

PETEK TOSUN



Assist. Prof. Dr., Marketing

Kadir Has University, Kadir Has Cad., 34083 Cibali, Fatih, İstanbul

petek.tosun@khas.edu.tr

EDUCATION

| | | |
|---|---------------------------|-----------|
| B.A., Economics (Full Academic Scholarship) | Bilkent University | 1996-2000 |
| M.B.A. | Istanbul Bilgi University | 2011-2013 |
| Ph.D., Marketing | Istanbul Bilgi University | 2014-2018 |

ACADEMIC EXPERIENCE

(01/03/2019 – 31/01/2022) Assistant Professor of Marketing, MEF University

(01/02/2022 – present) Assistant Professor of Marketing, Kadir Has University

PUBLICATIONS

Refereed Journal Articles (SCI, SSCI, Arts and Humanities, and Scopus)

- Tosun, P. (2021). Corporate social responsibility disclosure on the websites of coffee chains in Turkey. *International Journal of Organizational Analysis*. DOI 10.1108/IJOA-12-2019-1964 (Emerging Sources Citation Index, Scopus)
- Tosun, P., Sezgin, S., and Uray, N. (2021). Consumer complaining behavior in hospitality management. *Journal of Hospitality Marketing & Management*, <https://doi.org/10.1080/19368623.2021.1941474> (SSCI)
- Tosun, P. and Sezgin, S. (2021). Voluntary simplicity: a content analysis of consumer comments. *Journal of Consumer Marketing*, Vol. 38 No. 5, 484-494. <https://doi.org/10.1108/JCM-04-2020-3749> (Emerging Sources Citation Index, Scopus)
- Tosun, P. (2020). Unethical sales practices in retail banking. *International Journal of Bank Marketing*, Vol. 38 No. 6, pp. 1305-1327. <https://doi.org/10.1108/IJBM-02-2020-0074>. (SSCI)
- Tosun, P., Yanar, M., Sezgin, S., and Uray, N. (2020). Meat substitutes in sustainability context: a content analysis of consumer attitudes. *Journal of International Food & Agribusiness Marketing*, Vol. 33 No.5, 541-563. <https://doi.org/10.1080/08974438.2020.1840475> (Scopus)

- Kashif, M., Yanar Gürce, M. Tosun, P., and Wijenayake, S. (2020). Supervisor and customer-driven stressors to predict silence and voice motives: mediating and moderating roles of anger and self-control. *Services Marketing Quarterly*, Vol. 41 No. 3, 273-286. <https://doi.org/10.1080/15332969.2020.1786247> (Scopus)
- Tosun, P., & Yanar, M. (2018). Consumer comments about meat anti-consumption. *British Food Journal*, Vol. 120 No. 10, 2439-2453. <https://doi.org/10.1108/BFJ-12-2017-0685> (Science Citation Index ISI, Science Citation Index Expanded, Scopus)

Refereed Journal Articles

- Tosun, P., Sezgin, S., and Uray, N. (2018). Mood, consumer interaction styles, and perceived risk in consumer complaining behavior. *Journal of Business, Economics and Finance*, Vol.7, Issue 1, 30-43. <https://dergipark.org.tr/en/download/article-file/453400>
- Sezgin, S. and Tosun, P. (2018). The content analysis of bank websites from the perspective of effectiveness. *International Journal of Social Sciences and Interdisciplinary Studies*, Vol.3, No:1, 91-103. <https://dergipark.org.tr/en/pub/ijssis/issue/55412/759790>
- Tosun, P. (2017). Sustainable marketing concept. *Journal of Strategic Innovation and Sustainability*, 12(1), 136-146. <https://articlegateway.com/index.php/JSIS/article/download/796/746>
- Sezgin, S., Tosun, P. and Pamir, C. (2015). Marketing as a behavioral system: an illustration of retail loans. *Scientific Cooperations International Journal of Finance, Business, Economics, Marketing and Information Systems*, Vol. 1, Issue 1, 71-82. <https://ase-scoop.org/journals/jBusinessAndEconomics/papersFBE/7.Tosun.pdf>

