

Competitive selection for an academic teaching position participant's profile

Full name : **DALMAN MUSTAFA DENIZ**

Position held, part of regular rate of pay: **Assistant Professor, full-time**

Department: **Marketing Department**

Competition announcement date: **19.03.2015**

Name of present employer (organization, position held): **Marketing and Branding Consultant at Dogruluk International, Transportation Co., Istanbul, Turkey**

1. Science degree (please indicate academic field): **Ph.D. in Marketing**

2. Academic title _____
3. Accumulated period of academia: **Four Years as Assistant Professor**
4. Total number of published works: **Six (Plus Seven Conference Papers Published as Abstract)**
5. Research papers, learning and teaching materials, creative projects for the 5 last years or from the moment of the previous winning in competition:

№ п/ п	Name of work / paper	Manuscript / printed	Name of the publishing company, magazine (number, year) / copyright certificate number	Number of printed sheets or pages	Co-author's name
1	2	3	4	5	6
1.	Consumer Information Integration at Pre-Purchase: A Discrete Choice Experiment	Book Chapter	IGI Global, <i>Handbook of Research on Organizational Transformations Through Big Data Analytics</i> , Hershey, PA, 2015	p. 287-299	Junhong Min
2.	Marketing Strategy for Unusual Brand Differentiation: Trivial Attribute Effect	Journal Article	Canadian Center of Science and Education, <i>International Journal of Marketing Studies</i> , 2014, Vol 6(5)	p. 63-72	Junhong Min
3.	The Identity Saliency and Emotional Attachment Strategies in Alumni-University Relationships	Journal Article	IGI Global, <i>International Journal of Customer Relationship Marketing and Management</i> , 2014, Vol 5(2)	p. 21-37	Junhong Min, Madhave Segal
4.	Co-Branding in Higher Education: Conceptual Framework and	Conference Proceeding	American Marketing Association, <i>AMA Summer Marketing</i>	p. 385-391	

Сведения, содержащиеся в п. 1-14 настоящей анкеты, публикуются на официальном сайте СПбГУ и представляются членам Ученого совета Факультета (Ученого совета СПбГУ) в соответствии с п. 3.3. Положения о конкурсе на замещение должностей профессорско-преподавательского состава СПбГУ от 06.07.2012

	Research Propositions		<i>Educators' Proceedings</i> , 2013, Vol 24		
5.	Empirical Assessment of Stimulus Presentation Mode Bias in Conjoint Analysis	Journal Article	Business Perspectives, <i>Innovative Marketing, Journal</i> , 2011, Vol 7(4)	p. 108-121	Debi Mishra, Junhong Min
6.	An Application of Conjoint Analysis in the Context of Consumer Evaluation of Co-Branded Products	Conference Proceeding	Association of Collegiate Marketing Educators <i>Advances in Marketing, Proceedings of Association of Collegiate Marketing Educators Conference</i> , 2010	p. 235-244	Junhong Min, Madhave Segal

6. Major projects over the previous years (at your option):

№ п/п	Name of work / paper	Manuscript / printed	Name of the publishing company, magazine (number, year) / copyright certificate number	Number of printed sheets or pages	Co-author's name
1	2	3	4	5	6
1.					
2.					
3.					
4.					

7. Number of publications in data bases:

Russian Science Citation Index _____, Hirsch index _____

Web of Science _____, Hirsch index _____

Scopus _____, Hirsch index _____

8. Information on the Ph.D. students being supervised by you and passed Ph.D. defense

Number of Ph.D. students / Doctoral students	Topic of Thesis research	Academic field	Date of Thesis defence
Ph.D. Thesis			
Doctoral Thesis			

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9. Participation in research projects, programs and grants the 5 last years or from the moment of the previous winning in competition: _____

10. Expert activities (which includes membership in Dissertation Council, Expert Council of the State Commission for Academic Degrees and Titles, scientific councils of Russian Academy of Sciences and etc.):

11. Membership in scientific review editorial boards, organizing committees of international conferences:

12. Honorary academic degrees, international, state, academic or other prizes, winnings in international competitions and All-Russian competitions: _

Best Paper in Marketing Research Track, Association for Collegiate Marketing Educators, March 10, 2011_____

Best Paper in Marketing Research Track, Association for Collegiate Marketing Educators, March 5, 2010_____

Graduate Student Award for Excellence in Teaching at SUNY Binghamton, 2006-2007

13. Other information on educational and research or creative activities (at your option)_____
