

Curriculum Vitae  
**Meltem KIYGI-CALLI**

Kadir Has University, Cibali Campus,  
34083, Fatih, Istanbul, Turkey  
Phone, Office: +90 (0) 212 533 65 32/1691  
Mobile: +90 (0) 532 384 21 30

E-mail: meltem.kiygicalli@khas.edu.tr  
meltem.kiygicalli@gmail.com

---

**EDUCATION**

- October 2005-May 2011 **University of Antwerp (AACSB Accredited)**, Faculty of Applied Economics, Antwerp, Belgium.  
**Ph.D.**, Applied Economics/Marketing.
- October 2000-June 2001 **Istanbul Technical University**, Institute of Social Sciences, Istanbul, Turkey.  
**M.B.A.**, Marketing.
- 1994-1999 **Marmara University**, Faculty of Engineering, Istanbul, Turkey.  
**B.S.**, Environmental Engineering.

**ACADEMIC APPOINTMENTS**

- September 2017-Present **Kadir Has University, Faculty of Management, Department of Business Administration, Istanbul, Turkey.**  
Assistant Professor of Marketing.
- September 2011-July 2017 **Okan University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Istanbul, Turkey.**  
Assistant Professor of Marketing.
- February 2006- July 2011 **University of Antwerp (AACSB Accredited), Faculty of Applied Economics, Antwerp, Belgium.**  
FWO- Ph.D. Project Grant.  
(July 2011 - August 2011) Postdoctoral Researcher.  
(January 2007- December 2010) Research Assistant.  
(February 2006- October 2007) Researcher in several projects.

**RESEARCH INTERESTS**

Substantive: Advertising Effectiveness, Market Response Forecasting, Digital Marketing, Social Media Marketing.  
Methodological: Econometric Modeling, Time Series Analysis, Linear Mixed Models, Mixed-Data Sampling (MIDAS) Model.

**RESEARCH PAPERS**

**Articles in Refereed Journals**

Abdullah Onden, Meltem Kiygi-Calli (2019). The Effects of Innovative Product Features on Consumers' Attitudes: A Study on Social Media Posts. *AJIT-e: Online Academic Journal of Information Technology*, 10(36), 53-72.

Meltem Kiygi Calli, Semih Kılıç (2019). Determination of Packaging Design Factors Affecting Product Preferences by Part-Worth Conjoint Analysis: A Study on Organic Soap Products. *Business and Economics Research Journal*, 10(1), 259-276.

Abdullah Onden, Meltem Kiygi-Calli (2018). Analysis of Customers' Complaints to Brands' Social Media Help Desk Accounts: A Study on High Technology Products. *Journal of Business Research-Turk*, 10(4), 554-574.

Abdullah Onden, Meltem Kiygi-Calli, Elif Yolbulan-Okan (2018). Brand crisis in social media: Case study using sentiment analysis. *Journal of Management, Marketing and Logistics (JMML)*, 5(3), 246-254.

Abdullah Onden, Meltem Kiygi-Calli (2018). The effects of brands' posts on social media: Conceptual framework and application method. *Research Journal of Business and Management (RJBM)*, 5(3), 238-250.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses (2017). Modeling intra-seasonal heterogeneity in hourly advertising-response models: Do forecasts improve? *International Journal of Forecasting*, 33, 90-101. **(SSCI)**

Malgorzata Bartosik-Purgat, Nela Filimon and Meltem Kiygi Calli. (2017). Social Media and Higher Education: An International Perspective, *Economics & Sociology*, 10, 1, 181-191. **(Emerging SSCI)**

Meltem Kiygi Calli. (2017). A new Approach in Marketing: Entrepreneurial Marketing, Special Issue of *Journal of Finance Letters*, 175-194.

Meltem Kiygi Calli. (2016). Where to Present the Advertisement in a Block? *Journal of Management, Marketing and Logistics*, 3, 3, 205-219.

Dilek Teker and Meltem Kiygi Calli. (2015). Gender Differences in Perception of Macroeconomic Indicators, *Journal of Research in Business, Economics and Management*, 4 (3), 416-425.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2012). The Effectiveness of High Frequency Direct-Response Commercials. *International Journal of Research in Marketing*, 29 (1), 98-109. **(SSCI)**

Meltem Kiygi Calli and Marcel Weverbergh. (2009). Forecasting Newspaper Demand with Censored Regression. *Journal of the Operational Research Society*, 60 (7), 944-951. **(SSCI)**

### **Book**

S. Ensari and M. Kiygi-Calli (Eds.). (2017). How SMEs Can be Competitive? An Environmental Approach, Germany, Lit Verlag.

