

# AYŞEN COŞKUN-ÇELEN

Curriculum Vitae – May 2022

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## EDUCATION

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### **Selçuk University & İstanbul University, Turkey (2011-2015)**

- PhD in Marketing
- Supervisor: Muammer Zerenler
- Dissertation title: Determining psychographic factors that effects green purchase intention: An example of a low-involvement product

### **Deakin Business School, Deakin University, Australia (2014-2015)**

- Visiting researcher
- Supervisory team: Michael Polonsky, Andrea Vocino

### **Facultad de Economía y Empresa, Universidad de Oviedo, Spain (2010)**

- Visiting researcher
- Supervisor: María José Sanzo

### **Nevşehir University, Turkey (2009-2011)**

- MBA
- Thesis title: The factors that affect the reverse logistic activities of producers: A practice in house appliance industry

### **Ege University, Turkey (2004-2008)**

- BSc in business administration

## TEACHING EXPERIENCE

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### **Associate Professor of Marketing, Akdeniz University, Turkey (2020-Present)**

- Planning, preparing and delivering lectures at undergraduate and graduate courses on marketing
- Research to support projects and funding
- Monitoring and assessing student projects
- Supervising graduate dissertations
- Student assessment
- Assisting with program development

### **Guest lecturer, BSc Business Administration, Universidad de Oviedo, Spain (2017)**

- Delivered lecture on marketing research under Erasmus Staff Exchange Program

### **Assistant Professor of Marketing, Akdeniz University, Turkey (2016-2020)**

- Teaching undergraduate and graduate courses on marketing
- Supervising graduate dissertations
- Student assessment
- Course development

## Research Assistant, Nevşehir Hacı Bektaş Veli University, Turkey (2009-2016)

- Assisting with program development and student assessment
- Coordinating courses
- Delivering teaching sessions

## PUBLICATIONS

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### Journal Publications

- Filimonau, V., **Coşkun, A.**, Derqui, B., and Matute, J. (2021), “Restaurant management and food waste reduction: Factors affecting attitudes and intentions in restaurants of Spain”, *International Journal of Contemporary Hospitality Management*, 34(3), 1177-1203. (ABDC: A ranking, SSCI)
- **Coşkun, A.** and Filimonau, V. (2021). “‘I waste food but this is not my fault!': Exploring the drivers of plate waste in foodservices of Turkey through the prism of neutralisation theory”, *Journal of Cleaner Production*, 129695. (ABDC: A ranking, SCI-Exp)
- Özbük, R. M. Y., **Coşkun, A.**, and Filimonau, V. (2021). “The impact of COVID-19 on food management in households of an emerging economy”, *Socio-Economic Planning Sciences*, 101094. (ABDC: C ranking, SCI-Exp)
- **Coşkun, A.** And Yetkin Özbük, R. M. (2020). “What influences consumer food waste behavior in restaurants? An application of the extended theory of planned behavior”, *Waste Management*, Vol. 117, pp. 170-178. (SCI-Exp)
- Yetkin Özbük R.M. and **Coşkun A.** (2020). “Factors affecting food waste at the downstream entities of the supply chain: A critical review”, *Journal of Cleaner Production*, vol.244, pp.1-26. (ABDC: A ranking, SCI-Exp)
- **Coşkun A.** and Yetkin Özbük, R.M. (2019). “Environmental segmentation: Young millennials' profile in an emerging economy”, *Young Consumers*, vol.29, no.4, pp.359-379. (ABDC: B ranking, ESCI)
- **Coşkun, A.** and Yetkin Özbük, R.M. (2019). “Restoranlarda atık gıda oluşum sebeplerinin hizmet planı üzerinden incelenmesi”, *Business & Management Studies: An International Journal*, 7(5), ss. 2556-2576.
- **Coşkun, A.** (2019). “Hanehalkında atık gıda ölçümünde kullanılan yöntemlerin sınıflandırılması”, *Pazarlama İçgörüsü Üzerine Çalışmalar*, 3(2), ss. 35-47.
- **Coşkun, A.** (2018). “Cebimizdeki değerli çöp – Cep telefonu atıklarında genişletilmiş üretici sorumluluğu”, *Pazarlama İçgörüsü Üzerine Çalışmalar*, cilt.2, ss.35-45.
- **Coşkun, A.**, Vocino, A., and Polonsky, M. (2017). “Mediating effect of environmental orientation on pro-environmental purchase intentions in a low-involvement product situation”, *Australasian Marketing Journal*, vol.25, pp.115-125. (ABDC: A ranking, ESCI)
- **Coşkun, A.**, and Akdoğan, M. Ş. (2012). “Drivers of reverse logistics activities an empirical investigation”, *Procedia-Social and Behavioral Sciences*, vol.58, pp.1640-1649.
- Öztürk, S., **Coşkun, A.**, and Dirsehan, T. (2012), “Fırsat sitelerinde tüketici e-sadakatinin etkileyen faktörlerin belirlenmesi”, *Eskişehir Osmangazi Üniversitesi İİBF Dergisi*, Sayı:2, ss. 217-239.
- Akdoğan, M. Ş., Özgener, Ş., Kaplan, M., and **Coşkun, A.** (2010). “The effects of consumer ethnocentrism and consumer animosity on the re-purchase intent: the moderating role of consumer loyalty”, *Emerging Markets Journal*, no.1, pp.1-12.

