

Prof. ZEYNEP İREM ERDOĞMUŞ

Personal Information

Email: ireme@marmara.edu.tr

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

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

Under Graduate, 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

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

Research Areas

Marketing

Academic Titles / Tasks

Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2017 - Continues

Associate Professor, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2012 - Continues

Lecturer, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 1999 - Continues

Professional 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

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

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

Courses

MARKETING MANAGEMENT FOR SERVICES, Post Graduate, 2009 - 2010, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020

BRAND MANAGEMENT, Under Graduate, 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, Post Graduate, 2011 - 2012, 2012 - 2013, 2019 - 2020

BRAND MANAGEMENT, Post Graduate, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019

INTRODUCTION TO MARKETING, Under Graduate, 2008 - 2009, 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020

STRATEGIC BRAND MANAGEMENT, Post Graduate, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2017 - 2018, 2018 - 2019

MARKA YÖNETİMİ, Post Graduate, 2016 - 2017, 2017 - 2018, 2018 - 2019

SERVICES MARKETING, Post Graduate, 2013 - 2014, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2018 - 2019

MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Post Graduate, 2014 - 2015, 2015 - 2016, 2016 - 2017, 2018 - 2019

STRATEGY DEVELOPMENT FOR MARKETING, Post Graduate, 2015 - 2016

SOCIAL WORK PRACTICES, Under Graduate, 2014 - 2015, 2015 - 2016

SERVICES MARKETING, Under Graduate, 2010 - 2011, 2011 - 2012, 2012 - 2013, 2013 - 2014, 2014 - 2015, 2015 - 2016

MARKETING RESEARCH, Under Graduate, 2013 - 2014, 2014 - 2015

PRINCIPLES OF MARKETING, Post Graduate, 2013 - 2014

Advising Theses

Erdoğan Z. İ. , UNDERSTANDING CONSUMER MOTIVATIONS TO ENGAGE IN E-SPORTS, Post Graduate, G.ESEN(Student), 2019

Erdoğan Z. İ. , WHAT MOTIVATES CONSUMERS TO DO ONLINE LUXURY SHOPPING? TECHNOLOGY ACCEPTANCE MODEL APPROACH, Post Graduate, G.ESKİYENENTÜRK(Student), 2019

Erdoğan Z. İ. , The Democratization of Luxury: Profiling Fashion Consumers, Post Graduate, G.MERVE(Student), 2019

ERDOĞMUŞ Z. İ. , THE IMPACT OF SOCIAL MEDIA AND ITS ROLE ON SMEs' B2B MARKETING, Post Graduate, M.HASSAN(Student), 2019

ERDOĞMUŞ Z. İ. , Earned or owned media: Which effects trust-loyalty relationship more?, Post Graduate, E.KALAYCI(Student), 2018

ERDOĞMUŞ Z. İ. , Impact of brand love on focal online and offline consumer behavior outcomes, Post Graduate, K.TEKBIYIK(Student), 2017

ERDOĞMUŞ Z. İ. , Understanding luxury consumption drivers, Post Graduate, D.LEFKELİ(Student), 2017

ERDOĞMUŞ Z. İ. , Analyzing the factors that affect the luxury brand extension attitude: The context of complements, substitutes and transfers, Post Graduate, E.ARDA(Student), 2016

ERDOĞMUŞ Z. İ. , Impact of university brand personality on human resources recruitment process, Post Graduate, H.KÜTÜKCÜ(Student), 2016

ERDOĞMUŞ Z. İ. , Impact of employee well-being projects on brand management, Post Graduate, G.MAMIKOĞLU(Student), 2016

ERDOĞMUŞ Z. İ. , The effects of celebrity endorsers on green and eco-friendly products, Post Graduate, H.SALARİ(Student), 2015

ERDOĞMUŞ Z. İ. , The effects of sport sponsorship on attitudes of consumers and purchase intention, Post Graduate, A.DEMİREL(Student), 2014

ERDOĞMUŞ Z. İ. , Motivations of mobile check-in application users: A consumer behaviour approach, Post Graduate, Ş.BURÇİN(Student), 2013

ERDOĞMUŞ Z. İ. , Voluntary simplicity in Turkey: A segmentation approach, Post Graduate, E.KARAPINAR(Student), 2013

ERDOĞMUŞ Z. İ. , Social media marketing: Exploring the user typology in Turkey, Post Graduate, M.ÇİÇEK(Student), 2012

ERDOĞMUŞ Z. İ. , The role of personality congruence, perceived quality and brand prestige on brand loyalty, Post Graduate, I.BÜDEYRİ(Student), 2011

