

## Dr. Öğr. Üyesi SERAP SARP

### Kişisel Bilgiler

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### Uluslararası Araştırmacı ID'leri

ScholarID: Lw2lAjQAAAAJ

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

Yoksis Araştırmacı ID: 286805

### Biyografi

**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.

### Eğitim Bilgileri

Doktora, Brunel University, Brunel Business School, Pazarlama, Birleşik Krallık 2015 - 2019

Yüksek Lisans, Drexel University, LeBow College of Business, MBA, Amerika Birleşik Devletleri 2012 - 2014

Lisans, Anadolu Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü (İngilizce), Türkiye 2003 - 2008

### Sertifika, Kurs ve Eğitimler

Mesleki Eğitim, Associate Fellowship , The Higher Education Academy (HEA), 2019

Eğitim Yönetimi ve Planlama, Project Cycle Management For Development, The CPD Standards Office, 2017

Diğer, Erasmus Student Exchange Program , Uniwersytet Ekonomiczny w Krakowie, 2006

### Yaptığı Tezler

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

### Araştırma Alanları

Pazarlama

## Akademik Unvanlar / Görevler

Dr.Öğr.Üyesi, Abdullah Gül Üniversitesi, Yönetim Bilimleri Fakültesi, İşletme, 2022 - Devam Ediyor  
Öğretim Görevlisi Dr., Abdullah Gül Üniversitesi, Yönetim Bilimleri Fakültesi, İşletme, 2020 - 2022  
Araştırmacı, Brunel University, Brunel Business School, Business, 2016 - 2019  
Araştırma Görevlisi, Hitit Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2009 - 2011

## Akademik İdari Deneyim

Bölüm Başkanı, Abdullah Gül Üniversitesi, Yönetim Bilimleri Fakültesi, İşletme, 2023 - Devam Ediyor  
Bölüm Başkan Yardımcısı, Abdullah Gül Üniversitesi, Yönetim Bilimleri Fakültesi, İşletme, 2020 - 2021

## Verdiği Dersler

Exploring Business Administration, Lisans, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020  
DIGITAL LEARNING PLATFORM ADVANCED TRANSFER ELECTIVE I, Lisans, 2022 - 2023  
MSc Special Topics, Yüksek Lisans, 2023 - 2024  
Marketing Management, Lisans, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Business Communication, Lisans, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
DIGITAL LEARNING PLATFORM ADVANCED TRANSFER ELECTIVE II, Lisans, 2023 - 2024, 2022 - 2023  
DIGITAL LEARNING PLATFORM BASIC TRANSFER ELECTIVE I, Lisans, 2023 - 2024, 2022 - 2023, 2021 - 2022  
Social Science Research Methods and Publication Ethics, Yüksek Lisans, 2022 - 2023, 2021 - 2022, 2020 - 2021  
MSc Thesis, Yüksek Lisans, 2023 - 2024  
DIGITAL LEARNING PLATFORM BASIC TRANSFER ELECTIVE II, Lisans, 2023 - 2024, 2022 - 2023  
Consumer Behaviour, Lisans, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Kariyer Planlaması, Lisans, 2021 - 2022  
Financial Statement Analysis, Lisans, 2022 - 2023  
Service Marketing, Lisans, 2021 - 2022, 2020 - 2021, 2019 - 2020  
Capstone Project, Lisans, 2022 - 2023  
Summer Internship, Lisans, 2022 - 2023  
Principles of Finance, Lisans, 2022 - 2023  
Responsible Consumption and Production, Lisans, 2021 - 2022  
Consumer Behaviour, Lisans, 2020 - 2021  
Marketing Management, Lisans, 2021 - 2022  
SME Marketing, Lisans, 2020 - 2021  
New Product Development, Lisans, 2019 - 2020

## SCI, SSCI ve AHCI İndekslerine Giren Dergilerde Yayınlanan Makaleler

- 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, cilt.33, sa.16, ss.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, cilt.131, ss.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, cilt.30, ss.1222-1238, 2018 (SCI-Expanded)

