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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

IT, Generative AI: Prompt Engineering Basics, IBM, 2025

IT, AI Fundamentals for Non-Data Scientists, Wharton University , 2025

IT, Generative AI: Introduction and Applications, IBM, 2024

IT, Artificial Intelligence in Marketing, University of Virginia, 2024

IT, AI Ethics in Business, Rutgers the State University of New Jersey, 2024

IT, AI For Everyone, DeepLearning.ai, 2024

IT, Introduction to Artificial Intelligence (AI), IBM, 2024

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

Courses

Undergraduate

Services Marketing, Undergraduate, 2024 - 2025

Kariyer Planlama, Undergraduate, 2022 - 2023

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

I. **Chatbotlar ve Pazarlama: Biblioshiny ile Performans Analizi ve Bilimsel Haritalama**

ANMAÇ S.

in: Pazarlama Alanında Uluslararası Araştırma ve Değerlendirmeler, ASLAN ÇETİN FİLİZ, Editor, Serüven Yayınevi, pp.59-72, 2024

II. **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

III. **The Importance of Product Personalization in Digital Marketing**

Anmaç S.

in: , Ömer Sezai Şenel, Editor, Eğitim Yayınevi, Ankara, pp.131-144, 2023

Papers Published in Refereed Scientific Meetings

I. **Mixed Methods in Marketing Research: Evolution, Key Topics, And Methodological Patterns**

Anmaç S., Aytaç M. A.

3rd INTERNATIONAL EGE CONGRESS ON SCIENTIFIC RESEARCH, İzmir, Turkey, 20 - 22 December 2024, pp.640

II. **The Use Of Artificial Intelligence in Marketing: Text Mining Insights With Leximancer 5.0 Software**

Anmaç S.

13. INTERNATIONAL MARMARA SCIENCE AND SOCIAL SCIENCES CONGRESS, Kocaeli, Turkey, 29 - 30 November 2024, pp.69

III. **Uncovering Patterns in Meta-Analysis Studies in Marketing: A Bibliometric Approach**

Anmaç S.

10th International CEO Communication, Economics, Organization & Social Sciences Congress, 7 - 08 December 2024, pp.105

IV. **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

V. **Has Social Media Revolutionary Changed Brand Communities?**

Baş T., Anmaç S.

Eurasian Conferences on Language and Social Sciences, Antalya, Turkey, 22 - 24 May 2017, pp.193

VI. Anmaç S.

16 Ulusal İşletmecilik Kongresi, Aydın, Turkey, 4 - 06 May 2017, pp.330-332

Peer Reviews in Scientific Publications

Yönetim ve Ekonomi Araştırmaları Dergisi, Other Indexed Journal, August 2023

INTERNATIONAL JOURNAL OF CONTEMPORARY ECONOMICS AND ADMINISTRATIVE SCIENCES, Journal Indexed in ESCI,
February 2023

Metrics

Publication: 10