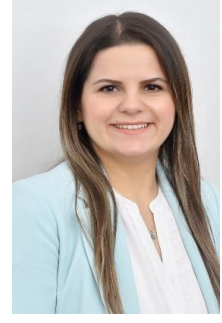


Ezgi Delen



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ACADEMIC SERVICE

EDUCATION

Strasbourg University, Strasbourg, FRANCE PhD, Marketing	2023-Present
Dokuz Eylul University, Izmir, TÜRKİYE PhD, Business Management, 3.64/4	2020-Present
Dokuz Eylul University, Izmir, TÜRKİYE Master's in Business Management, 3.04/4	2020
Yeditepe University, Istanbul, TÜRKİYE International Business and Trade, Graduation with 'Honors Degree', 3.19/4	2014
Yeditepe University Istanbul, TÜRKİYE Public Relations and Publicity, Graduation with 'High Honors Degree', 3.78/4	2013

ACADEMIC APPOINTMENTS

Izmir Bakırçay University, Izmir, TÜRKİYE Lecturer in Units of Scientific Research Projects Coordination (full-time)	January 2022-Present
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RESEARCH INTERESTS

- Experimental Consumer Behavior Study
- Consumer and Technology Service Interaction
- Consumer Well-Being
- Neuromarketing
- Artificial Intelligence in Health

PUBLICATIONS

Journal Articles - Manuscripts Under Review & Research in Progress

- Delen, E. "Artificial Intelligence in Brand Management Research: A Systematic Methodological Review, Integrative Framework and Future Directions," ready to send.
- Delen, E. "Buying Health Products Through Online Shopping," manuscript in preparation.
- Delen, E and Kayışkan, D. "Factors Affecting Consumer's Purchasing Behavior in Mobile Shopping Preference," manuscript in preparation.

Refereed Journal Publications

- Delen, E. (2022). Setting the Theoretical Foundations of Artificial Intelligence in Marketing: A Systematic Literature Review . *Bursa Uludağ Journal of Economy and Society*, 41(1), 19-32.
- Delen, E, İltter, B. (2021). The Effect of Human Images in Advertisements on Consumer Attention by Product Type and Gender: An Eye-Tracking Study. *Journal of Marketing and Marketing Research*, 14 (2), 329-358. DOI: 10.15659/ppad.14.2.267.

International Refereed Book Chapters

Gözde Baycur, Ezgi Delen, and Doğu Kayışkan (2022), "Digital Conflicts in Marketing and Sales", in *Conflict Management in Digital Business*, eds. Fahri Özsungur. Emerald Publishing. 43-61. 978-1-80262-774-9.

Refereed Conference Proceedings and Special Session Summaries

- Ezgi Delen (2021) and Doğu Kayışkan (2021), “Factors Affecting Purchase Intention on Mobile Shopping Applications” in 6 th International EMI Entrepreneurship & Social Sciences Congress, 72-73. ISBN: 978-605-06656-7-3.
- Ezgi Delen (2021), “The Role of Covid-19 In Increasing Consumer Susceptibility to Social Media Influencers” in Global Conference on Services and Retail Management, 287. ISSN: 2641-5062.
- Ezgi Delen (2020), “The Effect of Informative Text and Human Image in Banner Ads: A Comparison Between Hedonic and Utilitarian Products: An Eye Tracking Analysis,” in International CEO Social Sciences Congress, 157. ISBN: 978- 605-06656-3-5.

ACADEMIC VISITS

Erasmus+ Staff Mobility Program

- Rennes School of Business, Rennes, France, (3 Days) March 2023
- ESSCA School of Management, Strasbourg, France, (3 Days) March 2023

HONORS & AWARDS

- 3th Yeditepe University, Faculty of Communication Degree, 2013
- 1st Yeditepe University, Public Relations and Publicity Graduation Degree, 2013
- 1st Takiplen.com National Social Media Project Competition Degree, 2013
- Bahçeşehir University, Advertising Summer Camp Scholarship, 2012
- Yeditepe University, OSS Degree Scholarship- 2936th. 2008-2013

INDUSTRY EXPERIENCE

Elzey Communication, TÜRKİYE

Freelance Social Media Management January, 2020 – January 2022

Hampton by Hilton Izmir Aliaga, TÜRKİYE
Sales and Marketing Chief

July 2017- December 2019

Tupras, TÜRKİYE
Human Resources Intern

August 2012- September 2012

Koc Company, TÜRKİYE
Corporate Communications Intern

September 2011-February 2012

Metin Gursoy PR&Marketing, TÜRKİYE
Marketing Intern

June 2011- July 2011

Yeditepe University, TÜRKİYE
Student Assistant of Corporate Communications

September 2010-December 2013

CONTRIBUTIONS TO ASSOCIATIONS & ORGANIZATIONS

- "From 7 to 77 Solidarity Between Generations", Yeditepe University, Graduation Project, 2013 1st EMIL's Intergenerational Learning Awards, Communities, 2013
- President of Public Relations and Publicity Club, Yeditepe University, Istanbul, TÜRKİYE, 2011 2013
- Volunteer, Turkish Marine Environment Protection Association, Istanbul, TÜRKİYE, 2011-2013
- Work and Travel, McDonald's Corporation, Pittsburgh, USA, June 2010-September 2010

CERTIFICATE PROGRAMS

- Advanced Neuromarketing, Neurons Academy by Dr. Thomas Zoega Ramsay, 2020-present

DISSEMINATION ACTIVITIES / MEDIA COVERAGE

- Human Visuals in Technological Product Banner Advertisements Aren't As Useful As You Think, *Harvard Business Review*, February 2021(interview)

REFERENCES

Prof. Dr. Burcu İlter

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Instructor, Yeditepe Uni

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