

## Assoc. Prof. NİLŞAH CAVDAR AKSOY

### Personal Information

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### Biography

Nilşah Cavdar Aksoy is an Associate Professor of Marketing at Galatasaray University. She received her Ph.D. in Marketing from Gebze Technical University in 2021. Her research interests include consumer behavior, digital marketing, and tourism marketing. Her research articles have been published in The Service Industries Journal, Journal of Marketing Management, Journal of Product & Brand Management, Marketing Letters, Appetite, Tourism Economics, and in numerous Turkish-language scholarly journals.

### Research Areas

Social Sciences and Humanities, Marketing

### Academic Titles / Tasks

Assistant Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2022 - Continues  
Research Assistant, Gebze Technical University, Faculty Of Business Administration, Department Of Business Administration, 2017 - 2021

### Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Employees' online brand advocacy behaviors as a response to justice and emotion**  
Cavdar Aksoy N., Yazici N., Duzenci A.  
JOURNAL OF PRODUCT & BRAND MANAGEMENT, vol.32, no.6, pp.878-891, 2023 (SSCI)
- II. **Does justice affect brand advocacy? Online brand advocacy behaviors as a response to hotel customers' justice perceptions**  
CAVDAR AKSOY N., Yazici N.  
Journal of Retailing and Consumer Services, vol.73, 2023 (SSCI)
- III. **The role of presentation order in consumer choice: the abrupt disparity effect**  
Dogerlioglu-Demir K., Kocas C., Aksoy N.  
MARKETING LETTERS, vol.34, no.2, pp.251-268, 2023 (SSCI)
- IV. **How to create positive word of mouth (WOM) in the world of gaming? The social side of multiplayer games**  
Cavdar Aksoy N., Kocak Alan A., Tumer Kabadayi E.

- Entertainment Computing, vol.45, 2023 (SCI-Expanded)
- V. **How does customer engagement value occur in restaurants? A stimulus-organism-response (S-O-R) perspective**  
Kabadayi E. T., Aksoy N., Turkay P. B.  
SERVICE INDUSTRIES JOURNAL, vol.43, no.7-8, pp.497-524, 2023 (SSCI)
- VI. **Online brand advocacy for destinations: The role of destination management, experience, and satisfaction**  
CAVDAR AKSOY N., Yazici N.  
Journal of Vacation Marketing, 2023 (SSCI)
- VII. **Airbnb as a sharing economy-enabled digital service platform: The power of motivational factors and the moderating role of experience**  
Tumer Kabadayi E., Cavdar Aksoy N., Yazici N., Kocak Alan A.  
Tourism Economics, vol.28, no.3, pp.748-771, 2022 (SSCI)
- VIII. **Replaying online games for flow experience and outcome expectations: An exploratory study for the moderating role of external locus of control based on Turkish gamers' evaluations**  
Kocak Alan A., Tumer Kabadayi E., Cavdar Aksoy N.  
Entertainment Computing, vol.40, 2022 (SCI-Expanded)
- IX. **An unintended consequence of Covid-19: Healthy nutrition**  
Aksoy N., Kabadayi E. T., Alan A. K.  
Appetite, vol.166, 2021 (SCI-Expanded)
- X. **A typology of personalisation practices in marketing in the digital age**  
Cavdar Aksoy N., Tumer Kabadayi E., YILMAZ C., Kocak Alan A.  
Journal of Marketing Management, vol.37, no.11-12, pp.1091-1122, 2021 (SSCI)
- XI. **Individuals' intention to use sports wearables: the moderating role of technophobia**  
Cavdar Aksoy N., Kocak Alan A., Tumer Kabadayi E., Aksoy A.  
International Journal of Sports Marketing and Sponsorship, vol.21, no.2, pp.225-245, 2020 (SSCI)

