About the Contributors

**R. Gulay Ozturk** was born in 1981, in Istanbul. She received her bachelor’s degree from Marmara University at the Department of Public Relations and Publicity in 2004 and her master’s degree and PhD from the same university at the Department of Advertising and Publicity. After receiving her PhD, she went to Georgetown University CCT Faculty in Washington DC as a short-term scholar with a Postdoctoral Research Scholarship of TUBITAK for her post-doc research. She is working as an Assistant Prof. in Istanbul Commerce University, Faculty of Communication at the Department of Public Relations. The research areas that she is interested in include advertising, digital advertising, emotions, product placements, tourism advertising, brand and strategic planning.

***

**Ozgur Akgun** received his BA, MA, and PhD degrees from Istanbul University School of Communication. After completion of his graduate studies at Istanbul University, Ozgur moved to the United States. He continued his graduate studies at the University of Texas-Pan American. He received his MBA degree where he explored the aspects of media management and marketing. Prior to his academic career, he worked at different positions from production manager to assistant director in the advertising industry. His short films and scholarly videos received national and international recognitions. Currently, Ozgur is a graduate student at the University of Maine Intermedia MFA program, where he studies the effects of new media technologies in conventional media environment.

**Cuneyt Binatli** is a Professor of Media and Communication Systems in Istanbul Commerce University, Turkey. He received a Bachelor’s degree in Public Finance in 1966 and completed an MA degree in Public Finance in 1968 at Anadolu University. He received PhD degree in Public Finance from Anadolu University in 1971. He was promoted to Professor in Press Enterprise in 1986. His main research areas: Public Finance, Media and Culture, Media History and Economy, Publishing of Newspaper and Magazine, Marketing, Advertising Strategies.

**Guven BUYukbaykal** completed his undergraduate studies in the Department of Public Relations and Advertising, Istanbul University and earned his master’s degree in Public Relations and Advertising in the Social Sciences Institute of Istanbul University. In the same way, he was granted his doctorate degree in Journalism in the respective institute of Istanbul University. Currently, he has been working as an associate professor in the Department of Journalism, School of Communications, Istanbul University and he has been teaching Sports Press, Economy Press and Press Management courses in this department.
Apart from his national and international articles, he has issued two books, namely “The Position and Importance of Promotion Integration in Banking Sector” and “The Position and Importance of Football in Print Media in Turkey from the Past to the Present.”

**Hilal Ozdemir Cakir** was born in 1973 in İstanbul. She received her bachelor’s degree from Marmara University, in the Department of Journalism in 1998 and her master’s degree and PhD from the same university in the Department of Public Relations. She is working as an Assistant Prof. in İstanbul Commerce University, Faculty of Communications in the Department of Public Relations. The research areas that she is interested in include corporate public relations, crisis communication, corporate social responsibility, corporate image and corporate reputation.

**Zeynep Guney Celebi** graduated from Bilkent University International Relations Department in 2002 and afterward she worked as a copywriter in several advertising agency in Istanbul. She completed her master and PhD at Marmara University Communication Faculty between the years 2004 and 2010. She was working as a research assistant at the Galatasaray University Communication Faculty between the years 2004 and 2014. Currently, she is an Assistant Professor in the Department of Advertising at the Galatasaray University Communication Faculty. Her research interests in advertising and marketing are in the field of interactive advertising and marketing, advertising copywriting, creative advertising. Moreover, she is also researching on the relationship between art and advertising, and art marketing.

**Ozgur Cengel** is an Associate Professor of Marketing at Istanbul Commerce University- Istanbul, Turkey. He received his BSBA and MBA degrees at the University of Central Florida. He received his PhD in Production Management and Marketing at Marmara University- Turkey. He is currently the Department Head of Business Administration at Istanbul Commerce University. He acts as the Audit Board Member of Turkish Marketing Association. In addition, he is the Board Member of the Economist’s Platform in Turkey. He mainly lectures in the fields of Marketing, Sales and Logistics. His main areas of study are Marketing Management, Consumer Behavior, Brand Management, International Marketing, Sales Management, and Logistics Management.

**Angela Chang** is assistant professor in the department of communication at University of Macau. She holds a PhD in Communications and Advertising from the Union Institute & University, USA. Chang’s research area focuses on advertising strategy, consumer behavior, audience study, health communication, and eye-tracking method. Her publication includes a book on advertising, several technical reports for government and non-profit organizations, academic book chapters and referred journals’ articles. Her recent publications have appeared in the Journal of Advertising, Budapest Management Review, International Journal of Communication and Health, and included book chapters published by Ashgate, Springer, IGI Global, and other publishers. Currently, Chang is collaborating with the researchers in Switzerland to investigate the childhood obesity issues.

