

CURRICULUM VITAE

NAME: Zeynep Mina Seraj Akşit

DEGREES AWARDED

PhD in Management, 2014, Boğaziçi University

MBA, 2005, Boğaziçi University

BA in Economics, 2001, University of Pennsylvania

AREAS OF SPECIAL INTEREST

Brand management, consumer behavior, consumer culture, brand communities, online communities, digital marketing, and social media marketing

PROFESSIONAL EXPERIENCE

Research Assistant, Department of Management, Boğaziçi University, 2009 - present

Management Consultant, HayGroup Consulting Türkiye, 2007-2009

Product Manager, Pfizer Türkiye, 2005-2007

Research Assistant, Department of Management, Boğaziçi University, 2003 - 2005

Teaching Assistant, Department of Economics, Koç University, 2003 - 2005

Product Manager, Citibank Türkiye, 2001-2003

AWARDS AND HONORS

Highest Honors List, Boğaziçi University, 2014

Highest Honors List, Boğaziçi University, 2005

Summa Cum Laude, University of Pennsylvania, 2001 (GPA: 3.81)

TÜBİTAK PhD Scholarship, 2009-2014

GRANTS

Turkcell PhD Grant, 2010-2011

PUBLICATIONS

Journal Articles

Seraj, M. (2012). We create, we connect, we respect, therefore we are: Intellectual, social, and cultural value in online communities. *Journal of Interactive Marketing (SSCI)*, 26(4), 209-222.

Toker, A., Seraj, M., Kuşçu, A., Yavuz, R., Koch, S., & Bisson, C. (under review). The early bird eats the worm: How current social media maturity affects future social media intention. *Journal of Organizational and End User Computing (SSCI)*.

Book Chapters

Merdin, E., & Seraj, M. (2013). Are you involved? Are you focused?: The regulatory fit and involvement effects on advertisement effectiveness. *Advances in Advertising Research (Vol. IV): The Changing Roles of Advertising*, 4, 329.

Seraj, M., & Toker, A. (2012). Social network citizenship. In *Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions*, IGI Global, 339-357.

Conference Proceedings

Seraj, M., & Toker, A. (2013). Social Media Marketing Trends in Turkey: A Profile Analysis of Turkish Corporations. In *35th Marketing Science Conference, Istanbul, Turkey*.

Toker, A. and Seraj, M. (2012). Social Media Adoption in Turkey: The Changing Role of Consumers. In *ISMD 12th Biennial Conference, Casablanca, Morocco*.

Merdin, E., & Seraj, M. (2012). The regulatory fit and involvement effects on advertisement effectiveness. In *Proceedings of ICORIA 2012: The Changing Roles of Advertising, Stockholm, Sweden*.

Aydemir, A.; Mutlucan, C.; Merdin, E.; Seraj, M.; and Oray, Z. (2010). A Select Palette of Qualitative Research Tools for Marketing and Management Sciences. In *Proceedings of 2010 Muhan Soysal Business Conference, Ankara, Turkey, June 16-19*.

Other Publications

Toker, A., Seraj, M., & Bıçakçı-Ersoy, B. (2012). Pazarlamanın Yeni Aracı: Sosyal Medya. *Harvard Business Review Türkiye*, 1, 2, 103-107.