

**Name/Surname** : E. BAŞAK TAVMAN

**Title** : Research Assistant & IB Business Teacher

**Education** : Phd

Degree	Field	University	Year
Bachelor	Business and Administration (Eng)	Beykent University	2013
Master	Marketing	Marmara University	2016
Phd	Marketing	Marmara University	2016-Continue

### **Scholarships & Awards**

Beykent University- 2nd student of the department and High Honour Student

Marmara University- High Honor Student (Master)

Marmara University- High Honor Student (Phd)

### **Working Experience**

Research Assistant Işık University (Part time), 2016-2017

Research Assistant Maltepe University, 2017-2018

Research Assistant Işık University, 2018-Continue

IB Business Teacher Işık High School (Part time), 2020-Continue

### **Publications**

#### **Journal Articles**

Tavman, E. B. (2021), Shelby D. Hunt: Contributions to Marketing Science, *Journal of Current Marketing Approaches and Researches*, 2(1), 26-40.

Sağlam, M., & Tavman, E.B. (2021), The Effect of Perceived Severity, Perceived Threat and Self-Isolation Intention on Impulsive Buying in Covid 19 Period: A Serial Mediation Model Analysis, *Journal of Business Research-Turk*, 9(2), 673-693.

Bal, E., & Tavman, E. B. Impact of Covid-19 outbreak on Consumer Behavioral Responses in the Turkish Context. *Erzincan Binali Yıldırım Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 3(2), 15-32.

Sađlam, M., & Tavman, E. B. (2021). The moderator role of perceived susceptibility and severity in relationship perceived threat, anxiety, and impulsive buying in COVID-19 period. *Business & Management Studies: An International Journal*, 9(2), 673.

Tavman, E. B., & Soyak, S. (2021). Marketing Systems School of Thought: From Past to Present, *Journal of Management and Economics Research*, 19(4), 157-170.

### **Conference Proceedings**

Tavman, E. B., & Bařçı, A. (2018). Determining consumers' electronic word of mouth motivations in online communities and a study, *Proceedings of the International Congress on Business and Marketing*

Tavman, E.B.& Tıđlı, M. (2021). A Qualitative Study of the Factors Affecting the Intention to Pay for Premium Services, *International Congress on Multidisciplinary Studies*

Tavman, E.B. (2021). The Effect of Online Shopping Motivations on Electronic Word of Mouth and Online Purchase Intention, *İstanbul International Modern Scientific Research Congress -II*

Tavman, E.B. (2021). Freemium Business Models as a Competitive Strategy in The Online App Market, *Ispcc International congress on Multidisciplinary Studies*

### **Book Chapters**

Tavman, E. B. 2021. Automatic and Deliberative Processing, Consumer Psychology, in Dođan V. (eds). Beta Publishing. İstanbul

Tavman, E. B. 2021. Marketing in a Digital World, Consumer Concept, Reformed in the Digital World: The Digital Consumer, in Sađlam M. (eds). Nobel Publishing. İstanbul