Meltem Kiygi Calli. (May 2011). Assessing the Effectiveness of Advertising from High Frequency Data. *Doctoral Dissertation, University of Antwerp, Belgium (ISBN: 978-90-8994-041-4)*.

## **Book Chapters**

Meltem Kiygi Calli. (2019). Corporate Social Responsibility in Packaging: Considering the Environment and Social Issues. In Altinbasak-Farina, I. and Burnaz, S. (Eds.), *Ethics, Social Responsibility, and Sustainability in Marketing*, Springer.

Meltem Kiygi Calli. (2018). The Mystique of Luxury Products, In S. Ozturkcan and E. Yolbulan Okan (Eds.), *Marketing Management in Turkey*, United Kingdom, UK: Emerald Publishing.

Meltem Kiygi-Calli. (2017). Small/Medium Size Enterprises and Their Suppliers: Focus on Their Relationships, In S. Ensari and M. Kiygi-Calli (Eds.), *How SMEs Can be Competitive? An Environmental Approach*, Germany, Lit Verlag.

## **Other Publications**

Meltem Kiygi Calli. (2018). Sosyal Medya: Bana Ürününü Söyle Sana Nasıl Olduğunu Söyleyeyim, In Ayça Can Kırgız (Eds.), *Ortaya Karışık Pazarlama Tarifleri II*, Istanbul, Beta.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2017). Call Center Performance with Direct Response Advertising, *Econometric Institute Research Papers, EI2017-04*, Erasmus University Rotterdam, Erasmus School of Economics (ESE), Econometric Institute.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (December 2010). To aggregate or not to aggregate? Should decisions and models have the same frequency? *ERIM Report Series Research in Management, ERS-2010-046-MKT*.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (April 2008). Modeling the Effectiveness of Hourly Direct-Response Radio Commercials. *ERIM Report Series Research in Management, ERS-2008-019-MKT*.

Meltem Kiygi Calli and Marcel Weverbergh. (April 2008). Forecasting Newspaper Demand with Censored Regression. *University of Antwerp Working Paper Series, Research Paper 2008-006*.

## **Manuscripts Under Revision**

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. Forecasting Time-Varying Arrivals: Impact of Direct Response Advertising on Call Center Performance.

Meltem Kiygi Calli and Zulal Isler. Driving Customer Typology and Network Effects from Pre- and Post-Purchase Behaviors of Social Media Users.

## **Work in Progress**

Meltem Kiygi Calli and Koen Pauwels. How Celebrity Endorsement Effects Differ By Channel.

Meltem Kiygi Calli. The Influence of Package Design on Consumers' Preference and Purchase Intention of Eco-Products.

## **CONFERENCE PRESENTATIONS**

### **Oral Presentations and Refereed Proceedings**

Meltem Kiygi Calli (2019). Unpacking The Mystique of Mobile Digital Content and Its Consumers: Insights for Consumer-Brand Relationships, Special Session Co-Chair, European Marketing Academy Conference (EMAC), May 28-31, Hamburg, Germany.

Meltem Kiygi Calli, Ezgi Merdin Uygur, Abdullah Onden ve Dominik Mahr. (2019). A Sentiment-based Understanding of Happiness in Digital Space: Evidence from Online Support Accounts, European Marketing Academy Conference (EMAC), May 28-31, Hamburg, Germany.

Meltem Kiygi Calli and Abdullah Önden. (2018). Effects of Product Innovativeness and Engagement with Online Users on Branding Strategies: Evidence from Twitter, *Informing Marketing Science Conference*, June 14-16, Philadelphia, USA.

Saadet Çetinkaya, Meltem Kiygi Calli and H. Pınar İmer. (2018). Understanding the Sectoral Innovation Trends in Turkey, International Research, Development, *Innovation and Technology Management Congress*, May 17-18, Istanbul, Turkey.

