

Assoc. Prof. ÇAĞLA TUĞBERK ARIKER

Personal Information

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International Researcher IDs

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Education Information

Doctorate, Istanbul University, Institute Of Social Sciences, Marketing, Turkey 2005 - 2011

Postgraduate, Marmara University, Institute Of Social Sciences, Production Management and Marketing, Turkey 2003 - 2005

Undergraduate, Istanbul Kultur University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 2000 - 2003

Associate Degree, Bogazici University, Meslek Yüksekokulu, Business Administration, Turkey 1994 - 1997

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Bilgi yükü temelinde, tüketicinin özgürlüğü ve kısıtlanmışlığının karar sonrası değerlemelerle ilişkisi, Istanbul University, İşletme Fakültesi, Pazarlama Ve Üretim Bölümü, 2011

Postgraduate, Yaşam tarzına göre tüketicilerin marka tercihleri, Marmara University, İşletme Fakültesi, İşletme Bölümü, 2005

Research Areas

Management, Marketing

Academic Titles / Tasks

Assistant Professor, Istanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, BUSINESS ADMINISTRATION (ENGLISH), 2020 - Continues

Assistant Professor, Istanbul Kultur University, Faculty of Economics and Administrative Sciences, Business Administration, 2023 - 2023

Assistant Professor, Istanbul Kultur University, Institute of Graduate Studies, 2020 - 2021

Assistant Professor, Istanbul Kultur University, Faculty of Economics and Administrative Sciences, İşletme, 2013 - 2020

Research Assistant, Istanbul Kultur University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2003 - 2013

Academic and Administrative Experience

Performans Değerlendirme Komisyonu Başkanı, İstanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, BUSINESS ADMINISTRATION (ENGLISH), 2023 - Continues
Head of Department, İstanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, BUSINESS ADMINISTRATION (ENGLISH), 2022 - Continues
Head of Department, İstanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, BUSINESS ADMINISTRATION, 2022 - Continues
Deputy Head of Department, İstanbul Gelisim University, FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES, BUSINESS ADMINISTRATION, 2020 - 2022
Deputy Head of Department, İstanbul Kultur University, Faculty of Economics and Administrative Sciences, Business Administration, 2018 - 2019

Courses

Consumer Behavior, Undergraduate, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2014 - 2015
Strategic Marketing Management, Postgraduate, 2020 - 2021
Girişimcilik ve Küçük İşletmeler Yönetimi, Doctorate, 2020 - 2021
Dijital Pazarlama ve Ticaret, Undergraduate, 2020 - 2021
Principles of Marketing, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017
Pazarlama Yönetimi, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
Havacılık İşletmelerinde Pazarlama Yönetimi, Postgraduate, 2020 - 2021
Genel İşletme, Undergraduate, 2020 - 2021
Pazarlama Kuramları ve Uygulamaları, Doctorate, 2019 - 2020
Proje Yazımı, Postgraduate, 2019 - 2020
Tüketici Davranışları, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
International Marketing, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
Perakendecilik Yönetimi, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2013 - 2014
Uluslararası Pazarlama, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
Retailing Management, Undergraduate, 2019 - 2020, 2018 - 2019, 2015 - 2016, 2014 - 2015, 2013 - 2014
Pazarlamada Güncel Yaklaşımlar, Undergraduate, 2019 - 2020, 2018 - 2019
Örnek Olaylarla Pazarlama, Undergraduate, 2019 - 2020
Marketing Management, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017
Consumer Behaviors, Undergraduate, 2019 - 2020
Pazarlama İlkeleri, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
RETAILING MANAGEMNET, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017
PAZARLAMA KURAMLARI VE UYGULAMALRI, Doctorate, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016
PAZARLAMA İLKLERİ VE YÖNETİMİ, Undergraduate, 2018 - 2019, 2017 - 2018, 2016 - 2017
SATIŞ YÖNETİMİ, Undergraduate, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014
Pazarlama İlkeleri ve Yönetimi, Undergraduate, 2015 - 2016
Perakende Yönetimi, Undergraduate, 2015 - 2016, 2014 - 2015, 2012 - 2013
Tüketici Davranışları, Postgraduate, 2013 - 2014
Tüketici Dvaranışları, Undergraduate, 2012 - 2013

