



Prof. ÖZGE ÖZGEN

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International Researcher IDs

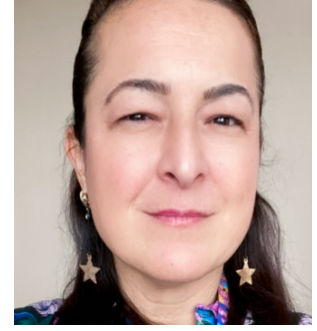
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ScopusID: 58549249500

Yoksis Researcher ID: 141082



Education Information

2003 - 2009	Doctorate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey
2001 - 2003	Postgraduate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, Uluslararası İşletmecilik (YI) (Tezli), Turkey
1995 - 2000	Undergraduate, Dokuz Eylul University, İşletme Fakültesi, İşletme Bölümü, Turkey

Foreign Languages

English, C2 Mastery

Dissertations

2021	ÜLKELERİN KÜLTÜREL YAPILARININ ÇOKULUSLU ŞİRKETLERİN FAALİYETLERİNE ETKİSİ, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, Uluslararası İşletmecilik (YI) (Tezli), Postgraduate
2009	Kalite fonksiyon göçerimi yöntemi ile marka bağlılığı stratejilerinin belirlenmesi: İzmir ilinde beyaz eşya sektöründe bir uygulama, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), Doctorate

Research Areas

Marketing

Academic Titles / Tasks

2025 - Continues	Professor, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret Ve İşletmecilik Bölümü
2017 - Continues	Associate Professor, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü
2010 - 2021	Assistant Professor, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü

2000 - 2010

Research Assistant, Dokuz Eylul University, İşletme Fakültesi, İşletme Bölümü

Academic and Administrative Experience

2022 - Continues	Head of Department, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü
2022 - Continues	Deputy Head of Department, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü
2021 - 2025	Fakülte Yönetim Kurulu Üyesi, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü
2018 - 2021	Deputy Head of Department, Dokuz Eylul University
2014 - 2021	Erasmus Program Institutional Coordinator, Dokuz Eylul University, İşletme Fakültesi, Uluslararası Ticaret ve İşletmecilik Bölümü
2012 - 2015	Vice Dean, Dokuz Eylul University
2011 - 2014	Head of Department, Dokuz Eylul University

Courses

Postgraduate

2021 - 2022	EXPORT IMPORT OPERATIONS MANAGEMENT
2022 - 2023, 2018 - 2019, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013	INTERNATIONAL MARKETING STRATEGIES
2014 - 2015	GLOBAL E-COMMERCE
2012 - 2013, 2011 - 2012, 2010 - 2011	UYGULAMALI DIŞ TİCARET

Undergraduate

2021 - 2022	PROJECT MANAGEMENT IN INTERNATIONAL BUSINESS
2022 - 2023, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015	REGIONAL STUDIES IN BUSINESS: AFRICA
2022 - 2023, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014	CROSS CULTURAL STUDIES IN CONSUMER BEHAVIOR
2021 - 2022	INTERNATIONAL BUSINESS SEMINARS
2021 - 2022	GLOBAL MARKET ANALYSIS
2022 - 2023	EXPORT AND IMPORT OPERATIONS MANAGEMENT
2021 - 2022	SUSTAINABLE MARKETING
2022 - 2023	International Marketing Management
2021 - 2022, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012	GLOBAL E-BUSINESS AND TRADE
2018 - 2019, 2015 - 2016, 2010 - 2011	SOCIAL RESPONSIBILITY PROJECT

2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012	INTERNATIONAL MARKETING MANAGEMENT
2017 - 2018, 2016 - 2017, 2013 - 2014	GLOBAL MARKET ANALYSIS
2017 - 2018, 2016 - 2017, 2015 - 2016, 2013 - 2014	INTERNATIONAL RETAIL MANAGEMENT
2017 - 2018, 2015 - 2016, 2011 - 2012	RESEARCH METHODS
2017 - 2018	GLOBAL E-COMMERCE
2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013	PRINCIPLES OF MARKETING
2015 - 2016	WOMEN IN BUSINESS LIFE
2014 - 2015	INTERNATIONAL BUSINESS SEMINARS
2013 - 2014, 2012 - 2013, 2011 - 2012	DIGITAL MARKETING
2012 - 2013	RESERACH METHODS
2012 - 2013	STRATEGY AND POLICY
2012 - 2013	INTERNATIONAL BUSINESS MANAGEMENT
2011 - 2012	PRINCIPLES OF BUSINESS ADMINISTRATION
2011 - 2012, 2010 - 2011	BUILDING COMMUNICATION SKILLS II
2011 - 2012	COMMUNICATION SKILLS
2010 - 2011	BUILDING COMMUNICATION SKILLS III
2010 - 2011	COMMUNICATIONS SKILLS IN TOURISM
2010 - 2011	BUILDING COMMUNICATION SKILLS I
2010 - 2011	RETAIL MARKETING
2010 - 2011	E-BUSINESS
2010 - 2011	BUSINESS COMMUNICATIONS
2010 - 2011	INTRODUCTION TO MARKETING