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **Drivers of successful luxury fashion brand extensions: cases of complement and transfer extensions**
Eren-Erdogmus I., AKGÜN İ., Arda E.
JOURNAL OF FASHION MARKETING AND MANAGEMENT, vol.22, pp.476-493, 2018 (Journal Indexed in SSCI)
- II. **Internationalization of Emerging Market Firms The Case of Turkish Retailers**
ERDOĞMUŞ Z. İ. , ÇOBANOĞLU E., YALÇIN A. M. , PERVEZ G.
International Marketing Review, vol.27, pp.316-337, 2010 (Journal Indexed in SSCI)
- III. **Internationalization of Emerging Market Firms The Case of Turkish Retailers**
YALÇIN A. M. , ÇOBANOĞLU E., ERDOĞMUŞ Z. İ.
International Marketing review, pp.20, 2010 (Journal Indexed in SSCI)
- IV. **International strategies of emerging market firms Standardization in brand management revisited**
Erdogmus I. E. , BODUR M., Yilmaz C.
EUROPEAN JOURNAL OF MARKETING, vol.44, pp.1410-1436, 2010 (Journal Indexed in SSCI)
- V. **Brand associations to create positive brand attitude for generation Y consumers Application in fashion retailing**
YALÇIN A. M. , ERDOĞMUŞ Z. İ.
Suleyman Demirel University Journal of Faculty of Economics Administrative Sciences, pp.15, 2009 (Journal Indexed in SCI Expanded)

Articles Published in Other Journals

- I. **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)
- II. **What Makes Consumers Recall Banner Ads in Mobile Applications**
ÇİÇEK M., ERDOĞMUŞ Z. İ. , DAŞTAN İ.
EMAJ: Emerging Markets Journal, vol.7, pp.11-16, 2017 (Refereed Journals of Other Institutions)
- III. **Exploring local vs global brand associations in an emerging market using BCM technique**
Eren-Erdogmus I., DİRSEHAN T.
QUALITATIVE MARKET RESEARCH, vol.20, pp.266-288, 2017 (Journal Indexed in ESCI)

- IV. **The effect of social media marketing on brand trust and brand loyalty for hotels**
Tatar S. B. , Eren-Erdogmus I.
INFORMATION TECHNOLOGY & TOURISM, vol.16, pp.249-263, 2016 (Journal Indexed in ESCI)
- V. **Hedonic, Utilitarian, Symbolic Drives Behind Place Check-in Activity of Mobile Consumers**
TATAR Ş. B. , ERDOĞMUŞ Z. İ.
Marmara Business Review, vol.1, pp.63-79, 2016 (Other Refereed National Journals)
- VI. **The impacts of fans sincerity perceptions and social media usage on attitude toward sponsor**
DEMİREL A., ERDOĞMUŞ Z. İ.
Sport, Business and Management: An International Journal, vol.6, pp.36-54, 2016 (Refereed Journals of Other Institutions)
- VII. **Exploring Dimensions of Brand Personality for Generation Y in the Apparel Market**
ERDOĞMUŞ Z. İ. , Çobanoğlu E., Budeyri Turan I.
Journal of Global Fashion Marketing: Bridging Fashion and Marketing, vol.6, pp.150-161, 2015 (Refereed Journals of Other Institutions)
- VIII. **Exploring dimensions of brand personality for Generation Y in the apparel market The case of Turkey Y Jenerasyonu için Hazır Giyim Marka Kişiliği Boyutlarını Ortaya Çıkarmak Türkiye Vakası**
ERDOĞMUŞ Z. İ. , ÇOBANOĞLU E., Işıl B.
Journal of Global Fashion Marketing: Bridging Fashion and Marketi, vol.6, pp.150-161, 2015 (Refereed Journals of Other Institutions)
- IX. **Understanding Levels of Voluntary Simplicity in Turkey**
ERDOĞMUŞ Z. İ. , KARAPINAR E.
Bogazici Journal: Review of Social, Economic and Administrative Studies, vol.29, pp.1-19, 2015 (Refereed Journals of Other Institutions)
- X. **Corporate Investment in Sports Sponsorship and Its Evaluation**
DEMİREL A., ERDOĞMUŞ Z. İ.
Athens Journal of Sports, vol.1, pp.173-188, 2014 (Refereed Journals of Other Institutions)
- XI. **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 (Refereed Journals of Other Institutions)
- XII. **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 (Refereed Journals of Other Institutions)
- XIII. **Social Media Marketing Exploring the User Typology in Turkey**
ÇİÇEK M., ERDOĞMUŞ Z. İ.
International Journal Of Technology Marketing, vol.8, pp.254-271, 2013 (Refereed Journals of Other Institutions)
- XIV. **The Role of Personality Congruence Perceived Quality and Prestige on Ready to Wear Brand Loyalty**
ERDOĞMUŞ Z. İ. , IŞIL B. T.
Journal of Fashion Marketing Management, vol.16, pp.399-417, 2012 (Refereed Journals of Other Institutions)
- XV. **Turkish Airlines Strong Wings Get Crashed in Amsterdam**
ÇOBANOĞLU E., ERDOĞMUŞ Z. İ.
Journal of Case Research, vol.3, pp.105-123, 2012 (Refereed Journals of Other Institutions)
- XVI. **Revisiting Relationship Marketing in Emerging Markets The Case of Turkish Exporters**
ERDOĞMUŞ Z. İ. , YALÇIN A. M. , BOPIEVA A.
Boğaziçi Journal, vol.26, pp.81-101, 2012 (Other Refereed National Journals)
- XVII. **Information and Communications Technologies as Competitive Advantage Tool After Termination of Agreement on Textiles and Clothing A Study of Turkish Textiles and Clothing**
ERDOĞMUŞ Z. İ. , YENER M. İ. , GÖZE O.
Öneri, vol.31, pp.69-80, 2009 (Other Refereed National Journals)
- XVIII. **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 (Other Refereed National Journals)

