

Assoc. Prof. İLAYDA İPEK

Personal Information

Email: ilayda.gungor@deu.edu.tr

Web: <https://avesis.deu.edu.tr/ilayda.gungor>

International Researcher IDs

ScholarID: aVILZ_sAAAAJ

ORCID: 0000-0001-7095-4078

Publons / Web Of Science ResearcherID: O-9527-2019

ScopusID: 57188699408

Yoksis Researcher ID: 182069

Education Information

Post Doctorate, University of Leicester, School of Business, England 2024 - 2024

Doctorate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (Dr), Turkey 2013 - 2017

Postgraduate, Middle East Technical University, Graduate School Of Social Sciences, İşletme (YI) (Tezli), Turkey 2011 - 2013

Undergraduate Double Major, Izmir University Of Economics, Faculty Of Economics And Administrative Sciences, Lojistik Yönetimi Pr., Turkey 2008 - 2011

Undergraduate, Izmir University Of Economics, Faculty Of Economics And Administrative Sciences, İşletme Pr., Turkey 2006 - 2011

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Institutional and resource-based antecedents of export performance: The mediating role of export market orientation, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (Dr), 2017

Postgraduate, The antecedents of private label product purchasing intentions: an experimental analysis, Middle East Technical University, Sosyal Bilimler Enstitüsü, İşletme (YI) (Tezli), 2013

Research Areas

Marketing, Import-Export, Strategic Marketing and Brand Management

Academic Titles / Tasks

Associate Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2023 - Continues

Research Assistant PhD, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2017 - 2023

Research Assistant, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2017 - 2017

Research Assistant, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, 2013 - 2017

Research Assistant, Middle East Technical University, Faculty Of Economic And Administrative Sciences, Department Of Business Administration, 2012 - 2013

Academic and Administrative Experience

Erasmus Program Institutional Coordinator, Dokuz Eylul University, 2019 - 2022

Courses

Strategic Marketing Management, Postgraduate, 2023 - 2024

Global Marketing Strategies, Undergraduate, 2021 - 2022

Marketing Applications, Undergraduate, 2021 - 2022

Regional Studies in Business: Americas, Undergraduate, 2021 - 2022

Current Topics in Marketing, Undergraduate, 2021 - 2022

Principles of Marketing, Undergraduate, 2021 - 2022

Communication Skills, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Girişimcilik, Associate Degree, 2020 - 2021

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **A Meta-Analysis on Entrepreneurial Orientation in the Export Context**
Hızarcı Payne A. K., Bıçakcıoğlu Peynirci N., İpek İ.
JOURNAL OF BUSINESS & INDUSTRIAL MARKETING, vol.38, no.5, pp.1163-1175, 2023 (SSCI)
- II. **A meta-analytic synthesis of how market and entrepreneurial orientation contribute to export performance: Do home country institutions matter?**
İPEK İ., Bıçakcıoğlu-Peynirci N., Hızarcı A. K.
INDUSTRIAL MARKETING MANAGEMENT, vol.108, pp.1-22, 2023 (SSCI)
- III. **TV series adaptations and their repercussions on consumers: insights from two complementary qualitative analyses**
AYKOL B., İPEK İ., BIÇAKCIOĞLU PEYNİRCİ N.
JOURNAL OF MARKETING MANAGEMENT, vol.38, no.3-4, pp.183-218, 2022 (SSCI)
- IV. **Home country institutional drivers and performance outcomes of export market orientation: the moderating role of firm resources**
İpek İ., Tanyeri M.
INTERNATIONAL JOURNAL OF EMERGING MARKETS, vol.16, no.4, pp.806-836, 2021 (SSCI)
- V. **The relevance of international marketing strategy to emerging-market exporting firms: from a systematic review towards a conceptual framework**
İpek İ.
INTERNATIONAL MARKETING REVIEW, vol.38, no.2, pp.205-248, 2021 (SSCI)
- VI. **How environmental innovation influences firm performance: A meta-analytic review**
Hızarcı Payne A. K., İpek İ., Kurt Gümüş G.
BUSINESS STRATEGY AND THE ENVIRONMENT, vol.30, no.2, pp.1174-1190, 2021 (SSCI)
- VII. **Export market orientation: An integrative review and directions for future research**
İpek İ., Bıçakcıoğlu Peynirci N.
INTERNATIONAL BUSINESS REVIEW, vol.29, no.4, 2020 (SSCI)
- VIII. **Export market orientation and its consequences: a meta-analytic review and assessment of contextual and measurement moderators**

Bıçakcıoğlu Peynirci N., İpek İ.