**Paula Cordeiro** holds a PhD in Communication, with a specialization in Audiovisual and Interactive Media. She is the Research Coordinator at the Communication and Media research group of CAPP. Teaches Undergraduate and Graduate programs such as Theories of Communication, Digital Media,
Radio or Communication Themes at ISCSP, University of Lisbon. She has been researching the field of Digital Media and Radio since 2000. Her research interests include technology convergence, social networks and radio, programming formats, music and cultural diversity, socio-cultural behaviors, music and radio branding and marketing strategies, and online radio as well as the re-conceptualization of radio in digital platforms. She has participated in different research projects, and as speaker in national and European congress, meetings and seminars. She has recently published a book about radio and cultural industries and is working on her new book, about radio and the Internet.

**Ruly Darmawan** is a member of Research Group of Design Science and Visual Culture. He is also being assigned as lecturer at Faculty of Art and Design, Bandung Institute of Technology, Indonesia, for postgraduate and undergraduate level in design studies and interior design. He obtained a Doctoral degree in art and design studies from Postgraduate School, Art and Design Study Program, Bandung Institute of Technology. His research interests are technocultural studies, media and lifestyle studies, visual culture, and spatial design studies. He also spends his spare-time in creating creative works and writing several articles in the field of contemporary society.

**Alexandre Honorio da Silva** is a PhD Candidate from Communication Post-Graduate Program of Universidade Federal de Pernambuco (PPGCOM/UFPE) and Master in Social Sciences by the Social Sciences Post-Graduate Program of Universidade Federal do Rio Grande do Norte (PGCS/UFRN). Studying the collaborative communities that emerged with the developing of the hypertechnological/hypermodern environments, for his research as a PhC he is investigating to the communities and groups dedicated to the illegal digitalization of comics in Brazil - and the apparent link that their practices and uses has with others collaborative practices developed through networked environments. In 2013, through the CAPES Sandwich PhD program, he conducted part of his research at the Universitat Pompeu Fabra (Spain).

**Thomas Döbler** is head of the department of media management at the campus Stuttgart, Macromedia University for Media and Communication. He studied Sociology, Psychology and Economics at the University of Munich and received his PhD in Business Administration at the University of Hohenheim. Before joining the Macromedia University he was head of the department of IT and Media Research at the Medien- und Filmgesellschaft Baden-Württemberg (MFG). His current research focuses on Use and Acceptance of Social Media, Sociology of Communication and Media Management. Current book is *Wertschöpfung durch Medien im Wandel* (ed. with Castulus Kolo and Lars Rademacher) 2012.

**Betul Onay Dogan** is an assistant Professor of Advertisement at Istanbul University. She received her Master of Public Relations from the Communication Faculty of Selcuk University in 2008, and her master thesis topic is “A theoretical and practical study about the perception of the practices of local administrations in public foundations in terms of public relations.” Then, she received her PhD in Public Relations and Publicity from the Communication Faculty of Istanbul University in 2012. Her PhD subject is “Role and Effect of Public Relations applications in Constituting a Communication Strategy of Urban.” Her research interests include space and communication, urban communication, semiotics in advertising applications.
Ece Karadogan Doruk got her bachelor’s degree in Journalism at Communication Faculty of Istanbul University in 1995. She received her MA degree in Journalism from the same university in 1997. She completed her PhD in Public Relations and Publicity Department in 2003. She became an associate professor in “Applied Public Relations “in 2010. She currently works as an academician in Communication Faculty of Istanbul University. Her research topics include theories of persuasion and rhetoric, communication sociology, communication science and organizational behaviour.

M. Nur Erdem was born in 1976 in Zonguldak, Turkey. She graduated from Kocaeli University, Faculty of Communication where she also received her master degree in Public Relations in 2008. She is a PhD candidate at the same university on Communication Sciences and also a lecturer at Istanbul Kavram Vocational College, Marketing, and Advertising Department. She conducts research in the areas of advertising, media literacy, and advertising literacy.

