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Education Information

Doctorate, Universite Paris 12, İşletme Bilimleri/Pazarlama, France 2002 - 2008

Postgraduate, Universite Paris 12, İşletme Bilimleri/Üretim Yönetimi Ve Pazarlama, France 2001 - 2002

Undergraduate, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 1995 - 2000

Foreign Languages

French, C1 Advanced

English, C1 Advanced

Research Areas

Social Sciences and Humanities

Academic Titles / Tasks

Research Assistant, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2000 - 2016

Advising Theses

DİNCER C., ABD'DE ANTİDAMPİNG UYGULAMASINDA MEVSİMSEL FİYAT ANALİZİNİN İNCELENMESİ:ANTİDAMPİNG SORUŞTURMASINA TABİ BİR TÜRK ŞİRKETİ ÜZERİNE COHENS D TESTİNE ALTERNATİF BİR YÖNTEM, Postgraduate, A.YEŞİL(Student), 2018

DİNCER C., Adaletsizlik algısının içerik paylaşımı üzerindeki etkileri, Postgraduate, A.VOLKAN(Student), 2017

DİNCER C., Bireysel otomobil müşterilerinin sadakatine etki eden faktörler ve otomotiv pazarında bireysel müşteri sadakati üzerine bir araştırma, Postgraduate, H.BALLI(Student), 2015

DİNCER C., Online customer experience management on vertical markets in Turkey, Postgraduate, S.ÇOMARLI(Student), 2013

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Nexus between Sustainability Reporting and Firm Performance: Considering Industry Groups, Accounting, and Market Measures**
DİNCER B., Keskin A. İ., DİNCER C.
Sustainability (Switzerland), vol.15, no.7, 2023 (SCI-Expanded)
- II. **Social Commerce and Purchase Intention: A Brief Look at the Last Decade by Bibliometrics**
Dincer C., Dincer B.
Sustainability (Switzerland), vol.15, no.1, 2023 (SCI-Expanded)
- III. **Sustainable Communication; Perceived Motivation and Nature of the Commitment**
DİNCER B., DİNCER C.
SUSTAINABILITY, vol.14, no.15, 2022 (SCI-Expanded)
- IV. **Exploring the Impact of Sustainability on Corporate Financial Performance Using Discriminant Analysis**
Keskin A. I., Dincer B., Dincer C.
SUSTAINABILITY, vol.12, no.6, 2020 (SCI-Expanded)

Articles Published in Other Journals

- I. **SÜRDÜRÜLEBİLİRLİK VE FİNANSAL PERFORMANS ARASINDAKİ İLİŞKİNİN BIST100 VE BIST SÜRDÜRÜLEBİLİRLİK ŞİRKETLERİ ARACILIĞIYLA İNCELENMESİ**
Dincer C., Dincer B., Keskin A. I.
Finans Politik ve Ekonomik Yorumlar Dergisi, vol.58, no.658, pp.157-179, 2021 (Peer-Reviewed Journal)
- II. **The Effect of Tax Communication on Taxpayers Attitude**
DİNCER B., DİNCER C.
International Journal of Academic Research in Business and Social Sciences, vol.8, no.12, pp.1137-1143, 2018 (Peer-Reviewed Journal)
- III. **Brand Relations in Social Media: A Research on Turkish Dairy Sector**
DİNCER C., DİNCER B.
International Journal of Academic Research in Business and Social Sciences, vol.8, no.12, pp.1144-1152, 2018 (Peer-Reviewed Journal)
- IV. **Determinants Of Brand Loyalty In Online Communities:A Facebook Evidence**
DİNCER C., DİNCER B.
International Journal of Academic Research in Business and Social Sciences, vol.7, no.11, pp.167-174, 2017 (Peer-Reviewed Journal)
- V. **Corporate Past and Attitude towards Corporate Social Responsibility: Impact on Brand Identity**
DİNCER B., DİNCER C.
International Journal of Academic Research in Business and Social Sciences, vol.7, no.11, pp.227-232, 2017 (Peer-Reviewed Journal)
- VI. **The Role of Corporate Social Responsibility in the Purchase Intention: Evidence from Banking Sector**
DİNCER C., DİNCER B.
International Journal of Academic Research in Business and Social Sciences, vol.7, no.10, pp.119-124, 2017 (Peer-Reviewed Journal)
- VII. **Literature Review on the Use of Technology and Information Systems in SMEs**
DİNCER B., DİNCER C.
International Journal of Academic Research in Business and Social Sciences, vol.6, no.12, pp.678-684, 2016 (Peer-Reviewed Journal)
- VIII. **Communicating Corporate Social Responsibility to Young Consumers Focus Values and Media**
DİNCER C., DİNCER B.
International Journal of Academic Research in Business and Social Sciences, vol.6, no.11, pp.644-653, 2016 (Peer-Reviewed Journal)
- IX. **The Use of Social Media by B2B companies in an Emerging Country Evidence from Turkey**

