

Assoc. Prof. Tuğçe OZANSOY ÇADIRCI

Personal Information

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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

Advising Theses

Ozansoy Çadircı 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. **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)
- II. **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)
- III. **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. **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)
- II. **Segmentation of brand lovers based on perceived financial constraints, financial anxiety, debt avoidance and perceived financial risk**
ALYAR P., Ozansoy Çadircı T.
Business and Management Studies: An International Journal, vol.11, no.2, pp.468-480, 2023 (Peer-Reviewed Journal)
- III. **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, 2023 (ESCI)
- 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 Çadircı T., Sağlıkya 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 Çadircı T., Sağlıkya 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 A ctive Responses to Advergimes 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 Bşgılı 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 & Book Chapters

- I. Gap Between Mobile and Online Advergimes: 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
- II. Augmented Reality as a Tool to Enhance the Experiential Value of Online Shopping: The Future of Fashion Retailing**
Ozansoy Çadırcı T., Köse Ş. G.
in: Handbook of Research on Global Fashion Management and Merchandising, Vecchi, A., Buckley, C., Editor, Igi Global, Pennsylvania, pp.281-304, 2016
- III. Advergaming – How Does Cognitive Overload Effect Brand Recall? Differences between In-Game Advertising (IGA) and Advergimes**
Sağkaya Güngör A., Ozansoy Çadırcı T., Köse Ş. G.
in: Handbook of Research on Human-Computer Interfaces, Developments, and Applications, Rodrigues, J, Cardoso,

P., Monteiro, J., Figueiredo, M., Editor, Igi Global, Pennsylvania, pp.502-524, 2016

- IV. **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

Refereed Congress / Symposium Publications in Proceedings

- I. **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
- II. **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
- III. **Impact of involvement telepresence and cognitive load on affective responses to advergames**
SAĞKAYA GÜNGÖR A., OZANSOY ÇADIRCI T.
2nd Annual International Conference on Social Sciences (AICSS), 2 - 04 June 2016, no.2
- IV. **Segmenting the Gamers to Understand The Effectiveness of In Game Advertisement**
OZANSOY ÇADIRCI T., Sağkaya Güngör A., KÖSE Ş. G.
1st Annual International Conference on Social Sciences, İstanbul, Turkey, 14 May 2015
- V. **İndirimli Gıda Perakendecilerinde Sürekli Müşteri Olma Davranışı**
OZANSOY ÇADIRCI T., Güngör A., ASİL H.
18.Ulusal Pazarlama Kongresi, Turkey, 19 - 22 June 2013
- VI. **The Relationship Between Brand Name, Percieved Value, Percieved Quality, Store Image and Consumers' Purchase Intentions**
Enginkaya Erkent E., Ozansoy Çadırcı T.
SOBIAD, İzmir, Turkey, 21 August 2008
- VII. **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
- VIII. **Brand Choices Depending On Technological Developments Among Young Consumers**
Kırçova İ., Enginkaya Erkent E., Ozansoy Çadırcı T.
GBATA, Budapest, Hungary, 14 June 2003

Activities in Scientific Journals

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

Metrics

Publication: 32

Citation (WoS): 3

Citation (Scopus): 28

H-Index (WoS): 2

H-Index (Scopus): 3