

## Res. Asst. PhD Seyfettin ANMAÇ

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: KXR-3641-2024

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### Education Information

Doctorate, Galatasaray University, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey 2016 - 2022

Postgraduate, Galatasaray University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (YI) (Tezli), Turkey 2013 - 2016

Undergraduate, Marmara University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 2000 - 2004

### Foreign Languages

English, C1 Advanced

Spanish, C1 Advanced

### Certificates, Courses and Trainings

Brand Management, Marka Çalıştayı, Galatasaray Üniversitesi, 2019

Data Analysis, 8. Pazarlama Araştırmalarında Alternatif Yöntemler Sempozyumu (PAAYS), Altınbaş Üniversitesi, 2018

Data Analysis, R Yazılımı ile Supervised Unsupervised Machine Learning+ Veri Görselleştirme Eğitim Programı, DataLab, 2016

Other, VII. Örgüt Kuramı Çalıştayı, Marmara Üniversitesi, 2016

### Dissertations

Doctorate, Galatasaray University, Sosyal Bilimler Enstitüsü, 2022

Postgraduate, The importance of brand communities in social media and a research, Galatasaray University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (YI) (Tezli), 2016

### Articles Published in Other Journals

#### I. A COMPARISON OF PRODUCT PERSONALIZATION AND PRODUCT CUSTOMIZATION: A CONCEPTUAL FRAMEWORK

Anmaç S.

Turkish Business Journal, vol.4, no.7, pp.54-64, 2023 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **Sustainable Consumption: A Bibliometric Analysis with VOSviewer**  
Anmaç S.  
in: Theoretical and Applied SUSTAINABILITY STUDIES - Marketing and Production Management, Ahmet Koçak,Hakan Cavlak, Editor, Nobel Yayınevi, Ankara, pp.51-65, 2023
- II. **The Importance of Product Personalization in Digital Marketing**  
Anmaç S.  
in: , Ömer Sezai Şenel, Editor, Eğitim Yayınevi, Ankara, pp.131-144, 2023

## Refereed Congress / Symposium Publications in Proceedings

- I. **From Offline Brand Communities to Social Media Based Brand Communities: The Evolution of Brand Communities**  
Anmaç S.  
2nd International Congress on Economics and Administrative Sciences, Bingöl, Turkey, 19 - 20 January 2023, pp.177-178
- II. **Has Social Media Revolutionary Changed Brand Communities?**  
BAŞ T., ANMAÇ S.  
Eurasian Conferences on Language and Social Sciences, 22 - 24 May 2017
- III. **Anmaç S.**  
16 Ulusal İşletmecilik Kongresi, Aydın, Turkey, 4 - 06 May 2017, pp.330-332

## Metrics

Publication: 6