Kristian Feigelson is a sociologist and teaches cinema at the University of the Sorbonne Nouvelle. Co-author of Bollywood: industry of images, (Théorème 16, Presse Sorbonne Nouvelle Paris, 2012) he contributes to different journals and has published numerous works on film culture. His recent publications includes The film factory, ed Armand Colin, Paris, 2011.

Catherine Ghosn is an Associate Professor in Information and Communication Studies at Paul Sabatier University, Toulouse (France). Her research develops two aspects. The first one focuses on television: the rise of public service television and private channels in France (in an international perspective, with a comparison between the French television and television in Europe or the United States). She is also interested in the question of the representation of ethnic minorities on television. The second aspect of her research focuses on the question of diversity and plurality of information on the internet. Many viewers and citizens turn away from TV because they feel inadequately represented or because they believe that public television no longer fulfills its role.

Ebru Karadogan Ismayilov is an Assistant Professor in the Department of Visual Communication Design at Istanbul Commerce University in Turkey. She has received her BA degree in the Department of Radio TV and Cinema from Marmara University in 2001, and then her MA degree in Media and Communication Systems from Istanbul Commerce University in 2003. She received her PhD degree in Radio TV from Marmara University in 2011. Ms Ismayilov’s taught courses at the University are Basic Photography and Film Readings. Her research interests cover topics like Alienation, Abjection and Reification in Cinema, Uncanniness of Daily Life and its Notation in Literature, Film and Media, Culture Industry, and Surveillance Studies. Ms. İsmayilov has authored several articles that appeared in different Turkish journals in the previous years.

Gozde Oymen Kale is an Assistant Professor of Public Relations in Istanbul Commerce University, Turkey. She received her Bachelors Degree in Economics in 2000 at Istanbul University and completed a Masters Degree in Business Administration (specialized in Marketing) in 2002 at Yeditepe University. She received her PhD degree in Public Relations from Istanbul University in 2006. She began to work as a Research Assistant in the department of Advertising Management in 2004 in Yeditepe University.
Then, she was appointed as a lecturer in Istanbul Commerce University, Communication Faculty, the department of Public Relations and promoted to Asst.Prof. in the same department in 2008. Her main research areas are Marketing, Integrated Marketing, Brand Management and Consumer Behavior.

**Baris Kara** was born in 1980, in Bursa. He received his bachelor’s degree from Galatasaray University in the Department of Public Relations and Publicity in 2004, and his masters degree from the same university in the Department of Social Sciences in 2007. He graduated with a PhD in the Department of Advertising and Publicity from Marmara University in 2012. Also, he has been working as a research assistant in Galatasaray University, Faculty of Communication in the Department of Advertising since 2007. The research areas that he is interested in include advertising, cultural studies, and sociology of communication.

**Yildiray Kesgin** was born in 1987, in Istanbul. He received his bachelors degree from Kadir Has University in the Department of Advertising in 2010 and his masters degree from Yeditepe University in the Department of Journalism. He is working as a research assistant in Istanbul University and he is a PhD student in Istanbul University Institute of Social Sciences Journalism Department. Also, he is working at the Communication Faculty News Agency as editor. The research areas that he is interested in include Advertising, new media, social media, journalism, speach, women studies, hate speach, freedom, racism, sports journalism, entertainment, and journalism ethic.

**Aysegul Kesimoglu** has a BSc (Vehbi Koc Scholar) in Economics from Koç University in Istanbul/Turkey and an MSc degree (Cum Laude) in the economics and management of creative industries (Arts, Culture, Media and Entertainment) from the Università Commerciale Luigi Bocconi (Università Bocconi) in Milan / Italy. Currently, she is a PhD student within the department of Culture and Creative Industries at City University London in London, United Kingdom. Her research interests are on cultural stratification, gastronomy and the formation of a taste hierarchy. She is focusing on Turkey.

**Sofia Lameira** graduated in Communication Studies and does research at CAPP, participating in research activities of Communication and Media research group, such as Generations Online in Europe, a multidisciplinary international research project, as well as the social and cultural behavior, media, consumption and marketing research project, to which her master thesis will be a strong contribution. Her research interests include socio-cultural behaviors, marketing strategies, communication of luxury goods, communication management, Social and New media Manager and cultural industries. This article contained herein will be part of her master thesis.

