

Asst. Prof. SERAP SARP

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: L-5367-2018

Yoksis Researcher ID: 286805

Biography

Serap Sarp is a Lecturer in Marketing, Abdullah Gul University, Kayseri. She has received her PhD degree from Brunel Business School at Brunel University London, UK. She holds an MBA degree from LeBow College of Business, Drexel University, USA. Her research interests include Corporate Brand, SME Marketing, Artificial Intelligence.

Education Information

Doctorate, Brunel University, Brunel Business School, Marketing, United Kingdom 2015 - 2019

Postgraduate, Drexel University, LeBow College of Business, MBA, United States Of America 2012 - 2014

Undergraduate, Anadolu University, Faculty Of Economics And Administrative Sciences, Business Administration, Turkey 2003 - 2008

Certificates, Courses and Trainings

Vocational Training, Associate Fellowship , The Higher Education Academy (HEA), 2019

Other, Erasmus Student Exchange Program , Cracow University of Economics, 2006

Dissertations

Doctorate, "Understanding the influence of entrepreneur personality on product branding, corporate brand image and SME performance", Brunel University, Brunel Business School, 2019

Research Areas

Marketing

Academic Titles / Tasks

Lecturer PhD, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2020 - Continues

Researcher, Brunel University, Brunel Business School, Business, 2016 - 2019

Research Assistant, Hitit University, Faculty Of Economics And Administrative Sciences, Department Of Business, 2009 - 2011

Academic and Administrative Experience

Deputy Head of Department, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2020 - 2021

Courses

Exploring Business Administration, Undergraduate, 2019 - 2020, 2020 - 2021, 2021 - 2022

Career Planning, Undergraduate, 2021 - 2022

Social Science Research Methods and Publication Ethics, Postgraduate, 2020 - 2021, 2021 - 2022

Service Marketing, Undergraduate, 2019 - 2020, 2020 - 2021, 2021 - 2022

Consumer Behaviour, Undergraduate, 2020 - 2021, 2021 - 2022

Responsible Consumption and Production, Undergraduate, 2021 - 2022

Consumer Behaviour, Undergraduate, 2020 - 2021

Marketing Management, Undergraduate, 2020 - 2021, 2021 - 2022

Business Communication, Undergraduate, 2020 - 2021, 2021 - 2022

Marketing Management, Undergraduate, 2021 - 2022

SME Marketing, Undergraduate, 2020 - 2021

New Product Development, Undergraduate, 2019 - 2020

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Productive employment and decent work: The impact of AI adoption on psychological contracts, job engagement and employee trust**
Braganza A., Chen W., Canhoto A., SAP S.
JOURNAL OF BUSINESS RESEARCH, vol.131, pp.485-494, 2021 (Peer-Reviewed Journal)
- II. **Gigification, job engagement and satisfaction: the moderating role of AI enabled system automation in operations management**
Braganza A., Chen W., Canhoto A., SAP S.
PRODUCTION PLANNING & CONTROL, 2021 (Peer-Reviewed Journal)
- III. **Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image**
Gökerik M., Gürbüz A., Erkan İ., Mogaji E., Sap S.
Asia Pacific Journal of Marketing and Logistics, vol.30, pp.1222-1238, 2018 (Peer-Reviewed Journal)

Articles Published in Other Journals

- I. **The Role of Organisational Culture Traits on Corporate Image in Service Industry**
Sarp S.
Sosyal Mucit Academic Review, vol.2, no.2, pp.139-152, 2021 (Peer-Reviewed Journal)
- II. **The effect of the COVID-19 on sharing economy: survival analysis of Airbnb listings**
Türk U., Sap S.
Business and Management Studies: An International Journal, vol.9, no.1, pp.215-226, 2021 (Peer-Reviewed Journal)
- III. **Mobile word of mouth (MWOM) in messaging applications: An integrative framework of the impact**

of MWOM communication

Erkan İ., Elwalda A., Rahman M., Sap S., Doğan S.