JOURNAL OF BUSINESS & INDUSTRIAL MARKETING, vol.35, no.5, pp.939-954, 2020 (SSCI)

IX. Organizational learning in exporting: A bibliometric analysis and critical review of the empirical research

İpek İ.

INTERNATIONAL BUSINESS REVIEW, vol.28, no.3, pp.544-559, 2019 (SSCI)

X. Flow within theatrical consumption: The relevance of authenticity

Aykol B., Aksatan Kaplanseren M., İpek İ.

JOURNAL OF CONSUMER BEHAVIOUR, vol.16, no.3, pp.254-264, 2017 (SSCI)

XI. Private label usage and store loyalty: The moderating impact of shopping value

İpek İ., Askin N., İlter B.

JOURNAL OF RETAILING AND CONSUMER SERVICES, vol.31, pp.72-79, 2016 (SSCI)

Articles Published in Other Journals

I. Antecedents of Private-Label Brand Purchase Intention: An Experimental Analysis

İpek İ., Yılmaz C.

JOURNAL OF INTERNATIONAL CONSUMER MARKETING, vol.34, no.4, pp.435-449, 2022 (ESCI)

II. A Meta-Analytic Review on Antecedents of Green Product Purchase Intention: An Extended TPB Approach

İpek İ., Demirel B., İlter B., Kuruoğlu Kandemir E.

Beykoz Akademi Dergisi, vol.10, no.1, pp.58-77, 2022 (Peer-Reviewed Journal)

III. İhracat Pazar Yönelimi Boyutlarının İhracat Performansı Üzerindeki Etkisi: Bir Meta-Analiz Çalışması

BIÇAKCIOĞLU PEYNİRCİ N., İPEK İ.

ESKİSEHIR OSMANGAZI UNIVERSİTESİ İIBF DERGİSİ-ESKİSEHIR OSMANGAZI UNIVERSITY JOURNAL OF ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.15, no.3, pp.1043-1060, 2020 (ESCI)

IV. Algılanan Marka Otantikliği Ölçeğinin Türkçe Geçerlemesi

İPEK İ., DUMAN S., GENÇ F., KILIÇ B., DİKKAYA D.

ODTÜ Gelişme Dergisi, vol.47, no.1, pp.61-81, 2020 (Peer-Reviewed Journal)

V. Bilişsel-Yönlü Dürtme ile Üniversite Öğrencilerini Sağlıklı İçecek Tercih Etmeye Yönelme

İPEK İ., DUMAN S., AKDENİZ G., GÖKLEN M.

Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.13, no.2, pp.359-378, 2020 (Peer-Reviewed Journal)

VI. "Marka Aşkı"na Giden Yol "Marka Deneyimi"nden Geçiyor

İPEK İ., BIÇAKCIOĞLU PEYNİRCİ N.

EGİAD Yarm, no.61, pp.72-75, 2019 (Non Peer-Reviewed Journal)

VII. Antecedents and outcomes of brand love: the mediating role of brand loyalty

Bıçakcıoğlu N., İpek İ., Bayraktaroğlu G.

Journal of Marketing Communications, vol.24, no.8, pp.863-877, 2018 (Scopus)

VIII. The Resource-Based View within the Export Context: An Integrative Review of Empirical Studies

İpek İ.

Journal of Global Marketing, vol.31, no.3, pp.157-179, 2018 (Scopus)

IX. Impact of Islamic religiosity on materialistic values in Turkey

İlter B., Bayraktaroglu G., İpek İ.

JOURNAL OF ISLAMIC MARKETING, vol.8, no.4, pp.533-557, 2017 (ESCI)

X. İnovasyon Faaliyetlerinde Kullanıcının Yeri ve Çevrimiçi Kullanıcı İnovasyon Araçları

İlter B., Atrek B., İpek İ.

Yönetim ve Ekonomi: Celal Bayar Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.23, no.1, pp.35-56, 2016 (Peer-Reviewed Journal)

XI. The Mediating Role of Brand Love on the Relationship between Brand Experience and Brand Loyalty

Askin N., İpek İ.

