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Address: İstanbul Teknik Üniversitesi İşletme Fakültesi, İşletme Mühendisliği Bölümü, Maçka 34367 Beşiktaş-İstanbul

Education Information

- I. Doctorate, Boğaziçi Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey 1992 - 1999
- II. Postgraduate, İstanbul Teknik Üniversitesi, Fen Bilimleri Enstitüsü, İşletme Mühendisliği Anabilim Dalı, Turkey 1990 - 1992
- III. Undergraduate, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, Turkey 1986 - 1990

Foreign Languages

- I. English, C1 Advanced
- II. French, B2 Upper Intermediate

Dissertations

- I. Doctorate, Institutional Changes in Turkish Food Retail Sector with Regard to the Development of Large-Scale Retailing, Boğaziçi Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (Dr), 1998
- II. Postgraduate, Stratejik planlama ve Türk otomobil sanayiinde bir inceleme, İstanbul Teknik Üniversitesi, Fen Bilimleri Enstitüsü, İşletme Mühendisliği Anabilim Dalı, 1992

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

- I. Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2011 - Continues
- II. Associate Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2005 - 2011
- III. Assistant Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2002 - 2005
- IV. Lecturer PhD, Istanbul Technical University, İşletme, İşletme Mühendisliği, 1999 - 2002

Academic and Administrative Experience

- I. University Executive Board Member, 2018 - Continues
- II. İstanbul Teknik Üniversitesi, İtü Vakfı Dergisi Yayın Kurulu, 2016 - Continues
- III. İstanbul Teknik Üniversitesi, Girişimci Ve Yenilikçi Üniversite Endeksi Çalışma Komisyonu , 2016 - Continues
- IV. İstanbul Teknik Üniversitesi, Ginova (Girişimcilik Ve İnovasyon) Merkezi, 2014 - Continues

- V. Rectorate Commissioner, Istanbul Technical University, 2017 - 2019
- VI. Director of The Institution, Istanbul Technical University, Sosyal Bilimler Enstitüsü, 2012 - 2018
- VII. Rectorate Commissioner, Istanbul Technical University, 2012 - 2018
- VIII. Member of the Senate, Istanbul Technical University, 2012 - 2018
- IX. İstanbul Teknik Üniversitesi, Bilim Mühendislik Ve Teknolojide Kadın Araştırmaları Ve Uygulamaları Merkezi , 2013 - 2017
- X. İstanbul Teknik Üniversitesi, Kamu Konutları Esaslarını Güncelleme Komisyonu , 2016 - 2016
- XI. İstanbul Teknik Üniversitesi, Kantin, Kafeteryalar Ve Yemek Yeme Yerleri Denetleme Komisyonu , 2014 - 2016
- XII. İstanbul Teknik Üniversitesi, Kurumsal Kimlik Ve Logolu Ürünler Komisyonu , 2014 - 2016
- XIII. İstanbul Teknik Üniversitesi, Rektörlük, 2012 - 2016
- XIV. İstanbul Teknik Üniversitesi, Sosyal Bilimler Enstitüsü, 2010 - 2012
- XV. İstanbul Teknik Üniversitesi, Kantin, Kafeteryalar Ve Yemek Yeme Yerleri Denetleme Komisyonu , 2010 - 2012

Courses

- I. Marketing Theory, Doctorate, 2017 - 2018
- II. Global Marketing, Postgraduate, 2017 - 2018
- III. Marketing, Undergraduate, 2017 - 2018
- IV. Principles of Marketing, Undergraduate, 2017 - 2018

