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Personal Information

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Foreign Languages

English, C1 Advanced

Academic and Administrative Experience

Head of Department, Eskisehir Osmangazi University, İktisadi-İdari Bilimler Fak., İşletme Bölümü, 2015 - Continues

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Belief in Environmentalism and Independent/Interdependent Self-Construal as Factors Predicting Interest in and Intention to Purchase Hybrid Electric Vehicles**
DOĞAN V., ÖZMEN M.
CURRENT PSYCHOLOGY, vol.38, no.6, pp.1464-1475, 2019 (SSCI)
- II. **Examining the effect of flow experience on online purchase: A novel approach to the flow theory based on hedonic and utilitarian value**
ÖZKARA B. Y., ÖZMEN M., Kim J. W.
JOURNAL OF RETAILING AND CONSUMER SERVICES, vol.37, pp.119-131, 2017 (SSCI)
- III. **Exploring the relationship between information satisfaction and flow in the context of consumers' online search**
ÖZKARA B. Y., ÖZMEN M., Kim J. W.
COMPUTERS IN HUMAN BEHAVIOR, vol.63, pp.844-859, 2016 (SSCI)

Articles Published in Other Journals

- I. **Does being religious or not matter? A qualitative investigation of community fundraising events**
KOCAMAN R., ÖZMEN M., ERDOĞAN B. Z.
Journal of Enterprising Communities, vol.18, no.2, pp.265-287, 2024 (ESCI)
- II. **Alternative Marketing Ethics Within the Context of the Madinah Markets and Akhi Organizations: The Anatolian Approach**
Erdoğan B. Z., Torlak Ö., Yılmaz C., Özmen M., İşlek M. S.
TURKISH JOURNAL OF BUSINESS ETHICS, vol.13, no.2, pp.82-102, 2020 (ESCI)
- III. **A Conceptual Model Suggestion Of Flow Experience**
ÖZKARA B. Y., ÖZMEN M.
ESKISEHIR OSMANGAZI UNIVERSITESI IIBF DERGISI-ESKISEHIR OSMANGAZI UNIVERSITY JOURNAL OF ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.11, no.3, pp.71-100, 2016 (ESCI)
- IV. **Akış Deneyimine İlişkin Kavramsal Bir Model Önerisi**
ÖZKARA B. Y., ÖZMEN M.

Eskişehir Osmangazi Üniversitesi İİBF Dergisi, vol.11, no.3, pp.71-100, 2016 (Peer-Reviewed Journal)

- V. **The Relationship of Knowledge Management Market Orientation and Marketing Innovation: A Research on Furniture Industry**
ESKİLER E., ÖZMEN M., Uzkurt C.
ESKİSEHIR OSMANGAZI UNIVERSITESI IIBF DERGISI-ESKİSEHIR OSMANGAZI UNIVERSITY JOURNAL OF ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.6, no.1, pp.31-69, 2011 (ESCI)
- VI. **Bureaucratic Governmental Mechanism at Aziz Nesin and Nicolai V. Gogol: The Comparison of Czardom Russia and Turkey According to The Public Choice Theory**
KÜÇÜKKALAY A. M., ÖZMEN M.
ESKİSEHIR OSMANGAZI UNIVERSITESI IIBF DERGISI-ESKİSEHIR OSMANGAZI UNIVERSITY JOURNAL OF ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.5, no.1, pp.7-23, 2010 (ESCI)
- VII. **Aziz Nesin ve Nikolai V Gogol da Bürokratik Devlet Mekanizması Kamu Tercihi Teorisi Bağlamında Çarlık Rusya s ı ve Türkiye Karşılaştırması**
KÜÇÜKKALAY A. M., ÖZMEN M.
ESOGU Sosyal Bilimler Dergisi, vol.5, no.1, pp.7-23, 2010 (Peer-Reviewed Journal)
- VIII. **Dimensions of service quality in grocery retailing: a case from Turkey**
Torlak O., Uzkurt C., ÖZMEN M.
MANAGEMENT RESEARCH REVIEW, vol.33, no.5, pp.413-422, 2010 (ESCI)
- IX. **Bilboard Reklamlarının Tüketicilerin Satın Alma Kararına Etkileri**
GÜRBÜZ H., Gültekin Ö., ÖZMEN M.
Eskişehir Osmangazi Üniversitesi Sosyal Bilimler Dergisi, vol.10, no.1, pp.181-210, 2009 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. **Ritüele Katılımdaki Rollere Göre Tüketici Tipolojileri**
TORLAK Ö., ÖZMEN M., İŞLEK M. S., AY U., TİLTAY M. A.
23. Pazarlama Kongresi, Turkey, 23 - 27 July 2018
- II. **Assembling the Ritual: Consumer Experiences in a Diverse Network**
TORLAK Ö., ÖZMEN M., TİLTAY M. A., İŞLEK M. S., AY U.
2017 Association for Consumer Research Conference, Duluth, MN, United States Of America, 26 - 29 October 2017, vol.45, pp.1062
- III. **Dini Bir Ritüel Olarak Kurban Bayramı: Türkiye Bağlamında Tüketici Deneyimleri**
TORLAK Ö., ÖZMEN M., TİLTAY M. A., AY U., İŞLEK M. S.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.877-882
- IV. **The Journey of Marketing: From East to West and Back”**
ERDOĞAN B. Z., TORLAK Ö., ÖZMEN M., İŞLEK M. S.
8th Global Islamic Marketing Conference, 3 - 05 May 2017
- V. **A Qualitative Content Analysis on Complaints of Mass Transportation Customers: A Municipality Case from Turkey**
ÖZMEN M., Paksoy M.
21st World Business Congress, Helsinki, Finland, 4 - 08 July 2012, vol.21, pp.453-455
- VI. **A Study about the Relationships Between Being Market Maven and Buying Decision Difficulty Factors**
Torlak O., ÖZMEN M.
16th World Business Congress, Maastricht, Netherlands, 4 - 08 July 2007, vol.16, pp.191-196

Metrics

Publication: 18

Citation (WoS): 40

Citation (Scopus): 53

H-Index (WoS): 3

H-Index (Scopus): 3