DİNCER C.

International Journal of Academic Research in Business and Social Sciences, vol.6, no.10, pp.252-261, 2016 (Peer-Reviewed Journal)

X. **Key Factors of Online Customer Satisfaction**

DİNCER C., DİNCER B.

International Journal of Academic Research in Business and Social Sciences, vol.5, no.7, pp.97-111, 2015 (Peer-Reviewed Journal)

XI. **An Overview and Analysis of Marketing Ethics**

DİNCER B., DİNCER C.

International Journal of Academic Research in Business and Social Sciences, vol.4, no.11, pp.151-158, 2014 (Peer-Reviewed Journal)

XII. **Corporate social responsibility decisions: a dilemma for SME executives?**

DİNCER B., DİNCER C.

Social Responsibility Journal, vol.9, no.2, pp.177-187, 2013 (Scopus)

XIII. **Corporate Social Responsibility Communication and Perception Media and Risks**

DİNCER B., DİNCER C.

International Journal of Academic Research in Business and Social Sciences, vol.3, no.4, pp.207-222, 2013 (Peer-Reviewed Journal)

XIV. **Measuring brand social responsibility: A new scale**

DİNCER B., DİNCER C.

Social Responsibility Journal, vol.8, no.4, pp.484-494, 2012 (Scopus)

XV. **Tüketicilerin Alışveriş Merkezi Ziyareti ve Davranışı Üniversite Öğrencileri Üzerine Bir Araştırma**

DİNCER B., DİNCER C.

T. C. Selçuk Üniversitesi, Sosyal ve Ekonomik Araştırmalar Dergisi, vol.15, no.11, pp.317-331, 2011 (Peer-Reviewed Journal)

XVI. **An investigation of Turkish small and medium-sized enterprises online CSR communication**

DİNCER C., DİNCER B.

Social Responsibility Journal, vol.6, no.2, pp.197-207, 2010 (ESCI)

XVII. **DUYGUSALLIK VE BİLİŞSELLİĞİN PLANSIZ SATIN ALMA DAVRANIŞINA ETKİSİ-THE INFLUENCE OF AFFECT AND COGNITION ON IMPULSE BUYING BEHAVIOR**

DİNCER C.

ÖNERİ, vol.9, no.33, pp.153-158, 2010 (Peer-Reviewed Journal)

XVIII. **Rethinking Brands in Emerging Financial Markets**

DİNCER B., DİNCER C.

Celal Bayar Üniversitesi, İİBF, Yönetim ve Ekonomi Dergisi, vol.17, no.1, 2010 (Peer-Reviewed Journal)

XIX. **Corporate Social Responsibility: Future Prospects in the Turkish Context**

DİNCER C., DİNCER B.

Social Responsibility Journal, vol.3, no.3, pp.44-49, 2007 (ESCI)

XX. **The Importance of Environmental Communication: Evidence from Turkey**

DİNCER C., DİNCER B.

Social Responsibility Journal, vol.2, no.2, pp.131-135, 2006 (ESCI)

XXI. **Has Environmental Investment a Marketing Effect in Turkish Banking Industry?**

DİNCER C., DİNCER B.