Advising Theses

- I. Burnaz H. Ş. , The Antecedents of Perceived Authenticity in Corporate Social Responsibility and its Impact on Consumer Willingness to Support, Doctorate, G.Nur(Student), 2020
- II. Burnaz H. Ş. , Examining the helpfulness of online customer reviews based on review related factors: The moderating effect of product type, Postgraduate, B.Durkaya(Student), 2020
- III. Burnaz H. Ş. , Pazar bölümlendirmede GSP analizine dayalı bir modelleme çalışması, Postgraduate, N.Kirişçiöğlü(Student), 2020
- IV. Burnaz H. Ş. , The Framing Impact on Donation Behaviour, Doctorate, S.Demirel(Student), 2020
- V. Burnaz H. Ş. , The factors affecting consumer intention to use subscription-based online services, Postgraduate, Y.OKTAY(Student), 2020
- VI. Burnaz H. Ş. , Crowdfunding Community Engagement: Drivers and Outcomes, Doctorate, M.Demiray(Student), 2019
- VII. Burnaz H. Ş. , The impact of hedonic and utilitarian shopping values on sustainable fashion consumption, the moderating role of voluntary simplicity lifestyle, Postgraduate, B.ÖYKÜ(Student), 2019
- VIII. Burnaz H. Ş. , The Impact of Retail Store Environmental Cues on Shopper Behavior, Doctorate, M.Coşkun(Student), 2019
- IX. Burnaz H. Ş. , Analyzing Customer Engagement through Customer Experience in Healthcare Industry, Doctorate, A.Bengi(Student), 2019
- X. Burnaz H. Ş. , Tüketici değer boyutlarının Y kuşağının marka sadakatine olan etkisinin incelenmesi: Akıllı telefon markaları üzerine bir uygulama, Postgraduate, S.DEMİR(Student), 2018
- XI. Burnaz H. Ş. , Tüketicilerin yeni teknolojilere yönelik tutumlarının teknoloji kabul modeli ve risk algısı açısından incelenmesi: Akıllı şehir yapılanmasında bir mobil navigasyon örneği, Postgraduate, M.KABAKCI(Student), 2018
- XII. Burnaz H. Ş. , An Analysis of Voters' Perception of Visual Advertisements with respect to Neuro-marketing Approach, Doctorate, A.Alioğlu(Student), 2018
- XIII. Burnaz H. Ş. , Customer Switching Behavior Analysis In Telecommunications Via Mobile Number Portability, Postgraduate, M.Şenel(Student), 2017
- XIV. Burnaz H. Ş. , Topcu Y. İ. , Hızlı Tüketim Ürünleri Sektöründe Analitik Ağ Süreci İle Reklam Mecrası Seçimi,

- Postgraduate, C.YEŞİLYURT(Student), 2016
- XV. Burnaz H. Ş. , Sürdürülebilir Ambalajlamanın Satın Alma Niyeti Üzerine Etkisi, Postgraduate, S.Övüç(Student), 2014
- XVI. Burnaz H. Ş. , Tüketici Satın Alma Niyeti Üzerinde Menşe Ülke Bilgisinin Rolü: Deri Ayakkabı Sektöründe Bir Uygulama, Postgraduate, M.Coşkun(Student), 2013
- XVII. Burnaz H. Ş. , The Role Of Online Brand Communities On Word Of Mouth Communication And Purchase Intention of a New Product, Postgraduate, M.Demiray(Student), 2013
- XVIII. Burnaz H. Ş. , Topcu Y. İ. , Evaluating Product Portfolio Performance for A Manufacturing Company in The Automotive Industry, Postgraduate, F.YILMAZ(Student), 2010

