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

- I. **A typology of personalisation practices in marketing in the digital age**  
Cavdar Aksoy N., Tumer Kabadayi E., YILMAZ C., Kocak Alan A.  
JOURNAL OF MARKETING MANAGEMENT, vol.37, pp.1091-1122, 2021 (SSCI)

### **Articles Published in Other Journals**

- I. **Antecedents of Private-Label Brand Purchase Intention: An Experimental Analysis**  
İPEK İ., YILMAZ C.  
JOURNAL OF INTERNATIONAL CONSUMER MARKETING, vol.34, no.4, pp.435-449, 2022 (ESCI)

### **Metrics**

Publication: 3