Social Responsibility Journal, vol.2, no.1, pp.88-95, 2006 (ESCI)

Books & Book Chapters

I. **Dijital Reklam ve Dijital Reklamcılık**

DİNCER C.

in: İşletmecilikte Dijital Dönüşüm, Doç. Dr. İnci Erdoğan Tarakçı, Doç. Dr. Bora Gökteş, Editor, EFE AKADEMİ,

İstanbul, pp.231-248, 2021

- II. **Les Principes du Marketing des Médias Sociaux**
DİNCER C.
Editions Universitaires Europeennes, 2019
- III. **Les Fondements du Marketing Electronique Une recherche sur les Médias Sociaux**
DİNCER C.
Editions Universitaires Européennes, Saarbrücken, 2018
- IV. **Kurumsal Sosyal Sorumluluk ve Kurumsal Çevre Raporlaması; Açıklamalar ve Bir Öneri**
DİNCER C.
in: Kurumsallık Parantezinde Yönetim ve İletişim, Banu Karsak, Editor, Beta, İstanbul, pp.133-169, 2015
- V. **La Musique dans l E publicité**
DİNCER C.
Editions universitaires europeennes, 2010

Refereed Congress / Symposium Publications in Proceedings

- I. **Standardizing Sustainability Communication: Consumer Perception and Effective Strategies**
Dincer C., Dincer B.
20th International Conference on Corporate Social Responsibility, Madrid, Spain, 13 - 16 September 2023, pp.1-11
- II. **Investigating Brand Loyalty via Mobile Commerce**
DİNCER C., DİNCER B.
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-8
- III. **Understanding the Adoption Process of Mobile Commerce andM-Loyalty**
DİNCER C., DİNCER B.
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-7
- IV. **Success in Managing Business Interactions and Communication Era**
DİNCER B., DİNCER C.
14th European Academic Research Conference on Global Business,Economics, Finance Social Sciences, Paris, France, 5 - 07 July 2019, pp.1-8
- V. **Mobile Shopping Adoption: Current Insights and Dimensions**
DİNCER C., DİNCER B.
International Conference on Marketing, Tourism Hospitality, Singapore, Singapore, 27 - 29 July 2018, pp.1-7
- VI. **Public Procurement and Tax Paying; A Vicious Circle or a Good Example**
Dincer B., Dincer C.
19th Asia-Pacific Conference on Global Business, Economics, Finance and Banking, Singapore, Singapore, 27 - 29 July 2018, no.870, pp.1-5
- VII. **Social Media Interactivity, Brands and Engagement**
DİNCER C., DİNCER B.
Ninth European Academic Research Conference on Global Business,Economics, Finance and Social Sciences, Milan, Italy, 30 June - 02 July 2018, pp.1-7
- VIII. **Managing Business Relations, Strategy-Individual Dilemma**
DİNCER B., DİNCER C.
Ninth European Academic Research Conference on Global Business, Economics, Milan, Italy, 30 June - 02 July 2018, pp.1-6
- IX. **Corruption Revisited; A Literature Review**
Dincer B., Dincer C.
Ninth European Academic Research Conference on Global Business, Economics, Finance and Social Sciences , Milan, Italy, 30 June - 02 July 2018, no.867, pp.1-8

