

# Ecem Emur

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Koç University, Graduate School of Business, Istanbul/Turkey  
eemur15@ku.edu.tr

## Education

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**Ph.D. in Marketing** 2020 – Present

Graduate School of Business  
Koç University, Istanbul/Turkey

**B.A. in Business Administration & Psychology (Double Major)** 2015 – 2020

College of Administrative Sciences and Economics & Social Sciences and Humanities  
Track Program in Marketing  
Graduated with Honors  
Koç University, Istanbul/Turkey  
Semester abroad: University of Mannheim, Mannheim/Germany (Spring 2019)

## Research Interests

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Social Influence, Self, Identity, Culture, Proenvironmental Behavior

## Teaching

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**Teaching Assistant** of Prof. Ayşegül Özsoyner Tunalı & Assoc. Prof. Serdar Sayman  
MKTG 201 (Marketing Management) – Spring 2021, Koç University, Istanbul/Turkey

**Teaching Assistant** of Assoc. Prof. Nilüfer Aydınoglu  
MKTG/MAVA 303 (Advertising & Promotion) – Fall 2020, Koç University, Istanbul/Turkey

## Awards & Honors

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**Vehbi Koç Honor Roll (GPA > 3.50)**, Koç University, Istanbul/Turkey  
Semesters: Fall 2016, Spring 2017, Spring 2018, Fall 2018, Fall 2019 and Spring 2020

**Dean's Honor Roll (GPA > 3.00)**, Koç University, Istanbul/Turkey  
Semesters: Fall 2017 and Spring 2019

**Monthly Scholarship**, Deloitte Education Foundation, Istanbul/Turkey 2019 – 2020

**Full Scholarship**, Koç University, Istanbul/Turkey 2015 – 2020

## Qualifications

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**Languages** | Turkish (native), English (fluent), German (intermediate)

**Programming** | SPSS

## Extracurricular Activities

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### Student Club Memberships

Koç University | Environment Club, Ebru (Art) Club, Business Club

### Hobbies

Swimming, travelling, cooking