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### Education Information

Doctorate, İstanbul University, Turkey 2005 - 2010

Postgraduate, Middle East Technical University, Graduate School Of Social Sciences, Turkey 1997 - 1999

Undergraduate, Middle East Technical University, Faculty Of Engineering, Department Of Environmental Engineering, Turkey 1992 - 1997

### Foreign Languages

English, C2 Mastery

### Dissertations

Doctorate, Kişiyeye özel fiyat tekliflerinin internette tüketici satın alma karar sürecine etkisi, İstanbul University, School Of Business, Department Of Business Administration, 2010

### Research Areas

Social Sciences and Humanities, Management, Marketing

### Academic Titles / Tasks

Assistant Professor, İstanbul Medeniyet University, Faculty Of Political Sciences, Management, 2020 - Continues

### Academic and Administrative Experience

Head of International Office, İstanbul Medeniyet University, Faculty Of Political Sciences, Management, 2020 - Continues

### Courses

Dijital Pazarlama, Undergraduate, 2020 - 2021

## Advising Theses

Güngör A. S. , An Investigation of the Effects Of Positive And Negative Online Customer Reviews on Emotional Attachment, Brand Trust, Customer Engagement And Repurchase Intension On Online Retail Platforms, Postgraduate, Ç.Özgen(Student), 2019

## Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- I. **26 years left behind: a historical and predictive analysis of electronic business research**  
Ozansoy Çadırcı T., Güngör A. S.  
Electronic Commerce Research, vol.21, pp.223-243, 2021 (Journal Indexed in SSCI)

## Articles Published in Other Journals

- I. **An Islamic Bank's Customers' Approach to Gamify Mobile Banking: UTAUT2 Model Extended**  
GÜNGÖR A. S. , Kurt Y. I.  
INTERNATIONAL JOURNAL OF ONLINE MARKETING, vol.11, no.4, pp.23-40, 2021 (Journal Indexed in ESCI)
- II. **Wanna Be a Friend on Social Media? Effect of Communication Style on Consumers**  
GÜNGÖR A. S. , YENER D., TAŞÇIOĞLU M.  
INTERNATIONAL JOURNAL OF ONLINE MARKETING, vol.11, no.3, pp.64-79, 2021 (Journal Indexed in ESCI)
- III. **Did you read the news before playing the adverggame? The effects of priming, persuasion knowledge and placement strength on brand attitude and recall in adverggames**  
Güngör A. S.  
International Journal of Internet Marketing and Advertising, vol.14, no.2, pp.113-134, 2020 (Refereed Journals of Other Institutions)
- IV. **Effects of Cognitive Load and Game Involvement on Affective Responses in Branded Entertainment**  
Güngör A. S. , Ozansoy Çadırcı T.  
International Journal of Gaming and Computer-Mediated Simulations, vol.11, no.4, pp.42-58, 2019 (Journal Indexed in ESCI)
- V. **Love my selfie: selfies in managing impressions on social networks**  
Ozansoy Çadırcı T., Sağkaya Güngör A.  
Journal of Marketing Communications, vol.25, pp.268-287, 2019 (Refereed Journals of Other Institutions)
- VI. **Çevrimiçi Satın Almalarda Tüketicinin Risk Algısı: İki Boyutlu Ürün Görüntüleme ve Artırılmış Gerçeklik (Üç Boyutlu Ürün Görüntüleme) Uygulamalarına İlişkin Bir Karşılaştırma**  
Ozansoy Çadırcı T., Güngör A. S.  
Kocaeli University Journal of Social Sciences, no.36, pp.53-76, 2018 (International Refereed University Journal)
- VII. **Comparing the effect of Two-Dimensional Display and Three-Dimensional Try-On Technologies on the Consideration Set Formation and Final Choice on Web Sites**  
Güngör A. S. , Ozansoy Çadırcı T.  
Journal of Economics and Administrative Sciences, vol.32, no.3, pp.627-645, 2018 (International Refereed University Journal)
- VIII. **Are You Ready to Take the Risks of Mobile Payment App? Early Adopters Vs Laggards**  
Güngör A. S.  
Gazi Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.19, no.3, pp.952-974, 2017 (International Refereed University Journal)
- IX. **Impact of Involvement and Cognitive Load on Affective Responses to Adverggames and In-Game Advertising**  
Güngör A. S. , Ozansoy Çadırcı T.  
Yıldız Social Science Review, vol.2, no.2, pp.91-106, 2016 (National Refreed University Journal)
- X. **Impact of Involvement and Cognitive Load on Affective Responses to Adverggames and In-Game Advertising**

Güngör A. S. , Ozansoy Çadırcı T.