Refereed Articles in National Journals

- Tosun, P. and Güner, E. (2021). Kurumsal sosyal sorumluluk çalışmalarında marka uyumu ve algılanan sosyal ikiyüzlülük. *Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 45, 121-141. DOI: 10.30794/pausbed.796337. <https://dergipark.org.tr/tr/pub/pausbed/issue/64251/796337> (Ulakbim TR Dizin)
- Köylüoğlu, A.S., Tosun, P., and Doğan, M. (2021). The impact of marketing on the business performance of companies: a literature review. *Anemon Muş Alparslan Üniversitesi Sosyal Bilimler Dergisi*, Vol. 9 Issue 1, 63-74. <https://dergipark.org.tr/en/download/article-file/1186839> (Ulakbim TR Dizin)
- Tosun, P. and Öksüz, M. (2019). Destination personalities of Alacati and Ayvalik in Turkey: consumer perceptions of a summer holiday. *Journal of Yaşar University*, Vol. 14, 82-91. <https://dergipark.org.tr/en/download/article-file/900622> (Ulakbim TR Dizin)
- Tosun, P., Sezgin, S., and Uray, N. (2019). Pazarlama biliminde duygu ve duygu durumu kavramları için baz alınmış teori ve kuramlar. *Electronic Journal of Social Sciences*, Vol. 18 Issue 72, 1832-1851. <https://dergipark.org.tr/tr/download/article-file/834069> (Ulakbim TR Dizin)

- Sezgin, S., Tosun, P. and Börekçi, E. (2019). Finansal hizmetlerde kurumsal marka imajı ve marka güveninin bankacılık hizmeti alma eğilimine etkisi. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 24, 303-329. <http://www.pazarlama.org.tr/dergi/yonetim/icerik/makaleler/184-published.pdf> (Ulakbim TR Dizin)
- Tosun, P., Sezgin, S., and Uray, N. (2018). Duygu durumunun tüketici şikayet davranışına etkisi hakkında bir pilot çalışma. *İşletme Araştırmaları Dergisi*, 10/2, 627-645. https://isarder.org/2018/vol.10_issue.2_article34_full_text.pdf (Ulakbim TR Dizin)
- Yanar Gürce, M. and Tosun, P. (2017). Kargo hizmetlerine ilişkin müşteri şikayetleri: bir içerik analizi. *İşletme Araştırmaları Dergisi*, 9/3, 177-196. https://isarder.org/2017/vol.9_issue.3_article12_full_text.pdf (Ulakbim TR Dizin)

International Conference Proceedings (Full text)

- Tosun, P. (2021, Jun. 10-13). *CSR communication of banks in the first days of the COVID-19 pandemic in Turkey*. 20th International Business Congress, Giresun University, Turkey (Online), 257-274. <http://isletmecilik.org/page.aspx?sID=58>
- Tosun, P. (2020, Sep. 23-25). *Brand trust for digital-only bank brands: consumer insights from an emerging market*. Atlas 7th International Social Sciences Conference, Tomori Pal College, Budapest, Hungary, 75-85. https://www.researchgate.net/publication/344750050_BRAND_TRUST_FOR_DIGITAL-ONLY_BANK_BRANDS_CONSUMER_INSIGHTS_FROM_AN_EMERGING_MARKET

International Conference Proceedings (Abstract)

- Tosun, P. (2020, Dec 4-6). *The impact of brand trust and mood on consumer complaining behavior*. 5th International GAP Business Sciences and Economy Congress, Şanlıurfa, Turkey, 19-20. https://www.researchgate.net/publication/347927279_THE_IMPACT_OF_BRAND_TRUST_AND_MOOD_ON_CONSUMER_COMPLAINING_BEHAVIOR

International Book Chapters

- Cagliyor, S., Tosun, P., and Uray, N., Communicating value in healthcare marketing from a social media perspective. In *New Perspectives in Operations Research and Management Science*, Springer, Edited Book (forthcoming)
- Tosun, P. (2022). Social media marketing of brands in the covid-19 pandemic: exploring the crisis-related content. In Ş. Omeraki Çekirdekci, Ö. İngün Karkış, & S. Gönültaş (Eds.), *Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics* (pp. 61-82). IGI Global. <https://www.igi-global.com/chapter/social-media-marketing-of-brands-in-the-covid-19-pandemic/291913>
- Tosun, P. (2021). Exploring elderly customer-employee rapport in services: managerial and social implications. In Y. Bayar (Ed.), *Handbook of Research on Economic and Social Impacts of Population Aging* (pp. 221-245). IGI Global, USA. DOI: 10.4018/978-1-7998-7327-3.ch013. <https://www.igi-global.com/chapter/exploring-elderly-customer-employee-rapport-in-services/280428>

