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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