

Prof. ZEYNEP İREM ERDOĞMUŞ

Personal Information

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Biography

Zeynep İrem Eren Erdoğan, 1976 yılında İstanbul'da doğmuştur. Üsküdar Amerikan Lisesi'nde orta ve lise eğitimini tamamladıktan sonra Boğaziçi Üniversitesi Siyaset Bilimi ve Uluslararası İlişkiler Bölümü'nden onur derecesiyle mezun olmuştur. Lisans eğitimi sırasında aldığı pazarlama dersinin etkisiyle kariyerini pazarlama ve işletme alanına çevirmiş; 1999 yılında Marmara Üniversitesi İngilizce İşletme yüksek lisans programına başlamış ve aynı üniversitenin Üretim Yönetimi ve Pazarlama Anabilim Dalı'nda araştırma görevlisi olarak akademik kariyerine başlamıştır. 2006 yılında Boğaziçi Üniversitesi İşletme/ Pazarlama doktorasını bitirmiştir.

2017 yılından beri profesör olarak Marmara Üniversitesi İşletme Fakültesi'nde kariyerine devam eden İrem Eren Erdoğan, İngilizce pazarlama lisans ve lisansüstü dersleri vermektedir. Sosyal medya pazarlaması, marka yönetimi, hizmet pazarlaması, lüks ve spor pazarlaması alanlarında uluslararası ve ulusal yayınları vardır; danışmanlık vermektedir; Harvard Business Review Türkiye'de blog yazıları yazmaktadır.

Education Information

Doctorate, Boğaziçi Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey 2001 - 2006

Postgraduate, Marmara University, Institute of Social Sciences, İşletme (YI) (İngilizce), Turkey 1998 - 2000

Undergraduate, Boğaziçi Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, Siyaset Bilimi Ve Uluslararası İlişkiler Bölümü, Turkey 1994 - 1998

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Strategic management of Turkish brands in international markets, Bogazici University, Institute Of Social Sciences, 2006

Postgraduate, Database marketing-A survey in ready to wear retailing in Turkey, Marmara University, Sosyal Bilimler Enstitüsü, 2000

Research Areas

Marketing

Academic and Administrative Experience

Head of Department, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2017 - 2019
Fakülte Yönetim Kurulu Üyesi, Marmara University, Faculty of Business Administration, Business Administration, 2015 - 2017

Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2014 - 2015

Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2009 - 2012

Courses

MARKETING MANAGEMENT FOR SERVICES, Postgraduate, 2009 - 2010, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020
BRAND MANAGEMENT, Undergraduate, 2007 - 2008, 2008 - 2009, 2009 - 2010, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019
TOPICS IN MARKETING, Postgraduate, 2011 - 2012, 2012 - 2013, 2019 - 2020
BRAND MANAGEMENT, Postgraduate, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019
INTRODUCTION TO MARKETING, Undergraduate, 2008 - 2009, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020
STRATEGIC BRAND MANAGEMENT, Postgraduate, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019
MARKA YÖNETİMİ, Postgraduate, 2016 - 2017, 2017 - 2018, 2018 - 2019
SERVICES MARKETING, Postgraduate, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2018 - 2019
MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Postgraduate, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2018 - 2019
STRATEGY DEVELOPMENT FOR MARKETING, Postgraduate, 2015 - 2016
SOCIAL WORK PRACTICES, Undergraduate, 2014 - 2015, 2015 - 2016
SERVICES MARKETING, Undergraduate, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016
MARKETING RESEARCH, Undergraduate, 2013 - 2014, 2014 - 2015
PRINCIPLES OF MARKETING, Postgraduate, 2013 - 2014

Advising Theses

Erdoğan Z. İ. , WHAT MOTIVATES CONSUMERS TO DO ONLINE LUXURY SHOPPING? TECHNOLOGY ACCEPTANCE MODEL APPROACH, Postgraduate, G.ESKİYENENTÜRK(Student), 2019
Erdoğan Z. İ. , UNDERSTANDING CONSUMER MOTIVATIONS TO ENGAGE IN E-SPORTS, Postgraduate, G.ESEN(Student), 2019
Erdoğan Z. İ. , The Democratization of Luxury: Profiling Fashion Consumers, Postgraduate, G.MERVE(Student), 2019
ERDOĞMUŞ Z. İ. , THE IMPACT OF SOCIAL MEDIA AND ITS ROLE ON SMEs' B2B MARKETING, Postgraduate, M.HASSAN(Student), 2019
ERDOĞMUŞ Z. İ. , Earned or owned media: Which effects trust-loyalty relationship more?, Postgraduate, E.KALAYCI(Student), 2018
ERDOĞMUŞ Z. İ. , Impact of brand love on focal online and offline consumer behavior outcomes, Postgraduate, K.TEKBIYIK(Student), 2017
ERDOĞMUŞ Z. İ. , Understanding luxury consumption drivers, Postgraduate, D.LEFKELİ(Student), 2017
ERDOĞMUŞ Z. İ. , Impact of university brand personality on human resources recruitment process, Postgraduate, H.KÜTÜKCÜ(Student), 2016
ERDOĞMUŞ Z. İ. , Analyzing the factors that affect the luxury brand extension attitude: The context of complements, substitutes and transfers, Postgraduate, E.ARDA(Student), 2016
ERDOĞMUŞ Z. İ. , Impact of employee well-being projects on brand management, Postgraduate, G.MAMIKOĞLU(Student), 2016
ERDOĞMUŞ Z. İ. , The effects of celebrity endorsers on green and eco-friendly products, Postgraduate, H.SALARI(Student), 2015