Books & Book Chapters

- I. **Meta-Analysis: Deconstructing Marketing Knowledge**
İPEK İ., BIÇAKCIOĞLU PEYNİRCİ N.
in: Handbook of Research Methods for Marketing Management, Nunkoo Robin, Teeroovengadam Viraiyan, Ringle Christian M., Editor, Edward Elgar , pp.128-144, 2021
- II. **Authenticity as a Contributor to Satisfaction with Arts Events: The Moderating Role of Involvement**
AYKOL B., AKSATAN M., İPEK İ.
in: Atmospheric Turn in Culture and Tourism: Place, Design and Process Impacts on Customer Behaviour, Marketing and Branding (Advances in Culture, Tourism and Hospitality Research, Vol. 16), Volgger Michael, Pfister Dieter, Editor, Emerald Publishing Limited, Bingley, pp.259-275, 2020
- III. **Understanding Consumer Behavior in Technology-Mediated Spaces**
İpek İ.
in: Digital Transformation in Business and Society: Theory and Cases, George Babu,Paul Justin, Editor, Palgrave Macmillan, Cham, Zürich, pp.169-189, 2020
- IV. **12. Sorumlu Tüketim ve Üretim**
İPEK İ., HIZARCI PAYNE A. K.
in: Sürdürülebilir Kalkınma Amaçları ile Kurumsal Dönüşüm, Madran Canan, Tanyeri Mustafa, Editor, Akademisyen Yayınevi, Ankara, pp.279-297, 2020

Refereed Congress / Symposium Publications in Proceedings

- I. **Green Business Strategies of MNEs: A Thematic, Theoretical, and Empirical Assessment**
İpek İ.
50. Academy of International Business UK & Ireland Chapter Conference, Birmingham, England, 3 - 06 April 2024
- II. **İhracat Girişimcilik Yönelimi ve Sonuçları: Bir Meta-Analitik Derleme**
HIZARCI PAYNE A. K., BIÇAKCIOĞLU PEYNİRCİ N., İPEK İ.
PPAD 25. Pazarlama Kongresi, Ankara, Turkey, 30 June 2021
- III. **Examining the Differences in the Relationships of the Private Label Brand Equity Dimensions across Brands and Cultures**
GIRARD T., PINAR M., İPEK İ., BIÇAKCIOĞLU PEYNİRCİ N., GÜLSOY T. Y.
2020 American Marketing Association (AMA) Summer Virtual Academic Conference, Virtual, United States Of America, 18 - 20 August 2020, vol.31, pp.779-782
- IV. **Empirical Research on Export Market Orientation: A Systematic Review and Future Directions**
İPEK İ., BIÇAKCIOĞLU N.
Academy of International Business (AIB) 2019 Annual Meeting, Kopenhagen, Denmark, 24 - 27 June 2019
- V. **Export Market Orientation and Its Consequences: A Meta-Analytic Review**
BIÇAKCIOĞLU N., İPEK İ.
28. Annual CIMaR Conference Consortium for International Marketing Research, Ankara, Turkey, 17 - 20 June 2019, pp.131-153
- VI. **Export Market Orientation: An Integrative Review of the Empirical Research**
İPEK İ., BIÇAKCIOĞLU N.
European Marketing Academy 48. Annual Conference, Hamburg, Germany, 28 - 31 May 2019
- VII. **İhracat Pazar Yönelimi Boyutları ve İhracat Performansı: Bir Meta-Analitik Araştırma**
BIÇAKCIOĞLU N., İPEK İ.
24. PPAD Pazarlama Kongresi, Aydın, Turkey, 1 - 04 May 2019, pp.844-852
- VIII. **Antecedents of Export Performance: The Role of Institutional and Resource-Based Factors**

İPEK İ., TANYERİ M.

