



**Ezgi MERDİN-UYGUR, MBA, PhD, CMBE**

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## 1. ACADEMIC SERVICE

### Education

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| 2015- 2016 | Post-Doc in Marketing, Koç University, Istanbul TURKEY   |
| 2009- 2015 | Ph.D. in Marketing, Boğaziçi University, Istanbul TURKEY   |
| 2013- 2014 | <i>Visiting PhD Researcher, Universita Bocconi, Milano ITALIA</i>  |
| 2007- 2009 | MBA, Istanbul Technical University, Istanbul TURKEY  |
| 2008- 2009 | <i>ERASMUS granted semester, MS in Industrial Engineering and Management, Politecnico di Torino, Torino ITALIA</i> |
| 2002- 2006 | B.A. in Political Science and International Relations, Boğaziçi University, Istanbul TURKEY                        |

### Academic Appointments

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|------------------|--|
| 16 Feb 2022      | <i>Associate Professor of Marketing, by Turkish Inter-University Board</i> |
| 10 Oct 2018- now | Assist. Prof. of Marketing at Kadir Has University, Istanbul TURKEY        |
| 2016- 2018       | Lecturer in Marketing (full-time) at Kadir Has University, Istanbul TURKEY |
| 2012- 2015       | Research Assistant at Boğaziçi University, Istanbul TURKEY                 |
| 2010- 2011       | Teaching Assistant at Koç University, Istanbul TURKEY                      |

### Courses Taught

#### PhD:

|   |                            |
|---|----------------------------|
| BA656 Multivariate Research Methods           | (departmental coordinator) |
| SGS601 Research Methods and Scientific Ethics | (departmental coordinator) |

#### MBA:

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| MBAD510 Consumer Behavior          |
| MBAD507 Strategic Brand Management |
| MBAD503 Strategic Marketing        |

#### Professional MBA (10-week semester):

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| MBAD547 Business Research and Statistics |
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#### Undergraduate:

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| BA331 Principles of Marketing       |
| BA315 Marketing Strategy            |
| BA334 Strategic Brand Management    |
| AD104 Market Basics for Advertising |

## 2. ACADEMIC RESEARCH

### SSCI/Scopus Indexed Journal Articles:

- Ozturkcan, Selcen, and Ezgi Merdin-Uygur (2021), "Humanoid Service Robots: The Future of Healthcare?", *Journal of Information Technology Teaching Cases* <https://doi.org/10.1177/20438869211003905> (Scopus)
- Sarial-Abi, Gulen, Ezgi Merdin-Uygur, and Zeynep Gurhan-Canli (2020), "Responses to Replica (vs. Genuine) Touristic Experiences", *Annals of Tourism Research*, 83, 102927. <https://doi.org/10.1016/j.annals.2020.102927> (AJG 4, SSCI) **(Also awarded Best Paper in its track in Winter AMA 2015)**
- Merdin-Uygur, Ezgi, Gulen Sarial-Abi, Zeynep Gurhan-Canli, and Ozlem Hesapci (2019), "How Does Self-Concept Clarity Influence Happiness in Social Settings? The Role of Strangers versus Friends", *Self and Identity*, 18(4), 443-467. [doi.org/10.1080/15298868.2018.1470563](https://doi.org/10.1080/15298868.2018.1470563) (SSCI)
- Merdin-Uygur, Ezgi, and Ozlem Hesapci (2018), "Alone but Together, Autonomous but Related: Self-construal Effects on Happiness in Social Experiences", *Journal of Consumer Behaviour*, 17(3), 313-325. [doi.org/10.1002/cb.1713](https://doi.org/10.1002/cb.1713) (AJG 2, SSCI)
- Merdin-Uygur, Ezgi (2017), "Considerations and Confusions about the Regulatory Focus Theory and a Future Agenda for Researchers in Marketing", *Bogazici Journal, Review of Social, Economic and Administrative Studies*, 31(1), 83-99. [doi.org/10.21773/boun.31.1.5](https://doi.org/10.21773/boun.31.1.5) (Scopus)
- Hesapci, Ozlem, Ezgi Merdin, and Vehbi Gorgulu (2016), "Your Ethnic Model Speaks to the Culturally Connected: Differential Effects of Model Ethnicity in Advertisements and the Role of Cultural Self-Construal", *Journal of Consumer Behaviour*, 15(2), 175-185. [doi.org/10.1002/cb.1562](https://doi.org/10.1002/cb.1562) (AJG 2, SSCI)

