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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., AKGUN A. E., ETLİOĞLU H. T., KOCOGLU 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

H-Index (WoS): 1

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