

## Prof. Elif Karaosmanoğlu

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: N-9435-2013

ScopusID: 9745213800

Yoksis Researcher ID: 19682

### Biography

I completed my PhD in Warwick Business School in 2007 and re-started working in Management Engineering Dept., Istanbul Technical University in 2006. I worked for Middlesex University as a Research Fellow between 2004 and 2006. I have briefly flipped through the administration side of academia and acted as the Vice-Dean for Academic Affairs of ITU Faculty of Management between 2010 and 2012. I have also acted as the co-coordinator of the dual degree undergraduate program in Business Administration with State University of New York at New Paltz. After EMAC 2013 which I chaired, I visited Robert H. Smith School of Business, University of Maryland (USA) as a Fulbright Visiting Scholar and now am honoured to be a Fulbright Alumni.

I mainly have publications in Corporate Branding, Corporate Social Responsibility, Brand Activism, Co-creation in Services areas that appeared in Journal of Business Research, European Management Review, Journal of Product and Brand Management, European Journal of Marketing, Journal of Brand Management and Journal of General Management as well as in several leading international conferences. I am a member of Academy of Marketing Science, EMAC, AMA-ServSIG, Association for Consumer Research and Pazarlama ve Pazarlama Araştırmaları Derneği. Apart from the conferences, I act as an ad-hoc reviewer for several journals such as Journal of Business Research, International Marketing Review, European Journal of Marketing, International Journal of Interactive Marketing, European Management Review, Journal of Brand Management, Journal of Product and Brand Management, Journal of Marketing Management. I currently serve as the editorial board member of the Journal of Product and Brand Management and am the associate editor of Journal of Sustainable Marketing. I am currently the Vice-President of Conferences of EMAC and will act as the President of EMAC between 2024 and 2027.

### Education Information

Doctorate, University of Warwick, Warwick Business School, Phd In Business And Industrial Studies, United Kingdom 2001 - 2007

Postgraduate, Marmara University, Sosyal Bilimler Enstitüsü, İşletme (İngilizce) (YI), Turkey 1999 - 2001

Undergraduate, Istanbul Technical University, İşletme Fakültesi, İşletme Mühendisliği Bölümü, Turkey 1993 - 1998

## Foreign Languages

English

## Dissertations

Doctorate, Determinants of Corporate Image Formation: A Consumer- Level Model Incorporating Corporate Identity Mix Elements and Unplanned Communication Factors, University Of Warwick, Warwick Business School, Phd İn Business And Industrial Studies, 2007

Postgraduate, Türk otomobil sektörü için bir kurumsal imaj çalışması, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme (İngilizce) (YI), 2001

## Research Areas

Social Sciences and Humanities, Management, Marketing, Strategic Marketing and Brand Management

## Academic Titles / Tasks

Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2022 - Continues

Associate Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2012 - 2022

Assistant Professor, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2010 - 2012

Lecturer PhD, Istanbul Technical University, İşletme, İşletme Mühendisliği, 2008 - 2010

Research Assistant, Istanbul Technical University, İşletme, İşletme Mühendisliği, 1998 - 2008

Research Assistant, Middlesex University, Middlesex Business School, Marketing , 2004 - 2006

## Academic and Administrative Experience

Ethics Committee Member, Istanbul Technical University, İşletme Mühendisliği , 2015 - 2020

İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği, 2010 - 2012

## Courses

Directed Readings in Consumer Behaviour, Doctorate, 2014 - 2015

## Jury Memberships

Appointment to Academic Staff-Assistant Professorship, Dr. Öğretim Üyesi Atama Dosyası Değerlendirmesi, Kadir Has Üniversitesi, September, 2018

Doctorate, Doktora Tezi Savunma Jürisi, Koç Üniversitesi, December, 2017

Competition, 2017 Effie Ödülleri, Reklamcılar Derneği, April, 2017

Competition, 2004 World Golden Awards, International Public Relations Association, May, 2004

## Supported Projects

Karaosmanoğlu E., Demir Ö., Project Supported by Higher Education Institutions, Components of Customer Experience

and Their Role for Value Co-creation, 2018 - Continues

Karaosmanoğlu E., Project Supported by Other Private Institutions, Açık Kaynak Kodlu Yazılımları için Modelleme, Eğitim Tespit ve Analiz Platformu, 2018 - Continues

Karaosmanoğlu E., URAY N., TUBITAK Project, ustomer Experience, Perceived Value and Marketing Performance Relationship: Theory Testing Through Structural Equation Modelling and Implications for Experience Management Strategies , 2019 - 2021

