

## Assoc. Prof. İLKE KOCAMAZ

### Personal Information

**Email:** kocamazi@marmara.edu.tr

**Web:** <https://avesis.marmara.edu.tr/kocamazi>

**Address:** kocamazi@marmara.edu.tr

### International Researcher IDs

ScholarID: auWglh8AAAAJ

ORCID: 0000-0002-7274-4573

Yoksis Researcher ID: 57683

### Biography

#### *Lecturer (PhD) İlke KOCAMAZ*

–

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 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

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

Associate Professor, Marmara University, Faculty of Business Administration, Business Administration, 2024 - Continues

Assistant Professor, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, 2020 - 2024

Lecturer PhD, Marmara University, Faculty of Business Administration, Business Administration, 2006 - 2020

Research Assistant, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, 2006 - 2019

Expert, Marmara University, Faculty of Business Administration, Business Administration, 2004 - 2006

## Courses

Postgraduate

Introduction to Entrepreneurship, Postgraduate  
Current Issues in Marketing , Postgraduate  
Entrepreneurship, Postgraduate  
**Undergraduate**  
Advertising, Undergraduate  
Fashion Marketing, Undergraduate  
Sales Management , Undergraduate  
Marketing and Public Relations, Undergraduate  
Marketing Management Seminars, Undergraduate  
Marketing and Public Relations, Undergraduate  
Marketing Management, Undergraduate  
Marketing Management Seminars, Undergraduate  
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

## Supervised 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 İN 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. **An Investigation of Post-Purchase Cognitive Dissonance and Its Determinants in Online Shopping.**  
KARADENİZ M., KOCAMAZ İ.  
Journal of Yasar University, vol.15, pp.307-315, 2020 (Peer-Reviewed Journal)
- II. **THE EFFECT OF FACEBOOK, YOUTUBE AND INSTAGRAM ADVERTISEMENTS ON CONSUMERS' BUYING BEHAVIOURS**  
KARADENİZ M., KOCAMAZ İ.  
Turkish Journal of Marketing, vol.4, no.3, pp.298-311, 2019 (Peer-Reviewed Journal)
- III. **Facebook, Youtube ve Instagram Reklamlarının Tüketicilerin MARKAYA Yönelik Tutumlarına Etkisi**  
KARADENİZ M., KOCAMAZ İ.  
BMİJ, vol.6, pp.95-107, 2018 (Peer-Reviewed Journal)
- IV. **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)

**V. 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 (Peer-Reviewed Journal)

**Books**

- I. **Deneyim ekonomisinden dönüşüm ekonomisine: Tüketiciyi dönüştüren deneyimlerin pazarlanması**  
KOCAMAZ İ.  
Beta, İstanbul, 2023
- II. **Güncel Pazarlamada Yapay Zekanın Bazı Uygulama Alanları**  
KOCAMAZ İ., Gürsoy H.  
in: İşletme Yönetiminde Yapay Zeka, Dr. Mustafa Gökhan Bitmiş; Dr. Özge Dinç Cavlak; Dr. Mustafa Mehmet Bayar, Editor, Gazi Kitabevi, İstanbul, pp.53-76, 2022
- III. **Digital Marketing Trends during the Covid 19 Outbreak: Entrepreneurship Perspectives**  
KOCAMAZ İ., Dede B.  
in: Digital Challenges and Strategies in a Post-Pandemic World, Ela Sibel Bayrak Meydanoğlu; Dilek Zamanlı Nayır; Müge Klein; Rıza Öztürk, Editor, Peter Lang, Berlin, pp.53-72, 2022
- IV. **Reklamda Kadının Portresi: Kadının Nesneler Arasında Özne Kalabilme Mücadelesi**  
KOCAMAZ İ.  
in: İş Yaşamında Kadın: Covid-19 Sürecinde Farklı Sektörlerde Analiz, Prof. Dr. Fatma Ayanoğlu, Editor, Beta, İstanbul, pp.135-154, 2021
- V. **Yapay Zekanın Pazarlamadaki Kullanım Alanları**  
KOCAMAZ İ.  
in: Covid 19 Sonrası Değişim ve Dijital İşletme, Fatma Ayanoğlu, Editor, Beta Yayınevi, İstanbul, pp.291-309, 2021
- VI. **Sorularla Pazarlamada Son Dönemde Tartışılan Güncel Konular**  
KOCAMAZ İ.  
in: Sorularla Pazarlama İlkeleri, Arif Yıldız; Kazım Kılınç, Editor, Asos Yayınları, İstanbul, pp.477-512, 2021
- VII. **İletişim Stratejisi Olarak Ticari Fuarlar**  
Sümersan Köktürk M., ÇOBANOĞLU E., Torun İ., AYSUNA TÜRKYILMAZ C., DİRSEHAN T., Myftaraj E., KOCAMAZ İ., Eren Erdoğan İ., BİLGEN İ., Erturan Topgül A., et al.  
in: Pazarlama Düşüncesiyle Sürdürülebilir Fuarlık ve İstihdam, Mehtap Sümersen Köktürk ve Emine Çobanoğlu, Editor, Sokak Yayın Grubu, İstanbul, pp.126-145, 2019
- VIII. **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
- IX. **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 Yayım Dağıtım, İstanbul, pp.67-82, 2016
- X. **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, İstanbul, pp.67-82, 2016
- XI. **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
- XII. **İşletme Markası Değişimi: Teorik Bir Yaklaşım**

