

Assoc. Prof. Zübeyir Çelik

Personal Information

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International Researcher IDs

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Biography

Zübeyir Çelik is an Associate Professor of Business Administration at Erciş Faculty of Business Administration, Van Yüzüncü Yıl University. He holds a PhD in Marketing from Marmara University. His research interests include digital marketing, phygital marketing, marketing thought and theory, and consumer behavior.

Education Information

Undergraduate, Istanbul University, Open And Distance Education Faculty, Sosyoloji Bölümü, Turkey 2019 - 2023

Doctorate, Marmara University, Institute Of Social Sciences, Department Of Business Administration, Turkey 2017 - 2021

Postgraduate, Eskisehir Osmangazi University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Turkey 2014 - 2017

Undergraduate, Eskisehir Osmangazi University, İktisadi-İdari Bilimler Fak., İşletme Bölümü, Turkey 2007 - 2011

Foreign Languages

English, B2 Upper Intermediate

Certificates, Courses and Trainings

Data Analysis, Jamovi ile Temel ve Üst Düzey Analizler Eğitimi, Diğer, 2024

Data Analysis, SmartPLS ile Temel ve Üst Düzey Analizler Eğitimi , Diğer, 2022

Data Analysis, AMOS ile Temel ve Üst Düzey Analizler Eğitimi, Diğer, 2022

Data Analysis, UCINET ile Sosyal Ağ Analizi Eğitimi, Diğer, 2022

Data Analysis, GPower ile Güç Analizi Eğitimi, Diğer, 2022

Data Analysis, Veri Zarflama Analizi Eğitimi , Diğer, 2022

Data Analysis, VOSviewer ile Uygulamalı Bibliyometrik Analiz Eğitimi, Diğer, 2021

Data Analysis, Process Makro ile Aracı, Düzenleyici ve Koşullu Süreç Analizleri Eğitimi, Diğer, 2021

Data Analysis, SPSS ile Temel ve Üst Düzey Analizler Eğitimi, Diğer, 2019

Other, Araştırma Modeli Geliştirme Eğitimi, Diğer, 2018

Dissertations

Doctorate, Tüketicilerin Çevrimiçi Bilgi Arama Sürecinde, Bilgi Edinme Araçlarının Satın Alma Niyetine Etkisi ve Bir Araştırma, Marmara University, Institute Of Social Sciences, Department Of Business Administration, 2021

Postgraduate, Kişisel Motivasyon Faktörlerinin Olumsuz Elektronik Ağızdan Ağıza İletişim Üzerindeki Etkisi, Eskisehir Osmangazi University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, 2017

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Associate Professor, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2023 - Continues

Assistant Professor, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2022 - 2023

Research Assistant PhD, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2021 - 2022

Research Assistant, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2016 - 2021

Academic and Administrative Experience

Head of Department, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2023 - Continues

Fakülte Kurulu Üyesi, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2023 - Continues

Head of Department, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2023 - Continues

Internship Committee Member, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2022 - Continues

Mentorluk, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2022 - 2024

Burs Komisyonu Üyesi, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2022 - 2023

Adaptation/Exemption Committee Member, Van Yüzüncü Yil University, Erciş İşletme Fakültesi, İşletme Bölümü, 2018 - 2023

Courses

Advanced Research in Marketing (Non-Thesis Master's Degree), Postgraduate, 2023 - 2024

Sales Management, Undergraduate, 2023 - 2024

Introduction to Marketing, Undergraduate, 2023 - 2024

Advanced Research in Marketing (Thesis Master's Degree), Postgraduate, 2023 - 2024

International Marketing, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Marketing Management, Undergraduate, 2023 - 2024

Marketing Research (Thesis Master's Degree), Postgraduate, 2023 - 2024

Marketing Research (Non-Thesis Master's Degree), Postgraduate, 2023 - 2024

Public Relations, Undergraduate, 2022 - 2023

Production Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Research Methods, Undergraduate, 2022 - 2023

Advising Theses

Çelik Z., The Mediating Role of Price Satisfaction and Moderating Role of Perceived Scarcity in the Effect of Price Discount Affect on Urge to Purchase in Civil Aviation Passenger Transport, Postgraduate, M.SULAR(Student), 2025