Advising Theses

- Tuğberk Arıker Ç., UNDERSTANDING AZERBAIJANI CONSUMERS' ATTITUDE TOWARD SECOND-HAND CLOTHING CONSUMPTION, Postgraduate, A.Ramin(Student), 2024
- Tuğberk Arıker Ç., PERCEIVED SERVICE QUALITY OF SERVICE ATTRIBUTES, CUSTOMER SATISFACTION AND CUSTOMER LOYALTY IN AIR TRANSPORT :THE CASE OF AIR ALGERIA, Postgraduate, K.NEDJOUA(Student), 2024
- Tuğberk Arıker Ç., Palestinian Consumers' Intention to Use Electronic Wallet Services: Comparison of Adopter Categories, Postgraduate, M.S.(Student), 2024
- Tuğberk Arıker Ç., The relationship between perfectionism, disconfirmation sensitivity, gap between expected and perceived service quality, customer satisfaction and revisit intention: A research in a hotel, Postgraduate, Z.CANSU(Student), 2022
- Tuğberk Arıker Ç., Sadakat programları, kredi kartı kullanım tutumu ve kredi kartı kullanım eğilimi ilişkisi: Azerbaycan pazarında bir araştırma, Postgraduate, F.NAJAFGULIYEV(Student), 2022
- Tuğberk Arıker Ç., Level of burnout in staff, sustainable quality service and patient satisfaction in healthcare institutions during healthcare crisis, Postgraduate, M.KHALID(Student), 2022
- ÇAĞLA T. A., Müşterilerin finansal durumları finansal okuryazarlık algılanan finansal durum ve yaşamdan memnuniyet ilişkisi, Postgraduate, H.ALİ(Student), 2020
- ÇAĞLA T. A., Çalışan milliyeti, misafir milliyeti ve konaklama özellikleri bağlamında otel hizmetlerinden memnuniyet ve tekrar ziyaret niyeti, Postgraduate, F.AKGÜN(Student), 2019
- ÇAĞLA T. A., İçgüdüsel satın alma kavramı ve kişilik ilişkisi: Mobil uygulamalara yönelik bir araştırma, Postgraduate, S.AKARSU(Student), 2019
- ÇAĞLA T. A., Sağlık kurumlarında pazarlama bileşenlerinin kullanıcıların tekrar satın alma niyetine etkisi, Doctorate, R.GÜMÜŞ(Student), 2019
- ÇAĞLA T. A., Kazakistan tüketicilerinin kredi kartı kullanımı tutumları, sadakat programları ve kredi kartı kullanım eğilimi ilişkisi, Postgraduate, A.MUKUMOV(Student), 2018

Jury Memberships

- Doctorate, Doctorate, İstanbul Gelişim Üniversitesi, October, 2023
- Post Graduate, Post Graduate, İstanbul Kültür Üniversitesi, July, 2023
- Post Graduate, Post Graduate, İstanbul Gelişim Üniversitesi, July, 2023
- PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, İstanbul Gelişim Üniversitesi, July, 2023
- Post Graduate, Post Graduate, İstanbul Kültür Üniversitesi, June, 2023
- Post Graduate, Post Graduate, İstanbul Kültür Üniversitesi, June, 2023
- Academic Staff Examination, Academic Staff Examination, İstanbul Gelişim Üniversitesi, April, 2023
- Post Graduate, Post Graduate, İstanbul Gelişim Üniversitesi, January, 2023
- PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, İstanbul Gelişim Üniversitesi, January, 2023
- PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, İstanbul Gelişim Üniversitesi, January, 2023

Articles Published in Other Journals

- SECOND-HAND CLOTHING CONSUMPTION IN AZERBAIJAN**
TUĞBERK ARIKER Ç., Ramin İsmayilli A.
Construction Economics and Management (Tikintinin iqtisadiyyatı və menecment), vol.4, no.25, pp.179-185, 2023
(Peer-Reviewed Journal)
- Do Consumers Punish Retailers with Poor Working Conditions During COVID-19 Crisis? An**

Experimental Study of Q-Commerce Grocery Retailers

Arıker Ç.

