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International Researcher IDs

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Publons / Web Of Science ResearcherID: AAO-1017-2020

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Education Information

Doctorate, Istanbul University, Institute Of Social Sciences, Pazarlama, Turkey 2004 - 2009

Postgraduate, Marmara University, Institute Of Social Sciences, Üretim Yönetimi Ve Pazarlama, Turkey 2001 - 2004

Undergraduate, Yildiz Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme , Turkey 1997 - 2001

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Moda Ürünlerinin Pazarlanmasında Sosyo-Psikolojik Faktörlerin Tüketici Tercihleri İle İlişkisi Üzerine Bir Pilot Araştırma, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, Pazarlama, 2009

Postgraduate, Politik Pazarlamada Etik ve Bir Uygulama, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama, 2004

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

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

Assistant Professor, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, 2014 - 2018

Research Assistant PhD, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, 2009 - 2010

Research Assistant, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, 2002 - 2009

Supervised Theses

Ozansoy Çadirci T., Sağlık sektöründe hizmet ortamının müşteri sadakati ile ilişkisi: Özel hastaneler ve devlet hastaneleri açısından bir karşılaştırma, Postgraduate, A.Emre(Student), 2019

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **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)
- II. **Understanding digital consumer: A review, synthesis, and future research agenda**
Sagkaya Gungor A., Ozansoy cadirci T.
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, vol.46, no.5, pp.1829-1858, 2022 (SSCI)
- III. **An evaluation of airport service experience: An identification of service improvement opportunities based on topic modeling and sentiment analysis**
Kilic S., Cadirci T. O.
RESEARCH IN TRANSPORTATION BUSINESS AND MANAGEMENT, vol.43, pp.1-10, 2021 (SSCI)
- IV. **26 years left behind: a historical and predictive analysis of electronic business research**
Cadirci T. O., GÜNGÖR A. S.
ELECTRONIC COMMERCE RESEARCH, vol.21, no.1, pp.223-243, 2021 (SSCI)

Articles Published in Other Journals

- I. **Creating meaningful insights from customer reviews: a methodological comparison of topic modeling algorithms and their use in marketing research**
Yazıcı G., OZANSOY ÇADIRCI T.
Journal of Marketing Analytics, vol.12, no.4, pp.865-887, 2024 (ESCI)
- II. **SEGMENTATION OF CONSUMERS BASED ON PRIVACY CONCERN AND ADVERTISING VALUES**
IŞIKAY T., ÇADIRCI T. O.
Doğuş Üniversitesi Dergisi, vol.25, no.2, pp.201-211, 2024 (Peer-Reviewed Journal)
- III. **Segmentation of brand lovers based on perceived financial constraints, financial anxiety, debt avoidance and perceived financial risk**
ALYAR P., Ozansoy Çadirci T.
Business and Management Studies: An International Journal, vol.11, no.2, pp.468-480, 2023 (Peer-Reviewed Journal)
- IV. **Revisiting the Recent History of Consumer Behavior in Marketing Journals: A Topic Modeling Perspective**
OZANSOY ÇADIRCI T.
Review of Marketing Science, vol.20, no.1, pp.113-145, 2022 (Scopus)
- V. **The Voice of the Consumer on sVoD Systems During Covid-19: A Service Opportunity Mining Approach**
Cadirci T. O., Gungor A. S., Kilic S.
International Journal of Marketing, Communication and New Media, no.11, pp.5-29, 2022 (ESCI)
- VI. **Effects of Cognitive Load and Game Involvement on Affective Responses in Branded Entertainment**
GÜNGÖR A. S., Cadirci T.
INTERNATIONAL JOURNAL OF GAMING AND COMPUTER-MEDIATED SIMULATIONS, vol.11, no.4, pp.42-58, 2019 (ESCI)
- VII. **Love My Selfie selfies in managing impressions on social networks**

