

EUROPEAN  
CURRICULUM VITAE  
FORMAT



PERSONAL INFORMATION

Name and Surname

Nur ÇAĞLAR ÇETİNKAYA

Address

Çankırı Karatekin Üniversitesi Meslek Yüksekokulu 18200 ÇANKIRI

Telephone

+90 (0376) 213 11 95 / +90 (0376) 213 42 01 Extension line: 6229

Fax

+90 (0376) 213 36 01

E-mail

[nurcaglar@karatekin.edu.tr](mailto:nurcaglar@karatekin.edu.tr)

WORK EXPERIENCE

- Dates (from – to)
- Name and address of employer
  - Type of business or sector
  - Occupation or position held
- Main activities and responsibilities

2020 – Still

Çankırı Karatekin University Vocational School  
Finance Banking Insurance Programme  
Ass. Prof. Doctor

- Dates (from – to)
- Name and address of employer
  - Type of business or sector
  - Occupation or position held
- Main activities and responsibilities

2013 - 2020

Çankırı Karatekin University Vocational School  
Finance Banking Insurance Programme  
Lecturer

- Dates (from – to)
- Name and address of employer
  - Type of business or sector
  - Occupation or position held
- Main activities and responsibilities

2008 - 2011

Pınar Doğaltaş Akaryakıt Orm. Ürünleri San. Tic. Ltd. Şti  
Mining  
Export Manager  
Export Management

- Dates (from – to)
- Name and address of employer
  - Type of business or sector
  - Occupation or position held
- Main activities and responsibilities

2003 - 2008

Kocaer Demir Tekstil Mermer San. Tic. Ltd. Şti.  
Mining  
Export Specialist  
Export

EDUCATION AND TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
  - Title of qualification awarded
  - Level in national classification (if appropriate)

1999-2004

Pamukkale University

Economy

Economy

Undergraduate

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
  - Title of qualification awarded
- Level in national classification (if appropriate)

2005-2008  
Pamukkale University  
Finance  
Finance  
Master's Degree

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
  - Title of qualification awarded
- Level in national classification (if appropriate)

2015-2019  
Kırıkkale University  
Business Administration  
Business Administration  
Doctorate

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
  - Title of qualification awarded
- Level in national classification (if appropriate)

2017-2019  
Anadolu University  
Open Education / Paralegal Studies  
Paralegal Studies  
Ass. Degree Programme

**PERSONAL SKILLS AND COMPETENCES**

*Acquired in the course of life and career but not necessarily covered by formal certificates and diplomas.*

- Specialization Training in Foreign Trade (2004)
- Foreign Exchange and Payment Transactions Training (2004)
- Payment and Delivery Methods Training in Foreign Trade (2004)
- Business English (2004)
- E-Commerce Training (2004)
- Inward and Outward Transactions Training in Foreign Trade (2004)

**MOTHER TONGUE**

Turkish

**OTHER LANGUAGES**

- Reading skills
- Writing skills
- Verbal skills

English

Upper-Intermediate  Intermediate  Pre-Intermediate   
Upper-Intermediate  Intermediate  Pre-Intermediate   
Upper-Intermediate  Intermediate  Pre-Intermediate

**SOCIAL SKILLS**

**AND COMPETENCES**

*Living and working with other people, in multicultural environments, in positions where communication is important and situations where teamwork is essential (for example culture and sports), etc.*

- Pazarlama Turkiye web-Magazine (Author)
- Member of IBEMS Congress Organizing Committee
- ISBES Congress (International Sustainable Business and Economic Strategies Congress - Science Board Membership)

**TECHNICAL SKILLS AND COMPETENCES**

*With computers, specific kinds of equipment, machinery, etc.*

- Ms Office Programmes
- SPSS
- LISREL

## ADDITIONAL INFORMATION

### a. Articles published in international peer-reviewed journals:

1. ÇAĞLAR ÇETİNKAYA NUR (2020). The Regulatory Effect of Brand Trust on the Relationship Between Consumer Interest and Purchasing Intent. *Journal of International Business and Economic Studies*, 2(2), 98-109. (Publication No: 6743362)
2. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2020). Intermediary Role of Brand Trust in the Relationship between Customer Satisfaction and Customer Loyalty. *Turkish Studies -Economics, Finance, Politics*, 15(1), 127-143., Doi: <https://dx.doi.org/10.29228/TurkishStudies.40285> (Publication No: 6174954)
3. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2019). A Comparative Study on Measuring the Effect of Product Positioning on the Purchasing Intent of Generation X Living in Ankara and Çankiri. *BMIJ*, 7(1), 224-256., Doi: <http://dx.doi.org/10.15295/bmij.v7i1.1060> (Publication No: 5143916)
4. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2017). Re-Positioning Effects on Centuries-Old Brands: Piyale Case. *International Journal of Business and Management Invention*, 6(5), 1-8. (Publication No: 4091007)

