

Asst. Prof. İLKE KOCAMAZ

Personal Information

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International Researcher IDs

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Biography

Lecturer (PhD) İlke KOCAMAZ

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I was born in İstanbul on 1979. After graduating from Nişantaşı Işık 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 Göethe 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

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

Undergraduate, Bogazici University, Faculty Of Arts And Sciences, Department Of Philosophy, Turkey 1996 - 2000

Foreign Languages

English, C2 Mastery

German, C1 Advanced

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

Postgraduate, Ürünün görsel tasarım estetiğinin pazarlama iletişimindeki rolü ve beyaz eşya, mobilya ve ev tekstili sektörleri için tüketiciler üzerinde bir uygulama, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, 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, Undergraduate

Fashion Marketing, Undergraduate

Introduction to Entrepreneurship, Postgraduate

Sales Management , Undergraduate

Marketing and Public Relations, Undergraduate

Current Issues in Marketing , Postgraduate

Marketing Management Seminars, Undergraduate

Marketing and Public Relations, Undergraduate

Marketing Management, Undergraduate
Marketing Management Seminars, Undergraduate
Entrepreneurship, Postgraduate
Werbung (Reklamcılık), Undergraduate, 2019 - 2020
Principles of Marketing, Undergraduate, 2019 - 2020
Current Issues in Marketing, Undergraduate, 2019 - 2020
Current Issues in Marketing , Undergraduate, 2019 - 2020
Principles of Marketing, Undergraduate, 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, Postgraduate, D.MÜEZZİNOĞLU(Student), 2019
Kocamaz İ., THE RELATIONSHIP BETWEEN REGRET AND SATISFACTION IN CONSUMER DECISION MAKING PROCESS AND A RESEARCH, Postgraduate, A.Eren(Student), 2018

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Critical Marketing: Contemporary Issues in Marketing**
Kocamaz İ.
Consumption Markets & Culture, vol.1, no.12, pp.85-98, 2009 (SSCI)

Articles Published in Other Journals

- I. **Facebook, Youtube ve Instagram Reklamlarının Tüketicilerin Markaya Yönelik Tutumlarına Etkisi**
KARADENİZ M., KOCAMAZ İ.
BMIJ, vol.6, pp.95-107, 2018 (Peer-Reviewed Journal)
- II. **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 (Peer-Reviewed Journal)
- III. **Materialism and Brand Resonance as Drivers of Online Compulsive Buying Behavior**
AYSUNA TÜRKİYILMAZ C., KOCAMAZ İ., USLU A.
The Journal of Academic Social Science Studies, vol.2, pp.91-107, 2016 (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 Topgül A., et al.
in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarçılık ve İstihdam, Mehtap Sümersen Köktürk ve Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.126-145, 2019
- II. **Yetkinlik Analizi(Competency Analysis)**
Türker M. V., İnel M. N., Bakoğlu R., Kocamaz İ.
in: Üniversitelerde Strateji Geliştirme Sürecinde UygulamalıDurum 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

III. Yetkinlik Analizi

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

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

IV. 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

V. 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

I. The Effect of Facebook, Youtube and Instagram Advertisements on Consumers'xx Buying Behaviours

KARADENİZ M., KOCAMAZ İ.

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

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

Kocamaz İ.

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

III. THE EFFECT OF FACEBOOK, YOUTUBE AND INSTAGRAM ADVERTISEMENTS ON CONSUMERS' BUYING BEHAVIOURS

Kocamaz İ.

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

IV. Facebook, Youtube ve Instagram Reklamlarının Tüketicilerin Markaya Yönelik Tutumlarına Etkisi

KARADENİZ M., KOCAMAZ İ.

Bor Conference, Karabük, Turkey, 12 - 14 September 2018, vol.6, pp.95-107

V. 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

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. Alienation in Cultural Industries

Kocamaz İ.

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

VIII. Consumption Theory

Kocamaz İ.

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

IX. The Contradictory Museum

KOCAMAZ İ.

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

X. 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

Metrics

Publication: 19

Scholarships

100/2000, YOK, 2008 - 2013

Non Academic Experience

RAMM (Royal Albert Memorial Museum)

Türk Alman İşbirliği Enstitüsü (Turkisch-Deutsch Zusammenarbeit Institut)

Boğaziçi Üniversitesi İşletme ve Ekonomi Kulübü

Türk Hava Yolları

Aygaz

TRT