

Assoc. Prof. Elif Karaosmanođlu

Personal Information

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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 am currently 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 Marketing and Branding area 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. My second research stream is Consumer-Technology Interactions ranging from self-service technologies to mobile advertising. I am also a member of Academy of Marketing Science, EMAC, AMA-ServSIG, Association for Consumer Research and PPAD. 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, too.

Education Information

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

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

Undergraduate, İstanbul Teknik Üniversitesi, İşletme Fakóltesi, 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 In 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

Associate Professor, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, 2012 - Continues

Assistant Professor, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, 2010 - 2012

Lecturer PhD, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, 2008 - 2010

Research Assistant, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, 1998 - 2008

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

Academic and Administrative Experience

İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği , 2015 - Continues

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

Courses

Directed Readings in Consumer Behaviour, Doctorate, 2014 - 2015

Jury Memberships

Appointment Academic Staff, 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., 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 STRATEGIES 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 İçgörüsü, 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

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 İçgörüsü 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

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

Anadolu Üniversitesi Sosyal Bilimler Enstitüsü 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, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, Turkey, 2018 - Continues
TÜBİTAK, Project Consultancy, İstanbul Teknik Üniversitesi, İşletme Fakültesi, İşletme Mühendisliği Bölümü, Turkey, 2016 - 2018

Scientific Research / Working Group Memberships

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

Edit Congress and Symposium Activities

21. AMS World Marketing Congress, Attendee, Porto, Portugal, 2018
21. Pazarlama Kongresi, Attendee, Kütahya, Turkey, 2017
22. Pazarlama Kongresi, Attendee, Trabzon, Turkey, 2017
3rd International Colloquium on Corporate Branding, Identity, Image and Reputation, Attendee, London, United Kingdom, 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 SERVSIG 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
AMS World Marketing Congress, Attendee, Münster, Germany, 2005
8th Decision Sciences Institute International Conference,, Attendee, Barcelona, Spain, 2005
European Marketing Academy Conference, Attendee, Porto, Portugal, 2002

Citations

Total Citations (WOS):246

h-index (WOS):3

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

YURTDIŐI DOKTORA BURSUSU, YOK, 2001 - Continues