



# AYŞEN COŞKUN ÇELEN

## ASSOC. PROF.

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07070 Konyaaltı/ANTALYA

### International Researcher IDs

ORCID: 0000-0001-8137-2292

Publons / Web Of Science ResearcherID: L-7469-2013

ScopusID: 57211252371

Yoksis Researcher ID: 15983



### Learning Knowledge

Doctorate  
2013 - 2015

Selcuk University, Institute Of Social Sciences, İşletme, Turkey

Doctorate  
2011 - 2013

Istanbul University, Institute Of Social Sciences, Pazarlama, Turkey

Postgraduate  
2009 - 2011

Nevşehir Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme, Turkey

Undergraduate  
2007 - 2008

Universidad de Oviedo Instituto Universitario de la Empresa, Empresariales, Spain

Undergraduate  
2004 - 2008

Ege University, Faculty Of Economics And Administrative Sciences, İşletme, Turkey

### Foreign Languages

Spanish, C1 Advanced

English, C1 Advanced

### Dissertations

Doctorate, Yeşil satın alma niyetini belirleyen psikografik faktörler: Düşük ilgilenimli ürün örneği, Selcuk University, Sosyal Bilimler Enstitüsü, İşletme, 2015

Postgraduate, Üreticilerin tersine lojistik faaliyetlerini etkileyen faktörler: Beyaz eşya sektöründe bir uygulama, Nevşehir Üniversitesi, Sosyal Bilimler Enstitüsü, İşletme, 2011

## Academic Titles / Tasks

Associate Professor 2020 - Continues	Akdeniz University, Faculty of Applied Sciences, Department of Marketing
Associate Professor 2022 - 2023	Central Queensland University
Assistant Professor 2016 - 2020	Akdeniz University, Faculty of Applied Sciences, Department of Marketing
Research Assistant 2009 - 2016	Nevşehir Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme
Other 2014 - 2015	Deakin University, Deakin Business School, Marketing
Other 2010 - 2011	Universidad de Oviedo Instituto Universitario de la Empresa, Facultad De Economía Y Empresa, Empresariales

## Supported Projects

1. Coşkun Çelen A., TUBITAK Project, Exploring food banks stakeholders' activities: A case study, 2022 - 2023
2. Coşkun Çelen A., Zerenler M., Project Supported by Other Official Institutions, Determining psychographic factors that effects green purchase behavior: An example of a low-involvement product , 2014 - 2015

## Scholarships

2219 Yurtdışı doktora sonrası araştırma bursu, TUBITAK, 2022 - 2023  
Erasmus, Other Government Agencies, 2017 - 2017  
2214-A Yurtdışı doktora sırası araştırma bursu, TUBITAK, 2014 - 2015  
Lisansüstü araştırma bursu, YOK, 2010 - 2010  
Erasmus, Other Government Agencies, 2007 - 2008

## Jury Memberships

Post Graduate, Abdullah Alkan Tez Savunma Jürisi, Akdeniz Üniversitesi, December, 2019  
Post Graduate, Tez savunma, Tokat Gaziosmanpaşa Üniversitesi, May, 2019  
Post Graduate, Yüksek Lisans Tez Savunması, Akdeniz Üniversitesi, June, 2018

## Published journal articles indexed by SCI, SSCI, and AHCI

- 1. Altruistic and collectivistic values as the antecedents of surplus food donation intention**  
Habib M. D., Filimonau V., Coşkun A., Wang L., Ermolaev V. A.  
SOCIO-ECONOMIC PLANNING SCIENCES, vol.90, no.December, pp.1-10, 2023 (SSCI)
- 2. Like grandmother, like mother, like daughter? Intergenerational influence on consumer intention to reduce food waste**  
Filimonau V., Coşkun A., Yetkin Özbük R. M., Ermolaev V. A.  
JOURNAL OF CLEANER PRODUCTION, vol.416, pp.137920, 2023 (SCI-Expanded)
- 3. The impact of COVID-19 on food management in households of an emerging economy**  
Yetkin Özbük R. M., Coşkun A., Filimonau V.  
Socio-Economic Planning Sciences, vol.82, 2022 (SCI-Expanded)
- 4. Restaurant management and food waste reduction: factors affecting attitudes and intentions in restaurants of Spain**  
Filimonau V., Coşkun A., Derqui B., Matute J.  
INTERNATIONAL JOURNAL OF CONTEMPORARY HOSPITALITY MANAGEMENT, vol.34, no.3, pp.1177-1203, 2022 (SSCI)
- 5. 'I waste food but this is not my fault!': Exploring the drivers of plate waste in foodservices of Turkey through the prism of neutralisation theory**  
Coşkun A., Filimonau V.  
JOURNAL OF CLEANER PRODUCTION, vol.329, pp.129695, 2021 (SCI-Expanded)
- 6. What influences consumer food waste behavior in restaurants? An application of the extended theory of planned behavior**  
Coşkun A., Yetkin Özbük R. M.  
WASTE MANAGEMENT, vol.117, pp.170-178, 2020 (SCI-Expanded)
- 7. Factors affecting food waste at the downstream entities of the supply chain: A critical review**  
Yetkin Özbük R. M., Coşkun A.  
JOURNAL OF CLEANER PRODUCTION, vol.244, 2020 (SCI-Expanded)

