

Didem Gamze Işıksal, Ph.D

Curriculum Vitae, September 2021

didemgamzeisiksal@aydin.edu.tr

EDUCATION

- 2014 – 2018 **Istanbul Technical University (ITU)**, Ph.D. in Marketing, Engineering Management
Thesis Title: The Antecedents of Consumer Dishonest Behavior and Its Impacts on Consumer-Brand Relationships (Supervisor: Assoc. Prof. Elif Karaosmanoglu)
- 2014 – 2015 **Bogazici University**, Special Student, Ph.D
Taken Courses: Research Methods I
Research Methods II
- 2012 – 2013 **Koc University**, Visiting Student in Business School
Taken Courses: Consumer Behavior
Behavioral Seminar in Marketing
- 2010 – 2013 **Galatasaray University**, MBA
Thesis Title: The Effects of Demographic Characteristics of Banking Sector Customers on Virtual and Mobile Marketing: A Study on Potential Time Deposit Customers (Supervisor: Assoc. Prof. Caner Diner)
- 2004 – 2009 **Hacettepe University**, BSc International Relations

ACADEMIC WORK EXPERIENCE

- 09.2021 – Present **Assistant Professor in Marketing**
Istanbul Aydın University, Istanbul
- 06.2020 – 12.2020 **Post-Doc Researcher (with TUBITAK Fellowship)**
Istanbul Technical University, Istanbul
- 10.2019 – 01.2020 **Visiting Scholar (with French Embassy Research Fellowship)**
SKEMA Business School, France
- 02.2019 – 06.2021 **Part-Time Lecturer**
Işık University, Istanbul
- 09.2020 – 06.2021 **Part-Time Lecturer**
Bilgi University, Istanbul
- 09.2013 – 07.2014 **Thesis Editor & Assistant**
Bahcesehir University, Social Sciences Institute, Istanbul

NON-ACADEMIC WORK EXPERIENCE

- 06.2017 – 06.2019 **Marketing Consultant & Trainer**
Sentop Insurance Agency, Mugla
Gidasist Information Systems, Izmir
- 11.2014 – 06.2016 **Marketing Expert & Inhouse Trainer**, TUV Rheinland, Istanbul
Responsibilities
CRM and Marketing training
Production of marketing materials, special events, website content, social media
PR activities, advertising and online marketing,
Executive marketing research and analyzing competitive environment.
- 02.2011 - 12.2012 **Supervisor in Commercial Marketing, Client Portfolio Management and Client Acquisition**, Finansbank Head Office, Istanbul
Responsibilities
Client relationship management
Strategic branch consulting, including business plan and sales strategy development
Management of marketing activities for business with turnover

Organization of campaigns based on customer buying trend analysis with the cooperation of *Analytical Marketing Team*

Customer acquisition projects with third parties private and/or government

Penetration and enrichment of current client product base and volume

09.2009 - 02.2011

Assistant Supervisor in Commercial Loans Allocation

Finansbank Head Office, Istanbul

Responsibilities

Analyzed and evaluated financial reports, earning statements, credit history of the firms, which apply for getting a credit, and checked if the reports are consistent with Moody's. Decided on giving credit to companies or not depending on their history and my forecast skills.

AWARDS & HONOURS:

2020 TUBITAK Post-Doc Grant (4500 TL per month)

2019 French Embassy Research Fellowship (1704 Euro per month)

2019 Finalist for Council of Higher Education (YÖK) Best Dissertation Award in Social Sciences

2018 Istanbul Technical University Best Dissertation Award

RESEARCH INTERESTS:

Consumer Behavior

Transformative Consumer Research

Brand Activism

Emotions

TEACHING:

Undergraduate Courses: Consumer Behavior

Marketing Research

Principles of Marketing

Sales Management

Management Communication

Graduate Courses: Competition and Competitive Strategies

Leadership and Team Management

COMPLETED & CURRENT PROJECTS:

A Transformative Consumer Research on Consumption patterns and Vulnerability in Accessing Resources during the COVID-19 Precautions, and Their Relationship with Consumption Self-Regulation:

Determining the Effect of Psychological Well-being, Individual Resilience, Social Capital and Pro-Social Behaviors, and Developing Policy Suggestions, *Supported by TUBITAK 1001*, 2020-2021.

The Relationship Between Perceived Price Unfairness and Consumers Dishonest Behavior, and Its Ultimate Effect on Consumer-Brand Relationship (Experimental design), 2018-2020 (Invited from SKEMA Business School in France and *supported by French Embassy Research Fellowships*)

Whether Responses to Ethical Corporate Identity Positioning or Non-positioning Differ on the Basis of Corporate Social Responsibility and Core Business Fit: Results on Customer Extra Role Behavior (Experimental design), *Supported by ITU Research Fund*, 2014-2016.

