

ZEYNEP MÜGE GÜZEL

Özyeğin University, School of Business
Nişantepe Mah., Orman Sok. 34794
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CURRICULUM VITAE

ACADEMIC POSITIONS

Assistant Professor of Marketing, 2022-
Özyeğin University | Istanbul, Turkey

EDUCATION

Ph.D. in Marketing, 2015-2022
Koç University | Istanbul, Turkey

MBA, 2011-2013
Galatasaray University | Istanbul, Turkey

BA in Economics, 2004-2009
Boğaziçi University | Istanbul, Turkey

RESEARCH INTERESTS

Perceptual Inaccuracies & Positive Illusions in Marketing, Strategic Marketing, Relationship Marketing, International Marketing, Marketing Standardization, Brand Communication during COVID-19

DISSERTATION

Dissertation Title: Perceptual Inaccuracies in Marketing Relationships

Dissertation Committee: Ayşegül Özsoy (Chair- Koç University), Berk Ataman (Koç University), Zeynep Aycan (Koç University), Sandy Jap (Emory University), Timo Mandler (Toulouse Business School)

PUBLICATIONS AND RESEARCH IN PROGRESS

Published Journal Articles:

Can Advertising Enhance Consumers' Desirable COVID-19 Health Behavioral Intentions? The Role of Brand-Pandemic Fit (2022) with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, *Journal of Consumer Behavior* (SSCI)

Cleansing the Doors of Perception: Perceptual Inaccuracy in Marketing Relationships (2022) with Ayşegül Özsoy, *Academy of Marketing Science Review* (SCOPUS)

Research in Progress:

Mind the Standardization Gap: An Emerging Market Phenomenon, with Ayşegül Özsoy and Burcu Sezen (under review)

Brand-Pandemic Fit and eWOM: The Role of Ad Appeals and Future Focus, with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin (under review)

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

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and its Effect on Stakeholders, with Ayşegül Özsoy (working paper)

Unveiling the Impact of Global and Local Brands on the Perception of Being Observed, with Deniz Lefkeli and Zeynep Gürhan Canlı (working paper)

Positive Illusions: Traces in Consumption Domain (working paper)

CONFERENCE PRESENTATIONS AND INVITED TALKS

Standardization in the Eye of the Beholder: Emerging Market Consumers' Perception of Standardization and Its Effects on Brand Equity (2023, June) with Ayşegül Özsoy and Burcu Sezen, American Marketing Association (AMA) GMSIG Conference, Santiago.

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and its Effect on Stakeholders (2023, May) with Ayşegül Özsoy, European Marketing Academy (EMAC) Conference, Odense.

Writing Conceptual Papers- PhD. Seminar (2023, March) LUISS University, Rome.

Mind the Standardization Gap: An Emerging Market Phenomenon- Research Seminar (2023, March), LUISS University, Rome.

Brand-Pandemic Fit and Desirable Brand Consequences: The Role of Ad Appeals and Moral Identity (2022, May) with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, American Marketing Association (AMA) GMSIG Conference, Crete.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context (2021, October) Özyeğin University, İstanbul.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context (2021, May) with Ayşegül Özsoy and Burcu Sezen, American Marketing Association (AMA) GMSIG Conference, Taormina.

Cleansing the Doors of Perception: Perceptual Inaccuracies in Marketing Relationships (2020, December) Academy of Marketing Science Conference, Doctoral Colloquium, Virtual.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context (2020, December) Boğaziçi University, İstanbul.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context
(2020, May) with Ayşegül Özsoyer and Burcu Sezen, European Marketing Academy (EMAC)
Conference, Budapest (postponed due to COVID-19)

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands
(2019, June) with Ayşegül Özsoyer and Burcu Sezen, Consortium for International Marketing Research
(CIMAR) Conference, Ankara.

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands
(2018, May) with Ayşegül Özsoyer and Burcu Sezen, European Marketing Academy (EMAC)
Conference, Glasgow.

SCHOLARSHIPS/AWARDS

Koç University, Graduate School of Business Outstanding Academic Achievement Award, 2021
AMS Review/Sheth Foundation Doctoral Competition Winner, 2020
AMA Sheth Foundation Doctoral Consortium Fellow, 2020
AMS Doctoral Consortium Fellow, 2020
Graduate School of Business Scholarship, Koç University, 2015
High Honors Degree, Boğaziçi University, 2009

TEACHING EXPERIENCE

2023: Özyeğin University

Instructor (MKTG 201: Marketing, MKTG 311: Marketing Research, Spring 2023)

2022: Özyeğin University

Instructor (MKTG 201: Marketing, Fall 2022)

2021: Koç University

Instructor (MKTG 201: Marketing Management, Summer 2021)

2020: Koç University

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

2015- 2020: Koç University

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

2008- 2009: Boğaziçi University

Undergraduate TA for Statistics and Econometrics Courses

SERVICES TO FIELD

Ad-hoc Reviewer, 2019- 2020 AMA GMSIG Conferences

PROFESSIONAL EXPERIENCE

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

2011-2014: Aveda, 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 July 2023