## Articles Published in Other Journals

- I. **ADVANCED TECHNOLOGIES, ARTIFICIAL INTELLIGENCE-BASED SOLUTIONS: AN EMOTION-FOCUSED APPROACH**  
Çelebi Ö. F., Cavdar N., Koçak Alan A., Tümer Kabadayi E.  
ÖNERİ, vol.18, no.60, pp.367-395, 2023 (Peer-Reviewed Journal)
- II. **'Adalet' Yalnızca İşgören Merkezli midir? Adaletten Etkilenen Taraflar Üzerine Bir Literatür İncelemesi**  
Yazici N., Cavdar Aksoy N.  
Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.24, 2023 (Peer-Reviewed Journal)
- III. **MÜŞTERİ VATANDAŞLIK DAVRANIŞI ÜZERİNE BİR LİTERATÜR İNCELEMESİ**  
Akbaş İ., Kabadayi E. T., Cavdar Aksoy N., Alan A. K.  
Anadolu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.24, no.1, pp.151-169, 2023 (Peer-Reviewed Journal)
- IV. **ÇEVİRİM İÇİ ALIŞVERİŞTE TÜKETİCİ TEMELLİ MARKA VARLIĞI NASIL OLUŞUR? COVID-19 SÜRECİ ÖZELİNDE BİR İNCELEME**  
Tümer Kabadayi E., Cavdar Aksoy N., Baydoğan Türkay P., Yürüyen H.  
ÖNERİ, vol.16, no.56, pp.668-700, 2021 (Peer-Reviewed Journal)
- V. **How do people adopt information on social media? The role of e-WOM in revealing travel itineraries**  
Aksoy N., Alan A. K., Kabadayi E. T., Dagistanli H. S.  
International Journal of Internet Marketing and Advertising, vol.15, no.5-6, pp.550-569, 2021 (Scopus)
- VI. **Müşteriyi Anlamada Güncel Bir Yaklaşım: Müşteri İlginliği Üzerine Bir Literatür Taraması**  
Cavdar Aksoy N., Tümer Kabadayi E., Koçak Alan A., Ermehan C.

- Business and Economics Research Journal, vol.12, no.1, pp.197-217, 2021 (Peer-Reviewed Journal)
- VII. **Müşterilerin Mobil Uygulamalara Yönelik İlgin Davranma Niyeti: Navigasyon Uygulamaları Örneği**  
Cavdar Aksoy N., Tümer Kabadayı E., Koçak Alan A., Ermehan C.  
İzmir İktisat Dergisi, vol.35, no.3, pp.573-592, 2020 (Peer-Reviewed Journal)
- VIII. **An Empirical Study about the Effect of Micro-Celebrities on Consumers' Purchase Intention**  
Tümer Kabadayı E., Koçak Alan A., Cavdar N., Sidar S. C.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.12, no.1, pp.230-261, 2019 (Peer-Reviewed Journal)
- IX. **Türkiye Tiyatrosuna Yönetimsel Bir Bakış: Tiyatro Seyircisinin Rolü**  
Çobanoğlu E., Cavdar Aksoy N.  
ART-SANAT, vol.9, no.1, pp.385-404, 2018 (ESCI)
- X. **Beyond Obvious Behavior Patterns in Universities: Student Engagement with The University**  
Koçak Alan A., Tümer Kabadayı E., Cavdar Aksoy N.  
Research Journal of Business and Management, vol.5, no.3, pp.222-230, 2018 (Peer-Reviewed Journal)
- XI. **Yeni Nesil "Bağlantı", Yeni Nesil "İletişim": Nesnelerin İnterneti Üzerine Bir İnceleme**  
Koçak Alan A., Tümer Kabadayı E., Cavdar Aksoy N.  
İşletme Araştırmaları Dergisi, vol.10, no.1, pp.294-320, 2018 (Peer-Reviewed Journal)
- XII. **Exploring Effective Factors on Football Games Watching Decisions of Individuals: The Role of Entertainment Value and People's Characteristics in Watching Games**  
Cavdar Aksoy N., Kırçova İ.  
EGE ACADEMIC REVIEW, vol.18, no.4, pp.671-683, 2018 (ESCI)
- XIII. **İnsanlar Neden Online Oyunlar Oynar? Online Oyuncu Yenilikçiliğinin Rolü**  
Koçak Alan A., Tümer Kabadayı E., Cavdar Aksoy N.  
Uluslararası Avrasya Sosyal Bilimler Dergisi, vol.8, no.30, pp.2260-2281, 2017 (Peer-Reviewed Journal)
- XIV. **A Segmentation Study of Theater Audiences Based on Benefits Sought**  
Cavdar Aksoy N., Çobanoğlu E.  
International Journal of Liberal Arts and Social Science, vol.5, no.8, pp.67-79, 2017 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **TÜKETİCİ BAKIŞ AÇISIYLA MOBİL ÖDEME SİSTEMLERİ**  
CAVDAR AKSOY N.  
in: SOSYAL BİLİMLERDE SEÇME KONULAR, Doç. Dr. Hasan ÇİFTÇİ Dr. Merve ERDOĞAN Dr. Mehmet DEMİRDÖĞMEZ, Editor, İKSAD, pp.43-71, 2022
- II. **The Pandemic: Learning the Way of Continuous Communication With Customers**  
CAVDAR AKSOY N., KOÇAK ALAN A.  
in: Frameworks for Sustainable Development Goals to Manage Economic, Social, and Environmental Shocks and Disasters, , Editor, IGI Global, pp.24-46, 2022
- III. **The Rise of Digital Transformation Within Businesses in the Pandemic**  
Yazıcı N., CAVDAR AKSOY N.  
in: Handbook of Research on Digital Transformation Management and Tools, , Editor, IGI Global, pp.113-132, 2022
- IV. **GERİLLA PAZARLAMA ÜZERİNE BİR İNCELEME**  
Tahmaz S. N., CAVDAR AKSOY N., TÜMER E.  
in: Genel İşletme Çalışmaları, Yılmaz Sefer, Nakiboğlu Mehmet Ali Burak, Editor, Akademisyen Yayınevi, pp.225-240, 2021
- V. **Digital Marketing: Reviewing the Field Through Science Mapping Technique**  
Cavdar Aksoy N., Tümer Kabadayı E., Kocak Alan A.  
in: Handbook of Research on Technology Applications for Effective Customer Engagement, Norazah Mohd Suki, Editor, IGI Global, Pennsylvania, pp.141-162, 2020
- VI. **How Do Customers Become A Citizen Of A Brand? The Power of Experience and Love**  
Tümer Kabadayı E., Koçak Alan A., Tatar B., Gökmen Köksal C., Cavdar Aksoy N.

