

# NIL ENGİZEK

## ASST. PROF.

Email : nilkodaz@istanbul.edu.tr

Office Phone : [+90 212 473 7070](tel:+902124737070) Extension: 18411

Address : İstanbul Üniversitesi İşletme Fakültesi Pazarlama

Anabilim Dalı Avcılar / İstanbul

### International Researcher IDs

ORCID: 0000-0002-3626-1582

Publons / Web Of Science ResearcherID: AAC-7012-2020

Yoksis Researcher ID: 176295



## Learning Knowledge

Doctorate  
2008 - 2014

Istanbul University, School Of Business, Pazarlama Anabilim Dalı, Turkey

Postgraduate  
2004 - 2006

Middlesex University, School Of Business, Marketing, United Kingdom

Undergraduate  
1999 - 2003

Istanbul University, Mühendislik Fakültesi, Kimya Mühendisliği, Turkey

## Foreign Languages

English, C1 Advanced

## Certificates, Courses and Trainings

Education Management and Planning, İŞ SAĞLIĞI VE GÜVENLİĞİ, İ.Ü. Sürekli Eğitim Uygulama ve Araştırma Merkezi, 2014

## Dissertations

Doctorate, Tüketicilerin Taklit Ürün Satın Alma Niyetlerinde Kişisel Özelliklerin, Sosyal Motivasyonların ve Ürün ile İlgili Faktörlerin Rolü, İstanbul University, School of Business, Pazarlama Anabilim Dalı, 2014

## Academic Titles / Tasks

Assistant Professor  
2018 - Continues

Istanbul University, School of Business, Pazarlama

Research Assistant PhD  
2014 - Continues

Istanbul University, School of Business, Department of Business Administration

### Published journal articles indexed by SCI, SSCI, and AHCI

- 1. Markanın Algılanan Globalliği/Yerelliği Markanın Kredibilitesini ve Algılanan Kaliteyi Etkiler Mi? Bu Etkide Kredibilitenin Aracılık, Etnosentrizmin Düzenleyici Rolünün İncelenmesi**  
Engizek N., Yaşin B.  
JOURNAL OF BUSINESS RESEARCH, vol.10, no.10, pp.61-81, 2018 (SSCI)
- 2. Tüketicilerin Kurumsal Sosyal Sorumluluk Algılamalarının Marka Değeri Üzerine Etkisi**  
ENGİZEK N., YAŞIN B.  
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.16, no.2, pp.69-87, 2016 (SCI-Expanded)
- 3. TÜKETİCİLERİN LÜKS MARKALARIN TAKLİTLERİNİ SATIN ALMA SEVİYELERİ AÇISINDAN FARKLILIKLARININ İNCELENMESİ ÜZERİNE BİR ARAŞTIRMA**  
ENGİZEK N., ŞEKERKAYA A. K.  
ÖNERİ: Marmara Üniversitesi Sosyal Bilimler Enstitüsü Hakemli Dergisi, vol.11, no.43, pp.145-184, 2015 (SSCI)
- 4. LÜKS MARKALAR VE TAKLİTLERİ ARASINDAKİ İLİŞKİNİN TEORİLER AÇISINDAN DEĞERLENDİRİLMESİ**  
ENGİZEK N., ŞEKERKAYA A. K.  
Çukurova Üniversitesi Sosyal Bilimler Dergisi, vol.23, no.2, pp.301-316, 2014 (SCI-Expanded)
- 5. Shopping online without thinking: being emotional or rational?**  
Özen H., Engizek N.  
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS, vol.26, no.1, pp.78-93, 2014 (SSCI)

### Articles Published in Other Journals

- 1. TÜKETİCİLERİN FİYAT TAKTİKLERİNİN İKNA KABİLİYETİ İLE İLGİLİ BİLİNÇ DÜZEYİ ÖLÇEĞİNİN TÜRKÇEYE UYARLANMASI**  
Huseynli B., ENGİZEK N., KURTULUŞ S.  
Yıldız Social Science Review, vol.4, no.1, pp.65-77, 2018 (Peer-Reviewed Journal)
- 2. Influence of consumer attributions and service quality on support of corporate social responsibility**  
Engizek N., Yasin B.  
Organizations and Markets in Emerging Economies, vol.9, no.1, pp.86-105, 2018 (Scopus)
- 3. How CSR and overall service quality lead to affective commitment: Mediating role of company reputation**  
Engizek N., Yasin B.  
Social Responsibility Journal, vol.13, no.1, pp.111-125, 2017 (Scopus)
- 4. X VE Y KUŞAĞI KADINLARININ KARAR VERME TARZLARI BAKIMINDAN İNCELENMESİ**  
ENGİZEK N., ŞEKERKAYA A. K.  
Mustafa Kemal Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.13, no.36, pp.242-271, 2016 (Scopus)
- 5. Generation Y Females and Males in an Emerging Market and their Shopping Motivation**  
ENGİZEK N., ŞEKERKAYA A. K.  
International Journal of Management Cases, vol.18, no.3, pp.4-23, 2016 (Peer-Reviewed Journal)
- 6. IS THE PRICE ONLY MOTIVATION SOURCE TO PURCHASE COUNTERFEIT LUXURY PRODUCTS?**  
Engizek N., Şeker kaya A. K.

