

## **Lect. SEFA ÜSTÜNER**

### **Personal Information**

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

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### **International Researcher IDs**

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### **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

### **Foreign Languages**

English, B2 Upper Intermediate

### **Certificates, Courses and Trainings**

Quality Management, MEDEK Değerlendirici Eğitimi, 2025

Renewable Energy Sources, TS EN ISO 19011:2018 Yönetim Sistemlerini Denetleme Eğitimi (İç Tetkikçi Eğitimi) , Efektif Enerji, 2024

Renewable Energy Sources, TS EN ISO 50001:2018 Enerji Yönetim Sistemi Eğitimi , Efektif Enerji, 2024

Vocational Training, Öğretim Yöntem ve Teknikleri, Kayseri University, 2024

Measurement and Evaluation, Ölçme ve Değerlendirme Yöntemleri, Kayseri University, 2024

Education Management and Planning, Liderlik, Kayseri University, 2023

### **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

### **Research Areas**

Marketing

### **Academic Titles / Tasks**

## Academic and Administrative Experience

Rectorate Commissioner, Kayseri University, Rektörlük, Rektörlük, 2024 - Continues

Sürdürülebilirlik Komisyon Üyesi, Kayseri University, Rektörlük, Rektörlük, 2024 - Continues

Strategy Development Board Working Group Member, Kayseri University, Rektörlük, Rektörlük, 2023 - Continues

Member of University Strategic Planning Commission, Kayseri University, Rektörlük, Rektörlük, 2023 - Continues

Birim kalite Komisyon Üyesi, Kayseri University, Rektörlük, Rektörlük, 2023 - Continues

Member of University Strategic Planning Commission, Kayseri University, Rektörlük, Rektörlük, 2023 - Continues

## Articles Published in Other Journals

- I. **The moderating role of environmental knowledge in influencing sustainable consumption intention of Generation Z through Personal Norms, Social Norms, And Environmental Awareness**  
Canoğlu M., Üstüner S.  
INNOVATIVE MARKETING, vol.21, no.1, pp.14-25, 2025 (ESCI)
- II. **The Moderating Role of Gender and Driving Experience Duration on Drivers' Acceptance of Mobile Navigation Applications**  
Canoglu M., Üstüner S., Yenilmez G.  
International Journal of E-Services and Mobile Applications, vol.16, no.1, pp.1-17, 2024 (ESCI)
- III. **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)

## Papers Published in Refereed Scientific Meetings

- I. **The Moderating Role of Self-Esteem and Self-Awareness in the Impact of Peer Bullying on Brand Preference**  
Üstüner S., Canoğlu M.  
27. Pazarlama Kongresi, Erzurum, Turkey, 30 May - 01 June 2024, pp.661-675
- II. **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

## Congress and Symposium Activities

48th EBES Conference - Istanbul, Attendee, İstanbul, Turkey, 2024

27. Pazarlama Kongresi, Attendee, Erzurum, Turkey, 2024

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