Jury Memberships

- I. Appointment Academic Staff, Doçentlik Jürisi, Bahçeşehir Üniversitesi, October, 2017
- II. Associate Professor Exam, Doçentlik Jürisi, ÜAK, June, 2017
- III. Associate Professor Exam, Doçentlik Jürisi, ÜAK, June, 2017
- IV. Associate Professor Exam, Doçentlik Jürisi, ÜAK, May, 2017
- V. Appointment Academic Staff, Profesörlük Jürisi, İstanbul Üniversitesi, May, 2017
- VI. Associate Professor Exam, Doçentlik Jürisi, ÜAK, April, 2017
- VII. Associate Professor Exam, Doçentlik Jürisi, ÜAK, April, 2017
- VIII. Appointment Academic Staff, Profesörlük Jürisi, Bahçeşehir Üniversitesi İletişim, March, 2017
- IX. Appointment Academic Staff, Profesörlük Jürisi, Bahçeşehir Üniversitesi İşletme, March, 2017
- X. Appointment Academic Staff, Doçentlik Jürisi, İstanbul Ünivesitesi, January, 2017
- XI. Appointment Academic Staff, Doçentlik Jürisi, İstanbul Bilgi Üniversitesi, September, 2016
- XII. Appointment Academic Staff, Yardımcı Doçentlik Jürisi, Piri Reis Üniversitesi, March, 2016
- XIII. Appointment Academic Staff, Profesörlük Jürisi, Kemerburgaz Üniversitesi, January, 2016
- XIV. Appointment Academic Staff, Yardımcı Doçentlik Jürisi, Trakya Üniversitesi, July, 2015
- XV. Associate Professor Exam, Doçentlik Jürisi, ÜAK, May, 2015
- XVI. Associate Professor Exam, Doçentlik Jürisi, ÜAK, May, 2015
- XVII. Associate Professor Exam, Doçentlik Jürisi, ÜAK, May, 2015
- XVIII. Associate Professor Exam, Doçentlik Jürisi, ÜAK, January, 2015
- XIX. Appointment Academic Staff, Profesörlük Jürisi, İstanbul Üniversitesi, November, 2014
- XX. Associate Professor Exam, Doçentlik Jürisi, ÜAK, March, 2014
- XXI. Associate Professor Exam, Doçentlik Jürisi, ÜAK, March, 2014
- XXII. Associate Professor Exam, Doçentlik Jürisi, ÜAK, March, 2014
- XXIII. Appointment Academic Staff, Yardımcı Doçentlik Jürisi, Nişantaşı Üniversitesi, November, 2013
- XXIV. Appointment Academic Staff, Yardımcı Doçentlik Jürisi, Okan Üniversitesi, August, 2011

Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **Human crowding and store messiness: Drivers of retail shopper confusion and behavioral intentions**
Coşkun M., Gupta S., Burnaz S.
JOURNAL OF CONSUMER BEHAVIOUR, vol.18, no.4, pp.313-331, 2019 (Journal Indexed in SSCI)
- II. **Exploring the impact of brand community identification on Facebook: Firm-directed and self-directed drivers**
Demiray M., Burnaz S.
JOURNAL OF BUSINESS RESEARCH, vol.96, pp.115-124, 2019 (Journal Indexed in SSCI)
- III. **The Effects of Corporate Ethical Values and Personal Moral Philosophies on Ethical Intentions in Selling Situations: Evidence from Turkish, Thai, and American Businesspeople**
Marta J., Singhapakdi A., LEE D., BURNAZ S., Topcu Y. İ. , Atakan M. G. S. , Ozkaracalar T.

JOURNAL OF BUSINESS ETHICS, vol.106, no.2, pp.229-241, 2012 (Journal Indexed in SSCI)

- IV. **An exploratory cross-cultural analysis of marketing ethics: The case of Turkish, Thai, and American businesspeople**
Burnaz S., Atakan M. G. S. , Topcu Y. İ. , Singhapakdi A.
Journal of Business Ethics, vol.90, no.SUPPL 3, pp.371-382, 2009 (Journal Indexed in SCI Expanded)
- V. **A Cross Cultural Analysis of Marketing Ethics The Case of Turkish Thai and American Businesspeople**
BURNNAZ H. Ş. , M G Serap A., TOPCU Y. İ. , Anusorn S.
Journal of Business Ethics, vol.90, no.3, pp.371-382, 2009 (Journal Indexed in SSCI)
- VI. **An Empirical Investigation of the Ethical Perceptions of Future Managers with a Special Emphasis on Gender – Turkish Case**
ATAKAN M. G. S. , BURNAZ H. Ş. , TOPCU Y. İ.
Journal of Business Ethics, vol.82, no.3, pp.573-586, 2008 (Journal Indexed in SSCI)
- VII. **An analysis of the portrayal of gender roles in Turkish television advertisements**
Uray N., BURNAZ S.
SEX ROLES, vol.48, no.1-2, pp.77-87, 2003 (Journal Indexed in SSCI)
- VIII. **An Analysis of the Portrayal of Gender Roles in Turkish TV Advertisements**
URAY N., BURNAZ H. Ş.
Sex Roles: A Journal of Research, vol.48, pp.77-88, 2003 (Journal Indexed in SSCI)

