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## Education Information

Post Graduate, Yıldız Teknik Üniversitesi, Graduate School of Social Sciences, Department of Business Administration, Turkey 2016 - Continues

Under Graduate, Orta Doğu Teknik Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2007 - 2011

## Articles Published in Other Journals

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

## Refereed Congress / Symposium Publications in Proceedings

- **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
- **The evolution of research on organizational compassion capacity:a systematic review and research agenda**  
KESKİN H., AKGUN A. E. , ETLİOĞLU H. T. , KOCOĞLU I.  
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- **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 entrepreneurshipnt, 12 - 14 May 2017
- **Why companies go positive marketing innovations: a new theoretical prototype for 4ps of innovation**  
AKGÜN A. E. , KESKİN H., AYAR H., ETLİOĞLU H. T.  
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- **Persuasive Messages, Emotional Responses and Behavioral Intentions in Social Media Marketing**  
KESKİN H., AKGÜN A. E. , AYAR H., ETLİOĞLU H. T.  
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