HAKAN CENGIZ *Curriculum Vita*

March 2025

ACADEMIC POSITIONS

2023 -…: Professor of Marketing, **Karabuk University**

2022-2024: Exchange Scholar, **Arizona State University**, School of Social Work

2018-2023: Associate Professor of Marketing, Chair of Marketing Department, **Karabuk University**: tenure granted.

2015-2016: Postdoctoral Researcher, **Waikato University**, Waikato Management School.

2014-2018: Assistant Professor, Faculty of Business, Department of Marketing, **Karabuk University**

2012-2014: Visiting Scholar, **University of Southern California**, Marshall Business School, Department of Marketing

EDUCATION

Eskişehir Osmangazi University

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

AWARDS, FELLOWSHIPS, AND GRANTS

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 – 2024 - 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 Administration Departments through the Mediating Role of Recommendation Intention: A Proposed Model.

PROFESSIONAL AFFILIATIONS

American Academy of Advertising

Turkish Marketing and Marketing Research Association

PUBLICATIONS

Peer-reviewed publications in reverse chronological order

Cengiz, H., Pouyan, A., & Azdemir, H. (2024). Linking gamers' competitive spirit and in-game impulse purchase: The need for popularity as a mediator and social competence as a moderator. *Computers in Human Behavior*. 10.1016/j.chb.2024.108479, 5-*year impact factor: 9.0. SSCI-Q1*

Cengiz H. & Barin A. (2024). 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 SSCI-Q2*

Cengiz, H., Sezgin, K. H., Arpa, R. G., (2024). Appearance vanity or achievement vanity: Which better predicts young consumers' decision-making orientations? *Young Consumers.* 5-year impact factor: 3.5, ESCI/SCOPUS

Cengiz, H., Cacciatore, J., (2024), Status consumption as a means coping with fear of death: The mediating role of death avoidance and the moderating role of materialism, *Psychological Reports*. 5-year impact factor: 2.4, *SSCI-Q2*

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, SSCI-Q1*

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, SSCI-Q2*

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, SSCI-Q2*

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,* ESCI/SCOPUS

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.,* ESCI/SCOPUS

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., ESCI/SCOPUS

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). Conspicuous Consumption Motivations in TurkishWedding Ceremonies: A Qualitative Study on newlywed Women, 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 sıtes. *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

Cengiz, H., (2025). – Invited Speaker - Maladaptive Consumption and Its Contribution to Climate Change: A Consumer Researcher's Perspective. International Conference on "Cross Border Commerce (ICCBC): Impact of Climate Change on Global Business Strategies. Chennai, India. 14-15 February.

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).

Safçıoğlu 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 (ICOMEP) 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 (ICOMEP) – 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

Ürkmezer, M., & **Cengiz, H**., (Forthcoming). Digitalization in Health and Medical Tourism: A Conceptual Evaluation from the Consumer Perspective, Editor in Chief: Prof. Mahmood Khan, Apple Academic Press.

Torlak, Ö., Yılmaz, C., & **Cengiz H.,** (2024). Platform Economy and Business Management, Istanbul Chambers of Commerce Publishing. (Published in Turkish).

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).

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

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

Cengiz, H. & Cacciatore, Does grief avoidance lead to maladaptive consumption: An explanatory sequential mixed-method design. Target Journal: Journal of Consumer Research

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

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 Consumer Psychology.

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.*

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

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)

INSTITUTIONAL SERVICE

Independent External Expert – KOSGEB - 2023

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

Continuous Education Center – Assistant Director – Karabuk University (2015)

Doctoral Admissions Committee – Karabuk University (2019-2022)

MBA Admissions Committee – Karabuk University (2018)

Undergraduate Scholarship Admission Committee - Turkish Education Foundation (2018)

Head of Department – Department of Business Administration – Karabuk University (2014 – 2015)

Head of Department – Production Management and Marketing – Karabuk University (2018 – 2024)

Vide Dean – Safranbolu Tourism Faculty – Karabuk University – 2016 – 2017

ACADEMIC SEMINARS & WORKSHOPS

Facial Expression Analysis in Consumer Research - 21.09.2016 – Waikato Management School – New Zealand.

Videography as an alternative research method in consumer research - 14.08.2016 – Karabuk University – Turkey.

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

Choosing your side in academic research: 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

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