- Journal of Academic Research in Economics, vol.7, no.1, 2015 (Peer-Reviewed Journal)
7. **Health Education Planning In Marketing Perspective Using Conjoint Analysis**  
Taş N., Engizek N., Önder E., Önder G.  
Trakya Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.4, no.1, pp.40-66, 2015 (Peer-Reviewed Journal)
  8. **Utilitarian or Hedonic? A Cross-Cultural Study in Online Shopping**  
Özen H., Engizek N.  
ORGANIZATIONS AND MARKETS IN EMERGING ECONOMIES, vol.3, no.2, pp.80-90, 2012 (ESCI)

## Books & Book Chapters

1. **Kompulsif Satın Alma ve Alışveriş Bağımlılığı**  
Kop A. E., Engizek N.  
in: Pazarlamanın Karanlık Yüzü, Senem Ergan, Editor, Ekin Yayınevi, Bursa, pp.79-97, 2023
2. **Augmented Reality and Its Relationship With Customer Experience in Retailing**  
Engizek N.  
in: Insights, Innovation, and Analytics for Optimal Customer Engagement, Samala Nagaraj, Editor, IGI Global, Pennsylvania, pp.1-24, 2021
3. **Ethical Consumption**  
Engizek N.  
in: Contemporary Issues in Strategic Marketing, Ahmet Şekerkeya, Editor, Istanbul University, İstanbul, pp.193-223, 2020
4. **Creating Costumer Value in Corporate Social Responsibility for Cultural Heritage**  
ENGİZEK N., Eroğlu F.  
in: Corporate Social Responsibility for Valorization of Cultural Organizations, Duenas M., Aiello L., Cabrita R., Gatti M., Editor, Igi Global Publications, Roma, pp.163-184, 2018
5. **Stratejik Pazarlama Planlaması**  
ENGİZEK N.  
in: Pazarlama: İlkeler, Genel Stratejiler, Eroğlu F., Editor, Paradigma Yayınları, Çanakkale, pp.227-243, 2017

## Refereed Congress / Symposium Publications in Proceedings

1. **AN EXPLORATORY STUDY ON CONSUMERS ATTITUDES TOWARDS ETHICAL FASHION CONSUMPTION: MOTIVATORS AND BARRIERS**  
Öztürk S., Engizek N.  
10th Annual Conference of the EuroMed-Academy-of-Business, Rome, Italy, 13 - 15 September 2017, pp.1294-1308
2. **Health Education Planning in Marketing Perspective Using Conjoint Analysis**  
Taş N., ENGİZEK N., ÖNDER E., ÖNDER G.  
The WEI Business&Economics Academic Conference, Atina, Greece, 19 - 21 March 2015, pp.58-71
3. **Utilitarian or Hedonic? A Cross-Cultural Study In Online Shopping**  
ÖZEN H., ENGİZEK N.  
World Marketing Congress Cultural Perspectives in marketing, United States Of America, 1 - 04 September 2012, pp.238-243
4. **How Economic Crisis Changed Consumer Segmentation**  
Kurtuluş K., AKYÜZ İ., ENGİZEK N., Eroğlu F., Kop E., Mammadov G., Kara G., Dağlı S.  
11th International Marketing Trends Conference, Italy, 1 - 04 January 2012, pp.1-36

## Academic and Administrative Experience

## Courses

Dijital Pazarlama, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Pazarlama Yönetimi, Postgraduate, 2022 - 2023  
Marketing Research, Undergraduate, 2022 - 2023, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Araştırma Yöntemleri, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Dijital Pazarlama, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Marketing Communication, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Brand Management, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2018 - 2019  
Principles of Marketing, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Pazarlama Yönetimi, Postgraduate, 2023 - 2024, 2021 - 2022  
Pazarlamada Güncel Kavramlar, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Pazarlamada Tez Önerileri, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Marketing Strategies, Postgraduate, 2021 - 2022  
Pazarlama Yönetimi, Postgraduate, 2020 - 2021  
Pazarlama Stratejileri, Postgraduate, 2020 - 2021  
Seminer, Postgraduate, 2020 - 2021  
Elektronik Pazarlama, Postgraduate, 2018 - 2019  
Elektronik Pazarlama, Postgraduate, 2018 - 2019  
Elektronik Pazarlama, Undergraduate, 2018 - 2019

## Advising Theses

Engizek N., Tüketici etnosentrizmi, sağlık bilinci, fiyat duyarlılığı ve gösterişçi tüketimin siyez buğdayına yönelik tutum ve satın alma niyetine etkisi, Postgraduate, L.ASENA(Student), 2023

## Scientific Refereeing

FORESIGHT, Journal Indexed in SSCI, October 2023  
International Journal of Retail & Distribution Management, Journal Indexed in SSCI, June 2019  
Foresight, Other Indexed Journal, May 2019

## Metrics

Publication: 22  
Citation (WoS): 103  
Citation (Scopus): 111  
H-Index (WoS): 4  
H-Index (Scopus): 3

## Congress and Symposium Activities

World Marketing Congress Cross-Cultural Perspectives in Marketing, Attendee, Atlanta, United States Of America, 2012  
International Marketing Trends Conference, Attendee, Venedik, Italy, 2012

## Research Areas

Social Sciences and Humanities, Management, Marketing

## **Non Academic Experience**

Depaul University

Depar Deri ve Plastik Sanayi