

MISRA AĐLA GÜL

FMV Işık University, College of Administrative Sciences and Economics, Management
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EDUCATION

BOĐAZIĐI UNIVERSITY -Istanbul, Turkey 06/2008

PhD in Marketing

Dissertation: “Cultural Orientations, Environmental Dimensions and Firm Performance: An Integrated Framework and Empirical Investigation”

Areas of Interest: Consumer Behavior, Corporate Social Responsibility, Environmental Consumption, Gender and Marketing, Status Consumption

GEORGIA STATE UNIVERSITY -Atlanta, GA 06/97

Master of Business Administration

Marketing Graduate Research Assistant

Summer Intern, Reuters Istanbul

BOĐAZIĐI UNIVERSITY -Istanbul, Turkey 06/95

Bachelor of Science

Major: Industrial Engineering

Intern, Turkiye Emlak Bankasi and Kale Porselen

ACADEMIC EXPERIENCE

FMV ISIK UNIVERSITY Istanbul, Turkey 02/2009 – Present

Professor, Full-time Marketing Faculty, College of Administrative Sciences and Economics

Date of Professorship: May 2020

Member, Faculty Academic Committee 11/2011 - Present

Member, Faculty Administrative Committee 11/2011 – Present

FMV ISIK UNIVERSITY Istanbul, Turkey 11/2014 – 11/2016

Vice Director, Graduate School of Arts and Sciences

FMV ISIK UNIVERSITY Istanbul, Turkey 02/2009 – 02/2011

e-MBA Coordinator

Koc University Istanbul Turkey 09/2004-06/2008

Instructor, College of Engineering

Georgia State University, Atlanta, GA USA 09/95-06/97

Assistant Editor, Journal of Business and Industrial Marketing

Georgia State University, Atlanta, GA USA 09/95-06/97

Graduate Research Assistant, Robinson College of Business, Marketing

Publications

Journal Articles

Gul, Misra Cagla. "The moderating role of environmental munificence on innovativeness in B2B markets." *Journal of Business & Industrial Marketing* (2019) (SSCI).

Gul, Misra Cagla, and Mehmet Kaytaç. "CSR and social marketing as enablers of recovery after the global recession: the Turkish banking industry." *Corporate Social Responsibility: Concepts, Methodologies, Tools, and Applications*. IGI Global, 2018. 982-998.

Misra C. Gul. "Gender, Luxury Affection and Status Consumption in an Emerging Market: the Case of Turkey", *International Journal of Business and Management*. forthcoming.

Kaytaç, Mehmet, and Misra C. Gul. "Consumer response to economic crisis and lessons for marketers: The Turkish experience." *Journal of Business Research* 67.1 (2014): 2701-2706. (SSCI)

Misra C. Gul. 2013. "Long-term Orientation, Perceived Consumer Effectiveness, and Environmentally Conscious Consumer Behavior: The Case of Turkey", *International Journal of Marketing Studies*, vol.5,5._24-30 pp., DOI: 10.5539/ijms.v5n5p24.

Misra Çağla Gül. 2009. "Relative Effects of Marketing Effectiveness Dimensions on Firm Performance: An Empirical Analysis with a Multi-Industry Sample", *Boğaziçi Journal*, vol.23,1-2._37-53 pp.

Conference Proceedings

Misra C. Gul, 2015. "Effect of Health-Consciousness, Environmental Sensitivity and Altruism on the Purchase Intention of Organic Food Products: An Exploratory Study in Turkey", *Proceedings of International Journal of Arts and Sciences Conference*, 233 pp., Boston, USA, 26-30 May 2015.

Misra C. Gul, 2013. "Gender, Luxury Affection and Status Consumption in an Emerging Market: the Case of Turkey", *Proceedings of World Business and Social Science Research Conference*, 1-7 pp., Bangkok, Thailand, 24-25 October 2013.

Misra C. Gul, 2013. "Intrinsic Motivation, Satisfaction with Life and Luxury Consumption Behavior in Young Adults: An Exploratory Study with Marketing Implications", *International Conference on Applied Business & Economics (ICABE) Proceedings*, 191 pp., New York, USA, 2-4 October 2013.

Mehmet Kaytaç, Misra C. Gul, 2013. "Corporate Social Responsibility in the Turkish Banking Industry and the Current Economic Crisis", *American Society of Business and Behavioral Sciences Proceedings 2013 Volume 20 Number 1*, 155-164 pp., Las Vegas, USA, 21-24 February 2013.

Misra C. Gul, 2013. "Long-term Orientation, Perceived Consumer Effectiveness, and Environmentally Conscious Consumer Behavior: the Case of Turkey", *American Society of Business and Behavioral Sciences Proceedings 2013 Volume 20 Number 1*, 173-179 pp., Las Vegas, USA, 21-24 February 2013.