Articles Published in Other Journals

- I. **The influence of 'influencer marketing' on YouTube influencers**
Acikgoz F., Burnaz S.
International Journal of Internet Marketing and Advertising, vol.15, no.2, pp.201-219, 2021 (Refereed Journals of Other Institutions)
- II. **İnovasyona Giden Yol: Kitle Fonlaması**
DEMİRAY M., BURNAZ H. Ş.
Fortune Türkiye, 2020 (National Non-Refereed Journal)
- III. **A Qualitative Research On Perceived Authenticity of Corporate Social Responsibility**
Sahin Kazazoglu G. N. , BURNAZ H. Ş.
Journal of Management, Marketing and Logistics, vol.6, no.4, pp.225-238, 2019 (Refereed Journals of Other Institutions)
- IV. **Positioning of crowdfunding platforms: Turkey as an emerging market case**
DEMİRAY M., BURNAZ H. Ş.
Journal of Management Marketing and Logistics, vol.6, no.2, pp.84-94, 2019 (Refereed Journals of Other Institutions)
- V. **Customer Experience Quality Dimensions in Health Care: Perspectives of Industry Experts**
ÖZÇELİK A. B. , BURNAZ H. Ş.
Journal of Management, Marketing and Logistics, vol.6, no.2, pp.62-72, 2019 (Refereed Journals of Other Institutions)
- VI. **Sadece Müşteri mi Deneyim Yaşar? Hasta Deneyimine 5P Yaklaşımı**
BURNAZ H. Ş. , ÖZÇELİK A. B.
Harvard Business Review Türkiye, no.75, pp.102-107, 2019 (National Non-Refereed Journal)
- VII. **An Analysis of Voters' Perception of Visual Advertisements with Respect to Neuro-Marketing Approach**
ALBURAİ A., GİRİSKEN Y., BURNAZ H. Ş.
Journal of Business, Economics and Finance, vol.7, no.3, pp.237-258, 2018 (Refereed Journals of Other Institutions)