- X. **Sosyal Medya; İnteraktivite, Markalar ve Katılım**
Dincer C., Dincer B.
Ninth European Academic Research Conference on Global Business, Economics, Finance and Social Sciences (EAR18Italy Conference), Milan, Italy, 30 June - 02 July 2018, vol.1, no.865, pp.1-7
- XI. **Why We Produce Digital Content? The Social Side of Generating Content On Facebook**
DİNCER C., DİNCER B.
Sixth Middle East Conference on Global Business, Economics, Finance and Banking (ME17Dubai Conference), Dubai, United Arab Emirates, 6 - 08 October 2017
- XII. **Obstacles and Challenges of ICT Adoption by SMEs: Perspective from Istanbul**
DİNCER B., DİNCER C.
Sixth Middle East Conference on Global Business, Economics, Finance and Banking (ME17Dubai Conference), Dubai, United Arab Emirates, 6 - 08 October 2017
- XIII. **INFORMATION TECHNOLOGY USE AND INSIGHT TO THE MANAGEMENT PERCEPTION**
DİNCER B., DİNCER C.
5th Mediterranean Interdisciplinary Forum on Social Sciences and Humanities, MIFS 2017, Barselona, Spain, 18 - 19 May 2017, vol.5, pp.35
- XIV. **INVESTIGATING THE IMPACT OF ONLINE ENVIRONMENTAL STIMULI ON SOCIAL COMMERCE: APPLICATION OF S-O-R MODEL**
DİNCER C., DİNCER B.
5th Mediterranean Interdisciplinary Forum on Social Sciences and Humanities, MIFS 2017, Barselona, Spain, 18 - 19 May 2017, vol.5, pp.34
- XV. **Determinants of AIS Success A Qualitative Research on SME's**
DİNCER B., DİNCER C.
International Conference for Multiple Academic Disciplines (ICMAD17Dubai Conference), Dubai, United Arab Emirates, 27 - 28 May 2017
- XVI. **Investigating the Engagement and Brand Loyalty of Online Brand Community Members in Social Media Platforms**
DİNCER C., DİNCER B.
International Conference for Multiple Academic Disciplines (ICMAD17Dubai Conference), Dubai, United Arab Emirates, 27 - 28 May 2017, pp.1
- XVII. **Return on Investment and Corporate Social Responsibility Paradox Solved**
DİNCER B., DİNCER C.
Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking, İstanbul, Turkey, 15 - 17 December 2016
- XVIII. **Communicating CSR through Social Media A New Lens**
DİNCER C., DİNCER B.
Fifth European Academic Research Conference on Global Business, Economics, Finance and Banking, İstanbul, Turkey, 15 - 17 December 2016
- XIX. **Consumer Responsiveness towards CSR in the Banking Sector**
DİNCER B., DİNCER C.
7th International Conference on Governance Fraud Ethics and Social Responsibility, İstanbul, Turkey, 9 - 11 December 2016
- XX. **History and Heritage Perspective on CSR Communication Do They Really Help**
DİNCER C., DİNCER B.
7th International Conference on Governance Fraud Ethics and Social Responsibility, İstanbul, Turkey, 9 - 11 December 2016
- XXI. **The Use of Social Media by B2B companies in an Emerging Country Evidence from Turkey**
DİNCER C.
International Academic Research Conference on Marketing & Tourism (MTC16Paris Conference), Paris, France, 1 - 03 July 2016

Supported Projects

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, SOSYAL MEDYADA MARKA SADAKATI, 2018 - 2019

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, KOBİ'LER AÇISINDAN İŞ İLİŞKİSİ YÖNETİMİ, ANAHTAR FAKTÖRLERİ ANLAMAK, 2017 - 2019

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, TEKNOLOJİ KULLANIMININ KOBİ FİNANSAL PERFORMANSINA ETKİLERİ, 2016 - 2018

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, SOSYAL MEDYA ÇAĞINDA KULLANICI GÜDÜMLÜ İÇERİK; MARKA VE KULLANICILAR ÜZERİNE ETKİLERİ, 2016 - 2017

DİNCER B., DİNCER C., Project Supported by Higher Education Institutions, FİNANSAL OLMAYAN RAPORLAMANIN FİNANS ÇEVRELERİNCE ALGISI, 2015 - 2017

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, GELİŞMEKTE OLAN ÜLKELERDE, İŞLETMEDEN İŞLETMEYE (B2B) PAZARLARDA SOSYAL MEDYA KULLANIMI: TÜRKİYE ÖRNEĞİ, 2015 - 2016

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, KURUMSAL SOSYAL SORUMLULUK İLETİŞİMİ VE ALGI: MEDYA VE RİSKLER, 2012 - 2014

DİNCER C., DİNCER B., Project Supported by Higher Education Institutions, KURUMSAL SOSYAL SORUMLULUK KARARLARI, KOBİ YÖNETİCİLERİ İÇİN İKİLEM?, 2010 - 2011

Metrics

Publication: 55

Citation (WoS): 11

Citation (Scopus): 101

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H-Index (Scopus): 5