Mehmet Kaytaz, Misra Çağla Gül, 2011. "Consumer Response To Economic Crisis And Lessons For Marketers: The Turkish Experience", Proceedings, The 2011 Las Vegas International Academic Conference, 639 pp., Las Vegas, USA, 10-12 October 2011.

Misra Çağla Gül, 2011. "Environmental Dynamism, Innovativeness and Firm Performance", Proceedings, The 2011 Las Vegas International Academic Conference, 683-690 pp., Las Vegas, USA, 10-12 October 2011.

Misra C. Gul, 2010. "Gender Differences in Purchase of Luxury Brands, Materialism and Social Consumption: An Exploratory Study in Turkey", Conference Proceedings, 10th Conference on Gender, Marketing, and Consumer Behaviour, Association for Consumer Research, 222-227 pp., Ambleside, UK, 26-29 June 2010.

Misra C. Gul, 2010. "Exploring Customer Satisfaction and Commitment in Luxury Brand Consumption: the Case of Turkey", Consumer Satisfaction, Dissatisfaction and Complaining Behavior Conference Proceedings, 64-67 pp., Chicago, USA, 15-18 June 2010.

Selected Citations

Cited Paper: "Environmental Dynamism, Innovativeness and Firm Performance"
. W.M.S., Idris, R.A. Momani. 2013. "Impact of Environmental Dynamism on Marketing Strategy Comprehensiveness and Organizational Performance", *International Journal of Business and Management*, vol.8,9. 40-49 pp., DOI: 10.5539/ijbm.v8n9p40. (pp. 40,42,47)

Cited Paper: "Gender Differences in Purchase of Luxury Brands, Materialism and Social Consumption: An Exploratory Study in Turkey"
. *Gender, Culture, and Consumer Behavior*, Cele C. Otnes and Linda Tuncay Zayer eds., pp 421, Psychology Press, 2012.

Cited Paper: "Consumer response to economic crisis and lessons for marketers: The Turkish experience",

.W.M.S., Idris, R.A. Momani. 2014. "Sales Drive Advertising Expenditures: Evidence for Consumer Packaged and Durable Goods in Germany", *International Journal of Marketing Studies*, vol.6,1. 31-44 pp., DOI: 10.5539/ijms.v6n1p31. (pp. 34,35)

. J Alegre, M Sard , 2015. "When demand drops and prices rise. Tourist packages in the Balearic Islands during the economic crisis", *Tourism Management*.

. MF Diallo, J Kaswengi , 2014. "Drivers of Store Brand Choice Over National Brands in Times of Crisis: Effect of Marketing Variables and Socio-Demographics" –Springer

. Niyomkij, Thunyane and Speece, Mark and Tiangsoongnern, Leela, Consumer Perceptions of Marketing Communications During Crisis Situations (January 6, 2016). 2016 Annual Conference of the Emerging Markets Conference Board, Chulalongkorn University, Bangkok, Thailand, 6-8 January, 2016.

. Joseph Kaswengi, Mbaye Fall Diallo· 2015. “Consumer choice of store brands across store formats: A panel data analysis under crisis periods”, *Journal of Retailing and Consumer Services*, Volume 23, March 2015, pp 70–76

. Conti, Claudio Ramos, Rafael Goldszmidt, and Flavio Carvalho.. "Strategies for Superior Performance in Recessions: Pro or Counter-cyclical?", *Revista de Administração de Empresas*, 55.3 (2015): 273-289.

Cited Paper: “Gender, Luxury Affection and Status Consumption in an Emerging Market: The Case of Turkey”

. Srinivasan, R., R. K. Srivastava, and Sandeep Bhanot. "Influence of Individual Value on Purchase of Luxury Brands With Respect To Demographic Variables."

. Bilge, Hümeýra Aslım. "Luxury Consumption: Literature Review." *Khazar Journal of Humanities & Social Sciences* 18.1 (2015).

Cited Paper: “Long-term orientation, perceived consumer effectiveness, and environmentally conscious consumer behavior: The case of Turkey”

. Chekima, Brahim, et al. "Sustainable consumption: the effects of knowledge, cultural values, environmental advertising, and demographics." *International Journal of Sustainable Development & World Ecology* 23.2 (2016): 210-220.

. Hartoyo, Virgon, and Juneman Abraham. "The Role of Cultural Value Orientations and Sexual Desire in Predicting Cybersex Behavior in Unmarried Young Adults." *Anima Indonesian Psychological Journal* 30.2 (2015): 75-87.