- VIII. **Türkiye ve Türk Ürünlerine Yönelik Ulusal Kalıp Yargılar Üzerine Bir Araştırma**
COŞKUN M., ERGEN F. H. , BURNAZ H. Ş.
Tüketici ve Tüketici Araştırmaları Dergisi, vol.9, pp.297-316, 2017 (Other Refereed National Journals)
- IX. **Makineler İnsanı Anlar mı? – Nörobilim Teknikleri ile Tüketiciyi Yeniden Keşfetmek**
Girişken Y., Burnaz H. Ş.
İTÜ Vakfı Dergisi, vol.75, pp.62-65, 2017 (National Refreed University Journal)
- X. **Mobil İnternet, Tüketici Materyalizmi ve Alışveriş Bağımlılığı: Alışveriş Motivasyonlarının Düzenleyici Etkisi Üzerine Bir Araştırma**
ÖZÇELİK A. B. , BURNAZ H. Ş. , TELCİ E. E.
Pazarlama Teorisi ve Uygulamaları Dergisi, vol.3, pp.1-20, 2017 (Other Refereed National Journals)
- XI. **Tüketici Etiği Çerçevesinde Korsan Tüketim: Sosyo-Bilişsel Bir Model Önerisi**
OKAN M., BURNAZ H. Ş.
ODTÜ Gelişme Dergisi, vol.44, no.1, pp.69-93, 2017 (Other Refereed National Journals)
- XII. **Exploring the Literal Effect of COO for a New Brand: A Conjoint Analysis Approach**
Coşkun M., Burnaz S.
Journal of International Consumer Marketing, vol.28, no.2, pp.106-120, 2016 (Refereed Journals of Other Institutions)
- XIII. **User Attitudes towards Mobile Payment: A New Purchasing Application from Turkey**
AYDIN G., BURNAZ H. Ş.
Journal of Euromarketing, vol.25, pp.115-130, 2016 (Refereed Journals of Other Institutions)
- XIV. **Mobil Cüzdan Kullanım Niyeti ve Kişisel Yenilikçiliğin Aracılık Etkisi**
AYDIN G., BURNAZ H. Ş.
Finans, Politik ve Ekonomik Yorumlar Dergisi, vol.53, no.611, pp.71-84, 2016 (Other Refereed National Journals)
- XV. **Exploring the literal effect of country of origin for a new brand a conjoint analysis approach**
COŞKUN M., BURNAZ H. Ş.
Journal of International Consumer Marketing, vol.28, no.2, pp.106-120, 2016 (Refereed Journals of Other Institutions)
- XVI. **Adoption of Mobile Payment Systems: A Study on Mobile Wallets**
AYDIN G., BURNAZ H. Ş.
Journal of Business, Economics and Finance, vol.5, no.1, pp.73-92, 2016 (Refereed Journals of Other Institutions)
- XVII. **The Impact of Country of Origin on Consumers Purchasing Intentions**
COŞKUN M., BURNAZ H. Ş.
The Journal of American Business Review, vol.2, pp.238-245, 2013 (Refereed Journals of Other Institutions)
- XVIII. **A Cultural Content Analysis of Multinational Companies Websites**
NACAR R., BURNAZ H. Ş.
Qualitative Marketing Research: An International Journal, vol.14, pp.274-288, 2011 (Refereed Journals of Other Institutions)
- XIX. **Consumer Evaluations on Brand Extensions B2B Brands Extended into B2C Markets**
BURNAZ H. Ş. , BİLGİN P.
JOURNAL OF PRODUCT AND BRAND MANAGEMENT, vol.20, pp.256-267, 2011 (Refereed Journals of Other Institutions)
- XX. **Have Ethical Perceptions Changed A Comparative Study on the Ethical Perceptions of Turkish Faculty Members**
BURNAZ H. Ş. , M G Serap A., TOPCU Y. İ.
Journal of Academic Ethics, vol.8, pp.137-151, 2010 (Refereed Journals of Other Institutions)
- XXI. **Retail Internationalisation A British Retailer in Turkey**
M G Serap A., BURNAZ H. Ş.
European Regional Review, European Retail Digest, pp.40-43, 2007 (Refereed Journals of Other Institutions)
- XXII. **A Multiple Criteria Decision Making Approach for the Evaluation of Retail Location**
BURNAZ H. Ş. , TOPCU Y. İ.
Journal of Multi-Criteria Decision Analysis (JMCA), vol.14, pp.67-76, 2006 (Refereed Journals of Other

- Institutions)
- XXIII. **Success Factors of a Brand Extension**
Göksu Ç., Burnaz H. Ş.
ESTIEM (European Students of Industrial Engineering & Management) Magazine, vol.26, pp.19-22, 2004 (Other Refereed National Journals)
- XXIV. **Perakendede Dönüşümün Temel Taşı: Büyük Ölçekli Perakendecilik**
Burnaz H. Ş.
Retail News, vol.42, pp.36-38, 2003 (Other Refereed National Journals)
- XXV. **Marka Yayma Yoluyla Pazara Sunulan Yeni Ürünlerin Tüketiciler Açısından Değerlendirilmesi**
Burnaz H. Ş. , Esgin N.
Pazarlama Dünyası, vol.17, pp.23-30, 2003 (Other Refereed National Journals)
- XXVI. **Hedef Pazar Olarak Kadınların Aile İçi Satın Alma Karar Yapısı ve Yaşam Biçimi Bölümlendirmesi**
SEZGİN S. D. , Uray N., Burnaz H. Ş.
Anadolu Üniversitesi Açıköğretim Fakültesi Dergisi, vol.1, pp.117-135, 1995 (National Refreed University Journal)