### Other Refereed Journal Articles:

- Merdin-Uygur, Ezgi (2021). "Tüketim ve Mutluluk İlişkisine Dair Bir Araştırma Gündemi Çerçevesi", *Doğuş Üniversitesi Dergisi*, 22(2), 237-251. <https://doi.org/10.31671/doujournal.912413>
- Merdin-Uygur, Ezgi (2018). "Consumer Impulsive Buying Tendency Scale Development Using Mixed Methodology", *Beykoz Akademi Dergisi*, December, 6(2), 125-141. [doi.org/10.14514/BYK.m.26515393.2018.6/2.125-141](https://doi.org/10.14514/BYK.m.26515393.2018.6/2.125-141)

- Merdin, Ezgi (2013), "What is True (Brand) Love? The Love Concept in Branding Theory and Research", *Journal of Euromarketing*, 22(3), 51-60.
- Merdin, Ezgi (2011), "Self-Marketing for Graduates and Professionals as a Strategic Career Management Tool", *The Business Review, Cambridge*, 19(1), 104-109.

#### International Refereed Book Chapters:

- Merdin-Uygur, Ezgi, Gülen Sarial-Abi, and Zeynep Gürhan-Canli (accepted for publication, 2022), "Advertising Inauthentic Experiences Based on Attitude Functions", in *Advances in Advertising Research*, eds. Alexandra Vignolles and Martin Waiguny, vol. XII, **Springer**.
- Ozturkcan S., Merdin-Uygur E. (2022) Conceptualizing Opportunities and Challenges Relevant to the Inclusion of Humanoid Service Robots in the Context of COVID-19. In: Ahram T., Taiar R. (eds) Human Interaction, Emerging Technologies and Future Systems V. IHET 2021. Lecture Notes in Networks and Systems, vol 319. Springer, Cham. [https://doi.org/10.1007/978-3-030-85540-6\\_20](https://doi.org/10.1007/978-3-030-85540-6_20)
- Merdin-Uygur, Ezgi (2019), "An Attempt to Develop a Multidimensional Voluntary Simplification Lifestyle Scale for Generation Z", in *Ethics, Social Responsibility, and Sustainability in Marketing*, ed. Ipek Altinbasak-Farina, and Sebnem Burnaz, 173-190. **Springer**. ISBN: 978-981-13-7923-9
- Merdin-Uygur, Ezgi (2018), "Experience Consumption in Turkey", in *Marketing Management in Turkey*, eds. Selcen Ozturkcan, and Elif Yolbulan-Okan, 223-244. **Emerald Publishing**. ISBN: 9781787145580 [doi:10.1108/978-1-78714-557-320181016](https://doi.org/10.1108/978-1-78714-557-320181016)
- Merdin-Uygur, Ezgi, Umut Kubat, and Zeynep Gurhan-Canli (2018), "Consumer – Brand Relationships in Turkey", in *Marketing Management in Turkey*, eds. Selcen Ozturkcan, and Elif Yolbulan-Okan, 143-164. **Emerald Publishing**. ISBN: 9781787145580 [doi:10.1108/978-1-78714-557-320181012](https://doi.org/10.1108/978-1-78714-557-320181012)
- Merdin, Ezgi and Mina Seraj (2013), "Are You Involved? Are You Focused? The Regulatory Fit and Involvement Effects on Advertisement Effectiveness", in *Advances in Advertising Research*, eds. Sara Rosengren, Micael Dahlén, and Shintaro Okazaki, vol. IV, 329-340. **Springer Fachmedien: Wiesbaden**.

#### Conference Proceedings and Presentations:

- Merdin-Uygur, Ezgi, and Gulen Sarial-Abi. (2021), "Psychological Ownership of Virtual versus Real Retail Experiences", ACR Conference - October 28 - 31, 2021; Seattle USA.

