHNEİDER G., GÜSAN G.
Global Business Research Congress (GBRC-2017), İstanbul, Turkey, 24 - 25 May 2017

XV. **POLİTİK PAZARLAMADA MARKA KİŞİLİĞİ BOYUTLARININ ANALİZİ: TÜRKİYE'DEKI SİYASAL PARTİLER ÜZERİNE BİR ARAŞTIRMA**
KELEMCİ SCHNEİDER G., GÜSAN G., KARAPINAR E., Hazır O.
International Congress on Political, Economic and Social Studies_Sarajevo, Bosna_2017, SARAYBOSNA, Bosnia And Herzegovina, 19 - 22 May 2017

XVI. **ÜNLÜLERİN TÜKETİCİ TEMELLİ MARKA DENKLİĞİNİN İNCELENMESİ: KIVANÇ TATLITUĞ ÖRNEĞİ**
KELEMCİ SCHNEİDER G., GÜSAN G.
16. Ulusal İşletmecilik Kongresi, İzmir, Turkey, 4 - 06 May 2017

XVII. **ÖZEL ALIŞVERİŞ SİTELERİ MARKANIN ALGILAN FAYDASI ÜZERİNDE NASIL BİR ETKİ YARATIYOR? LÜKS MARKA TEMELİNDE BİR ANALİZ**
KELEMCİ SCHNEİDER G., GÜSAN G.
Congress on International Economic and Administrative Perspectives (CIEP):New Regional Visions, Baku, Azerbaijan, 28 - 30 September 2016, pp.60-61

XVIII. **SADAKAT KARTLARINA YENİ BİR BAKIŞ AÇISI: HOPİ (Alışverişin App'i) ÜZERİNE BİR ARAŞTIRMA**
BAKIR N. O., GÜSAN G., GÜVENDİK Ö.
21. Pazarlama Kongresi, Kütahya, Turkey, 6 September - 08 October 2016

XIX. **BUYING INTENTIONS AND ATTITUDES OF TURKISH STUDENTS TOWARDS PRIVATE SHOPPING SITES: A PILOT STUDY IN ISTANBUL**
KELEMCİ SCHNEİDER G., GÜSAN G.
3rd Annual International Conference on Turkey and Turkish Studies, Atina, Greece, 27 - 30 June 2016

Metrics

Publication: 35
Citation (WoS): 35
Citation (Scopus): 18
H-Index (WoS): 2
H-Index (Scopus): 1

Congress and Symposium Activities

MMRA Marketing Congress 2019, Working Group, Aydın, Turkey, 2019
23. Marketing Congress, Working Group, Kocaeli, Turkey, 2018
Inaugural Research Camp, Working Group, İstanbul, Turkey, 2018
17th INTERNATIONALLY PARTICIPATED BUSINESS CONGRESS, Working Group, İzmir, Turkey, 2018
4. Yıldız Sosyal Bilimler Kongresi, Working Group, İstanbul, Turkey, 2017
22. Pazarlama Kongresi, Working Group, Trabzon, Turkey, 2017
4th Annual International Conference on Turkey and Turkish Studies, Working Group, Athens, Greece, 2017
GfK-Consumer Experiences & Choices Conference, Working Group, İstanbul, Turkey, 2017
Global Business Research Congress (GBRC-2017), Working Group, İstanbul, Turkey, 2017
2nd International Congress on Political, Economic and Social Studies (ICPESS), Working Group, Sarajevo, Bosnia And Herzegovina, 2017
16. Ulusal İşletmecilik Kongresi, Working Group, Aydın, Turkey, 2017
21. Marketing Congress, Working Group, Kütahya, Turkey, 2016
1rd Congress on International Economic and Administrative Perspectives with the Theme of New Regional Visions,

Working Group, Baku, Azerbaijan, 2016
3rd International Conference on Turkey and Turkish Studies, Working Group, Athens, Greece, 2016

Awards

Güsan Köse G., EMRE İ. E., Akademik Teşvik Ödeneği - 2023 Yılı Yayınları, Yök, February 2024
Güsan Köse G., Akademik Teşvik Ödeneği - 2022 Yılı Yayınları, Yök, February 2023
Güsan Köse G., EMRE İ. E., Akademik Teşvik Ödeneği - 2021 Yılı Yayınları, Yök , February 2022
Güsan Köse G., Mediating effect of intolerance of uncertainty in the relationship between coping styles with stress during pandemic (COVID-19) process and compulsive buying behavior, Tübitak - Uluslararası Bilimsel Yayınları Teşvik (Ubyt) Programı, September 2021
Güsan Köse G., Akademik Teşvik Ödeneği - 2018 Yılı Yayınları, Yök , February 2019