Çelik Z., Investigating the Effect of Social Media on Women's Intentions to Undergo Plastic Surgery, Postgraduate, A.HASDEMİR(Student), 2025

Çelik Z., Investigation of Consumer Attitudes and Intentions Towards Virtual Dressing Room Applications, Postgraduate, T.ÇAKMAK(Student), 2025

Çelik Z., Investigating the Effect of Economic Sustainability on Firm Performance, Export Performance and Financial Performance, Postgraduate, H.İSKENDER(Student), 2025

Çelik Z., The Mediating Role of Green Product Attitude, Green Perceived Innovativeness and Green Perceived Value in the Effect of Green Marketing on Electric Vehicle Purchase Intention, Postgraduate, S.ÖZİŞİK(Student), 2024

Çelik Z., Investigating the Factors Affecting Consumers' Behavioral Intentions towards Drone Food and Beverage Delivery Service, Postgraduate, C.DAĞDALAN(Student), 2024

Jury Memberships

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, June, 2024

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, March, 2024

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, September, 2023

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, September, 2023

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, September, 2023

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, July, 2023

Post Graduate, Post Graduate, Van Yüzüncü Yıl Üniversitesi, July, 2023

Articles Published in Other Journals

- I. **Examining Users' Intentions to Use Cryptocurrency in Türkiye**
Çelik Z., Aydın İ., Yiğenoğlu K., Cesur A.
INTERNATIONAL JOURNAL OF ELECTRONIC FINANCE, vol.0, no.0, 2027 (Scopus)
- II. **A Research on Consumers' Behavioural Intentions on the Use of Digital Currencies and Cryptocurrencies in Online Shopping**
Çelik Z., Habiboğlu Ö., Bölükbaşı Y., Civelek A. B.
INTERNATIONAL JOURNAL OF ELECTRONIC FINANCE, vol.0, no.0, 2027 (Scopus)
- III. **An Empirical Study on Consumers' Intentions to Use and WOM Communication Intentions for Product Deliveries by Drone**
Çelik Z., Aydın İ., Yiğenoğlu K., Cesur A.
INTERNATIONAL JOURNAL OF ELECTRONIC MARKETING AND RETAILING, no.0, 2026 (Scopus)
- IV. **A Systematic Review of Empirical Studies on Service Robots**
Çelik Z., Aydın İ., Yiğenoğlu K.
Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi, vol.27, no.2, pp.469-484, 2024 (Peer-Reviewed Journal)
- V. **Testing a Structural Model on Impulse Buying Tendency, Fear of COVID-19, Economic Anxiety, Household Income and Quality of Life**
Çelik Z., Aysuna Türkyılmaz C., Uslu A.
INTERNATIONAL JOURNAL OF ELECTRONIC BUSINESS, vol.19, no.3, pp.235-254, 2024 (Scopus)
- VI. **Consumers' foresight for the digital Turkish lira: an empirical study**
Aydın İ., Çelik Z., Yiğenoğlu K., Cesur A.
JOURNAL OF FINANCIAL SERVICES MARKETING, vol.29, no.2, pp.214-228, 2024 (ESCI)
- VII. **A Study on Consumers' Intentions to Reuse Mobile Apparel Applications**
Erdem Ş., Gülöz G. E., Çelik Z.
Fırat Üniversitesi Sosyal Bilimler Dergisi, vol.34, no.2, pp.907-918, 2024 (Peer-Reviewed Journal)
- VIII. **Examination of the Effect of Consumer Comments on E-Commerce Sites on Continuance Intention to**

Online Shopping within the Scope of Social Exchange Theory

Habibođlu Ö., Çelik Z., Sađlam M.

INTERNATIONAL JOURNAL OF ELECTRONIC BUSINESS, vol.19, no.2, pp.156-180, 2024 (Scopus)

