

Lect. PhD İLKE KOCAMAZ

Personal Information

Birthyear: 1979

Place of birth: İstanbul

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Biography

Lecturer (PhD) İlke KOCAMAZ

I was born in İstanbul on 1979. After graduating from Nişantaşı İşık High School, I studied Philosophy in Boğaziçi University between 1996-2000. After my university graduation, I moved to Germany for further studying. After a 1-year long German language course in the Goethe Institut, I took modules in Bremen University between 2000-2003 on philosophy, sociology, business sciences and informatics, in the German language. I also worked for the Turkish-German Cooperation Institute for half a year in Germany. Afterwards, I returned back to Turkey and did my master's degree in Production Management and Marketing in Marmara University between 2004-2007. Afterwards, I received a scholarship from the Higher Education Council and did my PhD in Exeter University's Management Department, completing my PhD on 2013. The title of my thesis was "Evolving museum experiences and museum (re)branding in the 21st century: A case study on the refurbishment of RAMM (2007-2011)".

Before I started my master's degree and working fulltime in Marmara University, I took scientific preparation courses for a year in the OB department in Marmara University. Parallel to my OB courses, I also completed a 1 year long English Teaching Certificate program successfully the same year, which provided me with a certificate with which I could be an English teacher.

A 3-week language course in Scotland in 1990, a 6 month course on diction and speaking, living with an American family for 5 weeks and a camp visit were among my other experiences. I have attended many conferences abroad.

Among my work experiences were 3-week long internship in the Marketing Department of Aygaz; 3-week long internship in the Education Department of Turkish Airlines. 3-week long internship in the intelligence department of TRT Radio, İstanbul. Voluntary work experience in the Turkish-German Collaboration Institute Bremen, for 6 months. 1,5 year long voluntary work and research experience in the Royal Albert Memorial Museum in Exeter, England for 1 year.

In my spare time I attend conferences and meetings, read books (marketing, philosophy, psychology, sociology), play guitar, do different kinds of sports.

Education Information

Post Graduate, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, Turkey 2004 - 2007

Under Graduate, Boğaziçi Üniversitesi, Fen-Edebiyat Fakültesi, Felsefe Bölümü, Turkey 1996 - 2000

Foreign Languages

German, C1 Advanced
English, C2 Proficiency

Certificates, Courses and Trainings

Vocational Training, AD here reklamcılık günleri, Boğaziçi Üniversitesi, 2018
IT, Facebook-Instagram Reklamcılığı Eğitimi, Koç Üniversitesi, 2018
Personal Evolution, Bilinçaltını etkileyen dil kalıpları ile sıra dışı iletişim, Adil Maviş, 2008
Personal Evolution, Bilinçaltını etkileyen dil kalıpları ile sıra dışı iletişim , Adil Maviş, 2007
Vocational Course, İngilizce Öğretmenliği Sertifikası, Marmara Üniversitesi, 2004
Foreign Language, Goethe Institut Bremen Sprachshule Deutschkurse, Goethe Institute Bremen, 2000

Dissertations

Doctorate, Evolving museum experiences and museum (re)branding in the 21st century: A case study on the refurbishment of RAMM (2007-2011), University of Exeter, University of Exeter Business School, Management Studies, 2013
Post Graduate, Ürünün görsel tasarım estetiğinin pazarlama iletişimindeki rolü ve beyaz eşya, mobilya ve ev tekstili sektörleri için tüketiciler üzerinde bir uygulama, Marmara University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2007

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Lecturer PhD, Marmara University, Faculty of Business Administration, Business Administration, 2006 - Continues
Expert, Marmara University, Faculty of Business Administration, 2004 - 2006

Courses

Advertising, Under Graduate
Fashion Marketing, Under Graduate
Introduction to Entrepreneurship, Post Graduate
Sales Management , Under Graduate
Marketing and Public Relations, Under Graduate
Current Issues in Marketing , Post Graduate
Marketing Management Seminars, Under Graduate
Marketing and Public Relations, Under Graduate
Marketing Management, Under Graduate
Marketing Management Seminars, Under Graduate
Entrepreneurship, Post Graduate
Werbung (Reklamcılık), Under Graduate, 2019 - 2020
Principles of Marketing, Under Graduate, 2019 - 2020
Current Issues in Marketing, Under Graduate, 2019 - 2020
Current Issues in Marketing , Under Graduate, 2019 - 2020
Principles of Marketing, Under Graduate, 2019 - 2020

Advising Theses

Kocamaz İ., GENEL MARKA EDERİ, MARKA GÜVENİ VE FİYAT BİLİNCİNİN SATIN ALMA NİYETİ ÜZERİNDEKİ ETKİSİNDE KRİZ ALGISININ MODERATÖR ROLÜ: TÜRK VE YUNAN TÜKETİCİLERİN ŞAMPUAN VE MOBİLYA SEKTÖRLERİNDE SATIN ALMA NİYETLERİ ÜZERİNE KARŞILAŞTIRMALI ARAŞTIRMA, Post Graduate, D.MÜEZZİNOĞLU(Student), 2019

Kocamaz İ., THE RELATIONSHIP BETWEEN REGRET AND SATISFACTION IN CONSUMER DECISION MAKING PROCESS AND A RESEARCH, Post Graduate, A.Eren(Student), 2018

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

- **Critical Marketing: Contemporary Issues in Marketing**

Kocamaz İ.

