

YUNUS KALENDER

Date of Birth: September 21, 1995

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EDUCATION

Ph.D. University of North Texas (2022--)

G. Brint Ryan College of Business, Marketing

MBA TOBB University of Economics and Technology (2020 – 2022)

Department of Business Administration, Thesis on Marketing, Graduation GPA: 4,00

BA TOBB University of Economics and Technology (2016 – 2020)

Department of Business Administration, Marketing Track, Graduation GPA: 3,19

PUBLICATIONS

Articles

Tarı Kasnakoğlu, Berna, Yunus Kalender, and Hatice Gökkaya (2022), "The Contextuality of Resources and Co-Creation in Dialogical Service Relationships," *Service Science*, 3 (14), 245-271

Kalender Yunus and Berna Tarı Kasnakoğlu (2021), "Understanding Hajj Travel: A Dynamic Identity Perspective," *Journal of Tourism and Cultural Change*, 7 (22), 1-18.

Tarı Kasnakoğlu, Berna and Yunus Kalender (2020), "Formal and Informal Components of a Service Relationship," *Journal of Marketing and Marketing Research (Pazarlama ve Pazarlama Araştırmaları Dergisi)*, 13(1): 101-117.

Books

Tarı Kasnakoğlu, Berna and Yunus Kalender (2020), *Retailing for Small and Medium Size Enterprises*, Gazi Kitabevi.

Tarı Kasnakoğlu, Berna and Yunus Kalender (2020), *Digital Transformation for Small and Medium Size Enterprises*, Gazi Kitabevi.

Book Chapters

Tarı Kasnakoğlu, Berna, Meltem Türe and Yunus Kalender (2020), "Generation Z in Turkey", In *The New Generation Z in Asia*, Edited by Chris Scholz, Wiley.

Tarı Kasnakoğlu, Berna and Yunus Kalender, (2021), "Academic Ethics: Some Observations" (Introductory Chapter), In *Academic Ethics*, Edited by Fahri Apaydın, Nobel Kitabevi.

Conference Proceedings

Kalender, Yunus, Francisco Guzman (2023), "Why People Engage In The Metaverse: Building Digital Extended-Self Within The Scope Of Brands", Global Branding Conference, May 3-5, Bergamo, Italy.

Tarı Kasnakoğlu, Berna, Yunus Kalender, Cansu Alataş, and İsmail Kıvanç Barut (2019), "Customer-Oriented or Competitor-Oriented?", *Marketing and Organization Research Conference*, October 11-12, İstanbul, Turkey.

Tarı Kasnakoğlu, Berna, Çisil Oksay ve Yunus Kalender (2018), “The Effects of Individual and Social Communication Practices on Communication Abilities: How Powerful are the Organizational Activities?”, *The 6th Organizational Behavior Congress*, November 2-3, Isparta, Turkey.

Research in Progress

Kalender, Yunus, and Francisco Guzman, “Why people engage in the metaverse: A motivation Scale ”, in preparation for submission to the metaverse special issue of *Journal of Interactive Marketing*, collecting data for the confirmatory factor analysis.

Kalender, Yunus, Francisco Guzman, and Lidan Xu, “The Effect Of The Metaverse On Brand Engagement; How Avatars Affect Reality”, in preparation for submission to the *Journal of Marketing*. In the stage of study design.

Kalender, Yunus, Lidan Xu, and Francisco Guzman, “ How Brands Can Benefit From The Metaverse” in preparation for submission to the *Journal of Marketing*.

Tarı Kasnakoğlu, Berna and Yunus Kalender, “The Characteristics of Seller-Consumer Profiles in Online Second-Hand Markets and Their Effects on Consumer Behavior”, in preparation for submission to the *Journal of Marketing*, collecting data for the predictive validity of the scale.

Geng, Guanyu, Lou E, Pelton, and Yunus Kalender “AI Voices Vs. Authentic Human Voices: Exploring The Effects Of Different Voices In Audiobook Apps On Consumers’ Ongoing Usage Behavior” in preparation for submission to the *Journal of Business Research*, collecting data for experiments.

Tarı Kasnakoğlu, Berna, Yunus Kalender, and Volkan Dogan, “The Dialogical Co-Creative Process in Synchronous Service Situations” in preparation for submission to the *Journal of Research in Interactive Marketing*.

