

Z. Mina Seraj-Akşit

m: 0533 359 1119

e: mina.seraj@gmail.com

EDUCATION

Ph.D. in Marketing, Boğaziçi University, 2014

Thesis Title Brand Wars through Brand Soldiers, Inter-Brand Community Conflict

Co-Advisors Prof. Dr. Ayşegül Toker (Boğaziçi University, Istanbul, Turkey)
Prof. Dr. Robert Kozinets (York University Schulich Business School,
Toronto, CA)

*Best Ph.D. Thesis in 2014

M.B.A., Boğaziçi University, 2005

Grad. Project Oil and Petro-chemical Industry in Turkey and Pre-Privatization
Evaluation of Tüpraş

Advisor Prof. Dr. Metin Ercan (Boğaziçi University, Istanbul, Turkey)

*Graduated with Highest Honors

B.A. in Economics, University of Pennsylvania, 2001

*Graduated with Summa Cum Laude

High School Diploma, Üsküdar American Academy, 1998

*Graduated with 2nd Rank in Class

Other Education

Ph.D. Course in Social Media Marketing (offered by Prof. Robert V. Kozinets), Norwegian School of Economics, Summer of 2010

PUBLICATIONS

Journal Articles

Toker, A., Seraj, M., Kuscu, A., Yavuz, R., Koch, S., and Bisson, C. (2016). Social Media Adoption: A Process Based Approach. *Journal of Organizational Computing and Electronic Commerce*, 26(4), 344-363.

Atakan, S.S. ve Seraj, M. (2016). Ev-içi Yiyecek Hazırlanması Davranışının Arkasındaki Tüketici Motivasyonlarının İncelenmesi. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, Sayı 2.

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. (Emerald Citations of Excellence 2015, 100+ citations in Google Scholar)

Book Chapters

Merdin, E. and Seraj, M. (2013). Are You Involved? Are You Focused?: The Regulatory Fit and Involvement Effects on Advertisement Effectiveness. In *Advances in Advertising Research (Vol. IV): The Changing Roles of Advertising*, 4, 329.

Seraj, M. and 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

Atakan, S.S. and Seraj, M. (2016). Negotiation of Prosumption at the Individual and Cultural Spheres within the Context of Food. *EMAC Conference*, May 2016, Oslo, Norway.

Seraj, M., Kozinets, R.V., and Toker, A. (2015). Sharing turns to Scaring: Explaining Apple Versus Android Brand Community Conflict. *ACR Conference, Special Session: Sharing on Social Media*, October 2015, New Orleans, LA.

Toker, A., Seraj, M., Kuscu, A., Yavuz, R., Koch, S., and Bisson, C. (2015). Social Media Maturity and Social Media Intention. In *Proceedings of Emerging Markets 2015 Conference*, Dubai, UAE.

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

Toker, A. and Seraj, M. (2012). Consumers Leading the Way in Social Media Adoption: The Turkish Case. In *Proceedings of ISMD 12th Biennial Conference, Casablanca, Morocco*.

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*.

Others

Toker, A., Seraj, M., and Bicakci-Ersoy, B. (2012). Pazarlamanın Yeni Aracı: Sosyal Medya. *Harvard Business Review Türkiye*, Temmuz 2015.

WORK-IN-PROGRESS

Brand Warriors, with R.V. Kozinets and A. Toker, in preparation for *Journal of Marketing*.

Negotiation of Prosumption in the Context of Food, with S.S. Atakan, in preparation for *Journal of Consumer Marketing*.

AWARDS & GRANTS

Emerald Citations of Excellence (2015) - Winning Paper: "We Create, We Connect, We Respect, Therefore We Are: Intellectual, Social, and Cultural Value in Online Communities", *Journal of Interactive Marketing*, 2012

Best Ph.D. Thesis Award (2015) - Boğaziçi University Social Sciences Institute

Ph.D. Grant (2009-2014) - The Scientific and Technological Research Council of Turkey (TÜBİTAK)

Ph.D. Grant (2010-2011) - Turkcell

Merit Based Full Scholarship (1998-2001) - University of Pennsylvania

TEACHING

Introduction to Marketing, Fall 2015

Personal Selling and Sales Management, Undergraduate Elective Course, Spring 2016

Personal Selling and Sales Management, MBA Elective Course, Summer 2016

SERVICES

Committee Member

Graduate School of Business Website Project, Özyeğin University, February 2016 -

Ad-Hoc Reviewer

Journal of Interactive Marketing, 2012-2013

American Marketing Association Conference, Winter 2013

International Journal of Business Innovation and Research, 2013

Boğaziçi University Journal, 2012

ACADEMIC WORK EXPERIENCE

Assistant Professor of Marketing

Özyeğin University, Faculty of Business: September 2015 -

Post-Doc Research Fellow

Boğaziçi University: December 2014 - August 2015

- * Research in Social Media Adoption of Corporations and SMEs
- * Research in Sharing of Consumer Experiences
- * Ad-Hoc Projects: Faculty Web Page Launch, Fiscal Faculty Budget

Research Assistant, Boğaziçi University, Department of Management

September 2009 - December 2014

- * Responsible for Department of Management Course Schedule
- * Web Master for Department Web Site and Facebook Page
- * AACSB accreditation project member (interviews, documentation)
- * Assistant for Digital Marketing and Current Issues in Business Courses (content preparation, teaching certain classes, grading)

Research Assistant, Koç University, Department of Economics

September 2003 - August 2005

- * Conducting Problem Solving sessions for Micro and Macro Economics Core Courses
- * Grading for Micro and Macro Economics Core Courses

Research Assistant, Boğaziçi University, Department of Management

September 2003 - August 2005

- * Participated research in privatization of oil, gas, and petro-chemical industries in Turkey
- * Assist in writing of a book published in Turkish Underground Economy
- * Assistant for Corporate Finance and Derivative Markets Courses (content preparation and grading)

PROFESSIONAL WORK EXPERIENCE

Consultant, Hay Group Consulting Turkey

April 2007 - September 2009

- * Top management job evaluation project management in local and international tobacco industry
- * Worked as a consultant in job evaluation, performance management, organization design, and leadership assessment projects (banking, pharmaceutical, FMCG, food, tobacco, logistics, and education sectors)

Product Manager, Pfizer Turkey

August 2005 - April 2007

- * Responsible for endocrinology product portfolio: Genotropin (growth hormone replacement), Dostinex (prolactine inhibitor), Somavert (growth hormone inhibitor)
- * Local product strategy and program development
- * Delegation of strategies to sales force, leadership for the sales force (together with sales force managers) in line with the product strategies
- * Product revenue and budget forecasting and management
- * Relationship management with key opinion leaders

Product Manager, Citibank Turkey

August 2001 - August 2003

- * Responsible for corporate internet banking platform: CitiDirect

- * Local product strategy and program development
- * Delegation of strategies to corporate sales teams and CitiDirect technical support teams
- * Product revenue and budget forecasting and management
- * Relationship management with key customers
- * Platform's local language adaptation
- * Coordination with IT for technical integrations