Meltem Kiygi Calli. (2018). Algılanan Değerin Müşteri Memnuniyeti Ve Sadakatine Olan Etkisi: Çevrimiçi Turizm Hizmeti Alan Müşteriler Üzerinde Bir Pilot Çalışma. *International Conference on Multidisciplinary Sciences (ICOMUS)*, December 15-16, Istanbul, Turkey.

Semih Kılıç and Meltem Kiygi Calli. (2017). The Impact of Package Design on Consumers' Purchase Intention, MMRA Marketing Congress, September 28-30, Trabzon, Turkey.

Meltem Kiygi Calli and Koen Pauwels. (2017). How Celebrity Endorsement Effects Differ By Channel, *Informing Marketing Science Conference*, June 7-10, Los Angeles, USA.

Meltem Kiygi Calli. (2017). The Determinants of Use of Social Networking Sites As Sources of Pre- and Post- Purchase Information, *Global Business Research Congress*, May 24-25, Istanbul, Turkey.

Meltem Kiygi Calli. (2016). The Influence of Package Design on Consumers' Preference and Purchase Intention of Eco-Products, *Informing Marketing Science Conference*, June 16-18, Shanghai, China

Meltem Kiygi Calli. (2016). Order Effect: Is It Better to Present the Advertisement First, Last or in the Middle of a Block? *Global Business Research Congress*, May 26-27, Istanbul, Turkey.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2012). Call Centre Capacity Management. *Informing Marketing Science Conference*, June 7-9, Boston, USA.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2010). Data Transformation and Aggregation: At Which Level are Advertising Models Useful? *Marketing Dynamics Conference*, June 21-23, Istanbul, Turkey.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2009). Advertising Effectiveness Under Time Aggregation. *Informing Marketing Science Conference*, June 4-6, Ann Arbor, MI, USA.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2008). Modeling of Advertising Effectiveness Using Hierarchical Two-stage Model. *Informing Marketing Science Conference*, June 12-14, Vancouver, Canada.

Marcel Weverbergh and Meltem Kiygi Calli. (2008). Stability of Advertising Effectiveness Estimates Under Time Aggregation. *Inform's Marketing Science Conference*, June 12-14, Vancouver, Canada.

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses. (2007). Modeling of Advertising Effectiveness Using Real Captured Data. *Marketing Dynamics Conference*, August 22-24, Groningen, The Netherlands.

Meltem Kiygi Calli and Marcel Weverbergh (2007). Service Management by Censored regression on the POS level. *Inform's Marketing Science Conference*, June 28-30, Singapore.

Marcel Weverbergh and Meltem Kiygi Calli (2007). Modeling of Advertising Effectiveness with High Frequency Data. *Inform's Marketing Science Conference*, June 28-30, Singapore.

### **Poster Presentation**

Meltem Kiygi Calli, Marcel Weverbergh and Philip Hans Franses (2010) The Effectiveness of High Frequency Direct-Response Commercials. *Statistics@UA*, February 1, Antwerp, Belgium.

### **RESEARCH PROJECTS**

Effectiveness of advertising, time series analysis with high frequency data, FWO-The National Fund for Scientific Research - Flanders, July 1, 2011 – July 31, 2011, Belgium (Postdoctoral researcher).

Effectiveness of advertising, time series analysis with high frequency data, FWO-The National Fund for Scientific Research - Flanders, January 1, 2007 – December 31, 2010, Belgium (Researcher).

Econometric analysis of the impact of marketing communication spots (follow-up), University of Antwerp, August 01, 2006 – September 30, 2006, Belgium (Researcher).

Actualization of the forecast formulas for the number of newspaper sold per POS and per newspaper edition of the newspapers “Het Belang van Limburg” and “Gazet van Antwerpen”, University of Antwerp, June 7, 2006 – July 6, 2006, Belgium (Researcher).

Econometric analysis of the impact of marketing communication spots, University of Antwerp, February 20, 2006 – March 31, 2006, Belgium (Researcher).

### **RESEARCH SEMINARS**

Call Center Performance with Direct Response Advertising, Ozyegin University, March 10, 2017.

Call Center Performance with Direct Response Advertising, Kadir Has University, February 23, 2017.

Modeling the Effectiveness of Hourly Direct-Response Radio Commercials Using Linear Mixed Model, Ozyegin University, December 22, 2008.