- Ozturkcan, Selcen, and Ezgi Merdin-Uygur (2021), "Conceptualizing societal challenges relevant to the inclusion of humanoids in services in the context of COVID-19", 5th International Conference on Human Interaction and Emerging Technologies (IHET 2021) Paris, France, August 27-29, 2021.
- Ozturkcan, Selcen, and Ezgi Merdin-Uygur (2021), "Consumer Attitudes towards Low vs. High Power Robotic Services and the Covid Pandemic", Workshop for 12 papers in track: *Consumer spaces post-Covid: Back to normal or new normals?* Academy of Marketing Conference 5th – 7th July 2021, Online.
- Merdin-Uygur, Ezgi, and Gulen Sarial-Abi. (2021), "Psychological Ownership of Virtual versus Real Retail Experiences", e-poster in Academy of Marketing Conference 5th – 7th July 2021, Online.
- Merdin-Uygur, Ezgi, Gulen Sarial-Abi, and Zeynep Gurhan-Canli. (2021), "Advertising Inauthentic Experiences Based on Attitude Functions", 2021 International Conference on Research in Advertising (ICORIA), Bordeaux, France (virtual), June 24-26.
- Kıyıcı-Çallı, Meltem; Ezgi Merdin-Uygur, Abdullah Onden, and Dominik Mahr (2019), "A Sentiment – Based Understanding of Happiness in Digital Space: Evidence from Online Support Accounts" (competitive paper in special session: *Unpacking The Mystique of Mobile Digital Content and Its Consumers: Insights for Consumer-Brand Relationships*), EMAC 48th Annual Conference, Hamburg, Germany, May 29-31, 2019.
- Ozturkcan, Selcen, and Ezgi Merdin-Uygur (2018), "Will robots conquer services? Attitudes towards anthropomorphic service robots", in 9th International Research Symposium in Service Management (IRSSM), Ljubljana, Slovenia, July 23-27, 2018.
- Merdin-Uygur, Ezgi, Gulen Sarial-Abi, Zeynep Gurhan-Canli, and Ozlem Hesapci-Karaca (2018), "How Does Self-Concept Clarity Influence Happiness in Experiential Settings? the Role of Strangers Versus Friends", in E - European Advances in Consumer Research Volume 11, eds. Maggie Geuens, Mario Pandelaere, and Michel Tuan Pham, Iris Vermeir, Duluth, MN :Association for Consumer Research, Pages: 106-107.
- Merdin-Uygur, Ezgi, and Ozlem Hesapci (2017), "Never Eat Alone: Autonomy and Relatedness Effects on Happiness in Communal Settings", 22. National Marketing Congress, Trabzon, TR 28-30 September 2017. (pp. 632-636).
- Merdin-Uygur, Ezgi, (2017), "Tüketim Ve Mutluluk İlişisine Dair Kritik Bir Analiz", 22. National Marketing Congress, Trabzon, TR 28-30 September 2017. (pp. 627-631).
- Merdin-Uygur, Ezgi (2016), "Voluntary Simplifiers' Segmentation and the Roles of Materialism, Self-Authenticity, and Religion", 7. International Conference on

Governance Fraud Ethics and Social Responsibility, Istanbul TR, 10-11 December 2016. (pp. 119-121).

- Merdin, Ezgi, Ozlem Hesapci, and Vehbi Gorgulu (2015), "Your Ethnic Model Speaks to the Culturally Connected: Differential Effects of Model Ethnicity in Advertisements and the Role of the Cultural Self-Construal", The 14th International Conference on Research in Advertising, (poster), London UK, July 2015.
- Merdin, Ezgi, and Ozlem Hesapci (2015) "Deneyimlerden Duyulan Mutlulukta Bireyin Benlik Kavramının Netliğinin Rolü". 20. National Marketing Congress, Eskişehir TR, 10-13 June 2015, (pp. 595-596)
- Hesapci, Ozlem, Ezgi Merdin, and Vehbi Gorgulu (2015), "Your Ethnic Model Speaks to the Culturally Connected: Differential Effects of Model Ethnicity in Advertisements and the Role of Cultural Self-Construal", The EMAC 44th Annual Conference. (working paper) Leuven, Belgium, 24-27 May 2015.
- Sarial-Abi, Gulen, Ezgi Merdin, Zeynep Gurhan-Canli, and Kathleen D. Vohs (2015), "Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions", AMA 2015 Winter Marketing Educators' Conference, San Antonio, TX, February 2015.  
\*Awarded Best Track Paper
- Merdin, Ezgi, Gulen Sarial Abi, Zeynep Gurhan Canli, and Kathleen D. Vohs (2014), "Evaluations of Iconic Versus Genuine Experiences Depend on Attitude Functions", in NA - Advances in Consumer Research Volume 42, eds. June Cotte and Stacy Wood, Duluth, MN: Association for Consumer Research, 610-611.
- Merdin, Ezgi, and Özlem Hesapçı (2013), "Looking for a Cultural Border Condition for the Experiential Recommendation", in NA - Advances in Consumer Research Volume 41, eds. Simona Botti and Aparna Labroo, Duluth, MN: Association for Consumer Research, 803.
- Merdin, Ezgi (2013), "Loves Me, Loves Me Not: Brand Love Co-Creation", 5th International Conference on Rhetoric and Narratives in Management Research, Barcelona, Spain, 23-27 March 2013.
- Merdin, Ezgi and Mina Seraj (2012), "The Regulatory Fit and Involvement Effects on Advertisement Effectiveness", 11th International Conference on Research in Advertising (ICORIA), Stockholm, Sweden, 28-30 June 2012.
- Merdin, Ezgi (2011), "Some Implications of the Regulatory Focus Theory on Marketing and Design", 1<sup>st</sup> Colloquium on Design and Marketing, Lincoln, UK, Dec 2011. (p.26)