21. Academy of Marketing Science World Marketing Congress, Porto, Portugal, 27 - 29 June 2018, pp.767-768

- IX. **TV Series Adaptations and Their Repercussions on Consumers: A Qualitative Analysis**
Aykol B., İpek İ., Bıçakcıoğlu N.
AMA Global Marketing SIG Conference (2018), Zakynthos, Greece, 21 - 23 May 2018
- X. **Organizational Learning and Exporting: Conceptual Issues and Future Directions**
İPEK İ.
17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.989-994
- XI. **How Does Authenticity Influence The Tourist Flow State? An Empirical Study within a Heritage Visit Context**
AYKOL B., AKSATAN M., SEL Z. G., İPEK İ.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.237-241
- XII. **Measuring Consumer-Based Brand Equity for Private-Label Brands: Cross-Country Comparisons**
GIRARD T., TRAPP P., İPEK İ., BIÇAKCIOĞLU N., PİNAR M.
2017 Summer American Marketing Association (AMA) Conference, San-Francisco, Costa Rica, 4 - 06 August 2017, vol.28, pp.30-31
- XIII. **The Resource-Based View in the Context of Exporting: A Literature Review and Suggestions for Further Research**
İPEK İ.
European Marketing Academy 46. Annual Conference, Groningen, Netherlands, 23 - 26 May 2017
- XIV. **Tüketici Temelli Marka Değeri: Özel Markalı Ürünler Üzerine Bir Araştırma**
BIÇAKCIOĞLU N., İPEK İ., PİNAR M., TRAPP P.
16. Ulusal İşletmecilik Kongresi, Aydın, Turkey, 4 - 06 May 2017, pp.523-528
- XV. **İhracat Bağlamında Kaynak Temelli Yaklaşım Üzerine Bir Derleme Çalışması**
İPEK İ.
16. Ulusal İşletmecilik Kongresi, Aydın, Turkey, 4 - 06 May 2017, pp.221-225
- XVI. **Examining Purchase Shares of Private-Label Brands and Consumer Demographics: A Study in the United States and Turkey**
PİNAR M., GIRARD T., BIÇAKCIOĞLU N., İPEK İ., TRAPP P.
Association of Marketing Theory and Practice (AMTP) 2017, South Carolina, Myrtle Beach, United States Of America, 23 - 25 March 2017
- XVII. **Deneyimsel Bir Ürünün Kültürel Uyarlaması: Türkiye'deki Amerikan Televizyon Dizileri Üzerine Bir Vaka Çalışması**
AYKOL B., İPEK İ., BIÇAKCIOĞLU N.
21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016
- XVIII. **Özel Markalı Ürünlerin Tüketici Temelli Marka Değeri İki Ülkede Ampirik Bir Karşılaştırma**
GIRARD T., PİNAR M., İPEK İ., AŞKIN N.
21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016, vol.1, pp.216-222
- XIX. **Kültürel Miras Alanı Ziyaretinde Kaçış Ziyaretçilerin Eğitim ve Kaçış Deneyimlerinin Etkileri**
Aykol B., Aksatan M., Sel Z. G., İpek İ.
21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016, vol.2, pp.493-497
- XX. **Education but not familiarity enhances flow in heritage attraction Results from a study in Ephesus**
Aykol B., Aksatan M., Sel Z. G., İpek İ.
6th International Conference on Tourism Management and Tourism Related Issues, Krakow, Poland, 22 - 23 September 2016
- XXI. **Audience in Flow The Role of Authenticity**
Aykol B., Aksatan M., İpek İ.
19th AMS World Marketing Congress, Paris, France, 19 - 23 July 2016, pp.519-524
- XXII. **Adaptation from an advanced economy to an emerging market The case of American TV series in Turkey**
Aykol B., İpek İ., Bıçakcıoğlu N.

EMAC 2016, Oslo, Norway, 24 - 27 May 2016, pp.75

XXIII. Understanding Brand Love Antecedents and Consequences

AŞKIN N., İPEK İ., BAYRAKTAROĞLU A. G.

European Marketing Academy 45. Annual Conference, Oslo, Norway, 24 - 27 May 2016

XXIV. Alışveriş Değerinin Özel Markalı Ürün Kullanımı ile Mağaza Sadakati Arasındaki İlişki Üzerindeki Moderatör Etkisi

İPEK İ., AŞKIN N., İLTER B.

20. Ulusal Pazarlama Kongresi, Eskişehir, Turkey, 10 - 13 June 2015, pp.683-695

XXV. Marka Aşkınını Marka Deneyimi ile Marka Sadakati Arasındaki İlişkiye Aracılık Etkisi

AŞKIN N., İPEK İ.

19. Ulusal Pazarlama Kongresi, Gaziantep, Turkey, 18 - 22 June 2014, pp.503-507

XXVI. Analyzing Media's Reflection of Toyota's Trust Repair Efforts Using Image Restoration Theory

WASTI PAMUKSUZ S. N., BİLİCİLER G., İPEK İ., TANRIVERDİ E. Y.

First International Network on Trust 7th Biennial Workshop, Singapore, 21 - 23 November 2013

XXVII. Media Reflection of Toyotas Trust Repair Activities: A Crisis Communication Approach

WASTI PAMUKSUZ S. N., BİLİCİLER G., İPEK İ., TANRIVERDİ E. Y.

