

## Res. Asst. DENİZ KUTER

### Personal Information

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### International Researcher IDs

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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

- Amplifying commitment and word-of-mouth in fashion retailing through omni-channel experiences**  
AKTURAN U., KUTER D.  
International Journal of Retail and Distribution Management, vol.52, no.6, pp.706-720, 2024 (SSCI)

### Articles Published in Other Journals

- 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, vol.20, no.3, pp.293-305, 2024 (ESCI)

### Scientific Research / Working Group Memberships

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

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

## **Metrics**

Publication: 2