- Tosun, P. (2020). CRM in retail banking from salespeople's perspective in the COVID-19 outbreak. In A. Akin (Ed.), *Effects of the COVID 19* (pp. 3-40). IKSAD Publishing House, Turkey.
https://www.researchgate.net/publication/344669360_CRM_IN_RETAIL_BANKING_FROM_SALESPEOPLE'S_PERSPECTIVE_IN_THE_COVID-19_OUTBREAK
- Tosun, P. & Köylüoğlu, S. (2020). Corporate social responsibility in the food industry from a marketing perspective. In A.Ö. Buckley (Ed.), *Academic Studies in Administrative Sciences* (pp. 77-106). Livre de Lyon, France.
https://www.researchgate.net/publication/347927034_Corporate_social_responsibility_in_the_food_industry_from_a_marketing_perspective

Presentations in International Academic Conferences¹

- Tosun, P. (10-13 Jun. 2021). 20th International Business Congress, Giresun University, Turkey (Online)
- Tosun, P. (4-6 Dec. 2020). 5th International GAP Business Sciences and Economy Congress, Şanlıurfa, Turkey (Online)
- Tosun, P. (23-25 Sep. 2020). Atlas 7. International Social Sciences Conference – Budapest (Online)
- Tosun, P. (26-27 Aug. 2020). 2nd International Conference on Covid-19 Studies, Paris (Online)
- Tosun, P., Akar, M. (4-6 Sep. 2019). II.BOR Conference, Yaşar University, İzmir
- Tosun, P., Sezgin, S., and Uray, N. (31 Aug.-1 Sep. 2017). 2nd EMAC Junior Faculty & Doctoral Student Research Camp, University of Vienna, Austria
- Sezgin, S., Tosun, P. (13 Jul. 2017). IBMC 2017 (II. International Business Management Conference), Istanbul.
- Sezgin, S., Tosun, P. and Pamir, C. (15 May 2015). IWFBE 2015 (International Workshop on Finance, Business, Economics, Marketing and Information Systems), Istanbul

Presentations in National Academic Conferences¹

- Sezgin, S., Tosun, P., Börekçi, E. (27-29 Jun. 2018) 23rd National Marketing Congress, Kocaeli

ACADEMIC SERVICE

MEF University

- Business Administration Department, Internship commission (01/2020 – 01/2022)
- MOOC (Massive open online course) personal learning experience coordinator (01/2020 - 01/2022)
- Minor and double major programs coordinator (03/2019 - 01/2022)

HONORS & AWARDS

- Bilkent University (Full Academic Scholarship, 1996 University Entrance Exam)

¹The full texts of the studies presented at these conferences were published as articles, proceedings, or book chapters and shown under other relevant headings in the resume. To avoid duplications, this section does not include study titles but discloses only the conference names.

PROFESSIONAL EXPERIENCE

- Odeabank, Headquarters, *Vice President of Marketing* (09.2018 – 01.2019)
- Gedik Investment, Headquarters, *Vice President of Marketing* (05.2015 – 06.2016)
- Odeabank, Headquarters, *Vice President of Marketing* (08.2012 – 09.2014)
- Akbank, Headquarters, *Segment Manager* (03.2011-08.2012)
- Akbank, Headquarters, *Product Development Manager* (07.2007- 03.2011)
- Tekstilbank, Headquarters, *Marketing Manager* (07.2006-07.2007)
- Turkcell, Value Added Services, *Product Manager* (03.2006-07.2006)
- Yapı Kredi Bank, Headquarters, *Product Manager* (05.2003-03.2006)
- Yapı Kredi Bank, Headquarters, *Corporate Credit Analyst* (09.2000-05.2003)