Supervised Theses

2023	ÖZGEN Ö., Postgraduate, A.BERK(Student), Game modding and its implications for game localization in the framework of co-creation theory
2021	ÖZGEN Ö., Postgraduate, Ç.DAYANĞAN(Student), Şirketlerin üretim faaliyetlerini kendi ülkelerine döndürmeleri ile oluşan tüketici duyarlılığı bağlamında marka güveninin incelenmesi: Deneysel bir çalışma
2019	ÖZGEN Ö., Postgraduate, G.KONZOU(Student), Algılanan psikolojik mesafenin Türkiye-Batı Afrika ticari ilişkilerindeki rolü
2019	ÖZGEN Ö., Postgraduate, P.BAĞDATLIOĞLU(Student), Almanya'da yaşayan Türklerin husumet algısı ve husumetin tüketim üzerindeki rolü: Kuşaklar bazında bir karşılaştırma
2016	ÖZGEN Ö., Postgraduate, M.ORRA(Student), İhracat sürecinde küçük ve orta ölçekli işletmelerin e-iş uygulamaları: Dikkaya grup vaka analizi

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Innovation and export performance: a meta-analytic review and theoretical integration**
BIÇAKCIOĞLU PEYNİRCİ N., HIZARCI PAYNE A. K., ÖZGEN Ö., Madran C.
EUROPEAN JOURNAL OF INNOVATION MANAGEMENT, vol.23, no.5, pp.789-812, 2020 (SSCI)
- II. **Willingness to punish and reward brands associated to a political ideology (BAPI)**
Duman S., Özgen Ö.
JOURNAL OF BUSINESS RESEARCH, vol.86, pp.468-478, 2018 (SSCI)
- III. **The impact of corporate social responsibility in food industry in product-harm crises**
Assiouras I., ÖZGEN Ö., Skourtis G.
BRITISH FOOD JOURNAL, vol.115, no.1, pp.108-123, 2013 (SCI-Expanded)
- IV. **Pre-recovery and post-recovery emotions in the service context: a preliminary study**
ÖZGEN Ö., Kurt S.
MANAGING SERVICE QUALITY, vol.22, no.6, pp.592-605, 2012 (SSCI)
- V. **Communicating customer requirements to customer relationship management: An application of modern quality function deployment**
ÖZGEN Ö., Atrek B., Kurt S.
IKTISAT ISLETME VE FINANS, vol.24, no.283, pp.89-117, 2009 (SSCI)

Articles Published in Other Journals

- I. **Game-changing Events and Reshoring Decision: Understanding of Demand-side Effect under the Global Crisis**
Özgen Ö.
Üçüncü Sektör Sosyal Ekonomi Dergisi , vol.59, no.4, pp.3116-3134, 2024 (Peer-Reviewed Journal)
- II. **The Primary Sources of Entrepreneurial Passion Beyond Traditional Typologies**
Özgen Ö., Hızarcı A. K., Demirel B.
INTERNATIONAL JOURNAL OF CONTEMPORARY ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.14, no.2, pp.609-630, 2024 (ESCI)
- III. **Özgen Ö., Demirel B.**
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.26, no.4, pp.1667-1695, 2024 (Peer-Reviewed Journal)
- IV. **Understanding the consumer responses to Greenwashing in fast-fashion industry**
Özgen Ö., Demirel B., Aykut B.
INTERNATIONAL JOURNAL OF HUMANITIES AND SOCIAL DEVELOPMENT RESEARCH, vol.0, pp.37-46, 2024 (Peer-Reviewed Journal)
- V. **UNDERSTANDING THE ROLE OF ARTIFICIAL INTELLIGENCE IN THE CONTEXT OF SMEs**
Hızarcı A. K., Tarier A., Özgen Ö., Kurt Gümüş G.
Uluslararası ANADOLU Sosyal Bilimler Dergisi, vol.8, no.4, pp.970-995, 2024 (Scopus)
- VI. **EXPLORING THE COLLABORATIVE CONSUMPTION JOURNEY: THE CASE OF ACCESS-BASED CONSUMPTION**
ÖZGEN Ö., BIÇAKCIOĞLU PEYNİRCİ N.
ADVANCES IN HOSPITALITY AND TOURISM RESEARCH-AHTR, vol.8, no.2, pp.256-287, 2020 (ESCI)
- VII. **Message Framing of Facebook Posts An Analysis of Non Governmental Organizastions NGOs**
ÖZGEN Ö., ATREK B., DUMAN KURT S., MADRAN C.
Journal of Euromarketing, vol.25, no.1-2, pp.55-66, 2016 (Peer-Reviewed Journal)

