

## Asst. Prof. MERTCAN TAŞÇIOĞLU

### Personal Information

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### Education Information

Doctorate, Georgia Southern University, College Of Graduate Studies, United States Of America 2011 - 2014

Postgraduate, Cleveland State University, College Of Business, Master Of Business Administration, United States Of America 2009 - 2011

Undergraduate, Sakarya Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2003 - 2007

### Certificates, Courses and Trainings

Education Management and Planning, SCOR - Supply Chain Operations Reference, APICS, 2013

Education Management and Planning, GRI Sustainability Reporting Process, BrownFlynn, 2011

### Research Areas

Social Sciences and Humanities, Management, Marketing

### Academic Titles / Tasks

Assistant Professor, Istanbul Medeniyet University, Faculty of Political Sciences, Management, 2016 - Continues

Research Assistant PhD, Muğla Sıtkı Koçman Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2015 - 2016

### Jury Memberships

Post Graduate, Tez Savunma Jürisi, Muğla Sıtkı Koçman Üniversitesi, June, 2017

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

- I. **The Value and Scope of GIS in Marketing and Tourism Management**  
TAŞÇIOĞLU M., YENER D.  
ENVIRONMENTAL INFORMATION SYSTEMS: CONCEPTS, METHODOLOGIES, TOOLS, AND APPLICATIONS, pp.706-723, 2019 (Journal Indexed in SCI)
- II. **The impact of environmental and social sustainability practices on sourcing behavior**  
Thomas R., Fugate B., Robinson J., TAŞÇIOĞLU M.  
INTERNATIONAL JOURNAL OF PHYSICAL DISTRIBUTION & LOGISTICS MANAGEMENT, vol.46, no.5, pp.469-491, 2016 (Journal Indexed in SSCI)

## Articles Published in Other Journals

- I. **Does the Use of Foreign Languages in Different Types of Products Lead to Different Consumer Perception?**  
YENER D., TAŞÇIOĞLU M.  
JOURNAL OF INTERNATIONAL CONSUMER MARKETING, vol.33, no.4, pp.386-398, 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. **THE EFFECTS OF PERCEIVED RISK AND INNOVATIVENESS ON CONSUMER RESISTANCE: ATTITUDES OF PARENTS TOWARDS ORGANIC FOODS**  
Yener D., Taşcıoğlu M.  
Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.16, no.2, pp.429-441, 2020 (National Refreed University Journal)
- IV. **ANALYSIS OF FACTORS AFFECTING CONSUMERS' PERCEPTIONS ABOUT PLASTIC MARKET BAGS BY SCENARIO-BASED EXPERIMENTAL METHOD**  
Taşcıoğlu M.  
Yönetim ve Ekonomi Araştırmaları Dergisi, vol.18, no.1, pp.122-137, 2020 (National Refreed University Journal)
- V. **The Effect of Courier Services on Consumer Perceptions in Online Shopping**  
Taşcıoğlu M.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.15, no.23, pp.2011-2030, 2020 (Other Refereed National Journals)
- VI. **GÜNCEL FİNANSAL UYGULAMALARIN TÜKETİCİ ALGILARINA ETKİLERİ: İNŞAAT SEKTÖRÜ ÜZERİNE BİR ARAŞTIRMA**  
Tepeli Y., Taşcıoğlu M.  
Bingöl Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.9, no.18, pp.949-974, 2019 (National Refreed University Journal)
- VII. Taşcıoğlu M.  
Marmara Üniversitesi Öneri Dergisi, vol.14, no.52, pp.340-355, 2019 (National Refreed University Journal)
- VIII. **Materialism Domains and Perceived Risk Effects on Consumer Boycott Effectiveness**  
Taşcıoğlu M., Yener D.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.10, no.17, pp.355-369, 2019 (Other Refereed National Journals)
- IX. **The impact of retailers' sustainability and price on consumers' responses in different cultural contexts**  
TAŞÇIOĞLU M., Eastman J., Bock D., Manrodt K., Shepherd C. D.  
INTERNATIONAL REVIEW OF RETAIL DISTRIBUTION AND CONSUMER RESEARCH, vol.29, no.4, pp.430-455, 2019 (Journal Indexed in ESCI)
- X. **Online Eğitim Alan Öğrencilerin Eğitim Sistemleri ile İlgili Kalite Algısının Tespiti**  
YENER D., TAŞÇIOĞLU M.  
Ulakbilge - Sosyal Bilimler Dergisi, vol.6, no.29, pp.1423-1444, 2018 (Refereed Journals of Other Institutions)
- XI. **Pazarlama Tarihine Dönemsel Bir Bakış**  
TAŞÇIOĞLU M., YENER D.  
The Journal of Academic Social Science, no.77, pp.231-238, 2018 (Refereed Journals of Other Institutions)
- XII. **Tüketicilerin Boykottlara Karşı Tutumlarına Yönelik Bir Araştırma Menşei Ülke ve Sürdürülebilirliğin Etkileri**  
TAŞÇIOĞLU M., YENER D.  
The Journal of Academic Social Science, no.61, pp.54-67, 2017 (Refereed Journals of Other Institutions)
- XIII. **Çevrim İçi Karar Verme Tarzları Ölçeğinin Türkçe'ye Uyarlanması**  
Bayrakdaroğlu F., TAŞÇIOĞLU M., Özkoç H.  
Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.28, pp.159-169, 2017 (National Refreed

