

**CONTACT**

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**ACADEMIC POSITIONS**

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- Current: Professor of Marketing, **Karabuk University**
- 2022-2023: Exchange Scholar, **Arizona State University**, School of Social Work
- 2018-present: Associate Professor of Marketing, Chair of Production Management and Marketing Department, **Karabuk University**: tenure granted.
- 2016-2017: Associate Dean, Safranbolu Faculty of Tourism, Karabuk University
- 2015-2016: Postdoctoral Researcher, Assistant Professor, **Waikato University**, Waikato Management School.
- 2014-2015: Head of Department, Faculty of Business, Department of Business Administration, **Karabuk University**
- 2014-2018: Assistant Professor, Karabuk University, Head of Business Administration Department
- 2012-2014: Visiting Scholar, **University of Southern California**, Marshall Business School

**EDUCATION**

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Eskişehir Osmangazi University

- Ph.D. in Business with a specialization in marketing 2010-2014
- M.S. 2007-2010 Marketing
- B.A. 2003-2007 Business Administration

## AWARDS, FELLOWSHIPS, AND GRANTS

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### *Research Grants*

2022 - Current - The Scientific and Technological Council of Turkey (TUBITAK) 2219 Grant Program, (Turkish equivalent to U.S. Fulbright scholarship), **Research title:** The therapeutic dimension of death-related status consumption: A mixed method study.

2015-2016 - The Scientific and Technological Council of Turkey (TUBITAK) 2219 Grant Program. **Research title:** Use of Videography and Visual Methods for Understanding Consumer Behavior.

2012 – 2014 - Turkish Higher Education Council, **Research title:** Voluntary Simplicity in the Final Rite of Passage: Death.

### *Research Projects*

2022 – 2023 - The Scientific and Technological Council of Turkey (TUBITAK) 3005 Social and Human Sciences Innovative Solutions Research Projects Support Program, **Research title:** Examining the Decreasing Demand for Business Departments through the Mediating Role of Recommendation Intention: A Proposed Model.

## PROFESSIONAL AFFILIATIONS

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American Academy of Advertising

Turkish Marketing and Marketing Research Association

## PUBLICATIONS (INDICATES SHARED FIRST AUTHORSHIP)

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### *Peer-reviewed publications in reverse chronological order*

**Cengiz, H.**, Akdemir Cengiz, H., (2023), Tourists' need for uniqueness and ethnic food purchase intention: A moderated serial mediation analysis exploring food neophilia and ethnic food involvement as mediators and independent self-construal as moderator. *Appetite*. 5-year impact factor: 5.4

**Cengiz, H.**, Senel M., (2023). The effect of perceived scarcity on impulse buying intention in a fast fashion context: A mediating and multi-group analysis. *Journal of Fashion Marketing and Management*. 5-year impact factor: 4.8

**Cengiz, H.**, Cacciatore, J., (Forthcoming), Status consumption as a means coping with fear of death: The mediating role of death avoidance and the moderating role of materialism, *Death Studies*. 5-year impact factor: 3.8

Barin A., **Cengiz H.**, (2023) (Under review-first round). How does body appreciation affect maladaptive consumption through fashion clothing involvement? A multi-group analysis of gender. *Journal of Fashion Marketing and Management*. 5-year impact factor: 4.8

**Cengiz H.**, Torlak, Ö., (2021). Death-related status consumption: Scale development and validation, *Journal of Death & Dying* 87(1). 5-year impact factor: 2.2

**Cengiz H.**, Torlak Ö. (2018). Investigating the demographics and behavioral characteristics associated with voluntary simplicity lifestyles in a developed and developing country: A comparison between US and Turkish Simplifiers. *Global Business Review*, 22(1). 5-year impact factor: 2.4

**Cengiz H.** (2017). Effect of the need for popularity on purchase decision involvement and impulse buying behavior concerning fashion clothing. *Journal of Global Fashion Marketing*, 8(2), 113-124 3. 5-year impact factor: 3.2.

**Cengiz H.**, Fidan Y. (2017). Comparing alternative service quality scales: An investigation using confirmatory factor analysis in a health care setting. *Services Marketing Quarterly*, 38(1), 15-22.