### **TEACHING INTERESTS**

Principles of Marketing, Marketing Management, International Marketing/Global Marketing, Advertising Management, Integrated Marketing Communication, Quantitative Models in

Marketing, Data Analysis/Statistical Data Analysis, Marketing Research/Research in Marketing, Digital Marketing, Customer Relations Management.

### **STUDENT SUPERVISION**

Bushra Naaem, Master of Business Administration, Kadir Has University, Degree Granted: July 09, 2020.

Mosab G. S. Arouqui, Master of Business Administration, Kadir Has University, Degree Granted: June 20, 2019.

Yasameen T. A. Al Mashhadani, Master of Business Administration, Kadir Has University, Degree Granted: May 21, 2019.

Abdullah Onden, Ph.D. in Business Administration (Marketing), Degree Granted: July 10, 2018.

Semih Kilic, Master of Business Administration, Okan University, Degree Granted: June 24, 2016.

### **HONORS AND AWARDS**

Marketing Science Institute, Marketing Dynamics Conference Participation Grant, August 2007.

FWO-The National Fund for Scientific Research (Belgium), Ph.D. Grant-4 years project, January 1, 2007 - December 31, 2010.

Ranked 1<sup>st</sup> in graduation from Istanbul Evrim High School, 1994.

### **TRAININGS**

EIASM, Eden Doctoral Seminar on Measurement Models in Marketing, Aug 25, 2008 - Aug 29, 2008, Brussels, Belgium.

Istanbul Quantitative Lectures, Linear Multivariate Analysis Technique and Their Nonlinear Alternatives, July 25, 2011 – August 5, 2011, Istanbul.

English in an Academic Context for Academicians, University of Antwerp, April, 2007 – June, 2007, Belgium.

### **INDUSTRY EXPERIENCES**

April 2003-June 2005

**HSBC Bank, Headquarter, Cards Management Group of Personal Financial Services Department, Merchant Relations, Istanbul, Turkey.**

Account Manager-Supervisor in Cards Management Group of Personal Financial Services Department.

Leading of some intra-group projects and represent the department in bank projects that will affect Advantage Card Web merchants.

September 2002-April 2003

**Bofis Boyner Brand and Communication Company (Advantage Card), Corporate Marketing, Istanbul, Turkey.**

Specialist in Corporate Marketing.

- January 2002-September 2002 **Benkar Consumer Finance and Card Services Company (Advantage Card), Corporate Marketing, Istanbul, Turkey.**  
Specialist in Corporate Marketing.
- October 2000-January 2002 **Benkar Consumer Finance and Card Services Company (Advantage Card), Corporate Marketing, Istanbul, Turkey.**  
Junior Specialist in Corporate Marketing.
- February 2000-October 2000 **Benkar Consumer Finance and Card Services Company (Advantage Card), Collection Department, Istanbul, Turkey.**  
Customer Representative in Collection Department.
- October 1999-February 2000 **Egebank, Headquarter, Consumer Banking Unit, Istanbul, Turkey.**  
Customer Representative in Consumer Banking Unit.

### **PROFESSIONAL SKILLS**

English (fluent), Dutch (beginner).

Personal computer skills; SAS 9.4, IBM SPSS 23.0, iThink 9.0.1, Visual Basic, Mathematica 5.2, Microsoft Office Programs.

### **PERSONAL BACKGROUND**

Born on June 16, 1977, in Istanbul, Turkey.

Married, two children.

### **REFERENCES**

Prof. Philip Hans Franses

Department of Econometrics, Erasmus University Rotterdam, P.O.Box 1738, NL-3000 DR Rotterdam, The Nederland.

E-mail: [franses@ese.eur.nl](mailto:franses@ese.eur.nl)

Ph: +31 (0)10 408 13 77

Prof. Emine Cobanoglu

Department of Business Administration (Eng.), Marmara University, PK 34180, Bahçelievler, İstanbul, Turkey.

E-mail: [ecobanoglu@marmara.edu.tr](mailto:ecobanoglu@marmara.edu.tr)

Ph: +90 (212) 677 74 00

Prof. Dr. Suat Teker

Department of Economics, Faculty of Economics and Administrative Sciences, Isik University, Şile Campus, 34980, Şile, İstanbul, Turkey.

E-mail: [suat.teker@isikun.edu.tr](mailto:suat.teker@isikun.edu.tr)

Ph: +90 (216) 528 71 08

Last Updated. July 2020.