ACADEMIC HONORS& SCHOLARSHIP

- 2023, RCOB Dean Marvin Berkeley Scholarship, 1,000USD, University of North Texas
- 2023, TGS Academic Achievement Scholarship, 1,000USD, University of North Texas
- 2022, TGS Academic Achievement Scholarship, 1,000USD, University of North Texas
- 2020, Institute Full Scholarship, Tuition Fee, University of TOBB Economics and Technology

TEACHING& ASSISTANSHIP

- **Teaching Assistant**, Marketing Management, Master Class, 24 Students, Summer 2023, University of North Texas
- **Teaching Assistant**, Foundations of Marketing Practice, Undergraduate, 81 Students, Spring 2023, University of North Texas
- **Teaching Assistant**, Foundations of Marketing Practice, Undergraduate, 42 Students Fall 2022, University of North Texas
- **Instructor**, Principles of Marketing, Undergraduate, 63 Students, Spring 2022, (4.8 out of 5) TOBB University of Economics and Technology
- **Teaching Assistant**, Marketing Theory, Master Class, 8 students, Summer 2021, TOBB University of Economics and Technology
- **Teaching Assistant**, Consumer Behaviour, Undergraduate, 45 students, Fall 2021, TOBB University of Economics and Technology

- **Teaching Assistant**, International Marketing, Undergraduate, 22 Students, Spring 2021, TOBB University of Economics and Technology
- **Teaching Assistant**, Principles of Marketing, Undergraduate, 67 Students, Spring 2021, TOBB University of Economics and Technology
- **Teaching Assistant**, Marketing Theory, Master Class, 4 students, Summer 2020, TOBB University of Economics and Technology
- **Teaching Assistant**, Consumer Behaviour, Undergraduate, 47 students, Fall 2020, TOBB University of Economics and Technology
- **Teaching Assistant**, International Marketing, Undergraduate, 27 Students, Spring 2020, TOBB University of Economics and Technology
- **Teaching Assistant**, Principles of Marketing, Undergraduate, 71 Students, Spring 2020, TOBB University of Economics and Technology
- **Research Assitant**, Lou Pelton, Fall 2022, Spring 2023, Summer 2023
- **Research Assitant**, Berna Tari Kasnakoglu, Fall 2021, Spring 2022, Summer 2022, Fall 2020, Spring 2021, Summer 2021.

PROJECTS

- Scientific and Technological Research Council of Turkey, Program 1001, #121K342, “A Seller-Consumer Loyalty Scale in Online Second-Hand Markets” Research Project
 - Literature review, interview data collection, field observation, reporting
- Erasmus+ Project #KA202, Eurokey Keys to Successful Global Management Program
 - Volunteer work, literature review, interview data collection, and reporting.

Professional Service

- Reviewer- 2023 Academy of Marketing Science Annual Conference

CONFERENCE ATTENDED

- Global Branding Conference, Bergamo Italy, 2023
- Strategic Partnership in the Field of Vocational Education, Eurokey, Online 2020
- Research Day, Bilkent University, 2019
- Consumer Culture Theoretics Seminar, Middle East Technical University, 2019
- Case Study Development in Entrepreneur Education Workshop, Middle East Technical University, 2019

SOCIAL RESPONSIBILITY

- Science, Ethics, and Humanity class volunteer assistant for three years (organization, social media, student involvement)
 - Istiklal primary school social responsibility project (fund raising, seminars)
 - EU-involved World Food Program (volunteer assistant in seminars and job training)
 - Refugee cultural integration project (seminars, workshops)
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PROFESSIONAL EXPERIENCE

Research Assistant November 2020 – 2022

TOBB University of Economics and Technology, Ankara, Turkey

- Teaching assistance (attending courses and seminars, grading)
- Research assistance and manuscript review practice

Marketing Researcher January 2021 – 2022

An Ankara-based start-up firm producing dry fruit targeting people doing sports

- Market research, packaging, positioning
- Branding and marketing communication

Full-Time Intern September 2019 – April 2020

TOBB University Continuing Education and Research Center, Ankara, Turkey

- Preparation of course materials and presentations
- Customer/attendee communication, attendance to several courses

Marketing Researcher April 2019 - November 2019

Entekno Ltd., Eskisehir, Turkey

- Survey among 500 tourist-consumers from EU, 10 in-depth interviews
- Consumer behavior data analysis, firm presentation

Content Development August 2019 - December 2019

Philip Morris SA, İstanbul, Turkey

- Preparation of course content for Retail management and Digitalization - delivered online to at least half of 200 thousand SMEs selling Philip Morris products in Turkey

Marketing Consultant August 2018 - December 2019

DESARD, Ankara, Turkey

- Brand analysis and periodic assessment of marketing performance
- Social media management, web site development and visual effects management

Marketing Intern May 2018 - August 2018

TOBB University Technology Transfer Office, Incubation Center, Ankara, Turkey

- Web content, "Garaj" (Garage) start-up companies' marketing evaluation
- Organizing and conducting a marketing training program

Marketing Consultancy June 2017 - December 2017

Eyüpoğlu Restaurant Chain, Ankara, Turkey

- Consumer behavior data collection and analysis, branding and corporate identity
- Ethnographic observation and field notes

Marketing Consultancy May 2017-May 2018

Perlife cosmetic products produced with thermal water, Ankara, Turkey

- Business canvas, competitor and strategic marketing analysis
- Marketing research, data collection and analysis, brand positioning maps