Journal of Management, Marketing & Logistics, vol.8, no.3, pp.140-153, 2021 (Peer-Reviewed Journal)

- III. **Restoran Müşterilerinin Yalnızlık Gereksinimi ve Kalabalığı Tolere Edebilme Düzeyi Bağlamında Farklılaşan Alansal Kalabalık ve Masalar Arası Boşluk Algısı**
ARIKER Ç., SAVAŞAN A., SOFUOĞLU M.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, no.26, pp.67-78, 2020 (Peer-Reviewed Journal)
- IV. **Shopping Motivations of Generation Z Customers for Different Retailer Types and Shopping Companion**
Yozgat U., Arıker Ç.
TURKISH ONLINE JOURNAL OF DESIGN, ART AND COMMUNICATION (TOJDAC), vol.8, pp.759-768, 2018 (Peer-Reviewed Journal)
- V. **Generation Z and CSR: Antecedents of Purchasing Intention of University Students**
Arıker Ç., Toksoy A.
KAFKAS ÜNİVERSİTESİ İKTİSADİ ve İDARİ BİLİMLER FAKÜLTESİ DERGİSİ , vol.8, no.16, pp.483-502, 2017 (Peer-Reviewed Journal)
- VI. **A Methodological Problem: "Created Artificial Awareness" In CSR Research**
ARIKER Ç.
Journal of Global Strategic Management, vol.11, no.1, pp.65-74, 2017 (Peer-Reviewed Journal)
- VII. **Dünya'da ve Türkiye'de Sosyal Girişimciliğin Gelişimi**
SÖNMEZ A., ARIKER Ç., TOKSOY A.
Sosyal ve Beşeri Bilimler Araştırmaları Dergisi, vol.17, no.37, pp.102-121, 2016 (Peer-Reviewed Journal)
- VIII. **Restoran Web Sitelerinin İçerik ve Sunumlarının Analizi İstanbul Örneği**
ARIKER Ç.
ESKİSEHIR OSMANGAZI UNIVERSITESI IIBF DERGISI-ESKİSEHIR OSMANGAZI UNIVERSITY JOURNAL OF ECONOMICS AND ADMINISTRATIVE SCIENCES, vol.7, no.2, pp.145-172, 2012 (Peer-Reviewed Journal)
- IX. **Tüketicilerin Restoran Seçiminde Kullandıkları Seçim Kriterleri ile Demografik Özellikleri Arasındaki İlişki**
Arıker Ç.
ÖNERİ, vol.10, no.38, pp.11-31, 2012 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Massive open online course (MOOC) platforms as rising social entrepreneurs: Creating social value through reskilling and upskilling the unemployed after COVID-19 conditions**
TUĞBERK ARIKER Ç.
in: Research Anthology on Business Continuity and Navigating Times of Crisis, , Editor, IGI Global: Hershey, PA, USA, pp.607-629, 2024
- II. **Second-Hand Clothing Shopping: A Summary of Shopping Orientations and Shopping Concerns**
Tuğberk Arıker Ç.
in: Interdisciplinary Public Finance, Business and Economics Studies - Volume VI, Akıncı Adil, Editor, Peter Lang Publishing, Inc., Berlin, pp.351-360, 2023
- III. **Freedom of Choice, Restrictedness, and Information Load: A Perspective for Online Retailers**
ARIKER Ç.
in: Interdisciplinary Public Finance, Business and Economics Studies - Volume V, Akıncı, Adil, Editor, Peter Lang GmBH, Berlin, pp.247-260, 2022
- IV. **Massive open online course (MOOC) platforms as rising social entrepreneurs: Creating social value through reskilling and upskilling the unemployed for after covid-19 conditions**
Tuğberk Arıker Ç.
in: Research Anthology on Business Continuity and Navigating Times of Crisis, Information Resources Management

Association (IRMA), Editor, IGI Global, Washington, pp.607-629, 2022

V. Massive Open Online Course (MOOC) Platforms as Rising Social Entrepreneurs: Creating Social Value Through Reskilling and Upskilling the Unemployed for After COVID-19 Conditions

ARIKER Ç.

in: Creating Social Value Through Social Entrepreneurship, Afacan Fındıklı, Mine; Acar Erdur, Duygu, Editor, IGI Global, pp.284-306, 2021

VI. Yeni Bir İş Modeli: Dijital Abonelik Girişimleri

ARIKER Ç.

in: Sosyal Bilimler Perspektifi ile Girişimcilik Kavramsal ve Sayısal Araştırmalar, Çolakoğlu, Nurdan; Daloğlu, Pınar, Editor, Nobel Akademik Yayıncılık, Ankara, pp.497-526, 2020