- IX. **A Systematic Review of the Research Models of Brands Subject Doctoral Theses Published in 2020-2023 at the YÖK National Thesis Center**
Çelik Z., Saydan R.
Yüzüncü Yıl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, no.63, pp.72-88, 2024 (Peer-Reviewed Journal)
- X. **Testing a Structural Model on Consumers' Fear of COVID-19, Death Anxiety, Mental Well-Being and Online Shopping Attitudes with a Process Macro**
Çelik Z.
INTERNATIONAL JOURNAL OF ELECTRONIC MARKETING AND RETAILING, vol.15, no.1, pp.1-19, 2024 (Scopus)
- XI. **Comparative Analysis of Bibliometric Data Sources of Empirical Studies in the Context of Traditional, Digital and Phygital Marketing**
Çelik Z., Özdemir O., Sađlam M., Uslu A.
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.45, no.2, pp.180-212, 2023 (Peer-Reviewed Journal)
- XII. **The Effect of Happiness on Customers' Repurchase Intentions in Online Shopping**
Çelik Z., Dülek B.
Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.19, no.4, pp.862-882, 2023 (Peer-Reviewed Journal)
- XIII. **Investigating the Effect of Relationships Among Studies in the Context of Research Methodology on Predicting the Results of Hypotheses**
Çelik Z., Aydın İ., Dülek B., Saydan R.
Turkish Journal of Marketing, vol.8, no.4, pp.106-118, 2023 (Peer-Reviewed Journal)
- XIV. **The Effect of Blog Contents on Online Purchase Intention and A Research**
Çelik Z., Uslu A.
Gazi İktisat ve İşletme Dergisi, vol.9, no.2, pp.134-150, 2023 (Peer-Reviewed Journal)
- XV. **Investigation of the Effect of Buyers' Relationships With Each Other on Their Opinions on the Benefits of Smartphones By UCINET Social Network Analysis**
Çelik Z., Sađlam M., Uslu A.
Journal of research in business (online), vol.8, no.1, pp.191-206, 2023 (Peer-Reviewed Journal)
- XVI. **Tüketici Sinizmine Yönelik Kavramsal Bir Model Önerisi**
ÇELİK Z., GÜMÜŞ C.
Balıkesir Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.26, no.49, pp.171-183, 2023 (Peer-Reviewed Journal)
- XVII. **Bibliometric Analysis of Empirical Studies on Consumer Behavior in the Context of Seven Economic Theories**
Sađlam M., Çelik Z., Yiğenođlu K.
Journal of Management, Marketing and Logistics (JMML), vol.10, no.1, pp.31-52, 2023 (Peer-Reviewed Journal)
- XVIII. **Drone İle Teslimata Yönelik Algılanan Güvenin Kullanım Niyeti Üzerindeki Etkisinde Algılanan Risk ve Ağızdan Ağıza İletişimin Aracılık Rollerinin Araştırılması**
Aydın İ., Çelik Z.
Equinox, Journal of Economics, Business & Political Studies, vol.10, no.1, pp.49-67, 2023 (Peer-Reviewed Journal)
- XIX. **The Mediating Role of the Need for Store Atmosphere in the Effect of Perceived Personal Innovativeness on Intention to Reuse**
Çelik Z., Gülöz G. E.
İşletme Akademisi Dergisi, vol.4, no.1, pp.113-124, 2023 (Peer-Reviewed Journal)
- XX. **A Bibliometric Analysis of the Literature on the Origins of the Technology Acceptance Model (TAM) and A Marketing-Sided Approach to TAM**
ÇELİK Z., USLU A.
ÖNERİ, vol.18, no.59, pp.1-14, 2023 (Peer-Reviewed Journal)
- XXI. **DO THE OPINIONS OF VLOGGERS AND CELEBRITIES ADD A VALUE ON A BRAND?**
Çelik Z., Bayraktar A.
Journal of research in business (online), vol.7, no.2, pp.298-315, 2022 (Peer-Reviewed Journal)