. Aji, Hendy Mustiko, and Bulak Sumur Street. "The Extended Consequences of Greenwashing: Perceived Consumer Skepticism and Switching Intention."

. Verma, Harsh V., and Ekta Duggal. "Environmental Concerns, Behavior Consistency of Emerging Market: Youth and Marketing." *Emerging Economy Studies* 1.2 (2015): 171-187.

Undergraduate Courses

- . Principles of Marketing
- . International Marketing
- . Consumer Behavior
- . Services Marketing
- . Principles of Management
- . Advertising

Graduate Courses

- . Brand Strategy
- . Industrial and Services Marketing
- . Contemporary Management
- . International Marketing (e-MBA)
- . Marketing Strategy
- . Marketing Theory (Ph.D.)

Administrative Responsibilities

Işık University Marketing Communications Committee 2009-2011
Işık University Disciplinary Committee 2009-2015
Erasmus Department Coordinator, Management Department 2012-2014
Interdepartmental Transfer Coordinator, Management Department, 2013-2015
Işık University Curriculum Committee 2020-Present

Memberships and Affiliations

- . Member, American Marketing Association
- . Member, Association for Consumer Research
- . Member, Turkish Marketing Association
- . Member, PhD Dissertation Committee
 - .Alihan Karagul, Boğaziçi University
 - .Selcuk Polat, Işık University
 - .Kemal Ozkan, Işık University
 - .Çiğdem Uluç, Işık University
 - .Serhat Tatli, Işık University
- . Reviewer, Journal of Business and Industrial Marketing
- . Reviewer, Boğaziçi Journal
- . Georgia State University Alumni Representative for Turkey
- . Mentor, TMK (Turkiye'nin Muhendis Kizlari)
- . Congress Member, Fenerbahçe SK

Awards and Recognition

- . Best Paper Award, 2011 Las Vegas International Academic Conference, The Clute Institute, October 2011.
- . Georgia State University Full Scholarship, 1995-1997.
- . Ranked 149th in the 1990 Turkish Central University Placement Exam among 950 thousand candidates.
- . AFS Cultural Exchange Program, Full Scholarship, WI, USA, 1990-1991.

INDUSTRY EXPERIENCE

AVEA (formerly ARIA) TELECOMMUNICATIONS -İstanbul Turkey 02/2001 – 07/2002

Senior Strategy Specialist

- .Worked during the start-up phase of the company.
- .Prepared the strategic business plan for Marketing and Sales.
- .Analyzed local and global competitor actions in order to develop action and re-action steps.

THE SOUTHERN COMPANY - Atlanta, GA 12/1998 – 12/2000

Largest Electric Utility Company in USA with operations in Europe, Far East and South America. Holding company of 5 other US energy companies including Georgia Power Company with more than 30000 employees

Project Manager, Strategic Marketing Department

- Led a project to evaluate the purchasing of distribution systems for strategic and financial fit to the Southern Company Strategy.

- Coordinated the implementation of the Competitive Profit Contribution effort aimed at consistently evaluating the contribution of the marketing function of all of the affiliate companies within the Southern System.

- Analyzed the market potential for the current and new Southern Company non-commodity product and service offerings.

GEORGIA POWER COMPANY -Atlanta, GA 09/1997 - 12/1998

Competitive Marketing Specialist, Marketing Services Department

.Evaluated different possible scenarios for the upcoming re-regulation of the industry focusing on preventive and aggressive actions to be taken for the Company's success in the competitive environment.

- Determined the impact of enhancements in marketing operations and processes on customer loyalty and acquisition.

CERTIFIED TRAINING

MARKETING TRAINING

How To Retain Customers in Highly Competitive Markets, Atlanta, USA 5 days 2000

Product Management Fundamentals Atlanta, USA 5 days 1997

Sales Effectiveness Atlanta, USA 3 days 2000

Internal/External Customer Care Istanbul, Turkey 2 days 2001

GENERAL BUSINESS/PERSONAL DEVELOPMENT TRAINING

Dale Carnegie Training Atlanta, USA 12 weeks, 3 hours a week 2000

Problem Solving & Decision Making Atlanta, USA 3 days 2000

Presentation Skills Atlanta, USA 3 days 2000

Project Management Atlanta, USA 3 days 1999

Business Writing Skills Atlanta, USA 2 days 1999

Advanced Business Reading Atlanta, USA 2 days 1999

Negotiation Skills Atlanta, USA 2 days 2000

Time Management Atlanta, USA 1 day 1999

SECTOR-SPECIFIC TRAINING

Energy Simulation Atlanta, USA 5 days 1999

Competitive Energy Markets Atlanta, USA 5 days 1998

GSM Basics Istanbul, Turkey 3 days 2001