

**Assoc. Prof. RAİFE MELTEM
YETKİN ÖZBÜK**



Personal Information

Office Phone: [+90 242 227 4400](tel:+902422274400) Extension: 3521

Fax Phone: [+90 242 227 2078](tel:+902422272078)

Email: rmyetkin@akdeniz.edu.tr

Web: <https://avesis.akdeniz.edu.tr/rmyetkin>

Address: Akdeniz Üniversitesi, Uygulamalı Bilimler Fakültesi, Pazarlama Bölümü, 07070 Konyaaltı/Antalya



International Researcher IDs

ORCID: 0000-0002-2014-1850

Publons / Web Of Science ResearcherID: I-7163-2017

Yoksis Researcher ID: 163405

Education Information

Doctorate, Akdeniz University, Institute of Social Sciences, Institute of Social Sciences, Turkey 2012 - 2017

Postgraduate, Middle East Technical University, Graduate School Of Natural And Applied Sciences, Endüstri Mühendisliği, Turkey 2008 - 2012

Undergraduate, Middle East Technical University, Faculty Of Economic And Administrative Sciences, Department Of Business Administration, Turkey 2003 - 2008

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Online Yorumda Ürün Kullanım Süresinin Algılanan Fayda Üzerindeki Etkileri, Akdeniz University, Business Administration, 2017

Postgraduate, Location Analysis of the Mobile/24 Emergency Service Vehicles of a Case Company, Middle East Technical University, Graduate School Of Natural And Applied Sciences, Endüstri Mühendisliği, 2012

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Associate Professor, Akdeniz University, Faculty Of Applied Sciences, Department Of Marketing, 2022 - Continues

Assistant Professor, Akdeniz University, Faculty Of Applied Sciences, Department Of Marketing, 2018 - 2022

Research Assistant, Akdeniz University, Faculty of Economics and Administrative Sciences, Department of Business, 2013 - 2017

Research Assistant, Yildiz Technical University, Graduate School Of Natural And Applied Sciences, 2012 - 2013

Research Assistant, Middle East Technical University, Faculty Of Economic And Administrative Sciences, Department Of Business Administration, 2009 - 2012

Academic and Administrative Experience

Head of Department, Akdeniz University, Faculty of Applied Sciences, Department of Marketing, 2022 - Continues

Deputy Head of Department, Akdeniz University, Faculty of Applied Sciences, Department of Marketing, 2022 - Continues

Courses

Marketing Research I, Undergraduate, 2022 - 2023

Sosyal Bilimlerde İleri Araştırma Yöntemleri I, Doctorate, 2022 - 2023

Sosyal Bilimlerde İstatistik, Postgraduate, 2021 - 2022

Fiyatlandırma Stratejileri, Undergraduate, 2017 - 2018

Endüstriyel Pazarlama, Undergraduate, 2017 - 2018

Üretim Yönetimi, Undergraduate, 2018 - 2019

ÜRETİM YÖNETİMİ, Undergraduate, 2017 - 2018

Advising Theses

Yetkin Özbük R. M., Coğrafi işaretli yiyecek ürünlerine yönelik satın alma niyetinin ve ödeme istekliliğinin araştırılması, Postgraduate, D.ULUÇAY(Student), 2024

Yetkin Özbük R. M., Müşterilerin restoranlarda oluşturduğu atık gıdaya ilişkin garsonların suçluluk duygusu üzerine karma bir araştırma, Postgraduate, A.TAŞKIN(Student), 2022

Yetkin Özbük R. M., Instagram gönderilerinin analizi: Butik oteller üzerine bir çalışma, Postgraduate, E.BELEVİ(Student), 2022

Yetkin Özbük R. M., Türkiye'de omni kanal perakendecilik: Bir içerik analizi çalışması, Postgraduate, B.OKTAY(Student), 2021