Consumption Markets & Culture, vol.1, pp.85-98, 2009 (Journal Indexed in SSCI)

Articles Published in Other Journals

- **Facebook, Youtube ve Instagram Reklamlarının Tüketicilerin MARKAYA Yönelik Tutumlarına Etkisi**

KARADENİZ M., KOCAMAZ İ.

BMIJ, vol.6, pp.95-107, 2018 (Refereed Journals of Other Institutions)

- **Tüketici Davranışları Açısından Karar Alma Sürecinde Pişmanlık Duygusunun Memnuniyet ile İlişkisi Üzerine Bir Araştırma**

Güney A. E. , KOCAMAZ İ.

Social Sciences Studies Journal, vol.4, pp.673-686, 2018 (Refereed Journals of Other Institutions)

- **Materialism and Brand Resonance as Drivers of Online Compulsive Buying Behavior**

AYSUNA TÜRKYILMAZ C., KOCAMAZ İ., USLU A.

The Journal of Academic Social Science Studies, vol.2, pp.91-107, 2016 (Refereed Journals of Other Institutions)

Books & Book Chapters

- **İletişim Stratejisi Olarak Ticari Fuarlar**

Sümersan Köktürk M., ÇOBANOĞLU E., Torun İ., AYSUNA TÜRKYILMAZ C., DİRSEHAN T., Myftaraj E., KOCAMAZ İ., Eren Erdoğan İ., BİLGİN İ., Erturan Topgül A., et al.

in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarçılık ve İstihdam, Mehtap Sümersan Köktürk ve Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.126-145, 2019

- **Markanın Müşteriye Değdiği Nokta: Deneyim Ekonomisi**

Baybars Hawks B., Tıgılı M., Aysuna Türkyılmaz C., Büyükhelvacıgil M., Kocamaz İ., Çalışlar İ., Temuçin E., Dördüncü H., Kıyıcı Çallı M., Algüneş Erdem D.

in: Ortaya Karışık Pazarlama Tarifleri II, Ayça Can Kırgız, Editor, Beta Basım Yayım Dağıtım, İstanbul, pp.65-82, 2018

- **Yetkinlik Analizi(Competency Analysis)**

Türker M. V. , İnel M. N. , Bakoğlu R., Kocamaz İ.

in: Üniversitelerde Strateji Geliştirme Sürecinde Uygulamalı Durum Analizleri (Situation Analysis with Practice on Strategy Development Process at Universities), Refika Bakoğlu, Müge Leyla Yıldız, Editor, Beta Basım Yayım Dağıtım, İstanbul, pp.67-82, 2016

- **Yetkinlik Analizi**

TÜRKER M. V. , İNEL M. N. , BAKOĞLU R., KOCAMAZ İ.

in: Üniversitelerde Strateji Geliştirme Sürecinde Uygulamalı Durum Analizleri, Bakoğlu, Refika Yıldız, Müge Leyla, Editor, Beta Basım A.Ş., İstanbul, pp.67-82, 2016

- **Business Brand Modification: A Theoretical Approach**

Kocamaz İ., Kocamaz T.

in: Marketing and Management Insights in the 21. Century, Çobanoğlu,E., Bilgin,F. Z., Gürdal,S., Editor, Detay Yayıncılık, İstanbul, pp.45-55, 2013

- **Learning the Learning Relationship**

Kocamaz İ., Kocamaz T., Pirtini S.

in: Who is Paying My Salary? The Customer, Sahavet Gürdal, Editor, Yaprak Yayınları, İstanbul, pp.75-90, 2009

Refereed Congress / Symposium Publications in Proceedings

- **THE EFFECT OF FACEBOOK, YOUTUBE AND INSTAGRAM ADVERTISEMENTS ON CONSUMERS' BUYING BEHAVIOURS**

Kocamaz İ.

Bor Conference, İzmir, Turkey, 4 - 06 September 2019

- **AN INVESTIGATION OF POST-PURCHASE COGNITIVE DISSONANCE AND ITS DETERMINANTS IN ONLINE SHOPPING**

Kocamaz İ.

Bor Conference , İzmir, Turkey, 4 - 06 September 2019

- **THE EFFECT OF FACEBOOK, YOUTUBE, INSTAGRAM ADVERTISEMENTS ON ATTITUDES TOWARD THE BRAND**

Kocamaz İ.

Bor Conference, Karabük, Turkey, 12 - 14 September 2018, vol.6, no.3, pp.95-107

- **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

- **Alienation in Cultural Industries**

Kocamaz İ.

EGOS Conference, Barcelona, Spain, 2 - 04 July 2009

- **Consumption Theory**

Kocamaz İ.

Consumption Theory Conference, Ankara, Turkey, 21 - 27 June 2009

- **Evolving museum experiences and museum (re)branding in the 21st century: A case study on the refurbishment of RAMM (2007-2011)**

Kocamaz İ.

Consumer Culture Theory 4 Conference, Michigan, United States Of America, 11 - 14 June 2009

Scholarships

100/2000, YOK, 2008 - 2013