**Cengiz H.**, Akdemir-Cengiz H. (2016). Review of brand loyalty literature: 2001-2015. *Journal of Research in Marketing*, 6(1), 407-434 5.

Torlak Ö, Özkara B. Y., Tiltay M. A., **Cengiz H.**, Dülger M. F. (2014). The effects of electronic word of mouth on brand image and purchase intention: An application concerning cellular phone brands. *Journal of Marketing Development and Competitiveness*, 8(2).

*Peer-reviewed publications (in the Turkish language)*

Kır, E. ve **Cengiz, E.** (2022). Türk Evlilik Törenlerinde Gösterişçi Tüketim Motivasyonlarının İncelenmesi: Yeni Evli Kadınlar Üzerine Nitel Bir Araştırma, *Tüketici ve Tüketim Araştırmaları Dergisi*, 14(2), 555-596, Doi: 10.15659/ttad.14.2.160

**Cengiz H.**, Şenel Mehmet (2017). Investigating consumer motivations in the purchase of organic foods using the Zaltman metaphor elicitation technique. *Karabük Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 7(1)

**Cengiz H.**, Başaran Sinan (2016). Evaluating consumer experiences of cellphone users: a netnography of online consumer reviews. *Tüketici ve Tüketim Araştırmaları Dergisi*, 8(1)

**Cengiz H.**, Özkara Behçet Yalın (2016). The effects of materialism, self-congruity, individualism on attitudes toward and intention to share personalized advertisement on social network sites. *Business and Management Studies: An International Journal*, 4(1).

**Cengiz H.**, Karaarslan Mustafa Halid, Akçalan Elif, Malkoç Engin (2016). Exploring motivations for spreading brand-related content in social network sites: the case of Facebook. *İnsan ve toplum bilimleri araştırmaları dergisi*, 5(3).

**Cengiz H.**, (2016). Kamuoyu Kimin Oyu? *İnsan ve Toplum Bilimleri Araştırması Dergisi*, Cilt: 5 4, 1229-1235

## CONFERENCE PRESENTATIONS

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Paşalıoğlu, H., **Cengiz, H.** (2019). The impact of consumer lifestyle on electric car purchase intention: The mediating effect of consumer innovativeness, consumer uniqueness, and exploratory consumer buying behaviors. International Congress on Business and Marketing. s. 35-45, Istanbul, TURKEY. (Published in Turkish).

Hayta K. N., **Cengiz H.**, Şenel M. (2018). Antecedents and Consequences of Brand Hate. Business and Organizations Research Conference. Safranbolu – TURKEY. (Published in Turkish).

Safçioğlu U., **Cengiz H.** (2017). The secret power of product review videos: A netnography of commenting behavior on youtube videos. International Congress of Management Economy and Policy (ICOMEPE) Istanbul. (Published in Turkish)

Şenel M., **Cengiz H.** (2017). Exploring Motivations behind tipping behavior as seen through waiters' eyes. ICOMEP/Istanbul. (Published in Turkish).

**Cengiz H.**, Costley C. (2017). Development and validation of a measure of respect in the marketplace. Global Conference on Business and Finance. Las Vegas, NV.

Costley, **Cengiz, H.**, Friend, L., (2016). Revolution Respect, Consumer Culture Theory Conference (CCT), Lille, France, 6 July 2016.

Avcı M., **Cengiz H.** (2016). The importance of perceived entertainment in adoption of mobile marketing applications: a study of QR code applications. ICOMEP 2016 | International Congress of Management Economy and Policy (ICOMEPE) – Istanbul.

**Cengiz H.**, Torlak Ö. (2016). Development and validation of the death-related conspicuous consumption scale. International Journal of Arts & Sciences (IJAS) Rome -ITALY

**Cengiz H.** (2016). Importance of the need for popularity in the consumption context: Investigating relationships between need for popularity materialism status consumption and conspicuous consumption. 17th International Business Economics, Social Science & Humanities Conference SINGAPORE

**Cengiz H.**, Akdemir-Cengiz H., Taş M. (2016). Examining the influence of attitudes toward healthcare staffs and satisfaction with previous visits on operational performance: An empirical study in a health care setting. Manufacturing and Service Operations Management (MSOM) Conference, Auckland – New Zealand

**Cengiz H.**, Rook D. (2013). Voluntary Simplicity in the Final Rite of Passage Death. Consumer Culture Theory Conference, Tucson, Arizona – USA.