- Ozansoy Çadırcı T., Sağkaya Güngör A.
Journal of Marketing Communications, vol.25, no.3, pp.268-287, 2019 (Scopus)
- VIII. **Çevrimiçi Satın Almalarda Tüketicinin Risk Algısı: İki Boyutlu Ürün Görüntüleme ve Artırılmış Gerçeklik (Üç Boyutlu Ürün Görüntüleme) Uygulamalarına İlişkin Bir Karşılaştırma**
Ozansoy Çadırcı T., Sağkaya Güngör A.
Kocaeli Üniversitesi Sosyal Bilimler Dergisi, vol.36, no.2, pp.53-76, 2018 (Peer-Reviewed Journal)
- IX. **The Impact of Healthscape on Customer Satisfaction and Loyalty in Public and Private Healthcare Institutions**
OZANSOY ÇADIRCI T., AKMAZ A. E.
Yıldız Social Science Review, vol.3, no.1, pp.81-96, 2018 (Peer-Reviewed Journal)
- X. **COMPARING THE EFFECT OF TWO-DIMENSIONAL DISPLAY AND THREE-DIMENSIONAL TRY ON TECHNOLOGIES ON THE CONSIDERATION SET FORMATION AND FINAL CHOICE ON THE WEBSITES**
SAĞKAYA GÜNGÖR A., OZANSOY ÇADIRCI T.
Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.3, no.3, pp.627-645, 2018 (Peer-Reviewed Journal)
- XI. **Impact of Involvement and Cognitive Load on Affective Responses to Advergaming and In-Game Advertising**
SAĞKAYA GÜNGÖR A., OZANSOY ÇADIRCI T.
Yıldız Social Science Review, vol.2, no.2, pp.91-106, 2016 (Peer-Reviewed Journal)
- XII. **Segmenting eWOM Engagers On Online Social Networks Based on Personal Characteristics and Behavior**
Sağkaya Güngör A., Ozansoy Çadırcı T.
EKEV AKADEMİ DERGİSİ, vol.17, no.57, pp.33-50, 2013 (Peer-Reviewed Journal)
- XIII. **Alışveriş Değeri ve Mağaza Seçim Kriterlerinin Belirlenmesinin Hazcı ve Faydacı Alışveriş Değeri İle İlişkisi: Lise Öğrencileri Üzerine Bir Araştırma**
Enginkaya Erkent E., Ozansoy Çadırcı T.
Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.19, no.1, pp.141-155, 2010 (Peer-Reviewed Journal)
- XIV. **Alışveriş Değeri ve Mağaza Seçim Kriterlerinin Belirlenmesinin Hazcı Ve Faydacı Alışveriş Değerleri İle İlişkisi Lise Öğrencileri Üzerine Bir Araştırma**
ENGİNKAYA ERKENT E., OZANSOY ÇADIRCI T.
Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.19, no.1, pp.141-155, 2010 (Peer-Reviewed Journal)
- XV. **Tüketicilerin Sosyo-Psikolojik ve Demografik Özellikleri, İlgilenim, Subjektif Bilgi ve Güven Düzeyine Bağlı Olarak Moda Giysi Pazarının Bölümlendirilmesi**
Ozansoy Çadırcı T.
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.9, no.33, pp.143-152, 2010 (Peer-Reviewed Journal)
- XVI. **A Theoretical Framework About How Organizations Promote Their Corporate Social Responsibility Initiatives**
Enginkaya Erkent E., Ozansoy Çadırcı T., Esen E.
International Journal of Business and Management, vol.1, no.2, pp.39-47, 2009 (Peer-Reviewed Journal)

Books

- I. **Bridging the Theory and Practice of Digital Marketing from Interactive Marketing Perspective: A Historical Review**
Güngör A. S., Ozansoy Çadırcı T.
in: The Palgrave Handbook of Interactive Marketing, Cheng Lu Wang, Editor, Palgrave Macmillan, London , Zürich, pp.65-92, 2023
- II. **Gap Between Mobile and Online Advergaming: The Possible Effects of the Optimal Gaming Experience-Flow**
Ozansoy Çadırcı T., Sağkaya Güngör A.

