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International Researcher IDs

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Education Information

Doctorate, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, Turkey 2019 - Continues

Postgraduate, Yildiz Technical University, Graduate School Of Social Sciences, Department Of Business Administration, Turkey 2016 - 2019

Undergraduate, Middle East Technical University, Faculty Of Economic And Administrative Sciences, İşletme, Turkey 2007 - 2011

Research Areas

Social Sciences and Humanities

Published journal articles indexed by SCI, SSCI, and AHCI

- I. The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity**
Keskin H., Ayar Şentürk H., Tatoglu E., Golgeci I., Kalaycioglu O., Etlioğlu H. T.
INTERNATIONAL MARKETING REVIEW, vol.38, no.6, pp.1242-1266, 2021 (SSCI)

Articles Published in Other Journals

- I. Persuasive messages and emotional responses in social media marketing**
Keskin H., Akgün A. E., Ayar H., Etlioğlu H. T.
Journal of Management, Marketing and Logistics, vol.4, pp.202-208, 2017 (Peer-Reviewed Journal)
- II. Why Companies Go Positive Marketing Innovations: A new theoretical prototype for 4Ps of Innovation**
Keskin H., Akgün A. E., Ayar H., Etlioğlu H. T.
Journal of Business, Economics and Finance, vol.6, 2017 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. Firm Innovativeness from the Perspective of Complex Adaptive Systems (CAS) Theory: A Conceptual Framework**

KESKİN H., AKGÜN A. E., ETLİOĞLU H. T.

7th International Conference on Leadership, Technology, Innovation and Business Management (ICLTIBM-2017), Muğla, Turkey, 09 November 2017, pp.258-262

II. **The evolution of research on organizational compassion capacity: a systematic review and research agenda**

KESKİN H., AKGÜN A. E., ETLİOĞLU H. T., KOCOĞLU I.

The European Conference on Psychology and the Behavioral Sciences, Brighton, United Kingdom, 04 July 2017, pp.61-76

III. **Persuasive messages and emotional responses in social media marketing**

KESKİN H., AKGÜN A. E., AYAR H., ETLİOĞLU H. T.

2nd world conference on technology, innovation and entrepreneurship, 12 - 14 May 2017

IV. **Why companies go positive marketing innovations: a new theoretical prototype for 4ps of innovation**

AKGÜN A. E., KESKİN H., AYAR H., ETLİOĞLU H. T.

2nd world conference on technology, innovation and entrepreneurship, 12 - 14 May 2017

V. **Persuasive Messages, Emotional Responses and Behavioral Intentions in Social Media Marketing**

KESKİN H., AKGÜN A. E., AYAR H., ETLİOĞLU H. T.

2nd World Conference on Technology, Innovation and Entrepreneurship, İstanbul, Turkey, 12 May 2017, pp.12

Metrics

Publication: 8

Citation (WoS): 1

Citation (Scopus): 33

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