

# **Adı Soyadı: Ayşe Nil Aksoy Kireççi**

**Asst. Prof. Dr.**

## **Education**

Degree	Major	University	Year
Undergraduate	Public Relations and Publicity (English)	Yeditepe University	2006
Graduate	Advertising and Publicity	Marmara University	2009
Doctorate	Advertising and Publicity	Marmara University	2015

## **Academic Titles**

**Research Assistant:** 24.09.2007

**Assistant Professor:** 16.03.2016

## **Doctorate**

**Marmara University. Social Sciences Institute.** Department of Public Relations and Publicity/Advertising and Publicity

**PhD Thesis:** “‘New Luxury’ in Fashion and Its Effects on Young Consumers

## **Graduate**

**Marmara University. Social Sciences Institute.** Department of Communication Sciences/Advertising and Publicity

**Thesis:** Analyzing Print Advertisements in terms of Aesthetic Products And Visual Rhetoric Theories

## **Undergraduate**

**Yeditepe University. Faculty of Communication.** Department of Public Relations and Publicity (English)

**Thesis:** Corporate Visual Identity

## **Field of Research**

Marketing Communication, Brand Management, Consumer Behaviour, Luxury Consumption, Fashion Marketing

## **Papers Presented at International Conferences and Published in the Proceedings**

*“‘Democratization of Fashion’ in Turkey and the Case of LC Waikiki “*, 3rd Global Fashion Conference: Exploring Critical Issues (September 23-25, 2011), Mansfield College, Oxford University.

## **Book Chapters**

1. "Siberuzayda Mistik Mekan", **Mistik Pazarlama**, (ed. Filiz Otay Demir) MediaCat Yayınları, İstanbul, 2011.
2. "Reklam Gene de İşe Yarar", **Markoloji: Markaya Dair Her şey**, (ed. Filiz Otay Demir) Mavna Yayınları, İstanbul, 2012.
3. "'Democratization of Fashion' in Turkey and the Case of LC Waikiki ", **From Production to Consumption the Cultural Industry of Fashion**, (ed. Marco Pedroni), Interdisciplinary Press, Oxford, 2013.
4. "Herkes Biraz Yavaşlayabilir mi? Tüketim Toplumunda Sade Ebeveynlik Denemeleri", (ed. Filiz Otay Demir) **SADE/CE**, Remzi Kitabevi, İstanbul, 2015.

## **Articles Published in Referred International Journals**

"Mystical Places in Cyberspace", JAMMO Journal of Mystical Marketing Online, Vol. 1, 2011.

## **Articles Published in National Journals**

Pazarlama Estetiği, **Pİ Dergisi**, Güz 2011/04.

## **Teaching and Training Abroad**

Erasmus Teaching Staff Mobility (Teaching), **Rotterdam University Hogeschool**, 19-23 Mart 2012, Rotterdam, Hollanda.

Erasmus Training Staff Mobility (Training), **Stockholm Business School (Stockholm University)**, 11-13 Mayıs 2015, Stockholm, İsveç.

## **Seminars**

Istanbul Metropolitan Municipality, **First Research Conference of Istanbul Tourism Master Plan**, (Moderator) 26-27 October 2011, Istanbul.