### b. Papers presented at international scientific meetings and published in proceedings books:

1. ÇAĞLAR ÇETİNKAYA NUR (2020). The Effect of Celebrity Advertisements on Purchasing Intent within the Scope of Novelty Extension Theory: An Evaluation on Female Consumers. *International Göbeklitepe Social and Human Sciences Congress*, 399-417. (Full Text Paper/Oral Presentation) (Publication No:6368229)
2. ÇAĞLAR ÇETİNKAYA NUR (2020). Customer Complaints Regarding Service Quality: A Content Analysis. *2nd International Congress of Social Sciences*, 54-69. (Full Text Paper/Oral Presentation) (Publication No:6297399)
3. ÇAĞLAR ÇETİNKAYA NUR, KÖKTÛRK HONOR (2020). Factors Affecting Consumers' Choices in Credit Card Ownership. *2nd International Congress of Social Sciences*, 70-90. (Full Text Paper/Oral Presentation) (Publication No:6297405)
4. KÖKTÛRK ONUR, ÇAĞLAR ÇETİNKAYA NUR (2019). Measuring Corporate Sustainability Performance: The Example of a Private Bank. *II. Business Organization Research Conference (Abstract/Oral Presentation)* (Publication No: 5223419)
5. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2019). Consumption Habitudes Changed from Traditional Markets to Supermarkets. *INTERNATIONAL BUSINESS, ECONOMICS MARKETING CONFERENCE 2019* (Full Text Paper/Oral Presentation) (Publication No:5143927)
6. KÖKTÛRK ONUR, ÇAĞLAR ÇETİNKAYA NUR (2019). Determination of Financial Performance by Multi-Criteria Decision-Making Method in Retail Trade Sector. *INTERNATIONAL BUSINESS, ECONOMICS MARKETING CONFERENCE 2019* (Full Text Paper/Oral Presentation) (Publication No:5143929)
7. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2018). The Effect of Product Positioning to Generations' Consumption Behaviors: Conceptual Framework. *INTERNATIONAL BUSINESS, ECONOMICS MARKETING CONFERENCE* (Abstract/Oral Presentation) (Publication No:5143924)
8. ÇAĞLAR ÇETİNKAYA NUR (2018). The Effect of Brand Loyalty on Consumer Behaviors through Brand Love: The Example of a Smart Phone. *ASEAD 3rd SOCIAL SCIENCES SYMPOSIUM* (Abstract/Oral Presentation) (Publication No:5143921)
9. ÇAĞLAR ÇETİNKAYA NUR (2018). The Effect of Attitudes of Generation Y Consumers towards Online Shopping Sites on their Purchasing Decisions. *ASEAD 3rd SOCIAL SCIENCES SYMPOSIUM* (Abstract/Oral Presentation) (Publication No:5143923)
10. ÇAĞLAR ÇETİNKAYA NUR (2018). The Effects of Social Media Usage on Purchasing Behavior. *4. ASOS CONGRESS ALANYA-ANTALYA* (Abstract/Oral Presentation) (Publication No: 5143920)
11. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN, KORKMAZ FATMA, TECİMEN MUSTAFA (2015). Examination of Consumer Attitudes Towards Mobile Marketing: The Case of Çankırı and Kırşehir. *National Business Congress* (Full Text Paper/Oral Presentation) (Publication No:5143917)

### c. National/international books or chapters in books:

#### C2. Chapters in national/international books:

1. ÇAĞLAR ÇETİNKAYA NUR, KARTAL CİHAT, ADİL BÛLENT. *CONTEMPORARY ISSUES in ECONOMICS & BUSINESS, GLOBAL STUDIES VOL.7*, Chapter name:(Global SocialMedia & Its Impact on Consumers) (2021). *IJOPEC*

PUBLICATION, Editor:MARCEL MECIAR, HAMZA ŞİMŞEK, İSMAİL ŞİRİNER, Number of Editions:7, Number of Pages 342, ISBN:978-1-913809-13-3, English(Scientific Book), (Publication Number: 6967895)

2. DURUKAN TÛLİN, KARAOĞLAN SERHAT, ÇAĞLAR ÇETİNKAYA NUR, Theory and Research in Social,Human and Administrative Sciences II, Chapter Name: FACTORS THAT AFFECTING INTENTION TO USE ENERGY-EFFICIENT HOUSEHOLD APPLIANCES IN TURKEY:AN EMPLIANCES IN 2020. Gece Kitaplığı PUBLISHING, Editor:Prof. Dr. Serdar ÖZTÛRK, Faculty Member Etem ÇALIK, Number of Editions:1, Number of Pages 14, ISBN:978-625-7243-72-8, English (Scientific Book), (Publication Number: 6743648)
3. ÇAĞLAR ÇETİNKAYA NUR, KÖKTÛRK ONUR, Pazarlama Ve Organizasyon Perspektifinden Kuramlar Ve Tartışmalar, Chapter Name: PARALLEL IMPORT AND GRAY MARKETING DIFFERENTIATION: A REVIEW ON CONSUMER PREFERENCES (2021)., Gazi Publishing, Editor: Şahin KARABULUT, Number of Edition:1, Number of Page: 279, ISBN:978-625-7530-25-5, Turkish (Scientific Book), (Publication Number: 7156071)

**d. Articles published in national peer-reviewed journals:**

1. KARAOĞLAN SERHAT, ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2021). The Effect of Consumer Resonance on Purchasing Intent on Social Media Sites. Beykoz Academy Journal, 9(1), 182-198., Doi: 10.14514/BYK.m.26515393.2021.9/1.182-198 (Control No: 7133158)

**e. Papers presented at national scientific meetings and published in proceedings books:**

1. ÇAĞLAR ÇETİNKAYA NUR, KÖKTÛRK ONUR (2017). Examining the Career Plans of Vocational School Banking Insurance Program Students with Logit Model: The Case of Çankiri Karatekin University. MESTEK 2017 4th NATIONAL VOCATIONAL SCHOOLS SOCIAL AND TECHNICAL SCIENCES CONGRESS (Full Text Paper/Oral Presentation) (Publication No:5143919)
2. ÇAĞLAR ÇETİNKAYA NUR, DURUKAN TÛLİN (2016). Strategies Used in Marketing of Natural Stone Products: The Example of Denizli. III. VOCATIONAL SCHOOLS SOCIAL AND TECHNICAL SCIENCES CONGRESS (Full Text Paper/Oral Presentation) (Publication No:5143918)

DRIVING LICENCE(S)

- B CLASS