

Res. Asst. DENİZ KUTER

Personal Information

Email: dkuter@gsu.edu.tr

Web: <https://avesis.gsu.edu.tr/dkuter>

International Researcher IDs

ORCID: 0000-0003-1384-6155

Publons / Web Of Science ResearcherID: IQT-5294-2023

Yoksis Researcher ID: 369354

Education Information

Doctorate, Galatasaray University, Sosyal Bilimler Enstitüsü, Turkey 2023 - Continues

Postgraduate, Bogazici University, Institute of Social Sciences, Management, Turkey 2021 - 2023

Undergraduate, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2016 - 2021

Dissertations

Postgraduate, An exploration of online food delivery services and negative electronic word-of-mouth behavior, Bogazici University, Institute of Social Sciences, M.A. in Management, 2023

Research Areas

Marketing

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Amplifying commitment and word-of-mouth in fashion retailing through omni-channel experiences**
AKTURAN U., KUTER D.
International Journal of Retail and Distribution Management, 2024 (SSCI)

Articles Published in Other Journals

- I. **City brand coolness in the eye of the beholder: an extended conceptualization of city brand coolness and its dimensions**
AKTURAN U., KUTER D.
PLACE BRANDING AND PUBLIC DIPLOMACY, 2024 (ESCI)

Scientific Research / Working Group Memberships

Marka Araştırmaları, Galatasaray University, Türkiye, <https://avesis.gsu.edu.tr/arastirma-grubu/mar/hakkimizda>, 2021 - Continues

Perakende Arařtırmaları, Galatasaray University, Türkiye, <https://avesis.gsu.edu.tr/arastirma-grubu/perar>, 2021 - Continues

Metrics

Publication: 2