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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 Eylul University, İşletme Fakültesi, İşletme (İng), Turkey

Academic Titles / Tasks

Research Assistant
2018 - Continues

Yildiz Technical University, Faculty Of Economic And Administrative Sciences,
Department Of Administration

Supported Projects

- Özer Çizer E., Kırçova İ., TUBITAK Project, E-Atıkların Elden Çıkarılması ve Geri Kazanılması Üzerine Sürdürülebilir Bir Model Önerisi, 2024 - 2025

Published journal articles indexed by SCI, SSCI, and AHCI

- Consumer responses toward smart technology: A systematic review, synthesis, and future research agenda**
Gungor A. S., Cadirci T. O., Kose S. G., Ozer Cizer E.
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, vol.48, no.3, pp.1-39, 2024 (SSCI)
- Exploring the drivers of green purchase behaviour: the moderating roles of perceived expensiveness and green scepticism**
Aydın K., ALTAN M., Köse Ş. G., ÖZER ÇİZER E.
International Journal of Global Warming, vol.34, no.1, pp.49-61, 2024 (SCI-Expanded)
- Big Dilemma in Face Mask Consumption: Environmental Sensitivity versus the Fear of Covid-19**
Aydın K., Yıldırım S., Özer Çizer E.

Articles Published in Other Journals

1. **A Bibliometric Analysis on The Development of The Second-Hand Market Literature Over the Last 30 Years**
ÖZER ÇİZER E., KÖSE Ş. G.
Manas Journal of Social Studies, vol.13, no.4, pp.1364-1378, 2024 (Peer-Reviewed Journal)
2. **Psikolojik Sahiplik Kavramının Pazarlama ve Tüketici Davranışı Literatürüne Yansımaları: Bibliyometrik Bir Analiz**
KÖSE Ş. G., ÖZER ÇİZER E.
Tüketici ve Tüketim Araştırmaları Dergisi, vol.15, no.2, pp.461-496, 2023 (Peer-Reviewed Journal)
3. **Innovation in Consumer Behavior: A 30-Year Systematic Review**
Özer Çizer E.
Trends in business and economics (Online), vol.37, no.4, pp.1-9, 2023 (Peer-Reviewed Journal)
4. **PAZARLAMA VE YAPAY ZEKA: BİBLİYOMETRİK ANALİZ**
Özer Çizer E.
Istanbul Journal of Social Sciences, no.34, pp.23-41, 2022 (Peer-Reviewed Journal)
5. **Will You Carry That Watch? Investigating Factors That Affect Continuance Intention Of Smartwatches**
Enginkaya Erkent E., Köse Ş. G., Özer Çizer E.
International Journal of Contemporary Economics and Administrative Sciences, vol.11, no.2, pp.354-373, 2021 (ESCI)
6. **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 (Peer-Reviewed Journal)
7. **THE EFFECT OF ATTITUDES TOWARDS THE CONCEPT OF COLLABORATIVE CONSUMPTION ON INTENTION TO USE SECOND HAND E-FASHION WEBSITES**
Özer E., Ozcan B. M.
JOURNAL OF MEHMET AKIF ERSOY UNIVERSITY ECONOMICS AND ADMINISTRATIVE SCIENCES FACULTY, vol.8, no.1, pp.1-25, 2021 (ESCI)
8. **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 (Scopus)
9. **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 (ESCI)
10. **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 (Peer-Reviewed Journal)
11. **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 (Peer-Reviewed Journal)

