

Dr. Burak Demir

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Email: demir35burak@gmail.com

Phone: (+90) 542 859 2352

GitHub: drdemir.github.io

LinkedIn: drdemiracademic

ORCID: 0000-0003-3242-3035

TUBITAK-ID: 0113-0815

[Google Scholar](#)

Academic Experience

Girne American University

Turkish Republic of Northern Cyprus

Academic Title

Doctor (Dr.)

Faculty

Faculty of Business and Economics

Department

School of Applied Sciences – Marketing

Address

University Street, P.O. Box 5, Karmi Campus, Karaoglanoglu

Phone Number

+90 (392) 650 2000

Academic Email

burakdemir@gau.edu.tr

Administrative Experience

Administrative Duties

Faculty Representative, Unit Quality Commission

Faculty Representative, Scientific Research Ethics Committee

Courses Taught

Courses

TBUS 211 Microeconomics

TBUS 315 Marketing

TBUS 401 International Business Management

BUS 315 Principles of Marketing

BUS 407 Innovation and Entrepreneurship

Research Interests

Sustainability, Sustainable Development, Corporate Sustainability Reporting,

Sustainable Marketing, Greenwashing, Circular Economy

Digital Marketing, AI Marketing, Consumer Behavior, Customer Experience

Education

Ege University

Izmir, Türkiye

PhD - Doctorate (Marketing/Business Management)

July – 2025

Supervisor: Prof. Dr. Ketı Ventura - GPA: 3.78

University of Oviedo

Oviedo, Spain

PhD - Doctorate (Business Administration)

June – 2023-2024

Supervisor: Prof. Dr. Victor Iglesias

Izmir Katip Celebi University
Master (Business Administration)

Izmir, Türkiye
March – 2017

Girne American University
Bachelor (Business Management)

Girne, Cyprus
June – 2013

Anadolu University
Bachelor (Healthcare Management)

Eskisehir, Türkiye
2025 –

Research Expertise

Mixed Methods Research Competency

Qualitative Research Method
Quantitative Research Method

Orcid

Publications

International Peer-Reviewed Journals (SCI, SSCI, Arts and Humanities)

Kazancoglu, I. and Demir, B. (2021). Analysing flow experience on repurchase intention in e-retailing during COVID-19.
International Journal of Retail and Distribution Management, 49(11), 1571-1593

Proceedings Presented at International Conferences/Scientific and Published in the Proceedings Book

Demir, B. and Ventura, K. (2021). Exploring the internet of things within the new generation smart home systems: a qualitative study.
Emerald Publishing in New challenges for future sustainability and wellbeing, pp. 363-376)

Articles Published in National Peer-Reviewed Journals

Demir, B., Dedeoglu, A. O. and Ventura, K. (2022). The Effect of consumers' fear emotions developing with perceived health threat to Covid-19 on protection motivation and coping behavior.
Ege Stratejik Arastirmalar, 13(2), 57-78.

Demir, B. and Kazancoglu, I. (2020). The importance of customer involvement in new product development decisions in the furniture industry: A study on office furniture.
Alanya Akademik Bakis, 4(2), 445-470.

Sekerdil, R., Demir, B., and Gunes, E. (2020). The effect of prosocial behaviours on social innovation: a scale development study.
International Journal of Entrepreneurship and Management Inquiries, 4(7), 301-323.

Deniz, E. and Demir, B. (2017). The investigation of marketing strategies in the real estate sector in the light of hedonic consumption concept: The case of Izmir Folkart Towers.

The Journal of Academic Social Science, 5(45), 213-239.

Manuscripts Under Review

National and International Peer-Reviewed Journals

Ventura, K., Demir, B. and Turan, E. "Do Greenwashing Claims in Fast Fashion Industry? A Focus-Group Study with Turkish Consumers".