XIX. Using Associations to Create Positive Brand Attitude for Generation Y Consumers Application in Fashion Retailing

YALÇIN A. M. , ERDOĞMUŞ Z. İ. , DEMİR Ş.

Süleyman Demirel Üniversitesi İİBF Dergisi, vol.14, pp.261-276, 2009 (Other Refereed National Journals)

XX. 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 (Refereed Journals of Other Institutions)

Books & Book Chapters

- I. **Ticari Fuarlar Katılımcı Firmaların Markalaşma Sürecine Nasıl Etki Eder?**
Erdoğan Z. İ.
in: Pazarlama Düşüncesiyle Sürdürebilir Fuarçılık ve İstihdam, Mehtap Sümersan Köktürk, Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.146-159, 2019
- II. **Türk Markalarının Uluslararası Pazarlarda Durum Analizi**
ERDOĞMUŞ Z. İ.
in: Pazarlamada Yeni Yaklaşımlar ile Üstünlük Sağlama, Bilgin F.Z., Çobanoğlu E., Yalçın M., Editor, Beta, pp.27-42, 2019
- III. **SMes and Substitutes**
ERDOĞMUŞ Z. İ.
in: How Small and Medium-Sized Enterprises (SMEs) can be competitive, M. Şebnem Ensari Meltem Kiygi-Calli, Editor, LIT Verlag GmbH Co. KG Wien, Zürich, pp.71-89, 2018
- IV. **The Impact of Social Media on Social Movements: The Case of Anti-Consumption**
ERDOĞMUŞ Z. İ. , ERGUN H. S.
in: Online Communities as Agents of Change and Social Movements, Steven Gordon, Editor, IGI Global, Hershey, pp.224-252, 2017
- V. **The Impact of Social Media on Social Movements: The Case of Anti-Consumption**
ERDOĞMUŞ Z. İ. , ERGUN H. S.
in: Online Communities as Agents of Social Change and Social Movements, Steven Gordon, Editor, IGI Global, pp.224-252, 2017
- VI. **Selected Topics in Relationship Marketing**
Erdoğan Z. İ. (Editor), Gülsoy T. Y. (Editor)
Beta Basım Yayın Dağıtım, İstanbul, 2015
- VII. **Uluslararası Pazarlarda İlişkisel Pazarlama**
ERDOĞMUŞ Z. İ.
in: İlişkisel Pazarlamada Seçme Konular, İrem Eren-Erdoğan, Tanses Gülsoy, Editor, BETA, pp.93-108, 2015
- VIII. **Sosyal Medyada Ticaret: Instagram Üzerinden Satış**
ERDOĞMUŞ Z. İ.
in: Çevrimiçi Satış Bugünden Geleceğe Bir Potansiyel, Mehtap Köktürk, Emine Çobanoğlu, Taşkın Dirsehan, Editor, NOBEL AKADEMİK, pp.89-106, 2015
- IX. **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
- X. **Müşterilerle Uzun Dönemli İlişki Geliştirmek İçin İtibar Yönetimi**
ERDOĞMUŞ Z. İ. , YAŞLIOĞLU M. M.
in: İtibar Yönetimi, Haluk Sümer, Helmut Pernsteiner, Editor, Beta, pp.85-110, 2014
- XI. **Gönüllü Sadelik Akımının Pazarlama Açısından Değerlendirilmesi**
ERDOĞMUŞ Z. İ. , KARAPINAR E.

