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EDUCATION

PhD.	Istanbul University <i>Faculty of Business Management / Marketing</i>	2010
MBA	Middle East Technical University <i>Institute of Social Sciences / MBA</i>	1999
BSc.	Middle East Technical University <i>Faculty of Engineering/ Environmental Engineering</i>	1997

ACADEMIC RESEARCH

Academic Articles

Ozansoy Çadırcı, Tuğçe & Sağkaya Güngör, Ayşegül (2016). “Love my Selfie: Selfies in Managing Impressions on Social Networks”, *Journal of Marketing Communications*, (November), pp. 1-20.

Sağkaya Güngör, Ayşegül (2014). “Mobile Payment Adoption Drivers and Barriers of Prospective Users”, *International Journal for Marketing Studies*, Vol.1, No. 4 (November), pp. 5-36

Sağkaya Güngör, Ayşegül & Ozansoy Çadırcı, Tuğçe (2013). “Segmenting eWOM Engagers on Online Social Networks Based on Personal Characteristics and Behaviour”, *EKEV Akademi Dergisi*, Vol.17 (Fall), No. 57, pp. 33-50.

Kaya, İsmail & Sağkaya Güngör, Ayşegül (2012). “Kişiyeye Özel Fiyat Teklifinin Zamanlamasının, İnternette Satın Alma Karar Sürecine Etkisi”, *İstanbul Üniversitesi İşletme Fakültesi Dergisi*, Vol. 41, No. 2, pp. 172-188.

Sağkaya Güngör, Ayşegül & Kaya, İsmail (2012). “Effect of Personalized Price on Decision Making Process on Internet”, *Journal of Economics and Administrative Sciences*, Vol. 26, No. 1-2, pp. 133-46.

Sağkaya Güngör, Ayşegül & Kaya, İsmail (2012). “Kişiyeye Özel Fiyat Teklifinde Kullanılan Mesaj Çerçevelemenin İnternet Üzerinden Satın Alma Karar Sürecine Etkisi”, *Pazarlama ve Pazarlama Araştırmaları Dergisi*, Vol. 5, No. 10, pp. 59-81.

International Congress

Sağkaya Güngör, Ayşegül; Ozansoy Çadırdı, Tuğçe (June, 2016). “Impact of Involvement and Cognitive Load on Affective Responses to Advergaming and In-Game Advertising”, 2nd Annual International Conference on Social Sciences (AICSS), Yıldız Technical University, İstanbul, Turkey.

Ozansoy Çadırdı, Tuğçe; Sağkaya Güngör, Ayşegül; Köse, Gizem (May, 2015). “Segmenting the Gamers to Understand the Effectiveness of In Game Advertisement”, 1st Annual International Conference on Social Sciences (AICSS), Yıldız Technical University, İstanbul, Turkey.

National Congress

Çadırcı Ozansoy, Tuğçe; Sağkaya Güngör, Ayşegül & Asil, Hilal (2013). “İndirimli Gıda Perakendecilerinde Sürekli Müşteri Olma Davranışı”, *18th National Marketing Congress, Kars*.

Sağkaya Güngör, Ayşegül & Kaya, İsmail (2011). “Kişiyeye Özel Fiyat Teklifinde Kullanılan Mesaj Çerçevelemenin İnternet Üzerinden Satın Alma Karar Sürecine Etkisi”, *16th National Marketing Congress, İstanbul, 168-89*.

Chapter in a Book

Sağkaya Güngör, Ayşegül; Çadırcı Ozansoy, Tuğçe; Köse, Şirin Gizem (2016). Advergaming – How Does Cognitive Overload Effect Brand Recall?: Differences Between In-Game Advertising (IGA) and Advergaming *in Handbook of Research on Human-Computer Interfaces, Developments and Applications*. IGI-Global Publications.

Çadırcı Ozansoy, Tuğçe; Sağkaya Güngör, Ayşegül (2015). Electronic Word-of-Mouth Communication in Online Social Networks: The Motivational Antecedents of Electronic Word-of-Mouth (eWOM) Engagement in Online Social Networks *in Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace*. IGI-Global Publications.

Peer Review

European Journal of Marketing (2011) Review for “The Antecedents of Word-of-Mouth Behavior: The Service Quality Perspective” for Special Issue on Referral Marketing

PhD Dissertation

2010

The Effect of Personalized Price Offers on Decision Making Stages on the Internet

Thesis Advisor: Prof. Dr. İsmail Kaya

ACADEMIC WORK EXPERIENCE

University	Level	Name of the Lecture	Academic Year
Işık University	Undergraduate	Digital Marketing	2016-.....
	Undergraduate	E-ticaret	2016-
	Undergraduate	Principles of Marketing	2011 -.....
	Undergraduate	E-commerce	2010-.....
	Undergraduate	MIS	2015-.....
	Undergraduate	Yönetim Bilişim Sistemleri	2015-.....
Bahçeşehir University	e-MBA	Digital Marketing	2016 -
Yeditepe University	MBA	E-Business	2014-.....
Maltepe University	e-MBA	E-commerce	2010-.....
	e-MBA	Marketing Management	2013-.....
Kemerburgaz University	MBA	E-ticaret ve Dijital Pazarlama	2013-2014
Doğuş University	MBA	E-commerce	2011-2012
Middle East Technical University			1997-1999
<i>Dean's Office / Faculty of Engineering / Research Assistant</i>			

PROFESSIONAL WORK EXPERIENCE

Yapı Kredi Yatırım (YKY) **2000 - 2004**
Internet Branch and Alternative Distribution Channels / Senior Specialist

- Development and management of YKY Internet Branch
- Development and management of Customer Relations Department of Internet Branch
- Development of alternative trading channels