ERDOĞMUŞ Z. İ. , The effects of sport sponsorship on attitudes of consumers and purchase intention, Postgraduate, A.DEMİREL(Student), 2014
ERDOĞMUŞ Z. İ. , Voluntary simplicity in Turkey: A segmentation approach, Postgraduate, E.KARAPINAR(Student), 2013
ERDOĞMUŞ Z. İ. , Motivations of mobile check-in application users: A consumer behaviour approach, Postgraduate, Ş.BURÇİN(Student), 2013
ERDOĞMUŞ Z. İ. , Social media marketing: Exploring the user typology in Turkey, Postgraduate, M.ÇİÇEK(Student), 2012
Erdoğan Z. İ. , The role of personality congruence, perceived quality and brand prestige on brand loyalty, Postgraduate, İ.BÜDEYRİ(Student), 2011

Articles Published in Other Journals

- I. **Why Do Generation Y Consumers Adopt Online Luxury Technologies: A Values Approach**
ERDOĞMUŞ Z. İ. , ESKİYENENTÜRK G., KARAKAYA M.
Australasian Marketing Journal, vol.29, pp.341-353, 2021 (Journal Indexed in ESCI)
- II. **The Impact of Brand Love on Constructive and Defensive eWOM Intentions of Consumers: The Moderating Role of eWOM Valence**
ERDOĞMUŞ Z. İ. , TEKBIYIK K.
Boğaziçi Journal, Review of Social, Economic and Administrative Studies, vol.34, no.1, pp.68-82, 2020 (Other Refereed National Journals)
- III. **How to increase the awareness of in-app mobile banner ads: exploring the roles of banner location, application type and orientation**
ÇİÇEK M., ERDOĞMUŞ Z. İ. , DAŞTAN İ.
International Journal Of Mobile Communications, vol.16, pp.153, 2018 (Journal Indexed in ESCI)

Books & Book Chapters

- I. **Selected Topics in Relationship Marketing**
Erdoğan Z. İ. (Editor), Gülsoy T. Y. (Editor)
Beta Basım Yayın Dağıtım, İstanbul, 2015
- II. **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
- III. **Küçük ve Orta Ölçekli Aile İşletmelerinde Büyüme**
AVCI E., ERGUN H. S. , DAL S., ERDOĞMUŞ Z. İ. , TÜRKOĞLU UTKU F., YENER M. İ.
Yalın Yayıncılık, 2009

Scientific Refereeing

BOGAZİCİ JOURNAL: REVIEW OF SOCIAL, ECONOMIC AND ADMINISTRATIVE STUDIES, National Scientific Refreed Journal, November 2018
JOURNAL OF MARKETING COMMUNICATIONS, Journal Indexed in ESCI, February 2018
JOURNAL OF GLOBAL FASHION MARKETING, Journal Indexed in ESCI, January 2018
JOURNAL OF MARKETING COMMUNICATIONS, Journal Indexed in ESCI, October 2017
MARMARA ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER DERGİSİ, National Scientific Refreed Journal, October 2017
ÖNERİ: MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ, National Scientific Refreed Journal, March 2017
INTERNATIONAL MARKETING REVIEW, Journal Indexed in SSCI, November 2015

BOGAZICI JOURNAL: REVIEW OF SOCIAL, ECONOMIC AND ADMINISTRATIVE STUDIES, National Scientific Refreed Journal, March 2015

INTERNATIONAL MARKETING REVIEW, Journal Indexed in SSCI, April 2014

EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, January 2011

Tasks In Event Organizations

Erdoğan Z. İ. , 14th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE, Scientific Congress, Praha, Czech Republic, Temmuz 2018

Erdoğan Z. İ. , 13th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE, Scientific Congress, Podgorica, Serbia And Montenegro, Temmuz 2017

Erdoğan Z. İ. , 11th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE, Scientific Congress, Vienna, Austria, Temmuz 2015

Erdoğan Z. İ. , 10th INTERNATIONAL STRATEGIC MANAGEMENT CONFERENCE, Scientific Congress, Rome, Italy, Haziran 2014

Citations

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