

STATEMENT of RESEARCH INTEREST

My researches are focused on consumer behavior. My doctoral thesis was about compulsive buying behavior. For this study, I have also developed a scale for the effect of situational factors. My master thesis was about the response of consumers to cause-related marketing. I had also written a book section for healthcare marketing in 2018, and in 2020 I published my book named "Strategic Planning of Healthcare Services." My research article about irrational industrial buyer behavior has already been published at the end of July 2020. On the other hand, I already have two literature reviews and a research article on the review process. These articles are about Covid-19 and consumer behavior (literature review), self-esteem and consumer behavior (literature review), and perceived risk by the women and its effects on the birth insurance buying decisions.

Alisan BALTACI, Ph.D.