- VIII. **The Role of Psychic Distance on Internationalization Process of SMEs in Turkey**
BAKAR S., BIÇAKCIOĞLU N., ÖZGEN Ö.
STUDIA UNIVERSITATIS BABEŞ-BOLYAI NEGOTIA, vol.59, no.1, pp.55-72, 2014 (Peer-Reviewed Journal)
- IX. **Analysis of Decision Making Styles of Social Media Opinion Leaders and Seekers**
ÖZGEN Ö., DUMAN KURT S.
Dokuz Eylül Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.15, no.2, pp.253-266, 2013 (Peer-Reviewed Journal)
- X. **The meanings, rituals and consumption patterns of Holy Feast and New Year in Turkey Urban vs rural**
Kurt S., ÖZGEN Ö.
JOURNAL OF ISLAMIC MARKETING, vol.4, no.1, pp.64-80, 2013 (ESCI)
- XI. **lise öğrencilerinin alışveriş merkezi gereksinimlerinin kano modeli ile sınıflandırılması izmir ili uygulaması**
İLTER B., ÖZGEN Ö., AYKOL B.
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, no.8/2/141-162/2007, pp.2007, 2009 (Peer-Reviewed Journal)
- XII. **Attitudes towards Purchasing from Foreign Apparel Retailers The Effects of Age and Foreign Country Visits**
İLTER B., AYKOL B., ÖZGEN Ö.
EGE ACADEMIC REVIEW, no.9/1/43-60/2009, pp.2009, 2009 (ESCI)
- XIII. **Integrating the Kano model, AHP and planning matrix QFD application in library services**
Bayraktaroğlu G., ÖZGEN Ö.
Library Management, vol.29, pp.327-351, 2008 (Scopus)
- XIV. **15 19 Yaş Grubundaki Tüketiciler Alışveriş Merkezlerini Nasıl Algılıyor İzmir İlinde Bir Uygulama**
İLTER B., ÖZGEN Ö., AYKOL B.
İktisat İşletme Ve Finans, vol.23, no.266, pp.51-69, 2008 (Peer-Reviewed Journal)
- XV. **Sosyal Sorumluluk Konusunda Tüketicilerin Beklentileri Analitik Hiyerarşi Süreci Yöntemi ile Önceliklerin Belirlenmesi**
BAYRAKTAROĞLU A. G., ÖZGEN Ö.
Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.22, no.1, pp.321-341, 2008 (Peer-Reviewed Journal)
- XVI. **Lise Öğrencilerinin Alışveriş Merkezi Gereksinimlerinin Kano Modeli ile Sınıflandırılması İzmir İli Uygulaması**
İlter B., Özgen Ö., Aykol B.
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, vol.8, no.2, pp.141-162, 2007 (Peer-Reviewed Journal)
- XVII. **5W s and 1H for Shopping Malls Gender Effect and Teenagers**
İLTER B., ÖZGEN Ö., AYKOL B.
D.E.Ü., Sosyal Bilimler Enstitüsü Dergisi, no.9/1/474-495/2007, pp.2007, 2007 (Peer-Reviewed Journal)
- XVIII. **High School Girls Shopping Mall Experiences Perceptions and Expectations A Qualitative Study**
İLTER B., ÖZGEN Ö., AYKOL B.
EGE ACADEMIC REVIEW, vol.6, no.1, pp.107-120, 2006 (ESCI)
- XIX. **Süpermarket İmaj Kriterlerinin Değerlendirmesi İzmir İli Uygulaması**
İlter B., Özgen Ö., Aykol B.
Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi, vol.10, no.1, pp.131-148, 2005 (Peer-Reviewed Journal)
- XX. **Süpermarket İmaj Kriterlerinin Değerlendirilmesi İzmir İli Uygulaması**
İLTER B., ÖZGEN Ö., AYKOL B.
Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.10, no.1, pp.131-148, 2005 (Peer-Reviewed Journal)

Books

1. **The Target of Entrepreneurial Passion Under the Role of Passion Types and Culture: A Conceptual**