TEACHING EXPERIENCE

| <i>Year</i> | <i>Term</i> | <i>Lecture</i> | <i>Students</i> | <i>Hours/ week</i> | <i>Level</i> |
|-------------|-------------|--|-----------------|------------------------|--------------|
| 2021-2022 | Fall | Marketing | 52 | 3 | Bachelor |
| 2021-2022 | Fall | Consumer Behavior | 18 | 3 | Bachelor |
| 2021-2022 | Fall | Marketing Management in the Changing World | 8 | 2 | MBA |
| 2021-2022 | Fall | Sales Management | 11 | 3 | MBA |
| 2020-2021 | Spring | Brand Management | 43 | 3 | Bachelor |
| 2020-2021 | Spring | Brand Management | 4 | 2 | MBA |
| 2020-2021 | Spring | Consumer Behavior | 5 | 2 | MBA |
| 2020-2021 | Spring | Innovation Management | 10 | 3 | MBA |
| 2020-2021 | Fall | Marketing | 49 | 3 | Bachelor |
| 2020-2021 | Fall | Consumer Behavior | 17 | 3 | Bachelor |
| 2020-2021 | Fall | Marketing Management in the Changing World | 9 | 2 | MBA |
| 2019-2020 | Spring | Brand Management | 23 | 3 | Bachelor |
| 2019-2020 | Spring | Brand Management | 3 | 2 | MBA |
| 2019-2020 | Spring | Consumer Behavior | 4 | 2 | MBA |
| 2019-2020 | Fall | Marketing | 37 | 3 | Bachelor |
| 2019-2020 | Fall | Consumer Behavior | 30 | 3 | Bachelor |
| 2019-2020 | Fall | Marketing Management in the Changing World | 6 | 2 | MBA |
| 2018-2019 | Spring | Brand Management | 37 | 3 | Bachelor |
| 2018-2019 | Spring | Customer Relationship Management | 24 | 3 | Bachelor |
| 2018-2019 | Spring | Brand Management | 9 | 3 | MBA |
| 2018-2019 | Fall | Strategic Marketing Management | 6 | 3 | MBA |
| 2017-2018 | Fall | E-ticaret (E-commerce, Turkish) | 6 | 3 | MBA |
| 2017-2018 | Spring | Stratejik Yönetim (Strategic Management, Turkish) | 17 | 3 | Bachelor |
| 2016-2017 | Fall | E-ticaret (E-commerce, Turkish) | 51 | 3 | Bachelor |
| 2016-2017 | Fall | E-ticaret (E-commerce, Turkish) | 8 | 3 | MBA |
| 2016-2017 | Fall | Uluslararası Pazarlama (Global Marketing, Turkish) | 45 | 3 | Bachelor |

| <i>Year</i> | <i>Term</i> | <i>Lecture</i> | <i>Students</i> | <i>Hours/week</i> | <i>Level</i> |
|-------------|-------------|--|-----------------|-------------------|--------------|
| 2016-2017 | Spring | Stratejik Yönetim (Strategic Management, Turkish) | 27 | 3 | Bachelor |
| 2016-2017 | Spring | Stratejik Yönetim (Strategic Management, Turkish) | 15 | 3 | MBA |
| 2015-2016 | Spring | Uluslararası Satış Yöntemleri (International Sales, Turkish) | 41 | 3 | Bachelor |

INTERNSHIP CONSULTANCY

| <i>Year</i> | <i>Term</i> | <i>Lecture</i> | <i>Number of Students</i> |
|-------------|-------------|-----------------------|---------------------------|
| 2021-2022 | Fall | BUS 204 Internship I | 28 |
| 2021-2021 | Fall | BUS 304 Internship II | 14 |
| 2020-2021 | Spring | BUS 204 Internship I | 5 |
| 2020-2021 | Spring | BUS 304 Internship II | 15 |
| 2020-2021 | Fall | BUS 204 Internship I | 18 |
| 2020-2021 | Fall | BUS 304 Internship II | 8 |
| 2019-2020 | Spring | BUS 304 Internship II | 3 |

GRADUATE STUDENT SUPERVISION

MBA Project Advising

1. Güneş Çokçoşkun, *Alkollü içki sektöründe kurumsal sosyal sorumluluk çalışmaları (Corporate social responsibility in alcoholic beverage industry)*, 31.05.2019
2. Aslı Kayaturan, *Marketing communication of private elementary and high schools in İstanbul*, 03.01.2020
3. Serap Gün Kılıç, *Perakende elektrik dağıtım sektöründe tüketici şikayetleri (Consumer complaints in electrical energy retail service sector)*, 03.01.2020
4. İbrahim Adanur, *Online (elektronik) alışverişlerde müşteri deneyiminin iyileştirilmesine yönelik uygulamalar (Applications for improving customer experience in electronic (online) shopping)*, 03.01.2020
5. Hilal Uçar, *Digital and social media marketing usage in B2B industrial section*, 30.05.2020
6. Vural Hacımustafaoğlu, *Sustainable marketing practices in European airlines*, 11.01.2021

Ph.D. Exams and Jury Membership Duties

- Gedik University, International Trade Ph.D. Program
 - December 2020, Ph.D. Proficiency Exam
 - June 2021, Ph.D. Dissertation Proposal
 - December 2021, Ph.D. Thesis Monitoring