Refereed Congress / Symposium Publications in Proceedings

- I. **Korkunun Davranışa Etkisi: Covid-19 Döneminde Yayınlanan Yüksek ve Düşük Korku Düzeyine Sahip Kamu Spotlarının Etkileri**
ARIKER Ç., YILDIZ M.
25. Pazarlama Kongresi, Ankara, Turkey, 30 July 2021, pp.195-198
- II. **Korkunun Davranışa Etkisi: Covid-19 Döneminde Yayınlanan Yüksek ve Düşük Korku Düzeyine Sahip Kamu Spotlarının Etkileri**
TUĞBERK ARIKER Ç., YILDIZ M.
25. Pazarlama Kongresi, Turkey, 30 June - 02 July 2021, pp.195-198
- III. **Bir Kutu Seç: Türkiye’de Dijital Abonelik Girişimleri**
ARIKER Ç.
4. Uluslararası Girişimcilik, İstihdam ve Kariyer Kongresi, Muğla, Turkey, 17 - 20 October 2019, vol.1, pp.59-62
- IV. **Restoran Müşterilerinin Yalnızlık Gereksinimi ve Kalabalığı Tolere Edebilme Düzeyi Bağlamında Farklılaşan Alansal Kalabalık ve Masalar Arası Boşluk Algısı**
ARIKER Ç., SAVAŞAN A., SOFUOĞLU M.
24. PAZARLAMA KONGRESİ, Aydın, Turkey, 1 - 04 May 2019, pp.980-989
- V. **Perakende Müşterilerinin Hissettiği Karışıklık ve Alışveriş Deneyimi İlişkisi**
ARIKER Ç., YOZGAT U.
17. Uluslararası Katılımlı İşletmecilik Kongresi, İzmir, Turkey, 26 - 28 April 2018, pp.1611-1617
- VI. **Algılanan Mağaza Çevresi, Perakende Müşterilerinin Hissettiği Karışıklık ve Alışveriş Deneyimi İlişkisi**
ARIKER Ç., YOZGAT U.
23. Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018, pp.654-662
- VII. **Instagram Girişimcileri İçin Kritik Başarı Faktörleri**
ARIKER Ç.
3. Uluslararası Girişimcilik, İstihdam ve Kariyer Kongresi, Muğla, Turkey, 12 - 15 October 2017, vol.2, pp.903-912
- VIII. **Genç tüketiciler, tercih ettikleri markaların sosyal sorumluluk projelerinin farkında mı? Starbucks örneği**
ARIKER Ç.
16. Ulusal İşletmecilik Kongresi, Aydın, Turkey, 4 - 06 May 2017, pp.548-551
- IX. **Kıdemli Aile İşletmelerinin Sosyal Medyada Varlığı**
ARIKER Ç., TOKSOY A.
7. Aile İşletmeleri Kongresi, İstanbul, Turkey, 14 - 15 April 2016, pp.140-145
- X. **Dünyada ve Türkiye’de Sosyal Girişimciliğin Gelişimi**
SÖNMEZ A., TUĞBERK ARIKER Ç., TOKSOY A.
II. Uluslararası Girişimcilik ve Kariyer Sempozyumu, Muğla, Turkey, 09 October 2015, pp.182-194
- XI. **Attitudes of the First Representatives of Generation Z toward Corporate Social Responsibility Projects and Their Purchasing Intention for Socially Responsible Companies' Products**

KÜÇÜKALTAN D., ARIKER Ç., TOKSOY A.

14th EBES (Eurasia Business and Economics Society) Conference, Barcelona, Spain, 23 - 25 October 2014, pp.113

XII. Are Generation Z Consumers Aware of the Heritage? Brand Recognition of Turkish Brands Surviving Over a Century

ARIKER Ç.

17th EBES (Eurasia Business and Economics Society) Conference, Venedik, Italy, 15 - 17 October 2015, pp.141

XIII. Aiming "The Best" or "Good Enough" and Perception of Service Quality

ARIKER Ç., BAYSAL A. C.

Third Biennial International Conference on Services Marketing, İzmir, Turkey, 7 - 09 September 2011, pp.15

Scientific Refereeing

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, November 2023

Sosyal, Beşeri ve İdari Bilimler Dergisi, National Scientific Refreed Journal, October 2023

7th International Conference on Economics and Finance, Conference Paper (Full Text), September 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, September 2023

Scientific Publication, İİSBF, Istanbul Gelisim University, Turkey, September 2023

Scientific Publication, İİSBF, Istanbul Gelisim University, Turkey, September 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, May 2023

Scientific Publication, İİSBF, Istanbul Gelisim University, Turkey, April 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, March 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, March 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, March 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, January 2023

Thesis Study To Be Started., Lisansüstü Eğitim Enstitüsü, Istanbul Gelisim University, Turkey, January 2023