- XXII. **A Bibliometric Analysis of Empirical Studies on Drone Delivery**
CESUR A., YİĞENOĞLU K., AYDIN İ., ÇELİK Z.
Yüzüncü Yıl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, no.58, pp.118-133, 2022 (Peer-Reviewed Journal)
- XXIII. **METAVEVERSE: BIBLIOMETRIC ANALYSIS, A CONCEPTUAL MODEL PROPOSAL, AND A MARKETING-ORIENTED APPROACH**
Çelik Z., Dülek B., Aydın İ., Saydan R.
Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, no.24, pp.383-394, 2022 (Peer-Reviewed Journal)
- XXIV. **A Bibliometric Analysis of Empirical Studies on Cryptocurrencies in the Time of COVID-19**
YİĞENOĞLU K., CESUR A., ÇELİK Z., AYDIN İ.
Dicle Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, 2022 (Peer-Reviewed Journal)
- XXV. **Bir Düşünce Sistemi Olarak Pazarlama**
ÇELİK Z.
Güncel Pazarlama Yaklaşımları ve Araştırmaları Dergisi, vol.3, no.1, pp.64-75, 2022 (Peer-Reviewed Journal)
- XXVI. **FACTORS AFFECTING POSITIVE WORD-OF-MOUTH COMMUNICATION INTENTION FOR DRONE-BASED DELIVERY SERVICE IN RETAILING**
DÜLEK B., ÇELİK Z.
Akademik Yaklaşımlar Dergisi, vol.13, no.1, pp.40-55, 2022 (Peer-Reviewed Journal)
- XXVII. **THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY**
ÇELİK Z.
İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi, vol.21, no.43, pp.148-167, 2022 (Peer-Reviewed Journal)
- XXVIII. **INVESTIGATION OF CONSUMERS' INTENTIONS TO USE DIGITAL CURRENCY FOR SHOPPING**
Çelik Z., Dülek B.
Dicle Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.12, no.23, pp.284-303, 2022 (Peer-Reviewed Journal)
- XXIX. **A Conceptual Model Proposal for Consumers' Flow Experiences in the Online Information Search Process**
ÇELİK Z.
Journal of Academic Perspective on Social Studies, no.1, pp.66-76, 2022 (Peer-Reviewed Journal)
- XXX. **The Effect of Text, Image and Video-Based Product Review Presentation Formats on Online Purchasing Intention**
ÇELİK Z., KABAK A., USLU A.
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.22, no.2, pp.489-516, 2022 (Peer-Reviewed Journal)
- XXXI. **Restoranlarda Robot Garsonlar Kullanmanın Tüketicilerin Davranışsal Niyetlerine Etkisi**
Çelik Z., Aydın İ.
Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.23, no.1, pp.317-336, 2022 (Peer-Reviewed Journal)
- XXXII. **Bibliometric Analysis of Flow Theory from Past to Present with Visual Mapping Technique: A Marketing-Sided Approach**
ÇELİK Z., USLU A.
ÖNERİ, vol.17, no.57, pp.243-267, 2022 (Peer-Reviewed Journal)
- XXXIII. **Bibliometric Analysis of Empirical Studies on the Subject of COVID-19 in Consumer Behaviour Researches Between 2020-2021 with Visual Mapping Technique**
AYDIN İ., ÇELİK Z.
Turkish Journal of Marketing, vol.6, no.3, pp.161-174, 2021 (Peer-Reviewed Journal)
- XXXIV. **A FIELD STUDY FOR THE RELATIONSHIP BETWEEN STRATEGIC BRAND CONCEPTS AND BRAND ARCHITECTURE STRATEGIES FROM THE POINT OF CONSUMER'S PERSPECTIVE**
ÇELİK Z.
Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.0, no.60, pp.775-798, 2021 (Peer-Reviewed Journal)
- XXXV. **The effect of product delivery with drones on consumers' behavioural intentions in retailing**
ÇELİK Z., AYDIN İ.