in: Application of Gaming in New Media Marketing, Pratika Mishra, Swati Oberoi Dham, Editor, Igi Global Publications, Pennsylvania, pp.125-150, 2018

- III. **Augmented Reality as a Tool to Enhance the Experiential Value of Online Shopping: The Future of Fashion Retailing**
Ozansoy Çadircı T., Köse Ş. G.
in: Handbook of Researchon Global FashionManagement andMerchandising, Vecchi,A.,Buckley,C., Editor, Igi Global, Pennsylvania, pp.281-304, 2016
- IV. **Advergaming – How Does Cognitive Overload Effect Brand Recall? Differences between In-Game Advertising (IGA) and Advergimes**
Sağkaya Güngör A., Ozansoy Çadircı T., Köse Ş. G.
in: Handbook of Researchon Human-ComputerInterfaces, Developments,and Applications, Rodrigues, J, Cardoso, P., Monteiro, J., Figueiredo, M., Editor, Igi Global, Pennsylvania, pp.502-524, 2016
- V. **Electronic Word-of-Mouth Communication in Online Social Networks: The Motivational Antecedents of Electronic Word-of-Mouth (eWOM) Engagement in Online Social Networks**
OZANSOY ÇADIRCI T., Sağkaya Güngör A.
in: Capturing, Analyzing, and Managing Word-of-Mouth in The Digital Marketplace, Rathore S, Panwar A., Editor, Igi Global Publications, Hershey Pa, pp.77-102, 2015

Papers Published in Refereed Scientific Meetings

- I. **KRİPTO PARALARA YATIRIM NİYETİNİ BELİRLEYEN FİNANSAL VE PSİKOLOJİK FAKTÖRLERİN İNCELENMESİ**
Çavuş B., Ozansoy Çadircı T.
XI. YILDIZ ULUSLARARASI SOSYAL BİLİMLER KONGRESİ , İstanbul, Turkey, 25 - 26 December 2024
- II. **MARKA AŞKI YAŞAYAN TÜKETİCİLERİN FİNANSAL KISITLAR, FİNANSAL KAYGI, BORÇTAN KAÇINMA EĞİLİMİ VE ALGILADIKLARIFİNANSAL RİSKE BAĞLI OLARAK BÖLÜMLENDİRİLMESİ**
ALYAR P., OZANSOY ÇADIRCI T.
BALKAN 7TH INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, ÜSKÜP, Macedonia, 3 - 05 February 2023, vol.9, pp.12
- III. **Mahremiyet ve Dijital Pazarlamada Gelişimi**
IŞIKAY T., OZANSOY ÇADIRCI T.
9.Yıldız International Social Sciences Congress, İstanbul, Turkey, 26 - 27 December 2022, pp.102
- IV. **Understanding Product Usage Motivations By Analyzing Amazon Alexa Customer Reviews With Latent Dirichlet Allocation Algorithm**
YAZICI G., OZANSOY ÇADIRCI T.
9.Yıldız International Social Sciences Congress, İstanbul, Turkey, 26 December 2022, pp.116
- V. **ARE VIRTUAL GOODS EQUAL IN VALUE TO THEIR MATERIAL COUNTERPARTS? COMPARISON BASED ON HEDONIC AND UTILITARIAN VALUES**
SAĞKAYA GÜNGÖR A., OZANSOY ÇADIRCI T.
9.Uluslararası Bilimsel Araştırmalar Kongresi (UBAK), Ankara, Turkey, 12 December 2020
- VI. **Motivations for Gifting in Digital Games: What If The Gift Is Virtual?**
Sağkaya Güngör A., OZANSOY ÇADIRCI T.
3rd Annual International Conference on Social Sciences, 26 - 27 October 2017, no.3
- VII. **Impact of involvement telepresence and cognitive load on affective responses to advergimes**
SAĞKAYA GÜNGÖR A., OZANSOY ÇADIRCI T.
2nd Annual Internation Conference on Social Sciences (AICSS), 2 - 04 June 2016, no.2
- VIII. **Segmenting the Gamers to Understand the Effectiveness of in Game Advertising**
OZANSOY ÇADIRCI T., Sağkaya Güngör A., KÖSE Ş. G.
1st Annual International Conference on Social Sciences, İstanbul, Turkey, 21 - 23 May 2015, pp.435-447
- IX. **İndirimli Gıda Perakendecilerinde Sürekli Müşteri Olma Davranışı**