- in: Pazarlama Vizyonunu Geliştiren Yeniden Doğan Pazarlar, Mehtap Köktürk, Emine Çobanoğlu, Müge Yalçın, İrem Eren Erdoğan, Taşkın Dirsehan, Editor, BETA, pp.173-195, 2014
- XII. **Success in Philanthropic Corporate Social Responsibility**
ERDOĞMUŞ Z. İ. , ÇOBANOĞLU E., BURCU Ö.
in: Corporate Social Responsibility in the Global Business World, Aslı Yüksel Mermod, Samuel O. Idowu, Editor, Springer, pp.271-286, 2014
- XIII. **Öğrencilerinin Algısında Bir Kişisel Marka: Prof. Dr. Mehtap Sümersan Köktürk**
Erdoğan Z. İ. , Çobanoğlu E., Yalçın A. M.
in: 21. Yüzyılda Pazarlama ve Yönetim Sezgileri, E. Cobanoğlu,Z. Bilgin,and S. Gurdal, Editor, Detay, İstanbul, pp.3-16, 2013
- XIV. **Uluslararası Pazarlarda Tutundurma**
ÖZNUR Y., ERDOĞMUŞ Z. İ.
in: Uluslararası Pazarlama, Şafak Aksoy, Gülfidan Barış, Editor, Anadolu Üniversitesi, pp.158-182, 2013
- XV. **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
- XVI. **Değer, Tatmin ve Bağlılık: Genel Bilgiler ve Kavramsal İlişkiler**
ÇOBANOĞLU E., ERDOĞMUŞ Z. İ. , YALÇIN A. M.
in: Benim Maasimi Kim Oduyor Musteri, Sehavet Gürdal, Editor, Yaprak Yayinlari, pp.177-206, 2009
- XVII. **Birleşme ve Devralmalarda Uluslararası Boyut ve Pazarlama Yansımaları**
BİLGİN Z., ERDOĞMUŞ Z. İ.
in: Birleşme ve Devralmalar, Haluk Sümer, Helmut Pernsteiner, Editor, BETA, pp.29-42, 2004
- XVIII. **International Market Entry and Expansion Strategies of Anadolu Efes**
ERDOĞMUŞ Z. İ. , TAŞDEMİR ÇALOĞLU H., BODUR M.
in: Drivers of Global Business Success, Zeynep Bilgin, Ven Sriram, Gerhard Wührer, Editor, Palgrave Macmillan, pp.168-181, 2004

Refereed Congress / Symposium Publications in Proceedings

- I. **Branded Instagram Accounts: What is Needed Fer Better Engagement Results?**
Erdoğan Z. İ.
10th EMAC Regional Conference, Sankt-Peterburg, Russia, 25 - 27 September 2019, pp.112
- II. **The Impact of Social Media and Its Role on Small Medium-Sized Enterprises' Business-to-Business Marketing**
Edwan M., Erdoğan Z. İ.
28th Annual CIMaR Conference, Ankara, Turkey, 17 - 20 June 2019
- III. **Exploring the Motivations and Risks Involved in Using Augmented Reality Applications**
ERDOĞMUŞ Z. İ. , ŞEREFHAN P.
28th EBES Conference, Coventry, United Kingdom, 29 - 31 May 2019
- IV. **Earned or Owned Media: Which Effects Performance Better?**
KALAYCI E., ERDOĞMUŞ Z. İ.
26th EBES Conference, Prag, Czech Republic, 24 - 26 October 2018
- V. **Youtubers: Why do Consumers Watch Their Videos and How Are They Influenced?**
ERDOĞMUŞ Z. İ. , ÇİÇEK M.
14th INTERNATIONAL STRATEGICMANAGEMENT CONFERENCE, 12 - 14 July 2018
- VI. **Determining Service Quality Dimensions of Social Commerce Websites**
ERDOĞMUŞ Z. İ. , DİRSEHAN T., KARAKAYA M.
13th International Strategic Management Conference, 6 - 08 July 2017
- VII. **Determining Service Quality Dimensions of Social Commerce Websites**
ERDOĞMUŞ Z. İ. , DİRSEHAN T., KARAKAYA M.