Framework

Hizarci A. K., Özgen Ö.

in: The Entrepreneurial Behaviour: Unveiling the cognitive and emotional aspect of entrepreneurship, Andrea Caputo, Massimiliano M. Pellegrini, Editor, Emerald, Leeds, pp.91-112, 2020

II. Toplumsal Cinsiyet Eşitliği

ÖZGEN Ö.

in: Sürdürülebilir Kalkınma Amaçları ile Kurumsal Dönüşüm, Madran Canan, Tanyeri Mustafa, Editor, Akademisyen, Ankara, pp.111-132, 2020

III. Uluslararası Pazarlama

ÖZGEN Ö.

in: Uluslararası İşletmecilik: Kuram ve Uygulama, Şahin Faruk, Çiçek Serkan, Altunoğlu Ali Ender, Editor, Seçkin Yayıncılık, Ankara, pp.415-451, 2018

Papers Published in Refereed Scientific Meetings

- I. Out of Sight Out of Mind! Do the Sustainability Motives Embedded in a Nearshoring Decision Always Pay Off?**
Dayanğan Ç., Bıçakcıoğlu-Peynirci N., Özgen Ö.
Academy of Marketing Science World Marketing Conference (AMSWMC'25), Bel-Air, Mauritius, 25 - 29 June 2024
- II. It's not enough to get close to home! Intervening effects of sustainability-based motives and corporate hypocrisy in a nearshoring decision**
Dayanğan Ç., Özgen Ö., Bıçakcıoğlu Peynirci N.
Regional European Marketing Academy Conference, Athens, Greece, 27 - 29 September 2023, pp.1-10
- III. NEARSHORING AS A RELATIONAL INVESTMENT: INTERVENING EFFECT OF SUSTAINABILITY-BASED MOTIVES AND COSMOPOLITANISM**
Özgen Ö., Dayanğan Ç., Bıçakcıoğlu-Peynirci N.
52th European Marketing Academy Conference (EMAC) Annual Conference, Odense, Denmark, 23 - 26 May 2023, pp.114148
- IV. Nearshoring as a Relational Investment: Does Sustainability Perception Generate Norm of Reciprocity?**
Dayanğan Ç., Özgen Ö., Bıçakcıoğlu-Peynirci N.
48th EIBA Annual Conference 2022, Oslo, Norway, 8 - 10 December 2022
- V. If Covid-19 Pandemic Cause a Reshoring Decision? Expanding the Understanding of Demand-Side Effect of Reshoring**
Özgen Ö., Dayanğan Ç.
AMA Global Marketing SIG 2022 Conference, Hania, Greece, 31 May - 03 June 2022, pp.1-3
- VI. Understanding Brand Trust in the Context of Consumer Reshoring Sentiment: An Experimental Study**
DAYANĞAN Ç., ÖZGEN Ö.
25. Pazarlama Kongresi, Ankara, Turkey, 30 June 2021, pp.519-536
- VII. Innovation and Export Performance: A Meta-Analysis of the Empirical Evidence**
BIÇAKCIOĞLU N., HIZARCI A. K., ÖZGEN Ö., MADRAN C.
9th European Marketing Academy Conference (EMAC) Regional Conference, PRAG, Czech Republic, 12 - 14 September 2018
- VIII. Message Framing of Facebook Posts An Analysis of Non Governmental Organizations NGOs**
ÖZGEN Ö., ATREK B., DUMAN KURT S., MADRAN C.
2nd International Biannual Social Business @ Anadolu Conference, Eskişehir, Turkey, 10 - 13 June 2015, pp.161-172
- IX. The Role of Psychic Distance on Internationalization Process of SMEs in Turkey**
BAKAR S., BIÇAKCIOĞLU N., ÖZGEN Ö.
6th Small and Medium Sized Enterprises in a Globalized World, Cluj-Napoca, Romania, 25 - 28 September 2013