Books & Book Chapters

- I. **Ethics, Social Responsibility and Sustainability in Marketing**
Altınbasak-Farina İ. (Editor), Burnaz H. Ş. (Editor)
Springer Nature, Singapore, 2019
- II. **Competitive Deviance from Ethicality: A Focus On Online Settings**
Sahin Kazazoglu G. N. , ÖZÇELİK A. B. , BURNAZ H. Ş.
in: Ethics, Corporate Social Responsibility and Sustainability in Marketing, , Editor,
<https://link.springer.com/book/10.10072F978-981-13-7924-6>, pp.19-43, 2019
- III. **Rekabet Stratejileri**
BURNAZ H. Ş.
in: Pazarlama İlkeleri, Gegez, Ahmet Ercan, Editor, BETA, pp.542-567, 2018
- IV. **Müşteri İlgisizliği Edinmeye Yönelik Pazarlama Bilgi Sistemi**
Burnaz H. Ş. , Korkut Altuna O.
in: Pazarlama İlkeleri, Gegez E., Editor, Beta Yayınları, İstanbul, pp.104-139, 2018
- V. **To Switch or Not? Analyzing The Question for Consumers in Turkish Mobile Telecommunications**
ULUBASOĞLU G., SENEL M., BURNAZ H. Ş.
in: Marketing at the Confluence between Entertainment and Analytics, Rossi, Patricia, Editor, Springer International AG, pp.969-982, 2017
- VI. **The Impact of Company Facebook Page on Wom Communication of New Product**
Demiray M., Burnaz H. Ş.
in: Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing, Campbell C., Ma J., Editor, Springer, Cham, pp.234-243, 2016
- VII. **A Multi Criteria Decision Analysis Approach to Measure the Effectiveness of Sports Sponsorship**
IŞIK M., ÖZAYDIN Ö., Burnaz H. Ş. , Topcu Y. İ.
in: Looking Forward, Looking Back: Drawing on the Past to Shape the Future of Marketing, Campbell C., Ma J. , Editor, Springer, Cham, pp.564-573, 2016
- VIII. BURNAZ H. Ş.
in: 1994 Ekonomisi, , Editor, İletişim Yayınları, pp.118-138, 2016
- IX. **The Crowdfunding Market: Models, Platforms and Projets**
DEMİRAY M., BURNAZ H. Ş. , ASLANBAY Y.
in: Crowdfunding for Sustainable Entrepreneurship and Innovation, , Editor, IGI Global, 2016
- X. **Culture and Websites Interaction: Issues and Perspectives**
NACAR R., BURNAZ H. Ş. , URAY N.

in: Cultural and Technological Influences on Global Business, Christiansen, Bryan; Turkina, Ekaterina; Williams, Nigel, Editor, IGI Global, pp.316-351, 2013

- XI. **İlişkisel Pazarlamada Müşteri ile İletişimin Değişen Yapısı: Sosyal Medyanın Rolü Üzerine Bir Değerlendirme**
BURNAZ H. Ş. , URAY N.
in: Selime Sezgin e Armağan, N.Uray, Ş.Burnaz, E.Karaosmanoğlu, B.Elmadağ Baş, G.Ulubaşoğlu, C.Aktan, M.Demiray, Editor, BETA, pp.23-35, 2011
- XII. **Uluslararasılaşma Süreci**
BURNAZ H. Ş.
in: Küresel Pazarlama Yönetimi, , Editor, BETA, 2008
- XIII. **Pazarlama ile Üretim-Araştırma-Geliştirme-Tasarım Etkileşimi: Rekabet Üstünlüğüne Giden Yol**
URAY N., BURNAZ H. Ş.
in: Sıtkı Gözlü ye Armağan, , Editor, Çağlayan, 2007
- XIV. **Reklamcılıkta Content (İçerik) Analizinin Yeri: Kadın ve Erkek Karakterlerin Profili**
URAY N., BURNAZ H. Ş.
in: Nezih Neyzi ye Armağan, , Editor, Pazarlama Ve Kamuoyu Araştırmacıları Derneği, pp.220-231, 2001
- XV. **Marketing Practices and Performance of the Turkish Clothing Industry Firms Exporting to the European Union**
SEZGİN S. D. , URAY N., BURNAZ H. Ş.
in: Advances in International Marketing, Atilla Yaprak, Hulya Tutek, Editor, Ablex Publishing Corp., JAI Press, pp.163-190, 2000