## Diğer Dergilerde Yayınlanan Makaleler

- 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 , cilt.1, sa.1, ss.1-14, 2023 (ESCI)
- II. **ARTIFICIAL INTELLIGENCE IN ADVERTISEMENTS: A CONCEPTUAL FRAMEWORK BASED ON THE TECHNOLOGY ACCEPTANCE MODEL**  
Sarp S.  
Economics Business and Organization Research, cilt.5, sa.2, ss.161-174, 2023 (Hakemli Dergi)
- III. **KOBİ'lerde Kurumsal Markalama: Kavramlar ve Engeller**  
Sarp S., Uygur S.  
Sosyal Mucit Academic Review , cilt.4, sa.3, ss.320-342, 2023 (Hakemli Dergi)
- 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, cilt.31, sa.2, ss.477-487, 2022 (Hakemli Dergi)
- V. **The Role of Organisational Culture Traits on Corporate Image in Service Industry**  
Sarp S.  
Sosyal Mucit Academic Review , cilt.2, sa.2, ss.139-152, 2021 (Hakemli Dergi)
- 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, cilt.9, sa.1, ss.215-226, 2021 (Hakemli Dergi)
- 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, cilt.2, sa.2, ss.55-67, 2017 (Hakemli Dergi)

## Kitap & Kitap Bölümleri

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

## Hakemli Kongre / Sempozyum Bildiri Kitaplarında Yer Alan Yayınlar

- 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, Türkiye, 16 - 18 Mart 2023, ss.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, Türkiye, 9 - 11 Eylül 2022, ss.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, Türkiye, 8 - 09 Ekim 2022, ss.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, Birleşik Krallık, 9 - 11 Eylül 2021, ss.1

### **V. Understanding Corporate Branding in SME context: An Exploratory Study**

Sap S., Uygur S.

British Academy of Management Conference- BAM2019, Birmingham, Birleşik Krallık, 3 - 05 Eylül 2019, ss.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, Birleşik Krallık, 16 - 17 Mayıs 2018, ss.1-10

### **VII. Developing Corporate Brand in Small and Medium Sized Enterprise (SMEs CEO BRANDING)**

Sap S.

Brunel University London Research Student Conference, London, Birleşik Krallık, 4 - 05 Temmuz 2017

### **VIII. Developing Corporate Brand in Small and Medium Sized Enterprise (SMEs)**

Sap S.

Brunel Business School Doctoral Conference 2017, London, Birleşik Krallık, 4 - 05 Mayıs 2017, ss.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, Birleşik Krallık, 7 - 08 Nisan 2016, ss.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, Birleşik Krallık, 1 - 02 Mart 2016, ss.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, Türkiye, 21 - 23 Ekim 2010, ss.1-3

### **XII. İletişim ve Bilişim Teknolojisinde Genç Tüketicilerin Yeni Ürünleri Benimsemelerini Etkileyen Faktörlere Dair Bir Çalışma**

Sap S.

Yönetim ve Ekonomi Bilimleri Konferansı (YEBKO), İzmir, Türkiye, 24 - 25 Eylül 2009, ss.1

## **Bilimsel Dergilerdeki Faaliyetler**

Gender Issues, Yardımcı Editör/Bölüm Editörü, 2024 - Devam Ediyor

## Bilimsel Hakemlikler

Management Decision, SSCI Kapsamındaki Dergi, Ocak 2024  
Journal of Strategic Marketing, ESCI Kapsamındaki Dergi, Kasım 2023  
INTERNATIONAL JOURNAL OF BANK MARKETING, SSCI Kapsamındaki Dergi, Haziran 2021  
INTERNET RESEARCH, SSCI Kapsamındaki Dergi, Nisan 2021  
ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS, SCI Kapsamındaki Dergi, Aralık 2020  
Economics Business and Organization Research, Diğer İndekslerce Taranan Dergi, Aralık 2020  
Sosyal Mucit Academic Review , Diğer İndekslerce Taranan Dergi, Ekim 2020  
Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, Diğer İndekslerce Taranan Dergi, Mayıs 2020  
International Journal of Internet Marketing and Advertising, Diğer Dergiler, Aralık 2019  
JOURNAL OF ORGANIZATIONAL CHANGE MANAGEMENT, SSCI Kapsamındaki Dergi, Haziran 2018

## Metrikler

Yayın: 27  
Atıf (WoS): 64  
Atıf (Scopus): 181  
H-İndeks (WoS): 3  
H-İndeks (Scopus): 3

## Burslar

YLSY, Milli Eğitim Bakanlığı, 2010 - 2019  
Turkcell Yüksek Lisans Bursu, Özel Kurum ve Organizasyonlar, 2009 - 2010

## Ödüller

Gökerik M., Gürbüz A., Erkan İ., Mogaji E., Sap S., 2019 Emerald Literati Awards: Highly Commended Paper Award, Emerald Group Publishing, Ağustos 2019  
Sap S., Brunel Business School PGR Conference 2019 - Best Poster Awards, Brunel University London, Haziran 2019  
Sap S., The Vice-Chancellor's Travel Prize for Postgraduate Research, Brunel University London, Mayıs 2019