The Association of Japanese Business Studies 26th Annual Conference, İstanbul, Turkey, 2 - 03 July 2013

Activities in Scientific Journals

INTERNATIONAL MARKETING REVIEW, Committee Member, 2024 - Continues

Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, Committee Member, 2021 - Continues

Pazarlama ve Pazarlama Araştırmaları Dergisi, Assistant Editor/Section Editor, 2021 - Continues

Memberships / Tasks in Scientific Organizations

Academy of International Business, Member, 2024 - Continues, United States Of America

Pazarlama ve Pazarlama Araştırmaları Derneği, Member, 2019 - 2021, Turkey

The European Marketing Academy, Member, 2016 - 2020, Belgium

Academy of Marketing Science, Member, 2018 - 2019, United States Of America

Academy of International Business, Member, 2017 - 2018, United States Of America

Scientific Refereeing

INTERNATIONAL BUSINESS REVIEW, Journal Indexed in SSCI, September 2024

JOURNAL OF CLEANER PRODUCTION, Journal Indexed in SCI-E, August 2024

INTERNATIONAL BUSINESS REVIEW, Journal Indexed in SSCI, August 2024

INTERNATIONAL BUSINESS REVIEW, Journal Indexed in SSCI, July 2024

JOURNAL OF INTERNATIONAL MANAGEMENT, Journal Indexed in SSCI, June 2024

27. Pazarlama Kongresi, Conference Paper (Full Text), April 2024

EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, March 2024

50th AIB UK & Ireland Chapter Conference 2024, Conference Paper (Abstract), February 2024

50th AIB UK & Ireland Chapter Conference 2024, Conference Paper (Full Text), February 2024

INTERNATIONAL MARKETING REVIEW, Journal Indexed in SSCI, January 2024

INTERNATIONAL BUSINESS REVIEW, Journal Indexed in SSCI, January 2024

INTERNATIONAL MARKETING REVIEW, Journal Indexed in SSCI, October 2023

BRITISH JOURNAL OF MANAGEMENT, Journal Indexed in SSCI, September 2023

EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, August 2023

EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, May 2022
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, September 2021
INTERNATIONAL JOURNAL OF EMERGING MARKETS, Journal Indexed in SSCI, September 2021
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, June 2021
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, April 2021
JOURNAL OF INTERNATIONAL MANAGEMENT, Journal Indexed in SSCI, April 2021
Industry 4.0 and Global Businesses: A Multidisciplinary Investigation, Chapter Scientific / Professional Book Published by Renowned Publishing Houses, March 2021
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, March 2021
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, January 2021
INTERNATIONAL BUSINESS REVIEW, Journal Indexed in SSCI, November 2020
INTERNATIONAL JOURNAL OF CONSUMER STUDIES, Journal Indexed in SSCI, September 2020
Pazarlama ve Pazarlama Arařtırmaları Dergisi, National Scientific Refreed Journal, September 2020
JOURNAL OF BUSINESS RESEARCH, Journal Indexed in SSCI, July 2020
DOKUZ EYLÜL ÜNİVERSİTESİ İŐLETME FAKÜLTESİ DERĐİSİ, National Scientific Refreed Journal, March 2020
INTERNATIONAL JOURNAL OF EMERGING MARKETS, Journal Indexed in SSCI, February 2020
SERVICE INDUSTRIES JOURNAL, Journal Indexed in SSCI, April 2019
Academy of International Business (AIB) 2019 Conference Annual Meeting, Conference Paper (Full Text), December 2018
Academy of International Business (AIB) 2019 Conference Annual Meeting, Conference Paper (Full Text), December 2018
EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, October 2018
DOKUZ EYLÜL ÜNİVERSİTESİ İŐLETME FAKÜLTESİ DERĐİSİ, National Scientific Refreed Journal, October 2018
International Journal of Electronic Marketing and Retailing, Other Indexed Journal, May 2018
International Journal of Electronic Marketing and Retailing, Other Indexed Journal, April 2018
Business and Management Studies: An International Journal, National Scientific Refreed Journal, December 2017
International Journal of Electronic Marketing and Retailing, Other Indexed Journal, March 2017
EUROPEAN JOURNAL OF MARKETING, Journal Indexed in SSCI, December 2016
International Journal of Electronic Marketing and Retailing, Other Indexed Journal, November 2016
International Journal of Electronic Marketing and Retailing, Other Indexed Journal, May 2016

Metrics

Publication: 53
Citation (WoS): 249
Citation (Scopus): 434
H-Index (WoS): 11
H-Index (Scopus): 12

Scholarships

2219 - Yurt DıŐı Doktora Sonrası Arařtırma Bursu, TUBİTAK, 2024 - 2024
2211-E Dođrudan Yurt İçi Doktora Burs Programı, TUBİTAK, 2013 - 2017
2228-A Son Sınıf Lisans Öğrencileri için Lisansüstü (Yüksek Lisans/Doktora) Burs Programı, TUBİTAK, 2011 - 2013