Demir, B. "Mapping Second-Hand Consumption Research in Circular Economy: A Bibliometric Analysis of Consumer Participation"

Demir, B. and Ventura, K. "Sustainable Marketing Readiness in Industrial SMEs through the Lens of the Theory of Planned Behavior: A Qualitative Study"
Thesis Article

Funded Research and Project

The Scientific and Technological Research Council of Türkiye

1002A - Fast Support Program

The analysis of the antecedents of sustainable marketing readiness in industrial companies based on the theory of planned behavior

2024 - Project No: 224K767

Reviewer Activities

International Journal of Retail and Distribution Management

2026 - Review - IJRDM-11-2025-0843.R2

Mapping Motivational Forces Behind Second Hand Electronics Purchasing
Peer review (1 review for 2 publication/grant)

Web of Science

Honors and Awards

IV. International Applied Social Sciences Congress, 22nd-24th October 2020

Best Presentation Award

Top 10 Research Paper Recognition

TUBITAK 1002-A Research Project Scholar-2025

Interview Invitation - Ege Agency News

Important project on the sustainability of SMEs from an academics
www.euegeajans.com

Conference
Presentations

ICMEMS6 6th International Conference on Mathematical, Engineering and Management Sciences, November 2-3, 2026

Participated as a speaker

Demir, B., Birim Ozturk, S. and Kazancoglu, I. (2026). ESG Priorities in Insurance Sustainability Reporting: A Comparative Analysis of GRI and TSRS Disclosures.

IV. International Applied Social Sciences Congress, 22nd-24th October 2020

Participated as a speaker

Demir, B. and Ventura, K. (2021). Exploring the internet of things within the new generation smart home systems: a qualitative study (pp. 363-376).

Scientific Activities

Expert Opinion - Scale Study

2026

Detecting Greenwashing in Fashion Marketing Content

A total of 20 marketing texts were examined, and the texts were evaluated using a 0-3 scoring scale.

TUBITAK - Observer Panelist

2025

Project evaluation panel organized by the TUBITAK

Gained awareness about the panel processes and project evaluation criteria.

Other Experience

Beelgo Company

Izmir, Türkiye

E-Commerce Operations Manager

2025-Present

Manage end to end e-commerce operations across multiple online marketplaces, including Amazon, Trendyol, and Etsy

Design product images, promotional materials, and digital assets using Adobe Photoshop and Adobe Illustrator

www.etsy.com/shop/BeelgoArt

Ege University

Izmir, Türkiye

General Secretariat, Private Office

2025

Scholarship

Internship

ADG Insurance Brokerage Services

Customer Service Representative

Research Skills

Programming

Surveys, Panel Data, Structural Equation, Regression Analysis

Proficient in: IBM SPSS Statistics, SmartPLS 4, AMOS

Familiar with: WinSteps (Rasch Model), FACETS (Rasch Model), Jamovi

Interviews, Focus Groups, Content and Thematic Analysis

Proficient in: MAXQDA, Leximancer, Vosviewer, Wordstat

Familiar with: NVivo, Biblioshiny, R-Studio

Languages

English

Spanish

Certifications

Institute of Population and Social Research - Marmara University 2026

Data Analysis Institute: Quantitative Analysis Programs Training
Psychometrics Module

Batman University - Energy Academy 2026

Module 5: Institutionalization and Sustainability

Anadolu University - Health Management 2026

Health Institutions Legislation
Health Institutions Management I-II

Stanford University - Mystemfordconnection 2026

Generative AI: Technology, Business, and Society Program Preview
Course Code: XFM100 - 007

Universidad de Oviedo 2023

Programme KA131 - Certificate of Attendance

ESCAP Integration of the SDGs into National Planning 2025

Sustainable Development Goals Training - Confirmation: 4049128

KOSGEB Entrepreneurship Training 2022

Traditional and Advanced Entrepreneurship Level
Verification Code: KSB01UGE018845975

References

Reference - Person 1

Prof. Dr. Ketı Ventura

Ege University (keti.ventura@gmail.com)

Faculty of Economics and Administrative

Sciences Department of Business Administration

Reference - Person 2**Prof. Dr. Ipek Kazancoglu**

Ege University (ipeksavasci@gmail.com)

Faculty of Economics and Administrative

Sciences Department of Business Administration

Reference - Person 3**Prof. Dr. Victor Iglesias**

University of Oviedo (viglesia@uniovi.es)

Administración de Empresas

Marketing and Market Research

Reference - Person 4**Dr. Aysun Kahraman**

Emory University (aysun-kahraman@yahoo.com)

Academic - Emory Healthcare

Project Coordinator

Objectives**Planned Postdoctoral Research****TUBITAK 2219 International Postdoctoral Research Fellowship**

My future research agenda focuses on circular economy ecosystems