## Articles Published in Other Journals

- 1. Pro-environmental purchase intentions in a low-involvement context: the role of myopia and apathy**  
Coşkun A., Polonsky M., Vocino A.  
Journal of Global Responsibility, vol.14, no.3, pp.310-336, 2023 (Scopus)
- 2. Hanehalkında atık gıda ölçümünde kullanılan yöntemlerin sınıflandırılması**  
Coşkun A.  
Pazarlama İlgörüsü Üzerine Çalışmalar, vol.3, no.2, pp.35-47, 2019 (Peer-Reviewed Journal)
- 3. Restoranlardaki atık gıda oluşum sebeplerinin hizmet planı üzerinden incelenmesi**  
Coşkun A., Yetkin Özbük R. M.  
Business and Management Studies: An International Journal, vol.7, no.5, pp.2556-2576, 2019 (Peer-Reviewed Journal)
- 4. Hanehalkında atık gıda ölçümünde kullanılan yöntemlerin sınıflandırılması**  
Coşkun A.  
Pazarlama İlgörüsü Üzerine Çalışmalar, vol.3, no.2, pp.35-47, 2019 (Peer-Reviewed Journal)
- 5. Environmental segmentation: young millennials' profile in an emerging economy**  
Coskun A., Yetkin Özbük R. M.  
Young Consumers, vol.20, no.4, pp.359-379, 2019 (Scopus)
- 6. Cebimizdeki Değerli Çöp – Cep Telefonu Atıklarında Genişletilmiş Üretici Sorumluluğu**  
COŞKUN A.  
Pazarlama İlgörüsü Üzerine Çalışmalar, vol.2, no.1, pp.35-45, 2018 (Peer-Reviewed Journal)
- 7. Mediating effect of environmental orientation on pro-environmental purchase intentions in a low-involvement product situation**

- Coskun A., Vocino A., Polonsky M.  
AUSTRALASIAN MARKETING JOURNAL, vol.25, no.2, pp.115-125, 2017 (ESCI)
8. **Fırsat Sitelerinde Tüketici E-Sadakatini Etkileyen Faktörlerin Belirlenmesi**  
Öztürk S., COŞKUN A., Dirsehan T.  
Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi, no.7, pp.217-239, 2012 (Peer-Reviewed Journal)
  9. **Drivers of reverse logistics activities an empirical investigation**  
ÇOŞKUN A., AKDOĞAN M. Ş.  
Procedia-Social and Behavioral Sciences, vol.58, pp.1640-1649, 2012 (Peer-Reviewed Journal)
  10. **The Effects of Consumer Ethnocentrism and Consumer Animosity on the Re-Purchase Intent: The Moderating Role of Consumer Loyalty**  
Akdoğan M. Ş., Özgener Ş., Kaplan M., COŞKUN A.  
Emerging Markets Journal, no.2, pp.1-12, 2010 (Peer-Reviewed Journal)

## Books & Book Chapters

1. **Sürdürülebilir Pazarlama**  
Coşkun A.  
in: Yeni Nesil Pazarlama Yaklaşımları - Vaka Analizleri İle -, Aysun Kahraman, Esra Güven, Editor, Gazi Yayın Dağıtım, Ankara, pp.1, 2019
2. **Turkey's Antalya International Airport: Obtaining Green Organization Certification**  
COŞKUN A., AKAR N.  
in: Green Behavior and Corporate Social Responsibility in Asia, Quoquab, F. & Mohammed, J., Editor, Emerald Publishing Limited, West Yorkshire, pp.81-88, 2019
3. **WWF Turkey's Green Office Initiatives**  
COŞKUN A., AKAR N.  
in: Green Behavior and Corporate Social Responsibility in Asia, Quoquab, F. & Mohammed, J., Editor, Emerald Publishing Limited, West Yorkshire, pp.47-55, 2019
4. **Yeşil Tüketici Davranışı ve Sosyoloji**  
COŞKUN A.  
in: Pazarlama ve Sosyoloji: İşletme ve Toplum İlişkisi, Ünsalan, M., Editor, Beta Basım Yayım Dağıtım, Ankara, pp.1, 2019
5. **A Review of Factors Affecting Turkish Consumer Behaviour**  
DÖRTYOL İ. T., COŞKUN A., KİTAPCI O.  
in: Marketing Management in Turkey (Marketing in Emerging Markets), Selcen Ozturkcan , Elif Yolbulan Okan, Editor, Emerald Publishing Limited, West Yorkshire, pp.105-139, 2018
6. **A fuzzy multi-criteria evaluation based analysis of servicescape quality in hotel industry**  
Yalçın N., COŞKUN A., Bora B.  
in: Academic Research In Social, Human and Administrative Sciences, Tanrıtanır, Bülent, Cercis; Özer, Sevilay, Editor, Gece Kitaplığı, Ankara, pp.93-112, 2018
7. **Understanding green attitudes**  
COŞKUN A.  
in: Driving Green Consumerism Through Strategic Sustainability Marketing, Quoquab, F., Thurasamy, R. & Mohammad, J., Editor, Igi Global Publications, Hersey, pp.1-16, 2017