- X. **Purchasing Behavior of Islamic Brands An Experimental Research**
ÖZGEN Ö., DUMAN KURT S.
European Marketing Academy (EMAC) 42nd Annual Conference, İstanbul, Turkey, 4 - 07 June 2013, pp.424
- XI. **Ünlü CEO ların Saygınlıkları Kişilik Özellikleri ve Temsil Ettikleri Firmanın Marka Kişiliği ile Uyumluluğu**
ÖZGEN Ö., İLTER B., TANYERİ M.
18. Ulusal Pazarlama Kongresi, Kars, Turkey, 19 - 22 June 2013, pp.301-311
- XII. **Drivers of Positive and Negative Emotions after Service Recovery**
ÖZGEN Ö., DUMAN KURT S.
Third Biennial International Conference on Services Marketing, İzmir, Turkey, 7 - 09 September 2011, pp.239-246
- XIII. **Attitudes Towards Holy Feast and New Year Celebrations and Effects on Consumption in Turkey**
DUMAN KURT S., ÖZGEN Ö.
First Global Islamic Marketing Conference, Dubai, United Arab Emirates, 20 - 22 March 2011
- XIV. **The Effect of Corporate Social Responsibility on Consumers Emotional Reactions in Product Harm Crisis**
ASSIOURAS I., ÖZGEN Ö., SKOURTIS G.
American Marketing Association (AMA) Winter Educators' Conference 2011, Austin, Texas, United States Of America, 18 - 20 February 2011, vol.22, pp.163-170
- XV. **Having Corporate Ability or Corporate Social Responsibility Positioning Building Strong Brands in Brand Crisis**
ASSIOURAS I., ÖZGEN Ö., SAKER SOULTANI N.
39th European Marketing Academy (EMAC) Conference, Kopenhag, Denmark, 1 - 04 June 2010, pp.217
- XVI. **Cognitive Affective and Conative Store Loyalty Analysis on Small and Medium Sized Enterprises The Effects of Relational Benefits on Store Loyalty in Hairdressers**
ATREK B., ÖZGEN Ö., DUMAN KURT S.
AUMEC 2009 Marketing and Entrepreneurship, 6 - 09 April 2009, pp.975-984
- XVII. **Attitudes, intentions, and behavior of Turkish consumers toward international apparel retailers: the effect of consumer ethnocentrism, foreign language skills, and visits to foreign countries**
İLTER B., ÖZGEN Ö., AYKOL B.
EIRASS conference on recent advances in retailing and consumerservices science, Croatia, 1 - 05 July 2008
- XVIII. **Attitudes Intentions and Behavior of Turkish Consumers towards International Apparel Retailers The Effect of Consumer Ethnocentrism Foreign Language Skills and Visits to Foreign Countries**
İlter B., Özgen Ö., Aykol B.
15th Recent Advances in Retailing and Services Science Conference, Zagreb, Croatia, 14 - 17 July 2008, pp.96
- XIX. **Lise Öğrencilerinin Alışveriş Merkezi Gereksinimlerinin Kano Modeli İle Sınıflandırılması İzmir İli Uygulaması**
İLTER B., ÖZGEN Ö., AYKOL B.
12. Ulusal Pazarlama Kongresi, Turkey, 18 - 20 October 2007
- XX. **Lise Öğrencilerinin Alışveriş Merkezi Gereksinimlerinin Kano Modeli ile Sınıflandırılması İzmir İli Uygulaması**
İlter B., Özgen Ö., Aykol B.
12. Ulusal Pazarlama Kongresi, Sakarya, Turkey, 18 - 20 October 2007, pp.15-36
- XXI. **Developing the Education System: Problem Based Learning as a New Product**
ÖZGEN Ö., KURT GÜMÜŞ G., ÖZDAĞOĞLU G.
12th International Symposium on Quality Function Deployment, Japan, 01 September 2006, pp.234-243

Memberships / Tasks in Scientific Organizations

2022 - Continues	American Marketing Association, Member
2015 - 2021	Marketing and Marketing Research Association, Vice President

Tasks In Event Organizations

22 Aralık 2022	Özgen Ö., AFRICA DAY, Social Activities, İzmir, Turkey
23 Mayıs 2022	Özgen Ö., "SUSTAIN A BIT" SUSTAINABILITY DAYS, Social Activities, İzmir, Turkey
07 Eylül 2011	Özgen Ö., 15. Third Biannual International Conference On Services Marketing, Scientific Congress, İzmir, Turkey

Metrics

Publication: 49
Citation (WoS): 112
Citation (Scopus): 174
H-Index (WoS): 5
H-Index (Scopus): 6

Congress and Symposium Activities

2022	AMERICAN MARKETING ASSOCIATION GLOBAL MARKETING SIG, Attendee, Hania, Greece
2021	25. Pazarlama Kongresi, Attendee, Ankara, Turkey
2021	BUSINET CONFERENCE, Audience, Sunderland, England
2019	Ege Genç İş İnsanları Demeği Marka Paneli 2019, Moderator, İzmir, Turkey
2019	23.PAZARLAMA KONGRESİ, Audience, Kocaeli, Turkey
2019	24. Pazarlama Kongresi, Audience, Aydın, Turkey
2017	22.Pazarlama Kongresi, Audience, Trabzon, Turkey