

ECE ÖZER

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Learning Knowledge

Doctorate 2020 - Continues	Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, Turkey
Postgraduate 2017 - 2019	Manisa Celal Bayar University, Institute Of Social Sciences, Üretim Yönetimi Ve Pazarlama, Turkey
Undergraduate 2011 - 2016	Dokuz Eylül Üniversitesi, İşletme Fakültesi, İşletme (İng), Turkey

Academic Titles / Tasks

Research Assistant 2018 - Continues	Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration
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Supported Projects

1. AYDIN K., ÖZER E., UZUNÖZ M., KÖSE Ş. G. , Project Supported by Higher Education Institutions, Yeşil Tüketim Davranışında Etkili Olan Faktörler, 2020 - 2021

Articles Published in Other Journals

1. **Tüketicilerin Mobil Ödemeye Yönelik Tutum ve Kullanma Niyeti Üzerine Bir Araştırma**
Köse Ş. G. , Özer E.
İnternet Uygulamaları ve Yönetimi Dergisi, vol.12, no.1, pp.24-39, 2021 (National Refreed University Journal)
2. **THE EFFECT OF ATTITUDES TOWARDS THE CONCEPT OF COLLABORATIVE CONSUMPTION ON INTENTION TO USE SECOND HAND E-FASHION WEBSITES**
Özer E., Özcan B. M.
Mehmet Akif Ersoy Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.8, no.1, pp.1-25, 2021 (National Refreed University Journal)
3. **Analyzing Attitude towards COVID-19 Vaccine in the Context of the Health Industry: The Role of Country of Origin Image**
Aydın K., Özer E., Köse Ş. G.
Duzce Medical Journal, vol.23, pp.122-130, 2021 (International Refereed University Journal)
4. **NEXT TIME IT MIGHT NOT BE HERE: EXPLORING MOTIVATIONS TO PURCHASE LIMITED EDITION FOOD AND BEVERAGE PRODUCTS**
Köse Ş. G. , Özer E.
Journal of Food Products Marketing, vol.27, pp.1-15, 2021 (Journal Indexed in ESCI)

5. **Deneyimsel Pazarlamanın Müşteri Memnuniyeti ve Müşteri Sadakati ile İlişkisi: Akıllı Telefon Sektörüne Yönelik Bir Araştırma**
Köse Ş. G. , Özer E.
Business and Economics Research Journal, vol.12, no.1, pp.219-232, 2021 (Other Refereed National Journals)
6. **Şehirde Yolculuk: Algılanan Hizmet Kalitesi, Kurum İmajı, Müşteri Memnuniyeti ve Müşteri Sadakati İlişkisinde Şehir Hatları Örneği**
Kırçova İ., Köse Ş. G. , Özer E.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, no.28, pp.79-100, 2020 (Other Refereed National Journals)

Books & Book Chapters

1. **E-Commerce**
Aydın K., Özer E.
in: E-Business, Assoc.Prof.Dr. Arzu KARAMAN AKGÜL, Editor, Anadolu University, Eskişehir, pp.147-173, 2021

Refereed Congress / Symposium Publications in Proceedings

1. **PAZARLAMANIN KARANLIK YÜZÜ: INFLUENCER PAZARLAMASINDAKİ YANLIŞ UYGULAMALAR**
Erdoğan H., ÖZER ÇİZER E.
9th INTERNATIONAL CONGRESS ON SOCIAL SCIENCES - HUMANITIES AND EDUCATION, İstanbul, Turkey, 22 February 2021
2. **PAZARLAMADA SİMÜLASYON UYGULAMALARI**
ÖZER ÇİZER E., Erdoğan H.
9th INTERNATIONAL CONGRESS ON SOCIAL SCIENCES - HUMANITIES AND EDUCATION, İstanbul, Turkey, 22 February 2021
3. **The Culture of Consumption and Minimalism**
Özer E.
5th INTERNATIONAL STUDENT CONGRESS, Manisa, Turkey, 3 - 04 April 2018, pp.282-288

Research Areas

Marketing

Non Academic Experience

Business Establishment Private, Kpmg