**José Martí-Parreño** (PhD, Polytechnic University of Valencia, Spain) is an Associate Professor in the Department of Business, Faculty of Social Sciences, Universidad Europea de Valencia. His main research areas include marketing communications, interactive marketing, mobile marketing, social networking sites, and new advertising formats such as branded entertainment and advergaming. His research has been published in refereed journals such as *Industrial Management & Data Systems, Online Information Review, International Journal of Mobile Communications,* and *Journal of Brand Management.* He has authored and co-authored seven books on marketing including *Engagement Marketing* (Financial Times/Prentice Hall, 2008). He serves as a reviewer in several international journals including *Journal of Product & Brand Management.*
José Mascarenhas has a masters degree in social communication and is currently working on his PhD dissertation. He worked has an editor and editor in chief for the biggest men’s magazines on the planet and he’s the communication manager for a web marketing company. He is also a screenwriter and a teacher.

Antonio Mendes is currently a PhD candidate at ISCSP – Universidade de Lisboa. Graduated in Sociology at ISCTE, holds an MBA and an MA in Management from INDEG / ISCTE. He is a faculty member at IADE – CREATIVE UNIVERSITY LISBON, teaching branding, emotional branding and consumer behaviour. He is the author of the books Branding (2010) and Branding Revised (on print). As a speaker, he has participated in several Portuguese and European conferences. He is also the program- ming director of RFM, a leading private radio station at the R/Com group of media.

Anil Ozdemir graduated from Istanbul Culture University, Department of Architecture in 2004. She proceeded to do her graduate degree at the same university in the Faculty of Art and Design on “Web and Graphic” in 2007. She completed her PhD degree at Marmara University in 2013, Department of Advertising and Publicity, as well as working as a teaching assistant at Istanbul Culture University since 2004. Her main research areas are Space, Consumption, Visual Perception, Advertising.

Yaman Oztek is a Full Professor of Marketing at Galatasaray University- Istanbul, Turkey. He received his BSBA degree in Business Administration at Marmara University, MBA degree in Marketing Management at Istanbul University. He received his PhD in Production Management and Marketing at Marmara University- Turkey. He was awarded his Full- Professorship in 2003 at Galatasaray University. He is currently the Department Head of Business Administration at Galatasaray University. He mainly lectures in the fields of Marketing, Sales and Logistics. His main areas of study are Marketing Management, Advertising Management, Warehousing Management, Brand Management, International Marketing, Sales Management, Customer Relationship Management and Logistics Management. He is a member of Turkish Marketing Association and Marketing/Public Researchers Association.

Wilson Ozuem is Associate Professor of Digital Marketing at Regents University, London (UK). His research interests include the implications of information technology for decision making by marketers and consumers. The results of his research have been published in scholarly journals and International conference papers, including the European Journal of Marketing, Social Responsibility Journal, World Business Congress. Dr Ozuem teaches in a number of UK universities including the University of Gloucestershire and the University of Hertfordshire, GSM (London). He currently teaches MSc and MBA courses in marketing communications, Internet marketing, research methodology, and marketing management. He is a Fellow of the Chartered Institute of Marketing (FCIM) and has worked as a marketing consultant for several companies and organizations. He received his BA in Business from the University of Portsmouth, MA in Marketing from University of West London, MBA from London Metropolitan University, MEd (Educational Leadership and Management) from Open University (UK), Doctorate from Anglia Ruskin University, and Postgraduate Degree in Educational Research from University of Cambridge.
About the Contributors

Nadezhda Nikolaevna Pokrovskaja was born 1972, in Leningrad, USSR. She is a Professor in the Sociology department at Saint-Petersburg State University of Economics and also Secretary General of Scientific Council at the National Humanitarian University of Russia (Saint-Petersburg) now. In 1991, the country was broken up into Russia and other republics. The deep transition from the Soviet Union socialist model to the liberal market economy caused the interest towards social-economic regulation. In 2000, her first PhD thesis was defended in Consumer behaviour in the book publishing industry. In 2008, she completed her Doctoral thesis on Regulation of economic and organisation behaviour. She is a Corresponding Member of the International Academy of Sciences of Higher School (Russia), a full member of Academy of Humanism Sciences (Armenia), a member of Saint-Petersburg Researchers Union, and editor-in-chief of the analytical review “LiC” (Personality & Culture) since 1998. She has more than 180 published books and articles. In 2008, she was awarded with the Gagarin Medal of 30 years Space Federation of Russia.

