



**Pelin Özgen, Ph.D.**  
**Associate Professor of Marketing**  
Atılım University  
Department of Management  
06830 İncek, Gölbaşı, Ankara/TURKEY  
Pelin.ozgen@atilim.edu.tr  
Tel: +90 312 586 8647

#### PERSONAL

<b>Date of Birth</b>	18.08.1978
<b>Place of Birth</b>	Ankara

#### EDUCATION

2009	Hacettepe University, Business Administration, Ph.D.
2006	Maastricht University, International Business, (Visiting Researcher)
2003	ODTÜ, M.B.A.
2000	ODTÜ, B.Sc.

#### ADMISTRATIVE DUTIES

<b>02/20- Present</b>	Vice-Dean, Faculty of Business Atılım University, Turkey
<b>09/2011-09/2014</b>	Vice Chairman, Department of Business Administration Atılım University, Turkey

#### ACADEMIC POSITIONS

<b>02/2012- Present</b>	Assistant Proffesor
<b>11/2019</b>	Associate Professor (Council of Higher Education)
<b>02/2011-02/2012</b>	Dr. Instructor
<b>07/2003-09/2009</b>	Research Assistant, Hacettepe University
<b>02/2006-06/2006</b>	Visiting PhD Student- Maastricht University
<b>12/2000- 07/2003</b>	Research Assitant- METU

#### RESEARCH INTERESTS

<b>1</b>	Sustainable Marketing
<b>2</b>	Corporate Social Responsibility
<b>3</b>	Marketing Research

## PUBLICATIONS

### **A. International Publications:**

**A1. “A New Model For Customer Equity”, (2017), İşletme Araştırmaları Dergisi (Journal of Business Research Turk), 9, (4), 589-602**

**A 2. “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**

**A 3. “Kütüphanelerde Hizmet Kalitesinin Kritik Olaylar Teknigi Ile Degerlendirilmesi” (2016) Uluslararası İktisadi ve İdari İncelemeler Dergisi, 9, (17), 25-40.**

**A 4. “İlişkisel Pazarlamanın Müsteri Sadakati Üzerindeki Etkileri Üzerine Ampirik Bir Analiz” (2015) Uluslararası Sosyal Araştırmalar Dergisi (Journal of International Social Research), 8(41), 1269-1275.**

**A5. “Manufacturing/ Marketing Interface and Conflict: An Investigation in the Turkish Manufacturing Industry”- *Problems and Perspectives in Management*, Ocak 2008, 1, sf. 48-55**

**A6. “Should Food Manufacturers Care About Country-of-Origin Effect? An Experimental Study Based on Chocolate Tasting”, Journal of Food Products Marketing, Ocak 2008,14, 1, sf. 87-105**

### **B. Uluslararası bilimsel toplantılarda sunulan ve bildiri kitaplarında (proceedings) basılan bildiriler:**

**B1. “Comparison of post type and source with respect to effectiveness in Digital Marketing” WEI Concordia University, Montreal, Canada (2019)**

**B2. “Investigating the Perceived Brand Image Across Cultures: A Comparison Between Sweden and Turkey”, (2019) 28th Annual Meeting of CIMaR, Ankara- Turkey (Oral Presentation)**

**B3. “Give Me One Reason to Stay Here”: Building The Way To Conquer Customer’s Heart”, ICEBSS, Mayıs 2017, Belgrad- Sırbistan (Sözlü Sunum)**

**B4. “Re-identification of Customer Equity: Superimposing Customer Loyalty as an Individual Factor”, SGBED, Haziran 2016, New Jersey- ABD (Sözlü Sunum)**

**B5.. “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 (Sözlü Sunum ve Kongre Kitarçığında Tam Metin)***

**B6. “Conflict Never Ends: An Empirical Study on the Turkish Education System in the Scope of Thomas- Kilmann Model”, Sözlü Sunum Eurasia Business and Economics Society EBES 2012 International Congress. January 13-14 2012, Antalya- Türkiye (Sözlü Sunum)**

**B7. “Marketing Nursing as an Occupation: Taking Professionalization as an Intrinsic Cue”, 9th *International Forum on the Sciences, Techniques and Art Applied to Marketing*, Kasım 2007- Madrid, İspanya (Sözlü Sunum ve Kongre Kitapçığında Tam Metin)**

## **C. International Book Chapters**

**C2.1. “Examining the Effects of Blogger Type (Influencers vs Celebrities) and Post Format in Instagram Marketing” (2020)** Chapter in the International Book- Handbook of Research on New Media Applications in Public Relations and Advertising, Editor: Elif Eşiyok) IGI Global Publishing

**C2.2. “Self-Laundering For Marketing: Maintaining Sustainability” (2019)**, Chapter in the International Book- Handbook of Research on Consumption, Media, and Popular Culture in the Global Age, Editor: Özlen Özgen) IGI Global Publishing (Selected as Core Reference Titles for 2019 in IGI Publishing)

**C2.3. “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

## **D. National Publications:**

**D1. “Acceptance and Utilization of Information and Communication Technologies: Case Study of Health Care Managers in Ankara”** (2017), Hacettepe Sağlık İdaresi Dergisi, 20 (3), 299-312

**D2. “Organik Gıda Müşterilerinin Tüketim Davranışlarının Yasam Tarzı Değişkeni Çerçevesinde İncelenmesi”** (2015) Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi,17 (2), pp.197-215

**D3. “Marka Yerleştirmenin Bir Reklam Olarak Etkileri: Video Oyunlarındaki Marka Yerleştirme Uygulamaları Üzerine Keşifsel Bir Araştırma”** Hacettepe Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, Kasım 2007, 25, 2, sf. 169-189

**D4. “Ticari Bankacılık Sektöründe Hizmet Kalitesinin ve Verimliliğin Değerlendirilmesinde Kritik Olaylar Tekniği'nin Kullanımı”**, Verimlilik Dergisi, Milli Prodüktivite Merkezi, Nisan 2007, 2, sf. 71-90

## **E. National Proceedings :**

**E1. “Az Hareket Çok İş: Verimlilik Artışında Hareket Etüdünün Kullanımı- Bir Örnek Çalışma”**, 13. Ulusal Üretim Araştırmaları Sempozyumu, Sakarya, Türkiye 25-27 Eylül 2013 (Sözlü Sunum ve Kongre Kitapçığında Tam Bildiri)