International Journal of Applied Business and Management Studies, vol.2, no.2, pp.55-67, 2017 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Women Entrepreneurship in the Digital Age: Challenges and Opportunities**
Sap S., Aydın E.
in: Digitalization in Organizations, Mehmed Zahid Çögenli, Editor, Cambridge Scholars Publishing, Newcastle Upon Tyne, pp.61-74, 2021
- II. **Corporate Brand and Corporate Heritage Brand in Family Business Context**
Özdemir B. M. , Sap S.
in: FAMILY BUSINESSES: Business Models and Strategies, YILMAZ,Osman; KARSU,Süreyya, Editor, Gazi Kitabevi, Ankara, pp.271-292, 2021
- III. **A REVIEW OF ARTIFICIAL INTELLIGENCE STUDIES IN MARKETING**
SAP S., ÖZDEMİR B. M.
in: MULTIDISCIPLINARY PERSPECTIVES OF AI: PAST, PRESENT, FUTURE, Suklun, Harika, Editor, ON İKİ LEVHA YAYINCILIK A.Ş., İstanbul, pp.45-76, 2021
- IV. **How Innovation Affects SMEs' Marketing Strategies?**
Sap S., Erkan İ.
in: Innovation: Principles and Practices, Osman YILMAZ,Pınar ÇÖMEZ, Editor, Gazi Kitabevi, Ankara, pp.219-233, 2020

Refereed Congress / Symposium Publications in Proceedings

- I. **Communicating Brand Personality on Social Media during the Covid-19 Pandemic**
Sap S., Ünlüsoy Ö. F.
Law, Business and Innovation Studies (LBIS) Conference, London, United Kingdom, 9 - 11 September 2021, pp.1
- II. **Understanding Corporate Branding in SME context: An Exploratory Study**
Sap S., Uygur S.
British Academy of Management Conference- BAM2019, Birmingham, United Kingdom, 3 - 05 September 2019, pp.1-18
- III. **UNDERSTANDING THE INFLUENCE OF ENTREPRENEUR PERSONALITY ON PRODUCT BRANDING, CORPORATE IMAGE AND SME PERFORMANCE**
Sap S.
Brunel Business School Doctoral Conference 2018, London, United Kingdom, 16 - 17 May 2018, pp.1-10
- IV. **Developing Corporate Brand in Small and Medium Sized Enterprise (SMEs CEO BRANDING)**
Sap S.
Brunel University London Research Student Conference, London, United Kingdom, 4 - 05 July 2017
- V. **Developing Corporate Brand in Small and Medium Sized Enterprise (SMEs)**
Sap S.
Brunel Business School Doctoral Conference 2017, London, United Kingdom, 4 - 05 May 2017, pp.1-10
- VI. **Developing Corporate Brand Equity Framework for SMEs**
Sap S., Alwi S.
21st International Conference on Corporate and Marketing Communication: Integrated Communications and Branding Past, Present, Future, London, United Kingdom, 7 - 08 April 2016, pp.1-10
- VII. **CORPORATE BRANDING IN SME CONTEXT: RELATIONSHIP BETWEEN CORPORATE BRANDING AND CORPORATE BRAND EQUITY OF SMEs**

Sap S.

Brunel Business School Doctoral Symposium, London, United Kingdom, 1 - 02 March 2016, pp.1-9

VIII. Green Innovations in small and medium sized enterprises: Çorum Case

Kılıç S., Sap S.

International Conference On Entrepreneurship, Family Business and Innovation, Ankara, Turkey, 21 - 23 October 2010, pp.1-3

IX. A study of determining the factors affecting adoption of new products in communications and information technology by young consumers

Sap S.

Yönetim ve Ekonomi Bilimleri Konferansı (YEBKO), İzmir, Turkey, 24 - 25 September 2009, pp.1

Scientific Refereeing

INTERNATIONAL JOURNAL OF BANK MARKETING, Journal Indexed in SSCI, June 2021

INTERNET RESEARCH, Journal Indexed in SSCI, April 2021

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS, SCI Journal, December 2020

Economics Business and Organization Research, Other Indexed Journal, December 2020

Sosyal Mucit Academic Review , Other Indexed Journal, October 2020

Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, Other Indexed Journal, May 2020

International Journal of Internet Marketing and Advertising, Other journals, December 2019

JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT, Journal Indexed in SSCI, June 2018

Metrics

Publication: 20

Citation (WoS): 63

Citation (Scopus): 65

H-Index (WoS): 3

H-Index (Scopus): 2

Scholarships

YLSY, Ministry of Education, 2010 - 2019

Turkcell - Postgraduate Study, Special Institutions and Organizations, 2009 - 2010

Awards

Gökerik M., Gürbüz A., Erkan İ., Mogaji E., Sap S., 2019 Emerald Literati Awards: Highly Commended Paper Award, Emerald Group Publishing, August 2019

Sap S., Brunel Business School PGR Conference 2019 - Best Poster Awards, Brunel University London, June 2019

Sap S., The Vice-Chancellor's Travel Prize for Postgraduate Research, Brunel University London, May 2019