

ZEYNEP MÜGE GÜZEL

Koç University, Graduate School of Business
Rumelifeneri Yolu, 34450 Sarıyer, İstanbul/ Türkiye
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CURRICULUM VITAE

EDUCATION

Ph.D. in Marketing, Sep 2015 – present (GPA: 3.95 / 4.00)
Koç University | Istanbul, Turkey

MBA, 2011 – 2013 (GPA 3.79 / 4.00)
Galatasaray University | Istanbul, Turkey

BA in Economics, 2004-2009 (GPA 3.68 / 4.00)
Boğaziçi University | Istanbul, Turkey

RESEARCH INTERESTS

Perceptual Inaccuracies in Marketing, Strategic Marketing, Relationship Marketing, International Marketing, Marketing Standardization

RESEARCH UNDER REVIEW/ IN PREPARATION FOR JOURNAL SUBMISSION

Cleansing the Doors of Perception: Perceptual Inaccuracy in Marketing Relationships, with Ayşegül Özsoy [Winner of the 2020 AMSR- Sheth Foundation Doctoral Competition for Conceptual Articles, under review]

Perceptual Standardization Gap: Antecedents and Consequences in an Emerging Market Context, with Ayşegül Özsoy and Burcu Sezen [Under Review]

How Can Advertising Enhance Consumers' Desirable COVID-19 Health Behaviors? The Role of Functional Fit, with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, working paper

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands, with Ayşegül Özsoy and Burcu Sezen, working paper

CONFERENCE PAPERS

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands, with Ayşegül Özsoy and Burcu Sezen, EMAC May 2018, Glasgow.

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands, with Ayşegül Özsoy and Burcu Sezen, CIMAR June 2019, Ankara.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context, with Ayşegül Özsoy and Burcu Sezen, EMAC May 2020, Budapest.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context, with Ayşegül Özsoymer and Burcu Sezen, AMA Global SIG May 2020, Taormina.

Cleansing the Doors of Perception: Perceptual Inaccuracies in Marketing Relationships, AMS Virtual Conference, December 2020.

SCHOLARSHIPS/AWARDS

AMSR/Sheth Foundation Doctoral Competition Winner, 2020
AMA Sheth Foundation Doctoral Consortium Fellow, 2020
AMS Doctoral Consortium Fellow, 2020
AMA Global SIG Doctoral Consortium Fellow, 2020
Graduate School of Business Scholarship, Koç University, 2015
High Honors Degree, Boğaziçi University, 2009

ACADEMIC/ TEACHING EXPERIENCE

2020: Koç University

Position: Guest Lecturer (MKTG 201: Marketing Management, Fall 2020)

2015- 2020: Koç University

Position: Research/Teaching Assistant (MKTG 201: Marketing Management, MKTG 401: International Marketing MKTG 501: Marketing Management -MBA Level)

2008- 2009: Boğaziçi University

Position: Undergraduate TA for Statistics and Econometrics Courses

SERVICES TO FIELD

Ad-hoc Reviewer, 2019- 2020 AMA Global SIG Conferences

SELECTED DOCTORAL COURSEWORK

Marketing:

Strategy Seminar in Marketing (2015)
Behavioral Seminar in Marketing I (2016)
Behavioral Seminar in Marketing II (2017)
Empirical Models in Marketing (2017)
BDT Seminar in Marketing (2018)
Quantitative Seminar in Marketing (2018)

Ayşegül Özsoymer
Zeynep Gürhan Canlı
Nilüfer Aydınöğlü
Ceren Kolsarıcı
Baler Bilgin
Berk Ataman

Research Methods:

Research Methods in Business (2015)
Research Methods I (2017)
Research Methods II- Regression Analysis (2017)
Structural Equation Modelling (2017)
Meta-Analysis (2017)

Stefan Wuyts
Yasemin K. Sakarya
Yasemin K. Sakarya
Yasemin K. Sakarya
Ahmet Kırca

Economics:

Econometrics (2015)
Microeconomics (2015)
Macroeconomics- Firm Dynamics and Economic Growth (2016)
Economics of Institutions (2017)
Bayesian Econometrics (2017)
Experimental Economics (2017)

İnsan Tunalı
Özgür Yılmaz
Ufuk Akcigit
Sumru Altuğ
Cem Çakmaklı
Seda Ertaç

TRAINING/ PHD SEMINARS

Writing Conceptual Papers, AMSR Mentoring Session, 2020
P-hacking problem in Marketing Research, PhD Seminar, Joachim Vosgerau, 2018
Journal Review Process, PhD Seminar, Sandy Jap, 2017
Brand Equity and Measurement, PhD Seminar, Kusum Ailawadi, 2016
Strategic Thinking and Planning, Deloitte Academy, 2014
Project Analysis and Feasibility Reports, Deloitte Academy, 2014
Presentation Skills, Avea, 2012
Problem Solving and Decision Making, Avea, 2011
Innovation in Telecom, Avea, 2011
International Financial Reporting Standards, Deloitte Academy, 2009

PROFESSIONAL EXPERIENCE

2015: Avea (currently Turk Telekom), Decision Support Marketing Department, Position: Decision Support Marketing Manager

2011-2014: Avea, Business Analytics and Performance Improvement Department, Position: Senior Analyst

2009- 2011: Deloitte, Financial Services, Audit Department, Position: Auditor

LANGUAGES

English- Fluent
Turkish- Native

COMPUTER SKILLS

Excellence in MS Word, Excel, PowerPoint
Experienced with SPSS, R, e-Views, STATA, MPlus, Qualtrics

Updated December 2020