- Merdin, Ezgi (2011), “Market – Driven Strategic Green Marketing within the New Sustainability Paradigm”, Cambridge Business and Economics Conference (CBEC), Cambridge, UK, 27-29 June 2011. (full paper published in online proceedings)
- Merdin, Ezgi (2011) Doctoral Student Seminar on Consumption, Markets and Culture. Bilkent University, Turkey, 3-10 June 2011 (chairs: Güliz Ger, Özlem Sandıkçı, Olga Kravets, Russell Belk, Robert Kozinets, Pauline McLaran, Alladi Venkatesh)
- Merdin, Ezgi (2010) “Bir Dürtüsel Satın Alma Yatkinlığı Ölçeği Geliştirme Denemesi”, 15. National Marketing Congress, İzmir, TR, 26-29 October 2010, (pp. 245-251)
- Aydemir, Ahmet, Ezgi Merdin, Çağla Nigar Mutlucan, Zeren Oray, and Mina Seraj (2010), “A Select Palette of Qualitative Research Tools for Marketing and Management Sciences”, METU Dept. of Business Administration 2010 Muhan Soysal Business Conference, Turkey, June 2010. (pp. 249-269)

#### **Research Projects, Grants and Awards:**

|                         |  |
|-------------------------|--|
| 01.02.2021 – 30.05.2021 | <b>research collaborator</b> in Copenhagen Business School, Institute of Marketing research project “Modeling Social Exclusion Processes and Behavioral Outcomes: A Closer Look into Race and Age-Related Social Exclusions” |
| 03.02.2020 – 10.02.2020 | <b>research collaborator</b> in Bocconi University research project “Responses to Replica (versus Genuine) Touristic Experiences”  |
| 25.02.2019 – 08.03.2019 | <b>research collaborator</b> in Bocconi University research project “When the Replica Experiences Provide More Enjoyment than the Genuine Experiences”   |
| 21.06.2018 - 05.07.2018 | <b>research collaborator</b> in Bocconi University research project “When the Replica Experiences Provide More Enjoyment than the Genuine Experiences”   |
| 01.03.2016 – 01.04.2017 | <b>research collaborator</b> in CERMES, Center for Research on Marketing and Services – Bocconi University research project “Effects of Financial Restrictions on Consumer Behavior”   |
| 13.07.2016 – 03.09.2016 | <b>research collaborator</b> in Bogazici University Scientific Research Project (BAP) “Consumer Behavior in Cosmopolitan and Multinational Contexts”   |
| 01.2013 –06. 2015       | <b>research collaborator</b> in Bogazici University Scientific Research Project (BAP) “Materialism and Cultural Effects on Experiential Happiness”   |

