

## **Lect. SEFA ÜSTÜNER**

### **Personal Information**

**Email:** sefaustuner@kayseri.edu.tr

**Web:** <https://avesis.kayseri.edu.tr/sefaustuner>

### **International Researcher IDs**

ORCID: 0000-0003-1231-5694

Yoksis Researcher ID: 386665

### **Education Information**

Doctorate, Osmaniye Korkut Ata University, Institute Of Social Sciences, Turkey 2020 - Continues

Postgraduate, Osmaniye Korkut Ata University, Institute Of Social Sciences, Turkey 2018 - 2020

Undergraduate, Akdeniz University, Faculty Of Economics And Administrative Sciences, Department Of International Relations, Turkey 2013 - 2017

### **Dissertations**

Postgraduate, A study on the fan's image congruence of professional sport team's and attitudes towards star player their sport product and services effects on purchase intention, Osmaniye Korkut Ata University, Institute Of Social Sciences, 2020

### **Academic Titles / Tasks**

Lecturer, Kayseri University, Rektörlük, 2023 - Continues

### **Articles Published in Other Journals**

- I. **A Study on the Effect of Fans' Image Congruence With the Professional Sports Team on Their Intention to Purchase Licensed Sports Products and Services**  
ÜSTÜNER S., CANOĞLU M., ÇABUK S.  
Journal of Yasar University, vol.17, no.65, pp.59-78, 2022 (Peer-Reviewed Journal)

### **Refereed Congress / Symposium Publications in Proceedings**

- I. **Comparison Of Social Media Communication Effectiveness; The Sample of Fenerbahçe Sports Club, Beşiktaş Gymnastics Club and Galatasaray Sports Club**  
Canoğlu M., Üstüner S.  
25. PPAD Pazarlama Kongresi, Ankara, Turkey, 30 June - 02 July 2021, pp.173-183