Jason Prasad is a uniquely recognized Marketing and Affiliate Professional with over a decade of experience in the online gambling industry. Jason’s primary knowledge focuses on developing strategic marketing plans and establishing affiliate programs for large global Online Gaming Companies in the North American and European markets. Jason holds an MBA degree with distinction honours in Marketing and Digital Marketing from The University of Wales and a BCOM degree in Marketing and Logistics from The Sauder School of Business.

Sony Jalarajan Raj is the Graduate Coordinator and Assistant Professor for Communication in the Institute for Communication, Entertainment, and Media at St. Thomas University Florida, USA. Dr. Raj is a professional journalist turned academic who has worked in different demanding positions as a reporter, special correspondent, and producer in several news media channels like BBC, NDTV, Doordarshan, AIR, and Asianet News. Over a decade, Dr Raj has been in academics as a faculty member in Journalism, Mass Communication, and Media Studies at Monash University, Australia, Curtin University, Mahatma Gandhi University, and University of Kerala. Dr Raj is on the editorial board of five major international research journals and he edits the Journal of Media Watch. His research interests include communicative rationality, information flow, digital divides, the news media influences on the public sphere and visual media. Dr Raj is the recipient of the Reuters Fellowship and is a Thomson Foundation (UK) Fellow in Television Studies with the Commonwealth Broadcasting Association Scholarship.

Carla Ruiz-Mafe (PhD, University of Valencia, Spain) is an Associate Professor in the Department of Marketing at the University of Valencia. Her research interests include consumer behaviour, marketing communications, brand management, and online marketing. She is particularly interested in the study of online consumer behaviour. She has published 34 papers in international refereed journals such as Internet Research, Online Information Review, Industrial Management & Data Systems, The Services Industries Journal, Journal of Service Management, Journal of Air Transport Management, and 7 international book chapters. She serves as a reviewer in several international journals.

D. Zeynep Bayazit Sahinoglu (born in 1976, Istanbul) is an Assistant Prof. at the Istanbul Commerce University, Commercial Sciences Faculty, Turkey. She received her Bachelor’s degree in Economics at George Washington University, DC in 1999 and her Masters degree in Information Systems Manage-
ment at American University, DC in 2001. She completed her PhD in Advertising and Publicity at the Marmara University, Turkey in 2009. She began her teaching career in 2001, and she was promoted as the head of two programs in Aviation at the Vocational School of Istanbul Commerce University. She has authored several publications and taught several courses with a particular focus on Marketing and Advertising. Her special interest fields are Marketing Communication, Consumer’s Decision Making Process and Reactions, Social Media Marketing, Retailing, Brand Strategies.

**Lisa Luebbehusen Scribner** (PhD, University of South Carolina, USA) is an Associate Professor of Marketing in the Cameron School of Business at the University of North Carolina Wilmington. Professor Scribner’s research has been published in the International Journal of Culture, Tourism and Hospitality Research, Journal of Hospitality Marketing & Management, Journal of Global Business, Total Quality Management Journal, Marketing Education Review, Journal of Marketing Theory and Practice, and others. Professor Scribner’s primary research interests involve multiple aspects of consumer behavior, such as cross-cultural family decision making, branded entertainment and advergaming, consumer product knowledge, comparative advertising, and consideration set formation.

**Aygun Sen** is a research assistant at the University of Marmara in Istanbul, Faculty of Communications, Department of Radio-TV and Cinema. She is a graduate of the same department. She completed her master thesis at the Communication Faculty of Marmara University in 2010 in Istanbul. She is a PhD student at Marmara University, Faculty of Communications. She has publications on Japanese Animation, Turkish Cinema, and gender.

**Nihal Kocabay Sener** was born in 1985 in Istanbul, Turkey. She graduated from Istanbul University, Faculty of Communication where she also received her master degree in journalism in 2010. She is a PhD candidate at the same university and also a research assistant at Istanbul Commerce University, Faculty of Communication. She conducts research in the areas of international communication, representation, and communication sociology.

**Ala Sivas** graduated from Marmara University Communication Faculty in 2001. She completed her MA and PhD in the department of Radio-TV at Marmara University. She studied her international postdoctoral research “Dynamics of Contemporary Italian Cinema: Industrial Change and Narrative Structure” under the supervision of professor Gian Piero Brunetta at the University of Padua in 2008-2009, with scholarship of “The Scientific and Technological Research Council of Turkey.” She is working at Istanbul Commerce University as an Associate Professor and giving lectures on Film History, Criticism, Film Theories and Turkish Film History. Some of her recent studies are *İtalyan Sinemasına Bakış* (author) (*View to Italian Cinema*, Kirmizi Kedi, 2010) and *Yavuz Turgul Sinemasını Keşfetmek* (editor) (*Discovering the Cinema of Yavuz Turgul*, Kirmizi Kedi, 2011).