## Refereed Congress / Symposium Publications in Proceedings

1. **How to co-create value with urban farming: Case studies from Sidney**  
Coşkun Çelen A., Çelen G.  
Yerel Yönetimler, Gıda Güvencesi ve Kentsel Tarım: Küresel ve Ulusal Seçenekler, İstanbul, Turkey, 16 - 17

November 2023, pp.1

2. **How sustainable is your menu? Designing and assessing an interactive artefact to support chefs' sustainable recipe- planning practices**  
Coşkun A., Genç H. U., Coşkun A.  
6th ACM SIGCAS/SIGCHI Conference on Computing and Sustainable Societies, Cape-Town, South Africa, 16 - 19 August 2023, pp.90-98
3. **Who goes hungry in Australia? Profiling food insecure individuals during COVID-19**  
Coşkun A., Amarakoon U.  
Australian and New Zealand Marketing Academy , Perth, Australia, 5 - 07 December 2022, pp.609-612
4. **Elektronik Atık Geri Dönüşüm Davranışının Motivasyon-Yetenek-Fırsat Modeli ile İncelenmesi**  
Yavuz M., Coşkun A.  
2. Business and Organization Conference, İzmir, Turkey, 4 - 06 September 2019, pp.304-305
5. **"Bir varmış bir yokmuş" - Dijital hikaye anlatımının pazarlama eğitiminde kullanılması**  
COŞKUN A.  
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.1-25
6. **Muhasebe eğitiminde inovasyon: Dijital hikaye anlatımı**  
Coşkun-Arslan M., COŞKUN A.  
36. Türkiye Muhasebe Eğitimi Sempozyumu, Antalya, Turkey, 3 - 07 May 2017, pp.1-25
7. **Daha Kişiselleştirilmiş Kararlar" - İnteraktif Tüketici Karar Yardımcılarının Kullanımının Tespiti**  
ÇOŞKUN A., DÖRTYOL İ. T.  
21. Pazarlama Kongresi, Kütahya, Turkey, 26 - 28 October 2016, pp.1
8. **A tale of two goods, green verses non-green: The effects of apathy and myopia on purchase intentions**  
COŞKUN A., Polonsky M., Vocino A.  
American Marketing Association Marketing & Public Policy Conference, California, United States Of America, 23 - 25 June 2016, pp.1
9. **The mediated effect of environmental orientation on green purchase intentions a low-involvement product situation**  
COŞKUN A., Vocino A., Polonsky M.  
Global Innovation and Knowledge Academy, Valencia, Spain, 21 - 23 March 2016, pp.1
10. **Integrating apathy and myopia into a green purchase intentions model for low involvement products**  
COŞKUN A., Polonsky M., Vocino A.  
Australian and New Zealand Marketing Academy Conference, Sydney, Australia, 30 November - 02 December 2015, pp.1
11. **The role of pscographic variables on green purchase intentions for a low involvement product**  
COŞKUN A.  
Australian and New Zealand Marketing Academy Conference, Brisbane, Australia, 29 - 30 November 2014, pp.10
12. **Barriers to Reverse Logistics Activities in SMEs: The Case of Nevşehir**  
COŞKUN A.  
International Entrepreneurship Congress, İzmir, Turkey, 27 - 29 April 2011, pp.13-23
13. **Kültür Turizmi Açısından Kapadokya Destinasyonunun Algılanan İmajı**  
Çoban S., Güllü K., COŞKUN A., Dalkılıç F.  
14. Ulusal Pazarlama Kongresi, Yozgat, Turkey, 14 - 17 October 2009, pp.405-416

## Academic and Administrative Experience

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2018 - Continues	<b>Farabi Program Institutional Coordinator</b>	Akdeniz University, Faculty of Applied Sciences, Department of Marketing
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2016 - 2021	<b>Deputy Head of Department</b>	Akdeniz University, Faculty of Applied Sciences, Department of Marketing
2016 - 2019	<b>Board Member</b>	Akdeniz University, Faculty of Applied Sciences
2009 - 2010	<b>Erasmus Program Institutional Coordinator</b>	Nevşehir Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme

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## Courses

Stratejik Sosyal Pazarlama, Doctorate, 2019 - 2020  
İleri Pazarlama Araştırmaları, Doctorate, 2019 - 2020  
Pazarlama Araştırması I, Undergraduate, 2019 - 2020, 2018 - 2019  
Tüketici Davranışları, Undergraduate, 2018 - 2019, 2017 - 2018  
Pazarlama Araştırmalarında Çok Değişkenli Veri Analizi, Postgraduate, 2017 - 2018  
Pazarlama Araştırmaları, Undergraduate, 2017 - 2018, 2016 - 2017  
Bilimsel Araştırma Yöntemleri ve Etik, Postgraduate, 2017 - 2018  
Hizmet Pazarlaması Yönetimi, Postgraduate, 2016 - 2017  
Pazarlama Araştırmaları, Undergraduate, 2016 - 2017  
Marka ve İmaj Yönetimi, Undergraduate, 2016 - 2017  
Pazarlamada Çok Değişkenli Veri Analizi, Postgraduate, 2016 - 2017  
Hizmet Pazarlaması, Postgraduate, 2016 - 2017  
Pazarlama Araştırmalarında Veri Analizi, Undergraduate, 2015 - 2016  
Hizmet ve İlişkisel Pazarlama, Undergraduate, 2015 - 2016

## Advising Theses

COŞKUN ÇELEN A., Gönüllü Sadelik: Kentten Köye Göç Eden Bireylerde Yeni Bir Tüketim Deneyimi, Postgraduate, S.Makul(Student), 2020  
COŞKUN ÇELEN A., Müzelerde Teknolojik Uygulamaların Benimsenme Niyetinin Genişletilmiş Teknoloji Kabul Modeli İle İncelenmesi, Postgraduate, U.Öncül(Student), 2020  
COŞKUN ÇELEN A., 'Gönüllü Sadelik Hareketini Benimsemiş Ailelerin Tüketim Alışkanlıklarındaki Değişimler, Postgraduate, C.Kızıldereli(Student), 2020

## Activities in Scientific Journals

Pazarlama İlgörüsü Üzerine Çalışmalar, Publication Committee Member, 2017 - Continues

## Memberships / Tasks in Scientific Organizations

Academy of Marketing Science, Member, 2016 - 2017

## Scientific Refereeing

Thinking , Scientific / Professional Book Published by Renowned Publishing Houses, September 2018  
3. Lisansüstü İşletme Öğrencileri Sempozyumu, Other Journals, March 2018  
AMA Summer Academic Conference, Other journals, March 2018

EMAC Annual Conference. , Other journals, February 2018  
Business and Management: An International Journal, Other Indexed Journal, December 2017  
Journal of Retailing and Consumer Services , Journal Indexed in SSCI, May 2017  
Academy of Marketing Conference, Other journals, February 2016  
World Social Marketing Conference , Other journals, December 2015  
Tourism Management, Journal Indexed in SSCI, August 2014

## Mobility Activity

Erasmus Programme, Lecturing, Universidad de Oviedo Instituto Universitario de la Empresa, Spain, 2017 - 2017

## Metrics

Publication: 37  
Citation (WoS): 219  
Citation (Scopus): 202  
H-Index (WoS): 7  
H-Index (Scopus): 6

## Congress and Symposium Activities

BOR conference, Attendee, İzmir, Turkey, 2019  
8. Pazarlama Araştırmalarında Alternatif Yöntemler Sempozyumu, Attendee, İstanbul, Turkey, 2018  
23. Pazarlama Kongresi, Attendee, Kocaeli, Turkey, 2018  
22. Pazarlama Kongresi, Attendee, Trabzon, Turkey, 2017  
36. Muhasebe Eğitimi Sempozyumu, Attendee, Antalya, Turkey, 2017  
21. Pazarlama Kongresi, Attendee, Kütahya, Turkey, 2016  
AMA Marketing&Public Policy Conference, Attendee, California, United States Of America, 2016  
GIKA, Attendee, Valencia, Spain, 2016  
Australia and New Zealand Marketing Academy Conference, Attendee, Brisbane, Australia, 2014  
8th International Strategic Management Conference, Attendee, Barcelona, Spain, 2012  
International Entrepreneurship Congress, Attendee, İzmir, Turkey, 2011  
13. Pazarlama Kongresi, Attendee, Yozgat, Turkey, 2009

## Research Areas

Social Sciences and Humanities, Management, Marketing

## Non Academic Experience

Central Queensland University  
Deakin University  
Universidad de Oviedo