

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 currently an Assistant Professor in Marketing and holding the position of Head of the Business Administration Department at the Faculty of Managerial Science, Abdullah Gul University. In her role, she actively teaches undergraduate and postgraduate courses. Her primary research interests lie in the fields of artificial intelligence, digitalization, corporate branding, consumer behavior, and small and medium-sized enterprises. Her work has been published in prestigious journals such as the Journal of Business Research, Production Planning & Control, and the Asia Pacific Journal of Marketing and Logistics.

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

Education Management and Planning, Project Cycle Management For Development, The CPD Standards Office, 2017

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

Assistant Professor, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2022 - Continues

Lecturer PhD, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2020 - 2022

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

Head of Department, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2024 - Continues

Head of Department, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2023 - 2024

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

Courses

Marketing Management, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021

Business Communication, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021

MARKETING MANAGEMENT FOR DATA SCIENCE, Postgraduate, 2024 - 2025

MSc Thesis, Postgraduate, 2024 - 2025, 2023 - 2024

Consumer Behaviour, Undergraduate, 2024 - 2025, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021

Exploring Business Administration, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020

DIGITAL LEARNING PLATFORM ADVANCED TRANSFER ELECTIVE I, Undergraduate, 2022 - 2023

MSc Special Topics, Postgraduate, 2023 - 2024

DIGITAL LEARNING PLATFORM ADVANCED TRANSFER ELECTIVE II, Undergraduate, 2023 - 2024, 2022 - 2023

DIGITAL LEARNING PLATFORM BASIC TRANSFER ELECTIVE I, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022

Social Science Research Methods and Publication Ethics, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021

DIGITAL LEARNING PLATFORM BASIC TRANSFER ELECTIVE II, Undergraduate, 2023 - 2024, 2022 - 2023

Career Planning, Undergraduate, 2021 - 2022

Financial Statement Analysis, Undergraduate, 2022 - 2023

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

Capstone Project, Undergraduate, 2022 - 2023

Summer Internship, Undergraduate, 2022 - 2023

Principles of Finance, Undergraduate, 2022 - 2023

Responsible Consumption and Production, Undergraduate, 2021 - 2022

Consumer Behaviour, Undergraduate, 2020 - 2021

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. **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, vol.33, no.16, pp.1534-1547, 2022 (SCI-Expanded)
- II. **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 (SSCI)

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 (SCI-Expanded)

Articles Published in Other Journals

I. **The impact of perceived social media interactivity on brand trust. The mediating role of perceived social media agility and the moderating role of brand value**

Bozkurt S., Gligor D., Ozer S., Sarp S., Srivastava R.

Journal of Marketing Analytics , vol.12, pp.523-536, 2024 (ESCI)

II. **ARTIFICIAL INTELLIGENCE IN ADVERTISEMENTS: A CONCEPTUAL FRAMEWORK BASED ON THE TECHNOLOGY ACCEPTANCE MODEL**

Sarp S.

Economics Business and Organization Research, vol.5, no.2, pp.161-174, 2023 (Peer-Reviewed Journal)

III. **Corporate Branding in SMEs: Concepts and Challenges**

Sarp S., Uygur S.

Sosyal Mucit Academic Review , vol.4, no.3, pp.320-342, 2023 (Peer-Reviewed Journal)

IV. **How And When Customer Engagement Underlies The Link Between Family Ownership And Firm Performance: A Conceptual Framework**

Bozkurt S., Sarp S., Gligor D.

Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.31, no.2, pp.477-487, 2022 (Peer-Reviewed Journal)

V. **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)

VI. **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)

VII. **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., Özdemir 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. Enhancing University Brand Image through Distance Learning: Propositions on Student Learning Experience**
Sarp S.
3rd CURRENT ISSUES IN BUSINESS AND ECONOMIC STUDIES, CIBES Conference, İstanbul, Turkey, 16 - 18 March 2023, pp.1
- II. Exploring Paths Between AI-Adoption Level of Service Firms and Customer Satisfaction: The Mediating Effect of Corporate Brand Image**
Sarp S.
International Congress on Digital Business, Management & Economics , Mersin, Turkey, 9 - 11 September 2022, pp.216-217
- III. Sorumlu Üretim Mesajı İçeren Bir Ürün/Hizmet Reklamının Kurumsal İmaj Ve Tüketici Satın Alma Niyeti Üzerindeki Etkileri**
Sarp S.
International Congress of Management Economy and Policy, İstanbul, Turkey, 8 - 09 October 2022, pp.12-13
- IV. 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
- V. 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
- VI. 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
- VII. 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
- VIII. 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
- IX. 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
- X. 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
- XI. 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

XII. 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

Activities in Scientific Journals

Gender Issues, Assistant Editor/Section Editor, 2024 - Continues

Scientific Refereeing

Management Decision, Journal Indexed in SSCI, January 2024

Journal of Strategic Marketing, Journal Indexed in ESCI, November 2023

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: 27

Citation (WoS): 64

Citation (Scopus): 243

H-Index (WoS): 3

H-Index (Scopus): 3

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