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Personal Information

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International Researcher IDs

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Education Information

Doctorate, Bogazici University, Institute Of Social Sciences, İşletme (Dr), Turkey 2018 - Continues

Postgraduate, Galatasaray University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (YI) (Tezli), Turkey 2015 - 2018

Undergraduate, Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, Turkey 2011 - 2015

Research Areas

Management

Academic Titles / Tasks

Research Assistant, Marmara University, Faculty of Business Administration, 2015 - Continues

Articles Published in Other Journals

- I. **Engaging with Social Media Influencers on Youtube: A Cluster Analysis**
ERDOĞMUŞ Z. İ., KARAKAYA ARSLAN M.
ISTANBUL BUSINESS RESEARCH, vol.51, no.1, pp.359-373, 2022 (ESCI)
- II. **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 (ESCI)

Refereed Congress / Symposium Publications in Proceedings

- I. **DETERMINING SERVICE QUALITY DIMENSIONS OF SOCIAL COMMERCE WEBSITES**
Erdogmus I., DİRSEHAN T., KARAKAYA M.
13th International Strategic Management Conference (ISMC), Podgorica, Serbia And Montenegro, 6 - 08 July 2017,
vol.34, pp.113-122

supported projects

Erdođmuş Z. İ., Dirsehan T., Karakaya Arslan M., Project Supported by Higher Education Institutions, Sosyal Ticaret Sitelerinin Hizmet Kalitesi Boyutlarının Belirlenmesi, 2017 - 2018

Metrics

Publication: 3

Citation (WoS): 3

Citation (Scopus): 3

H-Index (WoS): 1

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