OZANSOY ÇADIRCI T., Güngör A., ASİL H.

18.Ulusal Pazarlama Kongresi, Turkey, 19 - 22 June 2013

- X. **A Theoretical Framework About How Organizations Promote Their Corporate Social Responsibility Initiatives**
ENGİNKAYA ERKENT E., OZANSOY ÇADIRCI T., ESEN E.
International Conference on Social Sciences, İzmir, Turkey, 10 - 11 September 2009, vol.1, pp.201-209
- XI. **The Relationship Between Brand Name, Percieved Value, Percieved Quality, Store Image and Consumers' Purchase Intentions**
Enginkaya Erkent E., Ozansoy Çadirci T.
SOBIAD, İzmir, Turkey, 21 August 2008
- XII. **Meyve Suyu Sektöründeki Mağaza Markalı Ürünlerin Algılanmasına İlişkin Bir Çalışma**
Kurtuluş K., OZANSOY ÇADIRCI T., Başfıncı Ç.
11.Ulusal Pazarlama Kongresi, İzmir, Turkey, 01 November 2006, no.11, pp.223-249
- XIII. **Brand Choices Depending on Technological Developments Among The Young Consumers**
İbrahim K., ENGİNKAYA ERKENT E., OZANSOY ÇADIRCI T.
Global Business and Technology Association 2003 International Conference, Budapest, Hungary, 8 - 12 July 2003, pp.727-735

Supported Projects

KAPLAN H. A., AYDIN S., OZANSOY ÇADIRCI T., Project Supported by Higher Education Institutions, Kooperatif Ortaklığına Bağlı Hak ve Yükümlülükler Kapsamında Yargıya İntikal Eden Uyuşmazlıkların Analizi, 2023 - Continues
AYDIN S., OZANSOY ÇADIRCI T., KAPLAN H. A., Project Supported by Higher Education Institutions, Sosyal Medyada Örtülü Pazarlama Uygulamalarının Haksız Rekabet ve Tüketicinin Korunması Açısından İncelenmesi, 2022 - 2024
OZANSOY ÇADIRCI T., SAĞKAYA GÜNGÖR A., KÖSE Ş. G., ÖZER ÇİZER E., Project Supported by Higher Education Institutions, Yapay Zeka Tabanlı Ürünlerin Marka Arketiplerinin Belirlenmesi, 2021 - 2023
OZANSOY ÇADIRCI T., SAĞKAYA GÜNGÖR A., Project Supported by Higher Education Institutions, Dijital Tüketim Teorisinin Gelişimi Tahmine Dayalı Boylamsal Bir Analiz, 2021 - 2022

Activities in Scientific Journals

INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Scientific Committee Membership, 2024 - Continues

Peer Reviews in Scientific Publications

INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Journal Indexed in SSCI, October 2024
EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, April 2024
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Journal Indexed in SSCI, January 2024
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, Journal Indexed in SSCI, February 2021
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, Journal Indexed in SSCI, September 2020
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, Journal Indexed in SSCI, September 2019
JOURNAL OF RESEARCH IN INTERACTIVE MARKETING, Journal Indexed in SSCI, February 2019
EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, January 2012

Metrics

Publication: 38

Citation (WoS): 3

Citation (Scopus): 114

H-Index (WoS): 2

H-Index (Scopus): 4