Torlak Ö., Özkara B., Tiltay M. A., **Cengiz H.**, Dülger F. (2013). The effects of electronic word of mouth on brand image and purchase intention: An application concerning cellular phone brands. International Journal of Arts and Science Conference, Las Vegas, A.B.D.

## **BOOKS & BOOK CHAPTERS**

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**Cengiz, H.** & Cacciatore, J., (Forthcoming). An Escape from Digital World: Tourism, therapy and consumer well-being, Editor in Chief: Prof. Mahmood Khan, Apple Publishing.

Torlak, Ö., Yılmaz, C., & **Cengiz H.**, (2023). Platform Economy and Business Management, Istanbul Chambers of Commerce Publishing. (Published in Turkish only).

**Cengiz, H.** (2020). Business Environment, in Ulukan, C. (Ed.). Strategic Management. Anadolu University, Open Education Faculty.

**Cengiz, H.** (2017). Web Design, Sales and Marketing in Tiltay, M. A. (Ed). Anadolu University, Open Education Publishing (Published in Turkish only).

**Cengiz, H.** (2017). The need for popularity and consumption: An investigation on conspicuous consumption, status consumption, and materialism, Ekin, Turkey (Published in Turkish only)

**Cengiz, H.**, & Rook, D., (2016) Voluntary Simplicity in the Final Rite of Passage, in Dobscha, S. (Ed.). Death in a consumer culture. (Pp: 147-158) Routledge, Chicago.

## **SELECTED WORK IN PROGRESS**

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**Cengiz, H.** & Cacciatore, J. Experiential avoidance as a mediator in the relationship between regret and compulsive buying behavior in bereaved families. Target Journal: *Journal of Trauma & Loss*.

**Cengiz, H.**, Pouyan, A. & Azdemir, H. The relationship between competitive attitudes and impulsive in-game purchasing behavior: The mediator role of the need for popularity and the moderator role of social competence. Target Journal: *Computers in Human Behavior*.

Özbek, E. & **Cengiz, H.** Investigating the relationships between women's anxiety levels in different menstrual cycles and online impulse buying, online compulsive buying, and physical store orientation. Target Journal: *Journal of Gender Studies*

Pouyan, A., & **Cengiz, H.** Does the consumption and density of organic food by families lead to child obesity? A study on families with preschool-age children. Target Journal: *Food Quality and Preference*.

## **SERVICE TO THE FIELD**

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Editorial Board Member: Probe – Marketing Management (2018 – Current)

Editorial Board Member: Journal of Global Business Insights (JGBI) (2019 – Current)

Ad-Hoc Reviewer: Dozens of International and Turkish Journals (2014 – Current)

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## **INSTITUTIONAL SERVICE**

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Independent External Expert – Turkish National Agency – Erasmus Vocational Education Projects (2018 – 2022)

Continuous Education Center – Assistant Director (2015)

Doctoral Admissions Committee – Karabuk University (2019-2022)

MBA Admissions Committee – Karabuk University (2018)

Undergraduate Scholarship Admission Committee - Turkish Education Foundation (2018)

## **ACADEMIC SEMINARS & WORKSHOPS**

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Facial Expression Analysis in Consumer Research - 21.02.2016 - Waikato Management School – Waikato University – New Zealand.

Videography as an alternative research method in consumer research - 14.04.2016 - Waikato Management School - New Zealand.

Understanding the importance of nonverbal cues in consumption context - 22.11.2017 - University of Piraeus Research Center, Piraeus, Greece.

Choosing Sides in Academia: Navigating the Qualitative vs. Quantitative Divide – 03.03.2019 – Karabuk University – Turkey.

Challenges and insights encountered by a consumer researcher studying the field of death – 08.08.2023 – Arizona State University - United States

## **TEACHING**

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### Graduate:

Consumer Research

Quantitative Research Methods in Social Sciences

Digital Marketing

Consumer Psychology

Qualitative Research Methods

Undergraduate:

Consumer Behavior

Marketing Management

Sales Management

Ethical Marketing