The Relationship between Corporate Brand Transgression and Brand Attachment: Reflections for Extrinsic versus Intrinsic Religiousness (Experimental Design), *Supported by ITU Research Fund*, 2014-2016.

PUBLICATIONS

SSCI Journal Articles

Isiksal, D.G. and Karaosmanoglu, E. (2020), "Can Self-Referencing Exacerbate Punishing Behavior towards Corporate Brand Transgressors?", *Journal of Brand Management*, (Clarivate 2020 Impact Factor: 3.500; Scopus Q1 list Cite Score: 4.8) doi: 10.1057/s41262-020-00204-8. (Citation: 1)

Karaosmanoglu, E., Isiksal, D.G. and Altinigne, N. (2018), "Corporate Brand Transgression and Punishing the Transgressor: Moderation of Religious Orientation", *Journal of Product & Brand Management*, Vol. 27 (2) (Clarivate 2018 Impact Factor: 2.747; Scopus Q1 list Cite Score: 3.8) doi: 10.1108/JPBM-01-2017-1388. (Citation: 7)

Karaosmanoglu, E., Altinigne, N., and Isiksal, D. G. (2016), "CSR motivation and customer extra-role behavior: Moderation of ethical corporate identity", *Journal of Business Research*, Vol. 69 (10), pp. 4161-4167 (Clarivate 2016 Impact Factor: 4.972; Scopus Q1 list Cite Score: 5.0) doi: 10.1016/j.jbusres.2016.03.035. (Citation: 110)

Other Journal Articles

Isiksal, D. G. and Karaosmanoğlu, E. (2018), "Consumer-Brand Relationships Under the Effect of Consumer Dishonest Behavior", *Journal of Management, Marketing and Logistics*, Vol. 5 (2), 113-123 (Index: EconLit, EBSCO, ProQuest) doi:10.17261/Pressacademia.2018.843. (Citation: 1)

Book Chapters

Demir O., Okan M., Altinigne N., Isiksal D.G., Idemen E., Karaosmanoglu E. (2021) Building Agility in Service SMEs for Post-pandemic Era. In: Lee J., Han S.H. (eds) *The Future of Service Post-COVID-19 Pandemic, Volume 2. The ICT and Evolution of Work*. Springer, Singapore. doi: 10.1007/978-981-33-4134-0_7

Altinigne, N., Karaosmanoglu, E. and Isiksal, D. G. (2019), "A Critical Review on The Use of The Scenario Technique for Experimental Design: Challenges and Lessons Learned" *SAGE Research Methods Cases Business & Management* (Ed. Kasia F.), SAGE Publications, London: England. doi: 10.4135/9781526472427

Conference Papers

Karaosmanoglu, E., Altinigne, N., Okan, M., Isiksal, D. G., Idemen, E ve Demir, O. (2021), "A Mechanism Underlying the Relationship between Vulnerabilities and Future Consumption Regulation", EMAC Regional 2021 Conference, 23-24 September, Warsaw, Poland.

Karaosmanoglu, E., Altinigne, N., Okan, M., Isiksal, D. G., Idemen, E ve Demir, O. (2021), "Covid-19 Salgınında Kırılganlıklar, Psikolojik Esenlik ve Tüketimde Öz-Denetim İlişkisi", 25th Marketing Congress, 30 June-2 July, Ankara, Turkey.

Karaosmanoglu, E., Okan, M., Altinigne, N., Isiksal, D. G., Demir, O., and Idemen, E. (2020) "How Vulnerable vs. Non-vulnerable Consumers May Self-regulate Their Post-Covid Consumptions?" 32nd Eurasia Business and Economic Society (EBES), 5-7 August, Istanbul, Turkey.

Okan, M., Demir, O., Karaosmanoglu, E., Altinigne, N., Isiksal, D. G., and Idemen, E. (2020) "Dynamic and Co-creation Capabilities as Coping Mechanisms for Service SMEs during Post-Pandemic Era", 32nd Eurasia Business and Economic Society (EBES), 5-7 August, Istanbul, Turkey.

Isiksal, D. G. and Karaosmanoglu, E. (2019) "Masum Değiliz Hiç Birimiz... Tüketici Marka İlişkisinde Bilişsel Uyumsuzluğun İki Yüzü", 24th Marketing Congress, 1-4 May, Kuşadası, Aydın, Turkey.

Isiksal, D. G., Karaosmanoglu, E. and Atakan S.S. (2018). "When Dishonesty Makes Us Apart or Close: A Reflection on Consumer-Brand Relationship", American Marketing Association (AMA) 2018 Summer Conference, August 10-12, Boston, USA.

Isiksal, D. G. and Karaosmanoglu, E. (2018) "Even You Wrong Me, I May Still Like You: Consumer Dishonesty in Cases of Feeling Cheated", 21st Academy of Marketing Science (AMS) World Marketing Congress, 27-29 June, Porto: Portugal (Index: Web of Science) doi: 10.1007/978-3-030-02568-7_218.