University Journal)

- XIV. **The impact of the motivation for status on consumers' perceptions of retailer sustainability: the moderating impact of collectivism and materialism**  
TAŞÇIOĞLU M., Eastman J. K. , Iyer R.  
JOURNAL OF CONSUMER MARKETING, vol.34, no.4, pp.292-305, 2017 (Journal Indexed in ESCI)
- XV. **Consumer Response to Different Types of Website Interactivity**  
Rehman F., TAŞÇIOĞLU M., Bayrakdaroğlu F.  
International Journal of Business and Management Invention, vol.5, no.4, pp.5-11, 2016 (Refereed Journals of Other Institutions)
- XVI. **Factors Influencing Managers' Environmental Sustainability Intention: A Conceptual Analysis**  
TAŞÇIOĞLU M.  
International Journal of Advances in Management and Economics, vol.5, no.2, pp.149-155, 2016 (Refereed Journals of Other Institutions)
- XVII. **Consumers' Perceptions of Pirated Textbooks: The Moderating Role of Quality**  
TAŞÇIOĞLU M.  
International Journal of Research in Finance and Marketing, vol.6, no.3, pp.73-86, 2016 (Refereed Journals of Other Institutions)
- XVIII. **Exploring Consumers' Attitudes towards Green Marketing and Convenience**  
TAŞÇIOĞLU M., Rehman F.  
International Journal of Academic Research in Economics and Management Sciences, vol.5, no.1, pp.13-26, 2016 (Refereed Journals of Other Institutions)

## **Books & Book Chapters**

- I. **The Value and Scope of GIS in Marketing and Tourism Management**  
TAŞÇIOĞLU M., YENER D.  
in: GIS Applications in the Tourism and Hospitality Industry, Chaudhuri S. and Ray N., Editor, Igi Global Publications, Pennsylvania, pp.189-211, 2018

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

- I. **Gender Role on Service Quality Perception About Online Education**  
YENER D., TAŞÇIOĞLU M.  
INTERNATIONAL CONFERENCE ON QUALITY IN HIGHER EDUCATION, Sakarya, Turkey, 07 December 2017, pp.80
- II. **YEŞİL PAZARLAMA UYGULAMALARININ FİNANSAL PERFORMANS ÜZERİNE ETKİLERİ**  
TAŞÇIOĞLU M., Tepeli Y., Keskin A.  
International Conference on Global Competition & Innovation Management, İstanbul, Turkey, 09 November 2017, pp.91-97
- III. **Companies' Sustainability Practices and Consumer Boycotts: A Conceptual Model**  
YENER D., TAŞÇIOĞLU M.  
International Scientific Conference on IT, Tourism, Economics, Management and Agriculture, Budapeşte, Hungary, 26 October 2017, pp.943-945
- IV. **Öğrencileri Korsan Ders kitabı Satın Almaya Yönelten Sosyal Faktörlere Yönelik Bir Araştırma Modeli**  
TAŞÇIOĞLU M., YENER D.  
ASEAD II. Uluslararası Sosyal Bilimler Sempozyumu, Antalya, Turkey, 21 October 2017, pp.155
- V. **EKOLOJİK İKTİSAT ÇERÇEVESİNDE SÜRDÜRÜLEBİLİR GİRİŞİMCİLİK UYGULAMALARININ TÜKETİCİ ALGILARI ÜZERİNE ETKİSİ**  
TAŞÇIOĞLU M., Uysal S.

III. ULUSLARARASI GİRİŞİMCİLİK, İSTİHDAM VE KARIYER KONGRESİ, Muğla, Turkey, 12 October 2017, pp.249-252

VI. **Consumers' Sustainability Perceptions: A Focus Downstream in the Supply Chain**

TAŞÇIOĞLU M., EASTMAN J. K. , BOCK D., MANRODT K., SHEPHERD D.

Academy of International Business Conference, Savannah, United States Of America, 12 November 2015, pp.44

## **Supported Projects**

YENER D., TAŞÇIOĞLU M., Project Supported by Higher Education Institutions, Online Eğitim Alan Öğrencilerin Eğitim Sistemleri İle İlgili Kalite Algısının Tespiti, 2017 - 2018

## **Citations**

Total Citations (WOS):19

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