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International Researcher IDs

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Education Information

Doctorate, Anadolu University, Sosyal Bilimler Enstitüsü, Turkey 2016 - 2023

Postgraduate, Anadolu University, Institute Of Social Sciences, Pazarlama, Turkey 2014 - 2016

Undergraduate, Pamukkale University, Faculty Of Economics And Administrative Sciences, İşletme, Turkey 2009 - 2014

Dissertations

Doctorate, The mediating role of brand experience in the effect of value co-creation behavior on consumer satisfaction, Anadolu University, Sosyal Bilimler Enstitüsü, 2023

Postgraduate, Ambient advertising as a guerrilla marketing implementation: The comparison of traditional and ambient advertising in terms of effectiveness, Anadolu Üniversitesi, Institute Of Social Sciences, Department Of Business Administration, 2016

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Research Assistant PhD, Abdullah Gul University, Sürdürülebilirlik Koordinatörlüğü, 2024 - Continues

Research Assistant, Abdullah Gul University, Yönetim Bilimleri Fakültesi, İşletme, 2018 - Continues

Published journal articles indexed by SCI, SSCI, and AHCI

- Identification of the drivers of and barriers to COVID-19 vaccine intake behavior using a mixed-method design: implications from a developing country**
Kordestani A., Oghazi P., Izmir O., Oypan O., Özer S.

JOURNAL OF INNOVATION & KNOWLEDGE, vol.8, pp.1-11, 2023 (SSCI)

- II. **Extending the technology acceptance model to explain how perceived augmented reality affects consumers' perceptions**

Oyman M., Bal D., Özer S.

COMPUTERS IN HUMAN BEHAVIOR, vol.128, pp.1-12, 2022 (SSCI)

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. **The surprise effect of ambient ad on the path leading to purchase: Testing the role of attitude toward the brand**
Özer S., Oyman M., Uğurhan Y. Z. C.
JOURNAL OF MARKETING COMMUNICATIONS, vol.26, no.6, pp.615-635, 2020 (Scopus)
- III. **Bir gerilla pazarlama uygulaması olarak ambient reklamcılık (ortam reklamcılığı): Basılı dergi reklamı ile ambient reklamın etkililik açısından karşılaştırılması**
Oyman M., Özer S.
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.18, pp.173-192, 2018 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Dijital çağın meta-tüketicilerini anlamaya yönelik kavramsal bir değerlendirme**
Özer S., Çolak A.
in: Dijitalleşme bağlamında birey, toplum ve iletişim, Yusuf Zafer Can Uğurhan, Editor, Eğitim Kitabevi, Konya, pp.7-29, 2022
- II. **Pandemi döneminde reklam, medya ve tüketici**
Oyman M., Özer S.
in: Pandemi döneminde değişen tüketici davranışlarının anlaşılması üzerine kavramsal bir değerlendirme, Ergüven M. Sinan, Yıldız Serdar, Editor, Detay Yayıncılık, Ankara, pp.1-25, 2021
- III. **Pandemi döneminde reklam, medya ve tüketici**
Oyman M., Özer S.
in: Pandemi döneminde değişen tüketici davranışları ve yeni normalde trendler, Ergüven M. Sinan, Yıldız Serdar, Editor, Detay Yayıncılık, Ankara, pp.51-72, 2021
- IV. **Pandemi döneminde yeni medya ve yeni medyanın değişen tüketici davranışları üzerindeki olası etkileri**
Cihan Aydoğdu C., Özer S.
in: Dijital dünyada pandemi: Araştırma ve tartışmalar, Ünal Çolak Figen, Yıldırım Ozan, Editor, Literatürk Academia, Konya, pp.203-235, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. **Ambalaj Tasarımında Antropomorfik Uygulamaların Rolü Üzerine Deneysel Bir Araştırma**
Özer S., Uğurhan Y. Z. C.
PPAD Pazarlama Kongresi 2019 (MMRA Marketing Congress 2019), Aydın, Turkey, 1 - 04 May 2019, pp.337-345

Scientific Refereeing

JOURNAL OF MARKETING COMMUNICATIONS, Other Indexed Journal, December 2024

JOURNAL OF CONSUMER BEHAVIOR AN INTERNATIONAL RESEARCH REVIEW, Journal Indexed in SSCI, November 2024

JOURNAL OF MARKETING COMMUNICATIONS, Other Indexed Journal, September 2024

JOURNAL OF CONSUMER BEHAVIOUR AN INTERNATIONAL RESEARCH REVIEW, Journal Indexed in SSCI, August 2024

JOURNAL OF CONSUMER BEHAVIOUR AN INTERNATIONAL RESEARCH REVIEW, Journal Indexed in SSCI, May 2024

Digital Business and Optimizing Operating Strategies, Chapter Scientific / Professional Book Published by Renowned Publishing Houses, September 2023

JOURNAL OF CONSUMER BEHAVIOUR AN INTERNATIONAL RESEARCH REVIEW , Journal Indexed in SSCI, February 2023

JOURNAL OF CONSUMER BEHAVIOUR AN INTERNATIONAL RESEARCH REVIEW, Journal Indexed in SSCI, December 2022

INTERNATIONAL JOURNAL OF HUMAN-COMPUTER INTERACTION, Journal Indexed in SSCI, May 2022