Karaosmanoğlu E., TUBITAK Project, Hastanelerin Acil Birimleri için Etkinlik ve Hizmet Kalitesi Ölçütlerinin Analizi, 2017 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, Tüketici ve İhlalci Marka İlişkisi Üzerinde Öz-Referans Etkisinin Değişimleme Rolü, 2016 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, KURUMSAL MARKA İHLALLERİNİN KURUMSAL MARKAYI CEZALANDIRMA EĞİLİMİ EZERİNDEKİ ETKİSİ: DİNADARLIK YAKLAŞIMININ DEĞİŞİMLEME ROLÜ, 2015 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, CALL I: INNOVATION START-UPS AND ENTREPRENEURIAL STRATEGİES CALL II: BRAND TRANSGRESSIONS AND GENDER ISSUES, 2015 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, Why are we on Facebook\_ Determinants of Social Medi Engagement, 2012 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, Do Determinants of online mobile sevice adoption differ between completely new and incremental mobil service innovatins, 2011 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, KİŞİSEL FAKTÖRLERİN KURUMSAL İMAJ OLUŞUMUNA ETKİSİ VE KURUMSAL İLETİŞİM ÇABALARININ ALGILANAN BÜTÜNLEŞMESİNİN ROLU TÜKETİCİ TEMLLİ BİR MODEL, 2009 - 2018

Karaosmanoğlu E., Project Supported by Higher Education Institutions, Kurumsal Kimlikte Etik Vurgusunun Kurumsal Sosyal Sorumluluk ve Tüketici Ekstra Rol Davranışı İlişisine Etkisi, 2016 - 2016

Karaosmanoğlu E., Project Supported by Higher Education Institutions, PAZARLAMA VE AR-GE DEPARTMANLARININ ENTEGRASYONUNU ETKİLEYEN FAKTÖRLER VE YENİ ÜRÜN BAŞARISINA ETKİLERİ: SEKTÖRLER ARASI BİR KARŞILAŞTIRMA, 2009 - 2011

## Activities in Scientific Journals

Journal of Product and Brand Management, Committee Member, 2018 - Continues

Pazarlama İlgörüsü, Evaluation Committee Member, 2017 - Continues

Pazarlama Teorisi ve Uygulamaları , Committee Member, 2016 - Continues

Journal of Brand Management, Special Issue Editor, 2005 - 2006

## Memberships / Tasks in Scientific Organizations

The Association for Consumer Research, Member, 2013 - Continues

Turkish and American Scientists and Scholars, Member, 2010 - Continues

Academy of Marketing Science, Member, 2002 - Continues

European Marketing Academy, Member, 2002 - Continues

Pazarlama ve Pazarlama Araştırmaları Derneği, Member, 1999 - Continues

European Marketing Academy Steering Committee, Vice President, 2021 - 2024, Belgium

Executive Committee, Board Member, 2010 - 2016

## Scientific Refereeing

Journal of Business Research, Journal Indexed in SSCI, November 2018

Managing Customer Journeys in a Nimble Way for Industry 4.0, Scientific / Professional Book Published by Renowned Publishing Houses, October 2018

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, September 2018

Socio-Economic Planning Sciences, Journal Indexed in SSCI, September 2018

Journal of Business Research, Journal Indexed in SSCI, August 2018

Yönetim ve Ekonomi Dergisi: Celal Bayar Üniversitesi, National Scientific Refreed Journal, July 2018

Pazarlama ve Pazarlama Araştırmaları Dergisi, National Scientific Refreed Journal, May 2018

Pazarlama İlgörüsü Üzerine Çalışmalar, National Scientific Refreed Journal, March 2018

Journal of Business, Economics and Finance , Other Indexed Journal, December 2017

European Management Review, Journal Indexed in SSCI, October 2017

Pazarlama ve Pazarlama Araştırmaları Dergisi , National Scientific Refreed Journal, September 2017

Journal of Product and Brand Management , Other Indexed Journal, August 2017

Sage Open Journal , Other Indexed Journal, August 2017

Journal of Business Research, Journal Indexed in SSCI, May 2017

International Marketing Review, Journal Indexed in SSCI, May 2017

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, May 2017

European Journal of Marketing, Journal Indexed in SSCI, April 2017

Journal of Product and Brand Management , Other Indexed Journal, April 2017

International Journal of Production Economics, Journal Indexed in SSCI, April 2016

Journal of Business Research, Journal Indexed in SSCI, March 2016

European Journal of Marketing, Journal Indexed in SSCI, July 2015

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, June 2015

Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, National Scientific Refreed Journal, June 2015