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Unpacking Sustainable Packaging Through the Stimulus-Organism-Response Model: A Systematic Literature Review**
Kıymahoğlu A., Yetkin Özbük R. M., Aydın Ünal D., Dirlik O., Akar N.
SAGE OPEN, vol.14, no.4, pp.1-23, 2024 (SSCI)
- II. **Coalescence of CSR and happiness for corporate sustainability: a systematic review of literature**
Kıymahoğlu A., Yetkin Özbük R. M.
MANAGEMENT DECISION, vol.62, no.2, pp.614-642, 2024 (SSCI)
- III. **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)
- IV. **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)

- V. **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)
- VI. **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)
- VII. **Multiple criteria decision making in hotel location: Does it relate to postpurchase consumer evaluations?**
AKSOY Ş., Yetkin Ozbuk M.
TOURISM MANAGEMENT PERSPECTIVES, vol.22, pp.73-81, 2017 (SSCI)

Articles Published in Other Journals

- I. **Omnichannel retailing in Türkiye: A content analysis study**
Oktay Bayhan B., Yetkin Özbük R. M.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.17, no.2, pp.341-368, 2024 (Peer-Reviewed Journal)
- II. **COVID-19 pandemisinin ürün değerlendirmeleri üzerindeki etkileri**
YETKİN ÖZBÜK R. M.
Business Management Studies: An International Journal (BMIJ), vol.8, no.3, pp.3471-3494, 2020 (Peer-Reviewed Journal)
- III. **Çevrimiçi yorumdan algılanan fayda: Ürün kullanım süresinin ve yorumun inandırıcılığının rolü**
YETKİN ÖZBÜK R. M.
Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, no.56, pp.97-122, 2020 (Peer-Reviewed Journal)
- IV. **Segmentation of customers based on behavioral intention to use multi-channel banking and experience**
OKTAY B., YETKİN ÖZBÜK R. M.
Pazarlama İçgörüsü Üzerine Çalışmalar, vol.4, no.1, pp.13-26, 2020 (Peer-Reviewed Journal)
- V. **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)
- VI. **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)
- VII. **Consumer Complaint Behavior: A Literature Review and Research Agenda**
KİTAPCI O., YETKİN ÖZBÜK R. M., SAKARYA A., Sarıyıldız A.
JOURNAL OF APPLIED ECONOMICS AND BUSINESS RESEARCH, vol.9, no.3, pp.141-165, 2019 (ESCI)
- VIII. **Hastanelerin hizmet kalitesi ölçümüne alternatif bir yaklaşım**
AYDIN ÜNAL D., YETKİN ÖZBÜK R. M., AKINCI S.
International Review of Economics and Management, vol.7, no.1, pp.28-48, 2019 (Peer-Reviewed Journal)
- IX. **Emmy ödüllü dizilerde alkol ve sigara ürün yerleştirme uygulamalarının içerik analizi yöntemi ile incelenmesi**
Yaraş E., Yetkin Özbük R. M., Çorlu P.
Kastamonu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.20, no.3, pp.67-84, 2018 (Peer-Reviewed Journal)
- X. **Factors affecting consumers' intention to purchase online**
Yaraş E., Yetkin Özbük R. M., Aydın Ünal D.
İnternet Uygulamaları ve Yönetimi Dergisi, vol.8, no.2, pp.63-74, 2017 (Peer-Reviewed Journal)
- XI. **Examination of the Online Reviews' Perceived Helpfulness: The Review's Possibility of Being Helpful**

and the Number of Helpful Votes Taken

Yetkin Ozbuk M., YARAŞ E., Sen A.

ISTANBUL UNIVERSITY JOURNAL OF THE SCHOOL OF BUSINESS, vol.46, no.2, pp.179-187, 2017 (Peer-Reviewed Journal)

XII. Türkiye’de yayınlanmış olan kamu spotlarının içerik analizi yöntemi ile incelenmesi

Yetkin Özbük R. M., Öz Y.

Business and Economics Research Journal, vol.8, no.3, pp.575-589, 2017 (Peer-Reviewed Journal)

XIII. Elektronik ağızdan ağıza iletişimin pazarlama literatüründeki önemi

Yetkin Özbük R. M., Aksoy Ş.