- Business and Management Studies: An International Journal, vol.9, no.4, pp.1422-1436, 2021 (Peer-Reviewed Journal)
- XXXVI. **The Effect of Consumers Use of Smart Mirror As An Augmented Reality in Physical Store Shopping on Behavioral Intention**
ÇELİK Z., AYDIN İ.
İşletme Araştırmaları Dergisi, vol.13, no.4, pp.3573-3585, 2021 (Peer-Reviewed Journal)
- XXXVII. **HAPPINESS-BEHAVIOR MODEL: THE EFFECT OF CONSUMERS' MENTAL WELL-BEING ON ONLINE ACTUAL PURCHASING BEHAVIOR**
ÇELİK Z., DÜLEK B.
Beykoz Akademi Dergisi, vol.8, no.1, pp.252-264, 2020 (Peer-Reviewed Journal)
- XXXVIII. **Bir Örgütsel Kültür Olarak Pazarlamanın Kuramsal Çerçevesi**
ÇELİK Z.
Turkish Journal of Marketing, vol.5, no.1, pp.1-21, 2020 (Peer-Reviewed Journal)
- XXXIX. **The Effect of Web Site Content on User Acceptance of E-Retail**
ÇELİK Z., ERDEM Ş.
Turkish Journal of Marketing, vol.3, no.2, pp.108-126, 2018 (Peer-Reviewed Journal)
- XL. **Kişisel Motivasyon Faktörlerinin Olumsuz Elektronik Ağızdan Ağıza İletişim Yapma Niyeti Üzerindeki Etkisi**
Çelik Z., Özkara B. Y.
JOURNAL OF THE HUMAN AND SOCIAL SCIENCE RESEARCHES, vol.6, no.2, pp.1224-1246, 2017 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Çevrim İçi Bilgi Arama Süreci-Bilgi Teorisi, Teknoloji Kabul Modeli ve Akış Teorisi Esaslı Bir Bakış**
Çelik Z., Uslu A.
Nobel Yayınevi, Ankara, 2023
- II. **Sinik Tüketici Davranışları**
Çelik Z.
in: Tüketici Davranışlarında Güncel Yaklaşımlar, GÜMÜŞ CEMAL, Editor, Nobel Yayınevi, Ankara, pp.135-152, 2023
- III. **Dijital Bankacılık Hizmetlerinde Blokzincir Teknolojisinin Kullanılmasına Yönelik Kavramsal Bir Model Önerisi**
Çelik Z.
in: Blokzincir Merkezli Güncel İş Modelleri, BEYBUR MUSTAFA, Editor, Gazi Kitabevi, Ankara, pp.99-116, 2023
- IV. **Mobil Pazarlama**
Aydın İ., Çelik Z.
in: Yeni Nesil Pazarlama Yaklaşımları, MERMER ÜZÜMLÜ AYTUĞ, Editor, Nobel Yayınevi, Ankara, pp.253-269, 2022
- V. **Ulusal Sürdürülebilir Pazarlama Literatürünün Bibliyometrik Analizi**
Çelik Z., Aydın İ.
in: İşletmecilik Alanındaki Çalışmaların Bibliyometrik Analizi (Muhasebe ve Finansman, Yönetim ve Organizasyon, Üretim Yönetimi ve Pazarlama Boyutlarıyla), KELEŞ DURSUN, Editor, Gazi Kitabevi, Ankara, pp.311-335, 2022
- VI. **Nöropazarlama-Tüketicinin Beynindeki Sırları Anlamak**
Aydın İ., Çelik Z.
in: Dijital Pazarlama-Yaklaşım ve Uygulamalar, YILMAZ EMRAH SITKI, Editor, Orion Akademi, Ankara, pp.278-299, 2022
- VII. **Turizm Sektöründe Sağlık Pazarlaması**
Çelik Z., Aydın İ.
in: Turizm Sektöründe Pazarlama Paradigmaları, ÖZDEMİR OSMAN, Editor, Gazi Kitabevi, Ankara, pp.5-19, 2021
- VIII. **Turizm Sektöründe Mobil Pazarlama**
Çelik Z., Aydın İ.

in: Turizm Pazarlamasında Dijital Dönüşüm, ÖZDEMİR OSMAN, Editor, Gazi Kitabevi, Ankara, pp.105-118, 2021

IX. Fijital (Phygital) Pazarlama

Çelik Z.

