

## Lect. PhD EREN SEZGEN

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: AAF-3301-2019

ScopusID: 57208247418

### Education Information

Doctorate, Cranfield University, School of Aerospace, Transport and Manufacturing, Transport Systems, United Kingdom  
2017 - 2020

Postgraduate, Cranfield University, School of Aerospace, Transport and Manufacturing, Air Transport Management,  
United Kingdom 2015 - 2016

Undergraduate, Anadolu University, Academy Of Civil Aviation, Department Of Civil Air Transport Management, Turkey  
2009 - 2013

### Foreign Languages

English, C2 Mastery

### Dissertations

Doctorate, CRANFIELD UNIVERSITY EREN SEZGEN DEVELOPMENT and VALIDATION of an AIRLINE-SPECIFIC  
CUSTOMER-BASED BRAND EQUITY SCALE, Istanbul Medeniyet University, 2020

### Research Areas

Social Sciences and Humanities, Management, Strategic Marketing and Brand Management

### Academic Titles / Tasks

Lecturer PhD, Istanbul Medeniyet University, Faculty Of Tourism, Tourism Management , 2020 - Continues

### Courses

Mesleki İngilizce, Undergraduate, 2020 - 2021

Sosyal Bilimlerde Araştırma Yöntemleri, Undergraduate, 2020 - 2021

Araştırma Yöntemleri, Undergraduate, 2020 - 2021

## Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Voice of airline passenger: A text mining approach to understand customer satisfaction**  
Sezgen E., Mason K. J. , Mayer R.  
JOURNAL OF AIR TRANSPORT MANAGEMENT, vol.77, pp.65-74, 2019 (Peer-Reviewed Journal)

## Articles Published in Other Journals

- I. **Study on the Measuring of Consumers' Perception towards the Mobile Marketing Campaigns in Air Transportation**  
Sezgen E.  
International Journal of Academic Research in Business and Social Sciences , no.5, pp.117-135, 2015 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **Havayolu İşletmelerinde İçsel Markalaşma Ve Marka İletişimi İle İlgili Güncel Yaklaşımlar**  
Sezgen E.  
in: Havayolu Taşımacılığı Yönetimi: Teori ve Uygulama , Doç. Dr. Kasım Kiracı, Dr. Öğr. Üyesi Gökhan Tanrıverdi, Editor, Detay Yayıncılık, Ankara, pp.104-123, 2023
- II. **Havayolu Endüstrisinde Marka Değeri Yönetimi**  
Sezgen E.  
Akademisyen Kitabevi, Ankara, 2021

## Refereed Congress / Symposium Publications in Proceedings

- I. **How Safety Perceptions of Airline Customer Affect Airline Brands?**  
Sezgen E.  
International Congress on Aviation Management, İstanbul, Turkey, 13 - 14 October 2022, pp.34
- II. **Measuring Airline Passenger Satisfaction and Dissatisfaction through Text Mining**  
Sezgen E.  
Air Transport Research Society (ATRS), Amsterdam, Netherlands, 2 - 05 July 2019
- III. **A Reliable Customer-based Brand Equity Measure for Airlines**  
Sezgen E.  
Air Transport Research Society (ATRS), Seoul, South Korea, 2 - 05 July 2018

## Activities in Scientific Journals

Research in Aviation Management, Assistant Editor, 2021 - Continues

## Scientific Refereeing

JOURNAL OF AIR TRANSPORT MANAGEMENT, Journal Indexed in SSCI, November 2022  
INTERNATIONAL JOURNAL OF HOSPITALITY MANAGEMENT, Journal Indexed in SSCI, June 2019

## Metrics

Publication: 7

Citation (WoS): 53

Citation (Scopus): 81

H-Index (WoS): 1

H-Index (Scopus): 1