



Pelin Özgen, Ph.D.
Associate Professor of Business Administration
Atılım University
Department of Business Administration
06830 İncek, Gölbaşı, Ankara/TURKEY
pelin.ozgen@atilim.edu.tr
Tel: +90 312 586 86 47

EDUCATION

2003 - 2009	Hacettepe University, Business Administration, Ph.D.
2006 - 2006	University of Maastricht, Business Administration, Exchange Student
2000 - 2003	Middle East Technical University, MBA, M.S.
1996 - 2000	Middle East Technical University University, Materials and Metallurgical Engineering, B.S.

ACADEMIC POSITIONS

11/2018...	Associate Professor, Department of Business Administration, Atılım University, Turkey
02/2012-11/2018	Assistant Professor, Department of Business Administration, Atılım University, Turkey
02/2011-01/2012	PhD Instructor, Department of Business Administration, Atılım University, Turkey

ADMINISTRATIVE DUTIES

07/2018	Vice Dean of Faculty of Management, Atılım University
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RESEARCH INTERESTS

1	Quantitative Models in Marketing
2	Marketing Strategies
3	Marketing Research
4	Marketing

PUBLICATIONS

1	A New Model For Customer Equity”, (2017), Journal of Business Research Turk, 9, (4), 589-602
2	Acceptance and Utilization of Information and Communication Technologies: Case Study of Health Care Managers in Ankara” (2017), Hacettepe Journal of Health, 20 (3), 299-312

3	"Give Me One Reason to Stay Here": Building The Way To Conquer Customer's Heart", ICEBSS, Mayıs 2017, Belgrad- Sırbistan (Oral Presentation)
4	Re-identification of Customer Equity: Superimposing Customer Loyalty as an Individual Factor", SGBED, June 2016, New Jersey- USA (Oral Presentation)
5	"Can I Have This Superhero Milk?" Investigating the Role of Packaging in Persuading Children", (2016) European Journal of Business and Management, Vol. 8 (6), 1-7
6	"Evaluation of Service Quality in Libraries with Critical Incidents Technique", (2016) International Journal of Economic and Administrative Studies, 9, 17, pp. 25 - 40 (In Turkish)
7	An Emprical Analysis On Effects Of Relationship Marketing On Customer Loyalty" (2015) Journal of International Social Research 8 (41), 1269-1275
8	"Investigation of Consumption Behaviours of Organic Food Consumers Within the Scope of Lifestyles", (2015) Gazi University, Journal of Economical and Administrative Sciences Faculty (İİBF), Vol.17, Issue 2, pp.197-215
9	Marketing Management", (2014) e- book (with Prof.Dr. Dilaver Tengilimoglu), Zirve University
10	A Little Less Movement, A Little More Efficiency - A Case Study, 13th National Symposium on Operations Management Studies, Sakarya, Turkey 25-27 September 2013 (Oral Presentation, Full Paper published in Proceedings)
11	"Evaluation of Service Quality in Information Services: A Comparative Evaluation with CIT", International Conference on New Directions in Business Management, Finance and Economics, 12-14 September- 2013, Famagusta, Northern Cyprus (Oral Presentation, Full Paper published in Proceedings)
12	"Conflict Never Ends: An Empirical Study on the Turkish Education System in the Scope of Thomas- Kilmann Model", Oral presentation in Eurasia Business and Economics Society EBES 2012 International Congress. January 13-14 2012, Antalya- Turkey

13	"Organic Food Preference: An Empirical Study On the Profile and Loyalty of Organic Food Customers" Chapter in Book: Scientific, Health and Social Aspects of the Food Industry, ISBN 979-953-307-283-7, Editors: Valdez, B.,Zlatev, B., Schorr, M. , January 2012. pp.241-252
14	"Manufacturing/ Marketing Interface and Conflict: An Investigation in the Turkish Manufacturing Industry"- Problems and Perspectives in Management, January 2008, Issue 1, pp. 48-55
15	"Should Food Manufacturers Care About Country-of-Origin Effect? An Experimental Study Based on Chocolate Tasting", Journal of Food Products Marketing, January 2008, Volume: 14 Issue: 1 pp. 87-105

16	"Marketing Nursing as an Occupation: Taking Professionalization as an Intrinsic Cue" Full Paper published in the proceedings of the 9th International Forum on the Sciences, Techniques and Art Applied to Marketing, November 2007- Madrid, Spain.
17	"Effects of Product Placement Applications as an Alternative to Advertising: An Exploratory Study in Video Games Industry" Hacettepe University Journal of Social Sciences, November 2007, Vol. 25, Issue 2, pp.169-189
18	"Application of Critical Incidents Technique in Determination of Service Quality and Productivity in Commercial Banks", Productivity Quarterly, National Center of Productivity, April 2007- Issue 2, pp. 71-90

CONFERENCE PRESENTATIONS

1	"Retailing Academy" designed and lectured for Ziylan Group Employees November 2013- February 2014
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THESES SUPERVISED

1	NZENGO, PATRICK LUMONADIO (2018), The Impact Of Political Risk On International Marketing and Investment Decisions Of Multinational Companies: The Case Of The Democratic Republic Of Congo (Atılım University, Master of Business Administration)
2	BARGNAB, MOHAMED (2017). Industrial Supplier and Buyer Relationship in Libyan Oil Companies, (Atılım University, Master of Business Administration)
3	ALI, IMRAN (2017). Impact of Materialism on Consumption Behaviour, (PhD), (Atılım University, Philosophy of Doctorate in Business Administration)
4	KARATAŞ, HÜRÜ (2016). Evaluation of Service Quality and Efficiency in Nursing, (Atılım University, Master of Business Administration)
5	SIMSEK GÜNES, (2015). CRM activities and Customer Response in A Retail Company, Atılım University, Master of Business Administration)
6	SAKINÇ ÖZGÜR, (2014). Customer Relationship Management Applications in Healthcare Industry, Atılım University, Master of Business Administration)
7	EKEMEN KAAN, (2014). Savunma sanayi sektöründe tedarik zinciri yönetimi yazılımlarının talep yönetimine etkileri, (Atılım University, Master of Business Administration)
8	MEMISOĞLU ALPER, (2014). Guerilla Marketing in Turkish Communication Sector, Atılım University, Master of Business Administration)
9	YESILOĞLU HÜLYA, (2013). Effect of Lifestyle on Brand Loyalty and Customer Behaviour: An Empirical Study on Organic Food Consumers, Atılım University, Master of Business Administration)
10	KURT LEVENT, (2012). Identification of Factors Affecting the Work Output as a Proxy for Labor Productivity: An Empirical Study on METU Library, Atılım University, Master of Business Administration)