## Book Chapters

- **Coşkun, A.** and Akar, N. (2019). “WWF Turkey's green office initiatives”, in: Green Behavior and Corporate Social Responsibility in Asia, Quoquab, F. & Mohammed, J., Eds., Emerald Ink Publishing, West Yorkshire.
- **Coşkun, A.** and Akar, N. (2019). “Turkey's Antalya international airport: Obtaining green organization certification”, in: Green Behavior and Corporate Social Responsibility in Asia, Quoquab, F. and Mohammed, J., Eds., Emerald Ink Publishing, West Yorkshire.
- **Coşkun, A.** (2019). “Yeşil tüketici davranışı ve sosyoloji”, Pazarlama ve Sosyoloji: İşletme ve Toplum İlişkisi, Ünsalan, M., Ed., Beta Basım Yayım Dağıtım, Ankara, ,
- **Coşkun, A.** (2019). “Sürdürülebilir pazarlama”, Yeni Nesil Pazarlama Yaklaşımları - Vaka Analizleri ile, Kahraman, A. and Güven, E. Eds., Gazi Kitabevi, Ankara.
- Dörtüol, İ. T., **Coşkun, A.**, and Kitapçı, O. (2018). “A review of factors affecting turkish consumer behaviour”, in: Marketing Management in Turkey (Marketing in Emerging Markets), Ozturkcan, S. and Yolbulan Okan, E., Eds., Emerald Publishing Limited, West Yorkshire, pp.105-139.
- **Coşkun, A.** (2017). “Understanding green attitudes”, in: Driving Green Consumerism Through Strategic Sustainability Marketing, Quoquab, F., Thurasamy, R. & Mohammad, J., Eds., IGI Global Publications, Hersey, pp.1-16.

## Conference Proceedings

- Yavuz, M. and **Coşkun, A.** (2019). “Elektronik atık geri dönüşüm davranışının Motivasyon-Yetenek-Fırsat Modeli ile incelenmesi”, 2. Business and Organization Conference, İzmir, Turkey, 4-6 September.
- **Coşkun, A.** (2017). “‘Bir varmış bir yokmuş’ - Dijital hikaye anlatımının pazarlama eğitiminde kullanılması”, 22. Pazarlama Kongresi, Trabzon, Türkiye, 28-30 September.
- Coşkun-Arslan, M. and **Coşkun, A.** (2017). “Muhasebe eğitiminde inovasyon: Dijital hikâye anlatımı”, 36. Türkiye Muhasebe Eğitimi Sempozyumu, Antalya, Turkey, 3-7 May.
- **Coşkun, A.**, Vocino, A., and Polonsky, M. (2016). “The mediated effect of environmental orientation on green purchase intentions a low-involvement product situation”, Global Innovation and Knowledge Academy (GIKA), Valencia, Spain, 21-23 March.
- **Coşkun, A.** and Dörtüol İ.T. (2016). “Daha kişiselleştirilmiş kararlar - İnteraktif tüketici karar yardımcılarının kullanımının tespiti”, 21. Pazarlama Kongresi, Kütahya, Türkiye, 26-28 October.
- **Coşkun, A.**, Polonsky, M., and Vocino, A. (2016). “A tale of two goods, green verses non-green: The effects of apathy and myopia on purchase intentions”, American Marketing Association Marketing (AMA) & Public Policy Conference, California, USA, 23-25 June.
- **Coşkun, A.**, Polonsky, M., and Vocino, A. (2015). “Integrating apathy and myopia into a green purchase intentions model for low involvement products”, Australian and New Zealand Marketing Academy (ANZMAC) Conference, Sydney, Australia, 30 November – 2 December.
- **Coşkun, A.** (2014). “The role of pscographic variables on green purchase intentions for a low involvement product”, Australian and New Zealand Marketing Academy (ANZMAC) Conference, Brisbane, Australia, 29-30 November.
- **Coşkun, A.** (2011). “Barriers to reverse logistics activities in SMEs: the case of Nevşehir”, International Entrepreneurship Congress, İzmir, Turkey, 27-29 April.