in: Sosyal Bilimlere Multidisipliner Bakış, Prof. Dr. Ayhan Aytaç, Prof. Dr. Gülsen Demir, Prof. Dr. Mustafa Talas, Doç. Dr. Bekir Kocadaş, Editor, Güven Plus Grup A.Ş. Yayınları, İstanbul, pp.384-404, 2018

**VII. SEGMENTING CULTURAL INSTITUTIONS: EXAMPLE OF THEATERS**

ÇOBANOĞLU E., CAVDAR N.

in: RESEARCHES ON SCIENCE AND ART IN 21 ST CENTURY TURKEY, ARAPGIRLIOĞLU, Hasan ATIK, Atilla ELLIOTT, Robert L. TURGEON, Edward, Editor, Gece Kitaplığı, pp.1017-1029, 2017

## **Refereed Congress / Symposium Publications in Proceedings**

- I. **Resistance is Always There! Resistance to Trending Products and Services**  
CAVDAR AKSOY N.  
VIAC 2024, Czech Republic, 31 May 2024, pp.77-86
- II. **MOBİL ÖDEME İLE SATIN ALMA DAVRANIŞI ÜZERİNE BİR KAVRAMSAL MODEL ÖNERİSİ: DEĞER TEMELLİ BİR YAKLAŞIM**  
CAVDAR AKSOY N.  
ULUSLARARASI MARMARA FEN VE SOSYAL BİLİMLER KONGRESİ, Turkey, 09 December 2022
- III. **Yenilikçilik ve Deneyim Perspektifinden Mobil Ödeme Sistemleri**  
CAVDAR AKSOY N.  
ULUSLARARASI ÜRETİM VE TEDARİK ZİNCİRİ SEMPOZYUMU, Turkey, 08 September 2022
- IV. **The Impact of Overall Experience on Hotel Consumers' Voice Behaviour**  
Özler Efe F., CAVDAR AKSOY N., KOÇAK ALAN A., TÜMER KABADAYI E.  
17th International Strategic Management Conference, Albania, 25 - 27 August 2022
- V. **MÜŞTERİ VATANDAŞLIK DAVRANIŞININ DİJİTAL DÜNYADAKİ YÜKSELEN DEĞERİ**  
Akbaş İ., CAVDAR AKSOY N., KOÇAK ALAN A., TÜMER KABADAYI E.  
8th Global Business Research Congress, İstanbul, Turkey, 09 June 2022, vol.15, pp.169-172
- VI. **Comparing Users and Non-Users of Internet of Things (IoT): A Research Proposal About Acceptance of IoT**  
CAVDAR N., KOÇAK ALAN A., TÜMER KABADAYI E.  
17. Uluslararası Katılımlı İşletmecilik Kongresi, 26 - 28 April 2018
- VII. **Health Related Opinion Leadership in Social Media: Exploring Attractive Health-focused Contents for Instagram Users**  
KOÇAK ALAN A., TÜMER KABADAYI E., CAVDAR N.  
7th International Conference On Leadership, Technology And Innovation Management, 9 - 11 November 2017
- VIII. **Which Physical Environment Dimensions Really Affect People in Restaurants?**  
Kocak Alan A., Tümer Kabadayı E., Cavdar Aksoy N.  
13th International Strategic Management Conference, Podgorica, Montenegro, 6 - 08 July 2017, pp.77-88

## **Metrics**

Publication: 40

Citation (Scopus): 80

H-Index (Scopus): 5

## **Non Academic Experience**

Albeka Danışmanlık Tic. Ltd. Şti