Isiksal, D. G. and Karaosmanoglu, E. (2017) "Empati Toleransı Azaltır mı? Öz-Referans Etkisi ve Kurumsal Marka İhlallerine Tepki", 22nd Marketing Congress, 28-30 September, Trabzon, Turkey.

Isiksal, D. G., Karaosmanoglu, E. and Atas, U. (2017) "'It Happened to Me Too' Effect on the Relationship between Corporate Brand Transgressor and Consumers", 3rd International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR2017). 7-8 September, London, UK.

Isiksal, D.G. and Karaosmanoglu, E. (2016) "Self-Reference As a Trigger of the Inner Prosecutor: the Moderating Role of the Self-Reference Effect on the Relationship Between Consumers and Transgressor Brands", (Editors: Page Moreau and Stefano Puntoni), *Advances in Consumer Research Conference (ACR)*, 27-30 October, Vol. 44, p. 738, Berlin, Germany.

Karaosmanoglu, E. and Isiksal, D. G. (2015), "The Impact of Corporate Brand Transgressions on Punishing Corporate Transgressor: Moderating Role of Religiosity", *Rediscovering the Essentiality of Marketing: Proceedings of the 2015 Academy of Marketing Science (AMS) World Marketing Congress*, 14-17 July, Bari: Italy, Springer International Publishing (Index: Web of Science) doi: 10.1007/978-3-319-29877-1_130. (Citation: 2)

Other Publications

Isiksal, D. G. (2019), "Etik Değerler Tüketici-Marka İlişkisini Etkiliyor" Harvard Business Review Türkiye, April issue, pp. 34-36.

Doctoral Colloquium Presentation

31st EMAC Doctoral Colloquium, Glasgow, UK, May 27-29, 2018, Marketing Strategy - Advanced Session, Faculty Members: Ajay Kohli, Raji Srinivasan, and Michael Haenlein.

Papers Under Review

Isiksal, D. G., Karaosmanoglu, E. and Gurhan-Canli Z. "Do not miss the opportunity to relieve guilt: That may have the transformative power on consumer-brand relationship"

Okan, M., Karaosmanoglu, E., Altinigne, N., Isiksal, D. G., Demir, O., and Idemen, E. "Effect of Covid-19 pandemic economic and psychological vulnerabilities on consumers' consumption regulation"

Manuscripts in Preparation

Isiksal, D. G., Karaosmanoglu, E. and Soscia, I. "Humanizing digital experience: Ethics of social distancing in online consumption setting"

AD HOC REVIEWER SERVICES FOR JOURNALS AND CONFERENCES

- Journal of Business Research
- Journal of Product & Brand Management
- Journal of Brand Management
- Pazarlama ve Pazarlama Araştırması Dergisi (Journal of Marketing and Marketing Research)
- American Marketing Association Conference (AMA)
- European Marketing Academy Conference (EMAC)
- Academy of Marketing Science Conference (AMS)
- La Londe International Research Conference

MEMBERSHIPS

- American Marketing Association
- European Marketing Academy
- The Academy of Marketing Science
- Association for Consumer Research
- Bogazici University GETEM (Assistive Technology and Education Laboratory for Individuals with Visual Disabilities)

EXPERTISE IN ACADEMIC SOFTWARES

- SPSS
- AMOS
- LISREL
- SMART PLS
- NVIVO

OTHER SKILLS AND TRAININGS

Oct 2019 Ethnography in Marketing Workshop, Çankaya University, Ankara
Dec 2018 Partial Least Squares Structural Equation Modeling (PLS-SEM) Workshop, Prof. Joseph Hair
Dec 2018 PLS SEM Workshop, Prof. Cihan Cobanoğlu & Asst. Prof. Faizan Ali, University of South Florida
2015 - Present Volunteer Book Reader for Blind People, Bogazici University GETEM
Apr 2015 Symposium of Alternative Marketing Research Methods, Izmir Economy University
Oct 2014 Qualitative Research Methods Workshop, Prof. Ozlem Sandikci, Kent University
Jan - Feb 2014 Dialogue and Speech Diction, Ali Dusenkalkar, Bahcesehir University
2013 - 2014 Advanced Applied Research Seminar, Prof. Selcuk Sirin, New York University
2009 - 2010 Management Trainee (MT), Finansbank
Apr - Jun 2009 Personal Assistant of Former USA Ambassador Tulug Tanc, Ministry of Foreign Affairs
2008-2009 Volunteer Trainer, Izgoren Academy, "Türkiye Uğur Böcekleri Projesi"
Feb - Apr 2008 Volunteer Project Manager, TOG – Community Volunteers Foundation