Lect. PhD HAVVA ULUSOY

Personal Information

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International Researcher IDs
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Education

Doctorate, Selcuk University, Institute of Social Sciences, Department of Business Administration, Turkey 2019 - 2026
Postgraduate, Selcuk University, Institute of Social Sciences, Department of Business Administration, Turkey 2016 - 2019
Undergraduate, Selcuk University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Turkey 2011 - 2015

Dissertations

Doctorate, Tüketici satın alma sürecinde ağızdan ağıza pazarlama ve marka değerinin etkisinin incelenmesi, Selcuk University, Institute of Social Sciences, Department of Business Administration, 2026
Postgraduate, Tüketicilerin moda ve materyalizm eğilimlerinin kompulsif satın almaya etkilerinin belirlenmesine yönelik bir araştırma, Selcuk University, 2019

Research Areas

Avesis Research Areas: Production Management, Marketing, Strategic Marketing and Brand Management
WoS Research Areas: Social Sciences (Soc)
Scopus Research Areas: Marketing

Academic Positions

Lecturer, Manisa Celal Bayar University, 2024 - Present

Courses

Associate Degree
Marka Yönetimi, Associate Degree, 2024 - 2025
Perakendecilik ve Mağaza Yönetimi, Associate Degree, 2025 - 2026
Marketing Research, Associate Degree, 2024 - 2025
Yeni Pazarlama Teknikleri, Associate Degree, 2024 - 2025
İnovasyon Yönetimi, Associate Degree, 2025 - 2026

Satış Yönetimi, Associate Degree, 2025 - 2026
Reklam, Associate Degree, 2024 - 2025
Müşteri İlişkileri Yönetimi, Associate Degree, 2025 - 2026
Pazarlamada Örnek Olaylar, Associate Degree, 2024 - 2025
İletişim, Associate Degree, 2025 - 2026

Articles

I. **Investigation Of Green Product Purchasing Tendencies Of University Students in The Context Of Environmental Attitude**
Şahin E., Ulusoy H.
TİDSAD Türk & İslam Dünyası Sosyal Araştırmalar Dergisi / The Journal of Turk & Islam World Social Studies), no.21, pp.224-238, 2019 (Peer-Reviewed Journal)

II. **A Research on Determination of The Effects of Fashion and Materialism Trends of Consumers on Compulsive Buying**
ULUSOY H., ÖZTÜRK A.
Selçuk Üniversitesi Sosyal Bilimler Meslek Yüksekokulu Dergisi, vol.22, no.2, pp.687-703, 2019 (TRDizin)

Metrics

Publication: 2