Books & Book Chapters

1. **Adapting to Evolving Consumer Experiences in Hospitality and Tourism**
Özer Çizer E., Köse Ş. G., Karaman Akgül A.
in: Adapting to Evolving Consumer Experiences in Hospitality and Tourism, Maria Amélia Machado Carvalho, Maria Antónia Rodrigues, Joaquim Monteiro Pratas, Editor, IGI Global yayınevi, Pennsylvania, pp.1-20, 2024
2. **Circular Economy Perspectives on E-Waste: A Bibliometric Analysis and Comprehensive Review**
Özer Çizer E., Kırçova İ.
in: Navigating the Circular Age of a Sustainable Digital Revolution, Umair Tanveer, Shamaila Ishaq, Truong Quang Huy, Thinh Gia Hoang, Editor, IGI GLOBAL, Pennsylvania, pp.1-30, 2024
3. **Ecological Degradation Within the Context of Consumption: A 30-Year Bibliometric Analysis (1992-2022)**
Özer Çizer E.
in: Perspectives on Ecological Degradation and Technological Progress, Yilanci Veli, Editor, IGI Global, Pennsylvania, pp.1-30, 2023
4. **The Influence of Social Media on Food Choices: A Bibliometric Approach**
Köse Ş. G., Özer Çizer E.
in: Influences of Social Media on Consumer Decision-Making Processes in the Food and Grocery Industry, Theodore Tarnanidis, Maro Vlachopoulou, Jason Papathanasiou, Editor, IGI Global, Pennsylvania, pp.1-23, 2023
5. **Someone Like Us: Anthropomorphism in the Consumer Behavior in the Scope of Emerging Countries**
Özer Çizer E.
in: Impact of Disruptive Technologies on the Socio-Economic Development of Emerging Countries, Fredrick Japhet Mtenzi, George S. Oreku, Dennis M. Lupiana, Editor, IGI Global, Pennsylvania, pp.1-20, 2023
6. **Metaverse: The Challenges and Opportunities Of This Unique Universe**
Köse Ş. G., Özer Çizer E.
in: Global Studies on Management Information Systems, Saeed Tabar, Gökhan Övenç, Emre Akadal, Zeki Özen, Elif Kartal, Editor, Istanbul University Press, İstanbul, pp.1-16, 2023
7. **The Digitalization of Health Behaviors: A Bibliometric Analysis**
Özer Çizer E.
in: Handbook of Research on Digitalization Solutions for Social and Economic Needs, Pettinger Richard, Gupta Brij B., Roja Alexandru, Cozmiuc Diana, Editor, IGI Global, Pennsylvania, pp.1-20, 2023
8. **Health and Travel for Consumers: A Bibliometric Analysis of 20 Years of Health Tourism**
Özer Çizer E.
in: Global Perspectives on the Opportunities and Future Directions of Health Tourism, Oğuz Doğan, Editor, IGI Global, Pennsylvania, pp.1-20, 2023
9. **The Effects of Real-Time Content Marketing on Consumer Emotions and Behaviors: An Analysis on COVID-19 Pandemic Period**
Ayar Şentürk H., Özer E., Sezer T.
in: Cases on Digital Strategies and Management Issues in Modern Organizations, José Duarte Santos, Editor, IGI Global, Pennsylvania, pp.300-329, 2022
10. **PANDEMİ SONRASI DÖNEMDE TÜKETİCİLERİN SAĞLIK DAVRANIŞLARINDAKİ DEĞİŞİKLİKLER**
Özer Çizer E.
in: PANDEMİ SONRASI TÜKETİM ARAŞTIRMALARI, TOR KADIOĞLU, CANSU, Editor, GAZİ KİTAPEVİ, Ankara, pp.81-96, 2022
11. **Teknolojik Gelişmelerin Kabulünde Kuşak Özelliklerinin Etkisi**
Köse Ş. G., Özer Çizer E.
in: Tüketici Davranışlarında Makro Trendler, ŞAHİN Fatih, BAHAR Reyhan, Editor, Nobel, Ankara, pp.287-304, 2022
12. **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. DÖNÜŞÜM EKONOMİSİNDE ELDEN ÇIKARMA DAVRANIŞLARI: BİBLİYOMETRİK BİR ANALİZ (1992-2023)**
ÖZER ÇİZER E., KIRÇOVA İ.
X. YILDIZ ULUSLARARASI SOSYAL BİLİMLER KONGRESİ, İstanbul, Turkey, 21 - 22 December 2023
- 2. Let's Change: E-waste Management in Consumers, Producers, and Governments**
Özer Çizer E., Kırçova İ.
2nd International Conference on Mathematical, Engineering, Jaipur, India, 21 - 22 May 2023, pp.1-2
- 3. Energy Consumption at Home: Insights for Sustainable Smart Home Marketing**
KÖSE Ş. G., ÖZER ÇİZER E., KAZANÇOĞLU İ.
ISCMEE 2nd International Conference on Sustainable, Circular Management and Environmental Engineering, İzmir, Turkey, 19 October 2022
- 4. Pazarlamada Yapay Zeka Uygulamaları**
Özer Çizer E.
DİJİTALLEŞEN DÜNYADA BİREY, TOPLUM, SİYASET KONGRESİ, İstanbul, Turkey, 26 May 2022
- 5. PAZARLAMANIN KARANLIK YÜZÜ: INFLUENCER PAZARLAMASINDAKİ YANLIŞUYGULAMALAR**
Erdoğan H., Özer Çizer E.
9th INTERNATIONAL CONGRESS ON SOCIAL SCIENCES - HUMANITIES AND EDUCATION, İstanbul, Turkey, 22 February 2021
- 6. PAZARLAMADA SİMÜLASYON UYGULAMALARI**
Özer Çizer E., Erdoğan H.
9th INTERNATIONAL CONGRESS ON SOCIAL SCIENCES - HUMANITIES AND EDUCATION, İstanbul, Turkey, 22 February 2021
- 7. The Culture of Consumption and Minimalism**
Özer E.
5th INTERNATIONAL STUDENT CONGRESS, Manisa, Turkey, 3 - 04 April 2018, pp.282-288

Metrics

Publication: 33

Citation (Scopus): 3

H-Index (Scopus): 1

Research Areas

Marketing

Non Academic Experience

Business Establishment Private, Kpmg

KPMG