13th International Strategic Management Conference, Podgorica, Serbia And Montenegro, 6 - 08 July 2017, pp.165-174

- VIII. **Impact of Brand Love on Offline Focal Consumer Behavior Outcomes**
TEKBİYİK K., ERDOĞMUŞ Z. İ.
22nd Eurasia Business and Economics Conference (EBES), 24 - 26 May 2017
- IX. **How eWOM Valence Moderates The Effect Of Brand Love On eWOM Intentions Of Consumers?**
TEKBİYİK K., ERDOĞMUŞ Z. İ.
46th European Marketing Academy Conference (EMAC), 23 - 26 May 2017
- X. **Attractive or Credible Celebrities: Who Endorses Green Products Better?**
Eren-Erdogmus I., Lak H. S. , ÇİÇEK M.
12th International Strategic Management Conference (ISMC), Antalya, Turkey, 28 - 30 October 2016, vol.235, pp.587-594
- XI. **Impact of corporate wellness projects on internal marketing**
MAMIKOĞLU G., ERDOĞMUŞ Z. İ.
24th European Academy of Sports Management Conference, VARŞOVA, Poland, 7 - 10 September 2016
- XII. **What Makes Consumers Recall Banner Ads in Mobile Application**
ÇİÇEK M., ERDOĞMUŞ Z. İ. , DAŞTAN İ.
45th European Marketing Academy Conference (EMAC), Oslo, Norway, 24 - 27 June 2016
- XIII. **Analyzing the factors that affect the luxury brand extension attitude**
ARDA E., ERDOĞMUŞ Z. İ.
2016 Monaco Symposium on Luxury, MONAKO, MONAKO, 7 - 08 April 2016
- XIV. **Understanding university brand loyalty the mediating role of attitudes towards the department and university**
ERDOĞMUŞ Z. İ. , ERGUN H. S.
5th International Conference on Leadership, Technology, Innovation and Business Management, 10 - 12 December 2015, pp.362-371
- XV. **The Relationship Between Corporate Sponsorship and Organizational Commitment**
ERDOĞMUŞ Z. İ. , BAYARÇELİK E. B. , DEMİREL A.
23rd European Academy of Sports Management Conference, Dublin, Ireland, 9 - 13 September 2015
- XVI. **Drivers of Social Commerce Through Brand Engagement**
Erdogmus I. E. , Tatar S. B.
11th International Strategic Management Conference, Vienna, Austria, 23 - 25 July 2015, vol.207, pp.189-195
- XVII. **How to Catch Mobile Users Attention to In App Banner Ads**
ÇİÇEK M., ERDOĞMUŞ Z. İ. , DAŞTAN İ.
44th European Marketing Academy Conference (EMAC), 26 - 29 May 2015
- XVIII. **Why Do People Check in Venues A Consumer Behavior Approach**
TULUKÇU Ş. B. , ERDOĞMUŞ Z. İ.
15th Eurasia Business and Economics Conference (EBES), 8 - 10 January 2015, pp.560-565
- XIX. **Fans Response to Sport Sponsorship and Its Evaluation**
DEMİREL A., ERDOĞMUŞ Z. İ.
22nd European Academy of Sports Management Conference, 9 - 12 September 2014, pp.112-113
- XX. **The impact of social media marketing on brand loyalty**
Erdogmus I. E. , Cicek M.
8th International Strategic Management Conference, Barcelona, Spain, 21 - 23 June 2012, vol.58, pp.1353-1360
- XXI. **Online Group Buying What is There for the Consumers**
ERDOĞMUŞ Z. İ. , ÇİÇEK M.
7th International Strategic Management Conference, 30 June - 02 July 2011, vol.24, pp.308-316
- XXII. **Deneyimsel Perakendecilik: İstanbul'xdaki Yapı Market/Ev Gelişim Perakendecilerinde Bir Uygulama**
YALÇIN A. M. , ÇOBANOĞLU E., ERDOĞMUŞ Z. İ.
13.Ulusal Pazarlama Kongresi, Turkey, 25 - 29 October 2008

XXIII. Emerging Markets Strategies and Visions Workshop

Bilgin Z., ZAMANTILI NAYIR D., Wührer G., ERDOĞMUŞ Z. İ.
CIMaR 2006, İstanbul, Turkey, 26 - 30 May 2006

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

MARMARA ÜNİVERSİTESİ İKTİSADİ VE İDARİ BİLİMLER DERGİSİ, National Scientific Refreed Journal, October 2017

JOURNAL OF MARKETING COMMUNICATIONS, Journal Indexed in ESCI, 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

BOGAZİCİ 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

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