- Çoban, S., Güllü, K., **Coşkun, A.**, and Dalkılıç, F. (2009). “Kültür Turizmi Açısından Kapadokya Destinasyonunun Algılanan İmajı”, 14. Ulusal Pazarlama Kongresi, Yozgat, Turkey.

#### **RESEARCH SKILLS**

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- Quantitative research and data analysis using SPSS, AMOS, LISREL
- Application of scientific theory to quantitative data
- Building conceptual frameworks
- Survey design
- Sampling design
- Qualitative interviewing
- Qualitative data analysis using MAXQDA

#### **GRANTS AND SCHOLARSHIPS**

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- **Post-doctoral scholarship, Central Queensland University, Sydney/Australia, 2020**, Awarded by Turkey Scientific and Technological Research Council for 12 months (\$30,000)
- **Newton Fund Research Environmental Links Grant Scheme, 2020**, Awarded by British Council (approx. £33,000)
- **PhD scholarship, Deakin University, Australia, 2014**, Awarded by Turkey Scientific and Technological Research Council for 6 months (\$11,100)
- **Research Grant, Selçuk University, Turkey, 2014**, Awarded by Selçuk University Scientific Research Committee (₺8,000)
- **Research scholarship, Universidad de Oviedo, Spain, 2010**, Awarded by Turkey Higher Education Council for 3 months
- **Erasmus exchange scholarship, Universidad de Oviedo, Oviedo/Spain, 2008**, Awarded by European Union for 1 year

#### **SERVICE TO THE SCHOOL AND THE FIELD**

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- Vice chairperson in the Department of Marketing, (2016-2020)
- Farabi (Student exchange program) coordinator in the Department of Marketing (2018-Present)
- Member of Zero Waste Commission (2018-Present)
- Member of Academic Incentive Commission (2017-2019)
- The Services Industries Journal “Food Waste and Sustainability in the Services Industries”, Special Issue Editor, 2021
- 7<sup>th</sup> Alternative Research in Marketing Symposium, Co-Organizer, 2017
- International Journal of Hospitality Management, Ad-hoc reviewer
- British Food Journal, Ad-hoc reviewer
- Journal of Retailing and Consumer Services, Ad-hoc reviewer
- Journal of Strategic Marketing, Ad-hoc reviewer
- American Marketing Association – Summer Academic Conference, Reviewer
- European Marketing Association Academic Conference, Reviewer
- Journal of the Air and Waste Management Association, Ad-hoc reviewer
- Sustainable Accounting, Management and Policy Journal, Ad-hoc reviewer
- Sage Publications, Book reviewer

## SELECTED UNDERGRADUATE AND GRADUATE COURSES

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### Undergraduate level

- Marketing Research, every year
- Consumer Behavior, every year
- Services Marketing, multiple times
- Brand Management, multiple times

### Graduate level

- Advanced Marketing Research, every year, PhD level
- Strategic Social Marketing, every year, PhD level
- Quantitative Research, 1 course, PhD level

## LANGUAGES

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- **English:** Listening – Very good, Reading – Very good, Speaking – Very good, Writing – Very good
- **Spanish:** Listening – Good, Reading – Good, Speaking – Good, Writing – Good
- **Turkish:** Native Language