Refereed Congress / Symposium Publications in Proceedings

- I. **Kitle Fonlamasına Katılımda Etkili Olan Sosyal Dinamikler**
DEMİRAY M., BURNAZ H. Ş.
İSEFAM Çalıştayları, Sakarya Üniversitesi, Sakarya, Turkey, 12 April - 12 February 2020
- II. **Has Luxury Consumption Something to Do with Fear and Love?**
ÇEŞMECİ C., BURNAZ H. Ş.
The 22nd AMS World Marketing Congress, Edinburgh, Saint Helena, 9 - 12 July 2019
- III. **The Impact of Sponsored Content On Attitude Towards Youtube Influencers**
BURNAZ H. Ş. , ACIKGOZ F.
28th Annual CIMaR Conference, Ankara, Turkey, 17 - 21 June 2019
- IV. **Store Disorderliness Effect: Shoppers' Competitive Behaviors in a Fast Fashion Retail Store**
COŞKUN M., GUPTA S., BURNAZ H. Ş.
ACRA Conference, Tuscon, United States Of America, 4 - 06 April 2019
- V. **Clustering Active Users and Potential Users of a Mobile Payment Application through Self Organizing Maps**
YİĞİT P., AYDIN G., BURNAZ H. Ş.
International Statistics Days Conference (ISDC), Turkey, 3 - 07 October 2018
- VI. **Mobil Navigasyon İle Park Yeri Uygulaması: Tüketici İçin Gerçekten Faydalı, Kolay ve Risksiz mi?**
KABAKÇI M., BİLGİLİ B., BURNAZ H. Ş.
23. Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018
- VII. **Ne Yaptığın Değil, Nasıl Algılandığın Önemli: Tüketici Gözünden Kurumsal Sosyal Sorumluluk Faaliyetleri ve Tüketicilerin Gönüllülük İsteği Üzerindeki Etkisi**
Sahin Kazazoglu G. N. , BURNAZ H. Ş.
23. Ulusal Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018
- VIII. **Mobil Navigasyon ile Park Yeri Uygulaması: Tüketici için Gerçekten Faydalı, Kolay ve Risksiz mi?**
Kabakçı M., Bilgili B., Burnaz H. Ş.

23. Ulusal Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018, pp.10-20

- IX. How Does Relationship Marketing Relate to Performance?**
Sanisođlu M., Burnaz H. Ő.
Global İŐletme AraŐtırmaları Kongresi, İstanbul, Turkey, 24 - 25 May 2018, pp.30-40
- X. Does Political Affiliation Affect the Way Voters Gaze at Printed Advertisements? An Eye-tracking Study**
Al-Burai A., Burnaz H. Ő. , GiriŐken Y.
Global İŐletme AraŐtırmaları Kongresi, İstanbul, Turkey, 24 - 25 May 2018, pp.10-20
- XI. Brand Name and Ad Execution Format: Influence of Stereotypical Associations in Utilitarian Service Context**
COŐKUN M., ERGEN KELEŐ F. H. , BURNAZ H. Ő.
AMA Summer Conference, United States Of America, 4 - 06 August 2017
- XII. The Impact of Store Disorderliness on Shopping Behavior in a Fashion Retail Context**
COŐKUN M., BURNAZ H. Ő.
American Marketing Association Summer Conference, 4 - 06 August 2017
- XIII. A Typology for P2P Access Based Exchanges in Marketplaces**
Őlker C., Burnaz H. Ő.
Global İŐletme AraŐtırmaları Kongresi, İstanbul, Turkey, 24 - 25 May 2017, pp.716-722
- XIV. Is the Behavior of Consumer Always Conscious?**
CoŐkun M., Burnaz H. Ő.
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Citations

- I. Total Citations (WOS): 137
- II. h-index (WOS): 5

Coaching Duties

Refereeing Duties

Non Academic Experience

- I. Non-profit Organisation, Türkiye Pazarlama Derneği
- II. Other Public Institution, Yök