European Management Journal, Journal Indexed in SSCI, March 2015

Pazarlama ve Pazarlama Araştırmaları Dergisi , National Scientific Refreed Journal, February 2015

Journal of Product and Brand Management , Other Indexed Journal, May 2014

Pazarlama ve Pazarlama Araştırmaları Dergisi , National Scientific Refreed Journal, April 2013

Journal of Research in Interactive Marketing , Other Indexed Journal, September 2012

Journal of Business Research, Journal Indexed in SSCI, June 2012

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, May 2012

Journal of World Business, Other Indexed Journal, March 2011

Journal of Brand Management , Other Indexed Journal, September 2010

Journal of Brand Management , Other Indexed Journal, May 2010

European Journal of Marketing, Journal Indexed in SSCI, May 2010

Journal of Product and Brand Management , Other Indexed Journal, April 2010

Asia Pacific Journal of Marketing and Logistics, Journal Indexed in SSCI, March 2010

İktisat İşletme ve Finans Dergisi, National Scientific Refreed Journal, March 2010

Journal of Product and Brand Management, Journal Indexed in SSCI, January 2010

Journal of Brand Management , Other Indexed Journal, January 2010

European Journal of Marketing, Journal Indexed in SSCI, September 2009

European Journal of Marketing, Journal Indexed in SSCI, June 2009

International Marketing Review, Journal Indexed in SSCI, March 2009

Journal of Research in Interactive Marketing , Other Indexed Journal, January 2009

## Scientific Consultations

Huawei / İTÜ NOVA, Scientific Consultancy, Istanbul Technical University, İşletme, İşletme Mühendisliği, Turkey, 2018 - Continues

TÜBİTAK, Project Consultancy, Istanbul Technical University, İşletme, İşletme Mühendisliği, Turkey, 2016 - 2018

## Scientific Research / Working Group Memberships

Marketing Konseyi, Türkiye İhracatçılar Meclisi Dergisi, Turkey, <http://www.turkishtimedergi.com/>, 2018 - Continues

## Metrics

Publication: 50

Citation (WoS): 246

Citation (Scopus): 486

H-Index (WoS): 8

H-Index (Scopus): 7

## Congress and Symposium Activities

21. AMS World Marketing Congress, Attendee, Porto, Portugal, 2018

21. Pazarlama Kongresi, Attendee, Kütahya, Turkey, 2017

3rd International Colloquium on Corporate Branding, Identity, Image and Reputation, Attendee, London, United Kingdom, 2017

22. Pazarlama Kongresi, Attendee, Trabzon, Turkey, 2017

AMA Summer Conference 2017, Attendee, California, United States Of America, 2017

Association for Consumer Research Conference, Europe, Attendee, Berlin, Germany, 2016

21. Pazarlama Kongresi, Attendee, Kütahya, Turkey, 2016

6th EMAC Regional Conference, Attendee, Vienna, Austria, 2015

18th AMS World Marketing Congress, Attendee, Bari, Italy, 2015

2015 Naples Forum on Service, Service Dominant Logic, Network and Systems Theory and Service Science, Attendee, Naples, Italy, 2015

20. Pazarlama Kongresi, Attendee, Eskişehir, Turkey, 2015

8th AMA SERV SIG 2014 Conference, Attendee, Thessaloniki, Greece, 2014

19. Ulusal Pazarlama Kongresi, Attendee, Gaziantep, Turkey, 2014

50. Society for Marketing Advances Conference, Attendee, Orlando, United States Of America, 2012

2011 World Marketing Congress, Attendee, Reims, France, 2011

8. Uluslararası Bilgi Yönetimi ve Ekonomisi Kongresi, Attendee, İstanbul, Turkey, 2009

European Marketing Academy Conference, Attendee, Nantes, France, 2009

AUMEC International Conference on Marketing and Entrepreneurship 2009, Attendee, Antalya, Turkey, 2009

13. Ulusal Pazarlama Kongresi, Attendee, Nevşehir, Turkey, 2007

8th Decision Sciences Institute International Conference,, Attendee, Barcelona, Spain, 2005

AMS World Marketing Congress, Attendee, Münster, Germany, 2005

European Marketing Academy Conference, Attendee, Porto, Portugal, 2002

## Scholarships

French-Turkish Research Fellowships Program, Official Institutions of Foreign Countries, 2018 - Continues

Fulbright Visiting Scholar Scholarship, Fulbright Program, 2013 - Continues

Warwick Business School Bursary, University, 2002 - Continues

YURTDIŞI DOKTORA BURSUSU, YOK, 2001 - Continues

## Non Academic Experience