KOCAMAZ İ., KOCAMAZ T., PİRTİNİ S.

in: 21 Yüzyılda Pazarlama ve Yönetim Sezgileri, Emine Çobanoğlu, F. Zeynep Bilgin ve Sahavet Gürdal, Editor, Detay, Ankara, pp.45-55, 2013

**XIII. 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

## **Papers Published in Refereed Scientific Meetings**

- I. **Education Challenges and Opportunities in the Age of Digital Transformation**  
KOCAMAZ İ.  
7th International Conference on Future of Teaching and Education, Viyana, Austria, 16 - 18 July 2023
- II. **Digital Marketing Trends during the Covid 19 Outbreak: Entrepreneurship Perspectives and Turkish SME Cases from the Young Businessmen Association of Turkey (TUGIAD) as Evidence from an Emerging Economy**  
KOCAMAZ İ., Dede B.  
2nd Annual Business Administration Conference (ABAC): Digital Challenges and Strategies in a Post Pandemic World, İstanbul, Turkey, 18 November 2021
- III. **The Examination of the Effects of Attitude, Perceived Behavior Control, Awareness Consequences and Subjective Norm Variables on the Reselling Behavior of Consumers as a Part of the Recycling Behavior of White Goods**  
KARADENİZ M., KOCAMAZ İ.  
4. Ulaştırma ve Lojistik Ulusal Kongresi, Turkey, 14 December 2020
- IV. **The Effect of the Changes in Consumes' Pyhsical Appearence due to the Lockdown Procedure on Their Clothing Involvement during the Covid-19 Pandemic**  
KARADENİZ M., KOCAMAZ İ.  
III. Economics, Business & Organization Research (BOR) Conference, Turkey, 21 November 2020
- V. **The Effect of the Functional Qualities of Facebook, Youtube and Instagram Advertisements on Consumers' Attitudes Towards Advertisements**  
KARADENİZ M., KOCAMAZ İ.  
VI. Yıldız Uluslararası Sosyal Bilimler Kongresi, Turkey, 12 December 2019
- VI. **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
- VII. **AN INVESTIGATION OF POST-PURCHASE COGNITIVE DISSONANCE AND ITS DETERMINANTS IN ONLINE SHOPPING**  
Kocamaz İ.  
Bor Conference , İzmir, Turkey, 4 - 06 September 2019
- VIII. **THE EFFECT OF FACEBOOK, YOUTUBE AND INSTAGRAM ADVERTISEMENTS ON CONSUMERS' BUYING BEHAVIOURS**  
Kocamaz İ.  
Bor Conference, İzmir, Turkey, 4 - 06 September 2019
- IX. **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
- X. **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
- XI. **Analysing Consumers' Perception of Imagery: Detection of Consumers' Stereotyping and Sincerity**

### **Perceptions with Respect to the Headscarf Usage**

ÇOBANOĞLU E., KOCAMAZ İ.

International Marketing Trends Conference, Paris, France, 24 January 2015

- XII. **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

- XIII. **Alienation in Cultural Industries**

Kocamaz İ.

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

- XIV. **Consumption Theory**

Kocamaz İ.

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

- XV. **The Contradictory Museum**

KOCAMAZ İ.

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

- XVI. **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: 35

## **Scholarships**

100/2000, YOK, 2008 - 2013

## **Non Academic Experience**

RAMM (Royal Albert Memorial Museum), Gönüllü

Türk Alman İşbirliği Enstitüsü (Turkisch-Deutsch Zusammenarbeit Institut), Gönüllü

Boğaziçi Üniversitesi İşletme ve Ekonomi Kulübü, Editör-Gazete, Dergi Vb.

Türk Hava Yolları, Eğitimci

Aygaz , Pazarlamacı

TRT, Stajer