

ZEYNEP MÜGE GÜZEL

Özyeğin University, School of Business
Nişantepe Mah., Orman Sok. 34794
Çekmeköy/İstanbul, TURKEY
zeynepmuge.guzel@ozyegin.edu.tr

CURRICULUM VITAE

ACADEMIC POSITIONS

Assistant Professor of Marketing, 2022-
Özyeğin University | Istanbul, Turkey

EDUCATION

Ph.D. in Marketing, 2015-2022
Koç University | Istanbul, Turkey

MBA, 2011-2013
Galatasaray University | Istanbul, Turkey

BA in Economics, 2004-2009
Boğaziçi University | Istanbul, Turkey

RESEARCH INTERESTS

Perceptual Inaccuracies & Positive Illusions in Marketing, Strategic Marketing, Relationship Marketing, International Marketing, Marketing Standardization, Brand Communication during health crisis

DISSERTATION

Dissertation Title: Perceptual Inaccuracies in Marketing Relationships

Dissertation Committee: Ayşegül Özsoy (Chair- Koç University), Berk Ataman (Koç University), Zeynep Ayca (Koç University), Sandy Jap (Emory University), Timo Mandler (Toulouse Business School)

PUBLICATIONS AND RESEARCH IN PROGRESS

Published Journal Articles:

Mind the Standardization Gap: An Emerging Market Phenomenon (2025), with Ayşegül Özsoy and Burcu Sezen, *Journal of Business Research* (SSCI)

The value of future focus and experiential ad appeals in strengthening the effect of brand-pandemic fit on eWOM (2024) with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, *International Journal of Advertising* (SSCI)

Can Advertising Enhance Consumers' Desirable COVID-19 Health Behavioral Intentions? The Role of Brand-Pandemic Fit (2022) with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, *Journal of Consumer Behavior* (SSCI)

Cleansing the Doors of Perception: Perceptual Inaccuracy in Marketing Relationships (2022) with Ayşegül Özsoy, *Academy of Marketing Science Review (SCOPUS)*

Research in Progress:

Advertising During COVID-19: A Cross-Country Analysis, with Ayşegül Özsoy and Ellen Schmidt Devlin

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands, with Ayşegül Özsoy and Burcu Sezen

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and its Effect on Stakeholders, with Ayşegül Özsoy

Unveiling the Impact of Global and Local Brands on the Perception of Being Observed, with Deniz Lefkeli and Zeynep Gürhan Canlı

Positive Illusions: Traces in Consumption Domain

Market Orientation Perceptions of the 'Market': Navigating the Customer Journey, with Ayşegül Özsoy

Book Chapters in Progress:

Political Risk in International Marketing, with Ayşegül Özsoy, *Elgar Encyclopedia of International Marketing (submitted, to be published in 2026 by Edward Elgar Publishing)*

CONFERENCE PRESENTATIONS AND INVITED TALKS

Market Orientation Perceptions of the 'Market': Navigating the Customer Journey (2024, May), with Ayşegül Özsoy, European Marketing Academy (EMAC) Conference, Bucharest.

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and its Effect on Stakeholders (2023, November) with Ayşegül Özsoy, Brown Bag Seminar Series, Özyeğin University, İstanbul.

Standardization in the Eye of the Beholder: Emerging Market Consumers' Perception of Standardization and Its Effects on Brand Equity (2023, June) with Ayşegül Özsoy and Burcu Sezen, American Marketing Association (AMA) GMSIG Conference, Santiago.

Market Orientation in the Eye of the Beholder: Perceived Market Orientation and its Effect on Stakeholders (2023, May) with Ayşegül Özsoy, European Marketing Academy (EMAC) Conference, Odense.

Writing Conceptual Papers- PhD. Seminar (2023, March) LUISS University, Rome.

Mind the Standardization Gap: An Emerging Market Phenomenon- Research Seminar (2023, March), LUISS University, Rome.

Brand-Pandemic Fit and Desirable Brand Consequences: The Role of Ad Appeals and Moral Identity (2022, May) with Ayşegül Özsoy, Casey Newmeyer and Ellen Schmidt-Delvin, American Marketing Association (AMA) GMSIG Conference, Crete.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context
(2021, October) Özyeğin University, İstanbul.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context
(2021, May) with Ayşegül Özsoy and Burcu Sezen, American Marketing Association (AMA) GMSIG Conference, Taormina.

Cleansing the Doors of Perception: Perceptual Inaccuracies in Marketing Relationships (2020, December) Academy of Marketing Science Conference, Doctoral Colloquium, Virtual.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context
(2020, December) Boğaziçi University, İstanbul.

Perceptual Standardization Gap: Antecedents and Consequences in a Developing Country Context
(2020, May) with Ayşegül Özsoy and Burcu Sezen, European Marketing Academy (EMAC) Conference, Budapest (postponed due to COVID-19)

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands
(2019, June) with Ayşegül Özsoy and Burcu Sezen, Consortium for International Marketing Research (CIMAR) Conference, Ankara.

Can Marketing Mix Standardization Enhance Brand Equity? A Triadic Look at International Brands
(2018, May) with Ayşegül Özsoy and Burcu Sezen, European Marketing Academy (EMAC) Conference, Glasgow.

SCHOLARSHIPS/AWARDS

PPAD Best Dissertation Award, Third Place, 2024
Koç University, Graduate School of Business Outstanding Academic Achievement Award, 2021
AMS Review/Sheth Foundation Doctoral Competition Winner, 2020
AMA Sheth Foundation Doctoral Consortium Fellow, 2020
AMS Doctoral Consortium Fellow, 2020
Graduate School of Business Scholarship, Koç University, 2015
High Honors Degree, Boğaziçi University, 2009

TEACHING EXPERIENCE

2022- : Özyeğin University

Instructor (MKTG 201: Marketing, MKTG 311: Marketing Research)

2021: Koç University

Instructor (MKTG 201: Marketing Management, Summer 2021)

2020: Koç University

Guest Lecturer (MKTG 201: Marketing Management, Fall 2020)

2015- 2020: Koç University

Research/Teaching Assistant (MKTG 201: Marketing Management, MKTG 401: International Marketing
MKTG 501: Marketing Management -MBA Level)

SERVICES TO FIELD

Ad-hoc Reviewer, 2019, 2020, 2025 AMA GMSIG Conferences
Reviewer, 2023-2024 International Marketing Review

GRADUATE STUDENT SUPERVISION

PhD Qualifier Committee Member, Selin Altaras, Koç University, PhD. Candidate, 2023
PhD Committee Member, Ali Çakal, Koç University, PhD. Candidate, graduation:2025

PROFESSIONAL EXPERIENCE

2015: Avea (currently Turk Telekom), Decision Support Marketing Department, Position: Decision Support Marketing Manager

2011-2014: Avea, Business Analytics and Performance Improvement Department, Position: Senior Analyst

2009- 2011: Deloitte, Financial Services, Audit Department, Position: Auditor

LANGUAGES

English- Fluent
Turkish- Native

COMPUTER SKILLS

Excellence in MS Word, Excel, PowerPoint
Experienced with SPSS, R, e-Views, STATA, MPlus, Qualtrics

Updated March 2025