**Rohini Sreekumar** is pursuing her PhD from the School of Arts and Social Sciences at Monash University. She received her Masters Degree in Mass Communication and Journalism from Mahatma Gandhi University, India with a gold medal. Rohini is the recipient of the National Merit Scholarship and Junior Research Fellowship from the University Grants Commission of India. Her research interest include film transnational film reception, diasporic studies, and Journalism practice.
About the Contributors

Theresa Steffens is an Associate Producer and Head of Community Affairs of Dystopia. She studied communication science, politics, and sociology in Erfurt and graduated with a thesis on changing requirements for community media through the Internet in 2009. She worked in several media institutions and participatory projects. In 2013, she finished her studies of communication management at the University of Hohenheim with a masters thesis about social inequality in social communities. She was awarded with the Paul Lazarsfeld Scholarship of the German Communication Association. After working as a teaching Research Associate at Macromedia University for Media and Communication, she is now a project manager for digital citizens’ participation at wer denkt was GmbH in Darmstadt, Germany.

Gozde Sunal is a Research Assistant at the Department of Visual Communication Design of the Istanbul Commerce University in Turkey since 2009. She received her Bachelor’s degree in Visual Communication Design from the Istanbul Commerce University in 2004 and then completed her MA degree in Radio, Television, and Cinema from Marmara University in 2011. Currently, she is a PhD Candidate in Communication Sciences at Maltepe University, Turkey. Her main research subjects are Film and Media Studies, Visual Art, Alternative Ways of Seeing, Surveillance Studies. Ms. Sunal is an author of several academic articles in the Turkish journals.

Lukasz Swiatek is a PhD candidate in the Department of Media and Communications, in the Faculty of Arts and Social Sciences at the University of Sydney in Australia. His doctoral research examines awards and prizes from the perspective of media and communications, looking specifically at the normative elements in awards and prizes. Additional areas of research connected to the project are power, influence, and status, while other research interests include entertainment, spectacles, and branding. Lukasz has taught undergraduate and postgraduate courses at the University of Sydney on media, including public relations and media globalisation, as well as international and global studies.

Erdem Tatli is an academic at Istanbul Commerce University, Turkey. He received his Bachelors degree in International Relations in 2005 at Faculty of Political Sciences at Istanbul University and completed his Masters degree in Communication Arts in 2007 at Istanbul Culture University. He received his PhD degree in Advertising and Publicity from Marmara University in 2012. He also worked in the advertising sector as an account executive and copywriter at McCann Erickson and Leo Burnett advertising agencies in Istanbul. His main study fields as an academic are creative advertising and political communication.

Selin Tüzün is an assistant professor at the University of Marmara in Istanbul, Faculty of Communications, Department of Radio-TV and Cinema. She is a graduate of the same department. She completed her masters thesis at the Communication Faculty of Galatasaray University in 2005 in Istanbul. She received her PhD degree in July 2011 from the Radio and Television Department of Marmara University, and she was a former Erasmus student at the Cinema and Audiovisuel Department of Paris III Sorbonne Nouvelle in 2006-2007. She has publications on Turkish television and in the film industry.

Ebru Ulusoy is an Assistant Professor of Marketing at the University of Maine, Maine Business School. She received her PhD in Marketing from the University of Texas -Pan American. She is also an ABD in Public Relations and Advertising at Istanbul University, School of Communication. Prior to her academic career, she worked as an account representative for a Public Relations company, and as
a production assistant at a national television channel in Istanbul, Turkey. She also has a Bachelors of Arts degree in Public Relations and Advertising from Istanbul University, School of Communication and a Masters of Science degree in Production Management and Marketing from Marmara University, College of Business Administration. Dr. Ulusoy’s primary research interests are sustainable consumption, responsible consumption, and experience consumption.

**Figien Yildirim** is an Associate Prof. of Marketing in Istanbul Commerce University, Turkey. She received her Bachelors degree in Economics at the University of Marmara in 1997 and completed her MA degree in International Business Management in 2000 at the University of Yeditepe. She received her PhD degree in Production Management and Marketing from Marmara University in 2008. Her main research areas are Marketing, Retail Management, Marketing Research, Consumer Behavior, and International Marketing.