in: Dijitalleşen Dünyada Pazarlama, SAĞLAM MEHMET, Editor, Nobel Yayınevi, Ankara, pp.297-317, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. Olumlu Belediye İmajının Seçimlere Yönelik Tutum Üzerindeki Etkisi**
Aydın İ., Saydan R., Çelik Z.
3rd International Conference on Contemporary Academic Research, Konya, Turkey, 10 - 11 November 2024, pp.358-361
- II. Demografik Özelliklere Göre Tüketici Boykot Davranışının İncelenmesi**
Çelik Z., Saydan R., Aydın İ.
3rd International Conference on Contemporary Academic Research, Konya, Turkey, 10 - 11 November 2024, pp.444-449
- III. The Effect of Demographic Characteristics on the Effect of Nostalgia Advertising on Purchase Intention**
Saydan R., Çelik Z., Aydın İ.
4th International Conference on Engineering, Natural and Social Sciences, Konya, Turkey, 22 - 23 October 2024, pp.404-409
- IV. Coğrafi İşaretli Ürünlere Yönelik Olumlu Fiyat Algısının Satın Alma Tercihine Etkisi**
Saydan R., Aydın İ., Çelik Z.
4th International Conference on Engineering, Natural and Social Sciences, Konya, Turkey, 22 - 23 October 2024, pp.428-431
- V. The Effect of Brand Mark on Word of Mouth Communication in the Football Industry**
Aydın İ., Saydan R., Çelik Z.
5th International Conference on Innovative Academic Studies, Konya, Turkey, 10 - 11 October 2024, pp.133-137
- VI. The Effect of Gender on the Effect of Perceived Service Quality on Repurchase Intention**
Çelik Z., Saydan R., Aydın İ.
5th International Conference on Innovative Academic Studies, Konya, Turkey, 10 - 11 October 2024, pp.79-84
- VII. The Mediating Role of Corporate Image and Job Satisfaction in the Effect of Internal Marketing on Employee Performance**
Çelik Z., Saydan R., Düle B.
4th International Conference on Scientific and Academic Research, Konya, Turkey, 19 - 20 July 2024, pp.427-434
- VIII. The Mediating Role of Brand Attitude in the Effect of Brand Credibility on Brand Purchase Intention**
Saydan R., Çelik Z.
4th International Conference on Scientific and Academic Research, Konya, Turkey, 19 - 20 July 2024, pp.703-708
- IX. Examining Employees' Job Satisfaction and Life Satisfaction in the Context of the S-O-R Model**
Çelik Z., Saydan R., Kabak A.
3rd International Conference on Frontiers in Academic Research, Konya, Turkey, 15 - 16 June 2024, pp.500-508
- X. Pazarlama Profesörlerinin Yüksek Öğretim Bilgi Sisteminde (YÖKSİS) Yer Alan Anahtar Kelimelerinin Sistematik Bir İncelemesi**
Çelik Z., Saydan R.
3rd International Conference on Frontiers in Academic Research, Konya, Turkey, 15 - 16 June 2024, pp.957-962
- XI. The Mediating Role of Team Love in the Effect of Football Team Success on Fans' Behavioral Intentions**
Çelik Z., Kabak A., Saydan R.
4th International Conference on Innovative Academic Studies, Konya, Turkey, 12 - 13 March 2024, pp.872-877
- XII. The Mediating and Moderating Roles of Burnout on the Effect of Job Stress on Life Satisfaction of Call Center Employees**

Saydan R., Çelik Z., Kabak A.

4th International Conference on Innovative Academic Studies, Konya, Turkey, 12 - 13 March 2024, pp.761-767

- XIII. **The Effects of Brand Association and Brand Relevance on Brand Equity**
Çelik Z., Saydan R.
3rd International Conference on Scientific and Academic Research, Konya, Turkey, 25 - 26 December 2023, vol.1, no.7, pp.168-171
- XIV. **The Moderating Role of Mental Well-Being on the Effects of Shopping Well-Being and Shopping Ill-Being on Life Satisfaction**
Çelik Z., Saydan R.
3rd International Conference on Scientific and Academic Research, Konya, Turkey, 25 - 26 December 2023, vol.1, no.7, pp.6-9
- XV. **The Effects of Brand Trust, Brand Love and Brand Loyalty on Word-of-Mouth Communication Intention**
Çelik Z., Aydın İ., Saydan R.
EGE 10th International Conference on Social Sciences, İzmir, Turkey, 22 - 24 December 2023, vol.1, pp.1484-1489
- XVI. **Investigating the Effect of Social Media Marketing on Word-of-Mouth Communication**
Aydın İ., Çelik Z., Saydan R.
EGE 10th International Conference on Social Sciences, İzmir, Turkey, 22 - 24 December 2023, vol.1, pp.1478-1483
- XVII. **The Mediating Role of Mental Well-Being in the Effect of Financial Well-Being on Shopping Well-Being**
Çelik Z., Aydın İ.
2nd International Conference on Frontiers in Academic Research, Konya, Turkey, 4 - 05 December 2023, vol.1, no.6, pp.68-72
- XVIII. **The Mediating Role of Brand Image in the Effect of Social Media Marketing on Purchase Intention**
Aydın İ., Çelik Z.
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