# CANER CESMECI, MA.

Curriculum Vitae
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## IN BRIEF

Caner Cesmeci, M.A., is an experienced researcher and a total data geek. He is renowned for his skills in sniffing insights from data and expertise on statistical analysis. He has experience on big data analytics, literature review, desktop research, and behavioral modeling. In the capacity of a data analyst and a consultant, he has worked on projects in retail banking and mobile marketing industries. He has a Master's degree in Marketing Communications and is currently a doctoral candidate in marketing at Istanbul Technical University. His academic research focuses on consumer psychology, and he is especially interested in the field of persuasion in social psychology and the evolutionary basis of consumer behavior.

## PROFESSIONAL EXPERIENCE

**2021 - ….**      **Lecturer, Istanbul Aydın University**

Industry: Higher Education

Brief Summary of Role and Responsibilities:

- Part-time Faculty in Management Information Systems Program. Lecturer in Business Intelligence and Data Mining (UYB212 - Spring)

**2019 - ….**      **Data Analyst, 4play Mobile Creative People**

Industry: Mobile services and mobile marketing

Brief Summary of Role and Responsibilities:

- Data-driven insight generation
- Big-data analytics
- Tracking market performance of digital products
- Algorithm design and development
- Providing support to upper management in strategic decisions to achieve revenue growth in a multi-product portfolio.

**2018 - 2019**    **Research and Teaching Assistant, Istanbul Aydın University**

Industry: Higher Education

Brief Summary of Role and Responsibilities:

- Assisting in research projects of senior faculty
- Literature review
- Project management and coordination of organizational activities

**2016 - 2017**    **Field Researcher, TUBİTAK ARDEB 1002 RESEARCH PROJECT**

The Role of Music in Persuasion: An Evolutionary Approach.

Brief Summary of Role and Responsibilities:

- Literature review
- Data collection and survey administration
- Data refinement, analysis, and reporting

**2014 - 2015**    **Program Coordinator, Istanbul Bilgi University**

Industry: Higher Education

Brief Summary of Role and Responsibilities:

- Assisting the program director in administrative duties
- Project management
- Coordination of events, adjunct faculty, and student activities

**2013 - 2014**    **Field Researcher, TUBİTAK ARDEB 1001 RESEARCH PROJECT**

The Effect of Organizational Complaint Handling on Marketing and Financial Performance: An Analysis of Real Complaint Data and Complainant Perception across Industries

Brief Summary of Role and Responsibilities:

- Literature review
- Data collection and survey administration
- Data refinement, analysis, and reporting

## KEY RESEARCH SKILLS

**Topics:** Luxury consumption, evolutionary basis of consumer psychology, emotions, customer complaint management, self-construal theory, use of heuristics in consumer behavior.

**Methodologies and Tools:** Survey and experimental research, full stack of multivariate statistical analysis techniques, SPSS, AMOS, Minitab, JASP, Tableau, SQL (MySQL, Teradata), R.

## EDUCATION

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|---|---|
| 2017 - …. | Ph.D. Candidate in Marketing, Istanbul Technical University, Turkey |
| 2013 - 2017 | M.A. in Marketing Communications, Istanbul Bilgi University, Turkey |
| 2009 - 2014 | B.A. in Sociology, Anadolu University, Turkey |
| 2007 - 2011 | B.A. in Business Administration, Istanbul University, Turkey |

## PUBLICATIONS

### Articles

Tari, B., Yilmaz, C., Varnali, K., Pak, H., Terzi, H., Cesmeci, C. (2014). Specific Emotions and Explicit Content in Customer Complaints: Implications for Predicting Customer Loyalty. "European Marketing Academy (EMAC) Regional Conference, Katowice: Poland, 48-53.

Varnali, K., Yilmaz, C., Tari, B., Cesmeci, C., Terzi, H., Pak, H. (2014). Customer Complaint Handling in Social Media: A Justice Theory Approach. "European Marketing Academy (EMAC) Regional Conference, Katowice, Poland, 34-38.

Cesmeci C., & Burnaz S. (2020) Has Luxury Consumption Something to do with Fear and Love?. In: Pantoja F., Wu S., Krey N. (eds) Enlightened Marketing in Challenging Times. AMSWMC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science. Springer, Cham. https://doi.org/10.1007/978-3-030-42545-6_18

Dursun, G. D. and Cesmeci, C. (2019). Evaluation of Customer Satisfaction and Sales Returns in BIST Retailing Sector. In Proceedings of the 2th International Congress on Critical Debates in Social Sciences (ICCDSS) (October 3-5, 2019). İzmir, Turkey.

### Articles Under Review

Varnali, K. & Cesmeci, C. (under review). Consumer Voice on Social Media. *Journal of Services Marketing.*

## CONFERENCE PRESENTATIONS

Cesmeci, C., & Varnali, K. (2017). The Role of Music on Persuasion: An Evolutionary Approach. 2017 Summer Conference of the American Marketing Association, San Francisco, CA., August.

Varnali, K., Yilmaz, C., Kasnakoglu, B.T., Cesmeci, C., Terzi, H. & Pak, H. (2014). Complaint Handling in Social Media: A Justice Theory Approach. 5th EMAC Regional Conference, Katowice, Poland, 24-26 September.

## LANGUAGES

Turkish (Native), English (Advanced), Bulgarian and Slavic Languages (Intermediate), Latin (Elementary).