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Education Information

Doctorate, Beykent University, Institute Of Social Sciences, Business Administration, Turkey 2015 - 2019

Postgraduate, Beykent University, Institute Of Social Sciences, Business Administration, Turkey 2014 - 2015

Undergraduate, Kocaeli University, İktisadi Ve İdari Bilimler Fakültesi, İktisat, Turkey 2009 - 2014

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Lecturer PhD, Kocaeli University, Gazanfer Bilge Meslek Yüksekokulu, Pazarlama Ve Reklamcılık, 2020 - Continues

Articles Published in Other Journals

- I. **A Research on the Effect of Respect for Nature and Environmentalist Values on the Brand Experience of Consumers**
Uzunkaya T.
İşletme Araştırmaları Dergisi, vol.13, no.1, pp.956-968, 2021 (International Refereed University Journal)
- II. **RELATIONSHIP BETWEEN THE CUSTOMER EXPECTATIONS FROM WEBSITES' PERFORMANCE AND E-WOM: A STUDY ON SPORT SHOES BRANDS**
Uzunkaya T.
Research Journal of Business and Management, vol.7, no.2, pp.80-94, 2020 (Refereed Journals of Other Institutions)
- III. **A SURVEY RESEARCH ON THE RELATIONSHIP OF SOCIAL MEDIA ENGAGEMENT, BRAND EQUITY AND BRAND PREFERENCE IN LUXURY CLOTHING BRANDS**
Uzunkaya T.
Öneri Dergisi , vol.15, no.53, pp.276-304, 2020 (International Refereed University Journal)
- IV. **A RESEARCH ON THE IMPACT OF MARKETING STRATEGIES ON THE CONSUMER'S PERCEIVED RISK AND TRUST IN ONLINE SHOPPING**
Uzunkaya T.
Beykent Üniversitesi Sosyal Bilimler Dergisi, vol.12, no.2, pp.35-46, 2019 (National Refreed University Journal)
- V. **A RESEARCH ON THE FACTORS THAT INFLUENCE BRAND LOYALTY OF SMART DEVICE USERS**
Uzunkaya T.
Beykent Üniversitesi Sosyal Bilimler Enstitüsü , vol.11, no.2, pp.80-95, 2018 (National Refreed University Journal)
- VI. **THE EFFECT OF BRAND COMMUNICATION ON BRAND TRUST, A SURVEY RESEARCH ON COMPUTER**

BRANDS

Uzunkaya T.

Beykent Üniversitesi Sosyal Bilimler Dergisi, vol.10, no.2, pp.33-40, 2017 (National Refreed University Journal)

VII. THE BRAND LOYALTY AND ITS EFFECT ON REPURCHASING INTENTION, A SPECIAL CASE IN GSM SECTOR

Uzunkaya T.

Beykent Üniversitesi Sosyal Bilimler Dergisi , vol.9, no.2, pp.58-67, 2016 (National Refreed University Journal)

Books & Book Chapters

I. Motivation of Salesforce

Uzunkaya T.

in: Theory and Research in Social and Human Sciences, Prof. Dr. Serdar Öztürk, Editor, Gece Kitaplığı, Ankara, pp.429-448, 2020

II. SOCIAL MEDIA ENGAGEMENT AND BRAND EQUITY IN LUXURY BRANDS

Uzunkaya T.

Detay Yayıncılık , Ankara, 2019