

Lect. PhD ÖZLEM ÖZDEMİR SÜZER

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: ABC-9412-2020

Education Information

Doctorate, Bursa Uludağ University, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2017 - 2022

Postgraduate, Uludağ Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme, Turkey 2014 - 2017

Undergraduate, Uludağ Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2010 - 2014

Foreign Languages

English, B2 Upper Intermediate

Certificates, Courses and Trainings

Human Rights, İnsan Hakları, Cumhurbaşkanlığı İnsan Kaynakları Eğitim Portalı, 2021

Data Analysis, Lisansüstü Eğitim Gören Araştırmacılara Yönelik Uygulamalı Nicel Veri Analizi Eğitimi, Hasan Kalyoncu Üniversitesi, Tübitak, 2021

Data Analysis, MAXQDA ile Nitel Veri Analizi Sertifika Programı, SAMSUN ÜNİVERSİTESİ SÜREKLİ EĞİTİM UYGULAMA ve ARAŞTIRMA MERKEZİ, 2021

Data Analysis, Introduction to Structural Equation Modeling, Center Stat, 2021

Data Analysis, AKADEMİK ARAŞTIRMA YÖNTEMLERİ, ANKARA DÜŞÜNCE ATÖLYESİ, 2021

Dissertations

Doctorate, A Research On Showrooming And Webrooming Buying Behaviors In The Context Of Omni-Channel Marketing, Bursa Uludağ University, Sosyal Bilimler Enstitüsü, Sosyal Bilimler Enstitüsü, 2022

Postgraduate, A research on the factors that affect e-impulse buying behaviors in online apparel websites, Bursa Uludağ University, Sosyal Bilimler Enstitüsü, 2017

Research Areas

Marketing

Academic Titles / Tasks

Lecturer, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2018 - Continues

Lecturer, Erciyes University, Pınarbaşı Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2017 - 2018

Academic and Administrative Experience

Performans Değerlendirme Komisyonu Üyesi, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama ve Dış Ticaret Bölümü, 2021 - Continues

Adaptation/Exemption Committee Member, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2021 - Continues

Birim Stratejik Plan Komisyonu Üyesi, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama ve Dış Ticaret Bölümü, 2019 - Continues

Bölüm Akademik Teşvik Değerlendirme Komisyonu Üyesi, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama ve Dış Ticaret Bölümü, 2018 - Continues

Assistant Director of Vocational School, Kayseri University, Pınarbaşı Meslek Yüksekokulu, Pazarlama ve Dış Ticaret Bölümü, 2019 - 2020

Courses

Halkla İlişkiler, Associate Degree, 2020 - 2021

Entrepreneurship, Associate Degree, 2020 - 2021, 2019 - 2020

Tourism Marketing, Associate Degree, 2020 - 2021, 2019 - 2020

Sales Power Training, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Marketing Strategics, Associate Degree, 2020 - 2021, 2019 - 2020

Foreign Trade Transactions, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Müşteri İlişkileri Yönetimi, Associate Degree, 2020 - 2021

Foreign Trade Transactions, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Communication, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Electronic Trade, Associate Degree, 2020 - 2021

Consumer Behavior, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

International Marketing, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Marketing Principles, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Communication, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018

Retail Management, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019

Electronic Marketing, Associate Degree, 2019 - 2020

Rhetoric, Associate Degree, 2018 - 2019, 2017 - 2018

Rhetoric, Associate Degree, 2018 - 2019, 2017 - 2018

Articles Published in Other Journals

- I. **A Research on Intention towards Showrooming and Webrooming in the Context of Omni-channel Marketing**
Özdemir Süzer Ö., Taşkın Ç.
Optimum Ekonomi ve Yönetim Bilimleri Dergisi, vol.9, no.2, pp.243-271, 2022 (Peer-Reviewed Journal)
- II. **A Study to Measure the Effect of Consumers' Consumption Styles on Compulsive Buying**
Özdemir Süzer Ö.
İşletme Araştırmaları Dergisi, vol.14, no.1, pp.402-415, 2022 (Peer-Reviewed Journal)
- III. **A RESEARCH ON THE IMPACT THE SERVICE QUALITY DIMENSIONS OF OMNI-CHANNEL RETAILING ON CUSTOMER LOYALTY: THE CASE OF DEFAC TO**

Özdemir Süzer Ö., Taşkın Ç.

Abant İzzet Baysal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.21, no.3, pp.633-660, 2021 (Peer-Reviewed Journal)

IV. Online itkisel satın alma davranışının öncülleri üzerine bir araştırma

Özdemir Ö., Taşkın Ç.

MEHMET AKIF ERSOY UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, vol.9, no.18, pp.251-270, 2017 (Peer-Reviewed Journal)

Books & Book Chapters

I. ONLINE İTKİSEL SATIN ALMA DAVRANIŞI: PLS-SEM İLE BİR MODEL ÖNERİSİ

Özdemir Ö., Taşkın Ç.

Dora Basım-Yayın Dağıtım Ltd. Şti, Bursa, 2017

Refereed Congress / Symposium Publications in Proceedings

I. University students' perspective on entrepreneurship

Özdemir Süzer Ö.

8 th GLOBAL BUSINESS RESEARCH CONGRESS (GBRC-2022), İstanbul, Turkey, 09 June 2022, vol.15, pp.64-70

II. The effect of service quality on customer satisfaction in e-commerce environments

Özdemir Süzer Ö.

8th GLOBAL BUSINESS RESEARCH CONGRESS (GBRC-2022), İstanbul, Turkey, 9 August - 09 October 2022, vol.15, pp.155-156

III. RESEARCHING OF THE EFFECT OF NORMATIVE IMPACT AND BRAND LOVE ON BRAND LOYALTY

Özdemir Süzer Ö.

INTERNATIONAL CONGRESS OF MANAGEMENT, ECONOMY AND POLICY, İstanbul, Turkey, 16 - 17 October 2021, pp.38-53

IV. A Research on The Effect of Gamification on Customer Engagement and Intention to Use of Mobile Application Users: The Case of Yemek Sepeti

Özdemir Süzer Ö., Taşkın Ç.

25. PAZARLAMA KONGRESİ - MARKETING CONGRESS, Ankara, Turkey, 30 June - 02 July 2021, pp.713-720

V. EXPLORING THE RELATIONSHIPS AMONG THE ANTECEDENTS OF E-IMPULSE BUYING BEHAVIOUR FOR ONLINE APPAREL WEBSITES

Taşkın Ç., Özdemir Süzer Ö.

DAKAM'S INTERNATIONAL DESIGN AND COMMUNICATION STUDIES MEETING: MARKETING '17 / International Conference on Marketing Studies, İstanbul, Turkey, 31 March - 01 April 2017, pp.129

Memberships / Tasks in Scientific Organizations

Pazarlama ve Pazarlama Araştırmaları Derneği, Member, 2021 - Continues, Turkey

Metrics

Publication: 10

Citation (Scopus): 1

H-Index (Scopus): 1

Congress and Symposium Activities

25. Pazarlama Kongresi, Attendee, Ankara, Turkey, 2021