

Ezgi Ozgen

Koc University, Graduate School of Business, Room CASE 171, Istanbul, Turkey
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Education

Ph.D. in Marketing Koc University, Istanbul, Turkey	2016 - Present Istanbul, Turkey
M.Sc. in Marketing Management Tilburg University	2014 - 2015 Tilburg, the Netherlands
B.Sc. in Management – Marketing Major Faculty of Business Administration, Bilkent University Study Abroad: School of Business, Aalto University, Helsinki, Finland (Spring, 2011) Graduated with Honors	2008 - 2012 Ankara, Turkey

Research

Interests:

Communication, Social Influence, Language

Working Papers:

Ozgen, E., Akpınar, E., & Verlegh, P. "Consequences of Product Recommendations for Recommenders"
(finalizing the manuscript)

Work in Progress:

Ozgen, E & Aydinoglu, N. "Storytelling and Evaluation of Entertainment Products"

Ozgen, E. & Depecik, B. "Consumer Loyalty to Digital Products"

Ozgen, E. & Ozsomer, A. "The Effect of Language Adaptation Method on Advertising Effectiveness"

Teaching Experience and Services

Teaching assistant:

Koç University

Courses: Marketing Management, Advertising and Promotion, Social Media Marketing, International Marketing, Business Administration Capstone

Subject Pool Coordinator:

Koc University, Behavioral Lab

Selected Graduate Coursework

Tilburg University

Market Assessment	Bart Bronnenberg
Marketing Channel Management	Inge Geyskens
Marketing Strategy	Barbara Deleersnyder
Marketing Information Management	Ernst Osinga
Introduction to Marketing Research	George Knox
Marketing Communications	Anick Bosmans
Brand Management	Henk Roest

Koc University

Behavioral Seminar in Marketing I	Zeynep Gurhan Canli
Behavioral Seminar in Marketing II	Baler Bilgin
Behavioral Seminar in Marketing III	Nilufer Aydinoglu
Strategy Seminar in Marketing	Aysegul Ozsomer Tunali
Quant Seminar in Marketing	Berk Ataman
Research Methods in Business	Stefan Wuyts
Microeconomics I	Ozgur Yilmaz
Econometrics I	Insan Tunali
Language-Thought Interfaces	Tilbe Goksun

Selected Awards and Honors

Graduate School Fellowship, Koc University	2016-2022
Partial Tuition Waiver, Tilburg University	2014-2015
Graduated with Honors, Bilkent University	2012

Business Experience

Marketing Communications Strategist Concept Advertising Agency	2013- 2014 Istanbul, Turkey
Marketing Communications Strategist Manajans J. Walter Thompson	2013 Istanbul, Turkey
Marketing Communications Strategy Intern Rafineri Advertising Agency	2012-2013 Istanbul, Turkey

Qualifications

Languages: Turkish (native), English (fluent)
Programming & Software Packages: SPSS, STATA

Affiliations & Extracurricular Activities

Affiliations:

Bilkent University Civic Involvement Project
Enlightenment for Youth Project

Extracurricular Activities:

Creative writing (completed creative writing courses at Bogazici University)
Participated in several marketing workshops and seminars organized by AC Nielsen, Millward Brown, Unilever, P&G, and BEKO.
Interests & Hobbies: Music (ukulele and guitar), traveling, baking

References

Nilufer Aydinoglu

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Business Administration, Koc University
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Ezgi Akpınar Uysal

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Business Administration, Sabancı University
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