Akdeniz İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.17, no.35, pp.81-100, 2017 (Peer-Reviewed Journal)

XIV. Advergaming aiming children in Turkey: A content analysis of 65 advergaming

Yetkin Özbük R. M., Aydın Ünal D.

Business and Economics Research Journal, vol.8, no.1, pp.115-130, 2017 (Peer-Reviewed Journal)

XV. Tüketicilerin alışveriş merkezlerine yönelik tutum ve davranışlarına göre kümelenebilirliği

Yaraş E., Yetkin Özbük R. M., Göncü Z. Ü.

International Review of Economics and Management, vol.4, no.2, pp.16-32, 2016 (Peer-Reviewed Journal)

XVI. Multi Criteria Decision Making Methods in Tourism and Hospitality Management Literature

YETKİN ÖZBÜK R. M.

International Journal of Business and Management Studies, vol.5, no.2, pp.521-526, 2016 (Peer-Reviewed Journal)

XVII. Tüketicilerin alışveriş merkezi tercihlerini etkileyen faktörler

Yaraş E., Yetkin Özbük R. M., Göncü Z. Ü.

Sosyal Ekonomik Araştırmalar Dergisi, vol.16, no.32, pp.274-285, 2016 (Peer-Reviewed Journal)

Books & Book Chapters

I. Consumer Behavior in Omnichannel Retailing

YETKİN ÖZBÜK R. M., AYDIN ÜNAL D., Büşra O.

in: Managing Customer Experiences in an Omnichannel World: Melody of Online and Offline Environments in the Customer Journey, Taşkın Dirsehan, Editor, Emerald, Bingley, pp.75-95, 2021

II. Antecedents, Motivations, and Consequences of Electronic Word-of-Mouth Communication for Consumers: A Comprehensive Understanding

YETKİN ÖZBÜK R. M.

in: Leveraging Consumer Behavior and Psychology in the Digital Economy, Norazah Mohd Suki, Norbayah Mohd Suki, Editor, IGI Global, pp.106-132, 2020

III. Doğal Reklamcılık

YETKİN ÖZBÜK R. M., AYDIN ÜNAL D.

in: Yeni Nesil Pazarlama Yaklaşımları - Vaka Analizleri İle -, Aysun Kahraman, Esra Güven, Editor, Gazi Kitabevi, Ankara, pp.255-273, 2019

Refereed Congress / Symposium Publications in Proceedings

I. Restoranlarda müşterilerin atık gıda davranışları sonucunda garsonlarda oluşan suçluluk duygusunun araştırılması

TAŞKIN A., YETKİN ÖZBÜK R. M.

ISARC: 1. International Akdeniz Scientific Research and Innovation Congress, Antalya, Turkey, 04 December 2021

II. Türkiye’de Omni Kanal Perakendecilik: Bir İçerik Analizi Çalışması

OKTAY B., YETKİN ÖZBÜK R. M.

25. Pazarlama Kongresi, Ankara (Çevrimiçi), Turkey, 30 June 2021

III. The effects of the Covid-19 pandemic period on the fast-food industries’ communication in social

media: The comparison of Turkey and Latvia

Blauberga I., YETKİN ÖZBÜK R. M., Süssler Ö.

Global Conference on Services and Retail Management (GLOSERV 2021), Florida (Virtual Presentation), United States Of America, 10 - 13 May 2021, pp.1

IV. A Comprehensive Examination of the Omnichannel Concept with Keyword Analysis

YETKİN ÖZBÜK R. M.

International Scientific Researches Congress, Gümüşhane, Turkey, 3 - 05 December 2020, pp.505-520

V. Consumer Clusters Based on Health and Price Consciousness

ÖZ Y., YETKİN ÖZBÜK R. M.

International Academic Research Conference on Marketing & Tourism, Paris, France, 1 - 03 July 2016, pp.1-6

VI. Advergaming: Online privacy of children in Turkey

YETKİN ÖZBÜK R. M., AYDIN ÜNAL D.

2nd International Conference on Contemporary Marketing Issues, Atina, Greece, 18 - 20 June 2014, pp.1094-1101