Yıldız Social Science Review, vol.2, no.2, pp.91-106, 2016 (National Refreed University Journal)

**XI. Segmenting eWOM Engagers on Online Social Networks Based on Personal Characteristics and Behaviour**

Güngör A. S. , Ozansoy Çadırcı T.

EKEV Akademi Dergisi, vol.17, no.57, pp.33-50, 2013 (International Refereed University Journal)

**XII. Kişiyel Özel Fiyat Tekliflerinin Zamanlamasının, İnternette Satın Alma Karar Sürecine Etkisi**

Güngör A. S. , Kaya İ.

İstanbul Üniversitesi İşletme Fakültesi Dergisi, vol.41, no.2, pp.172-188, 2012 (National Refreed University Journal)

**XIII. Kişiyel Özel Fiyat Tekliflerinde Kullanılan Mesaj Çerçevelemenin İnternet Üzerinden Satın Alma Karar Sürecine Etkisi**

Güngör A. S. , Kaya İ.

Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.5, no.10, pp.59-81, 2012 (Other Refereed National Journals)

**XIV. Effect of Personalized Price on Decision Making Process on Internet**

Güngör A. S. , Kaya İ.

Journal of Economics and Administrative Sciences, vol.26, no.1, pp.133-146, 2012 (International Refereed University Journal)

## **Books & Book Chapters**

**I. Did You Read the Customer Reviews Before Shopping? The Effect of Customer Reviews About Online Retail Platforms on Consumer Behavioral Responses**

Güngör A. S. , Özgen Tütüncü Ç.

in: Emotional, Sensory, and Social Dimensions of Consumer Buying Behavior, AM Soares, MG Elmashhara, Editor, IGI Global, Pennsylvania, pp.178-208, 2020

**II. Gap Between Mobile and Online Advergaming: The Possible Effects of the Optimal Gaming Experience-Flow**

Ozansoy Çadırcı T., Güngör A. S.

in: Application of Gaming in New Media Marketing , Mishra, & Dham, Editor, IGI Global Publications, Pennsylvania, pp.125-150, 2019

**III. Advergaming – How Does Cognitive Overload Effect Brand Recall?: Differences Between In-Game Advertising (IGA) and Advergaming**

Güngör A. S. , Ozansoy Çadırcı T., Köse Ş. G.

in: Handbook of Research on Human-Computer Interfaces, Developments and Applications, J. Rodrigues, P. Cardoso, J. Monteiro, M. Figueiredo, Editor, IGI Global Publications, Pennsylvania, pp.501-524, 2016

**IV. Electronic Word-of-Mouth Communication in Online Social Networks: The Motivational Antecedents of Electronic Word-of-Mouth (eWOM) Engagement in Online Social Networks**

Ozansoy Çadırcı T., Güngör A. S.

in: Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace , S. Rathore, A. Panwar, Editor, IGI Global Publications, Pennsylvania, pp.77-102, 2015

## **Refereed Congress / Symposium Publications in Proceedings**

**I. Are Virtual Goods Equal in Value To Their Material Counterparts? Comparison Based on Hedonic And Utilitarian Values**

Güngör A. S. , Ozansoy Çadırcı T.

UBAK, Ankara, Turkey, 12 - 13 December 2020, pp.174-175

**II. Motivations for Gifting in Digital Games: What If the Gift is Virtual?**

Güngör A. S. , Ozansoy Çadırcı T.

3rd Annual International Conference on Social Sciences (AICSS), İstanbul, Turkey, 26 - 27 October 2017, pp.219-236

**III. Impact of Involvement and Cognitive Load on Affective Responses to Advergames and In-Game Advertising**

Güngör A. S. , Ozansoy Çadırcı T.

2nd Annual International Conference on Social Sciences (AICSS), İstanbul, Turkey, 2 - 04 June 2016, pp.238-256

**IV. Segmenting the Gamers to Understand the Effectiveness of In Game Advertisement**

Ozansoy Çadırcı T., Güngör A. S. , Köse Ş. G.

1st Annual International Conference on Social Sciences (AICSS), İstanbul, Turkey, 21 - 23 May 2015, pp.1-13

**V. İndirimli Gıda Perakendecilerinde Sürekli Müşteri Olma Davranışı**

Güngör A. S. , Ozansoy Çadırcı T., Asil H.

18. Ulusal Pazarlama Kongresi, Kars, Turkey, 19 - 22 June 2013, pp.118-134

**VI. Kişiyeye Özel Fiyat Teklifinde Kullanılan Mesaj Çerçevelemenin İnternet Üzerinden Satın Alma Karar Sürecine Etkisi**

Güngör A. S. , Kaya İ.

16. Ulusal Pazarlama Kongresi, İstanbul, Turkey, 22 - 25 November 2011, pp.169-189

## Citations

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