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| 10.06.2015-13.06.2015   | <b>full travel stipend</b> in 20 <sup>th</sup> National Marketing Congress, Eskişehir TURKEY from The Scientific and Technological Research Council of Turkey (TUBITAK) 2224-B programme  |
| 02.2015                 | <b>best paper award</b> in American Marketing Association (AMA) 2015 Winter Marketing Educators' Conference with "Evaluations of Iconic versus Genuine Experiences Depend on Attitude Functions" w. Gulen Sarial-Abi, Zeynep Gurhan-Canli and Kathleen D. Vohs. |
| 01.10.2009 - 31.08.2014 | <b>full Ph.D. stipend</b> , The Scientific and Technological Research Council of Turkey 2211-A programme  |
| 2006                    | <b>Dean's Honor List Graduate</b> , Bogazici University   |

## Graduate Supervision

### PhD Thesis:

- Muhammed Bilgin, 2021 ongoing

### MBA Theses:

- Sondos Salem "The Impact of Jay Customer Behavior on Bank Service Providers' Organizational Commitment: The Moderating Effect of Emotional Intelligence in the Era of Covid 19 Pandemic" 2021 ongoing
- Canan Öztürk "Effects of Sustainable Practices on Coffee Consumption Behavior" 2021 ongoing
- Gamze Bozkurt "Effects of Brands' Cultural Adaptation on Consumer Behavior", 2021 ongoing
- Albaraa Alsaour "Social Commerce Motivations, Trust, and Intentions: An Investigation from Generational Perspectives", June 2020.
- Hassan Sahhib "Swiping Right: An Investigation of Online Dating Application Motivations and Behavior", December 2019.

### MBA Graduation Projects:

- Shem Scantlebury. "The Impact of Globalisation on Brand Development: The Case of Coca-Cola", December 2018.
- Iyad Albatta. "Determinants of Luxury Clothing Brand Purchase Intentions", June 2018.
- Damla Nur Kumbasar. "Organic Egg Perceptions in Turkey", June 2017.
- Mahsa Salamat. "Impact of Outdoor Advertising on Consumer Buying Behavior", December 2016.
- Waleed Farooq. "Advertising Effectiveness: Print vs. Online in the context of NGOs in Pakistan" July 2016

### **Administrative Duties**

- Social Media Coordinator of the Department of Business Administration
- PhD Proficiency Committee Member
- Graduate Admissions Committee Member
- Incoming / Outgoing Transfers Committee Member
- Disciplinary Action Committee Member
- Lecturer in “Marketing Research and Neuro-marketing” in KHAS Winter/Summer School for High School Students Initiative
- Lecturer in “Fantasy, Reality, Science, Society and Law” in KHAS Interfaculty Course Initiative

### **Academic Skills**

- Certified Management & Business Educator, 06.10.2021, Chartered Association of Business Schools
- Introduction to NVivo for Windows & Mac, Daniel Gunnarsson Lund University, 06.04.2021, 21.04.2021
- NVivo Workshop, Dr. Elif Kuş SAILLARD, Kalite Diyalog, 07-08.05.2010
- MARKSTRAT Marketing Strategy simulation - teaching tool
- SPSS
- Moodle, Blackboard, Big Blue Button – online/ hybrid teaching tools
- Mendeley
- GMAT score 680 over 800 - taken in 17.06.2009
- Proficient in English - TOEFL CBT score 293 over 300 - taken in 31.04.2006
- Beginner level Italian
- Beginner level German

### **Reviewer Duties**

- Psychology and Marketing
- Journal of Personality and Social Psychology: Interpersonal Relations and Group Processes
- SAGE Open
- Journal of Research in Personality
- Journal of Happiness Studies
- International Journal of Consumer Studies
- Beykoz Akademi Dergisi
- Bogazici Journal, Review of Social, Economic and Administrative Studies
- Association for Consumer Research North American Conferences (ACR) 2015 to 2018
- Association for Consumer Research European Conference (e-ACR) 2018



- The European Marketing Academy (EMAC) Regional Conference 2018
- The European Marketing Academy (EMAC) Conferences 2017 – 2018
- National Marketing Conferences, Turkey 2017 – 2018 – 2019 – 2021
- American Marketing Association (AMA) Winter – Summer Conferences 2016 – 2017
- International Conference on Research in Advertising (ICORIA) 2015 – 2016 – 2021
- Academy of Marketing 2021
- Society for Consumer Psychology North American Conference 2014 – 2020

#### **Invited Talks:**

- Altınbaş University (2015)
- Bilgi University (2016)
- Swansea University (2015)
- Kadir Has University (2016)
- Sabancı University (2021)
- Umea University (2021)
- Ozyegin University (2022)