

YUNUS KALENDER

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EDUCATION

Ph.D. University of North Texas (2022 – 2026 expected)
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

As a Ph.D. student

Kalender, Yunus and Francisco Guzmán (2025), “How consumer-brand interactions differ in the metaverse versus physical, social media, and web environments”, *Journal of Product and Brand Management*, Accepted for publication.

Kalender, Yunus and Francisco Guzmán (2025), “What drives consumers to engage in immersive technologies? A consumer metaverse engagement motivation model”, *Psychology & Marketing*, 42 (3), 921-950. <https://doi.org/10.1002/mar.22158>.

Tarı Kasnakoğlu, Berna and **Yunus Kalender** (2025), “Loyalty to amateur sellers in the online secondhand market”, *Asia Pacific Journal of Marketing and Logistics*. Ahead of print, 10.1108/APJML-07-2024-0869

Tarı Kasnakoğlu, Berna, **Yunus Kalender**, and Volkan Dogan (2024), “Effects of Situational and Structural Factors on Co-Creation in Retail Stores”, *METU Studies in Development*, 51 (1), 105-126.

As a Masters Student

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 and **Yunus Kalender**, (2021), “Academic Ethics: Some Observations” (Introductory Chapter), In *Academic Ethics*, Edited by Fahri Apaydın, Nobel Kitabevi. 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.

Conference Proceedings

As a PhD Student

Kalender, Yunus, Lidan Xu, and Francisco Guzmán (2025), “Consumer learning in the metaverse”, Global Branding Conference, May 7-11, Porto, Portugal.

Kalender, Yunus and Francisco Guzmán (2024), “Understanding Consumer Motivations to Engage in Metaverse Platforms” AMA Summer, August 15-18, Boston, USA.

Kalender, Yunus, Berna Tarı Kasnakoglu, and Aysenur Kirikci (2024), “Exploring Loyalty to Second-hand Sellers in the Online Second-hand Markets” AMA Summer, August 15-18, Boston, USA

Kalender, Yunus, Francisco Guzmán, and Lidan Xu (2024), “How Metaverse Brand Engagement Affects Real-Life Brand Engagement,” Global Branding Conference, April 22-24, Edinburgh, United Kingdom.

Geng, Guanyu, **Yunus Kalender**, and Lou E. Pelton (2023), “AI Voices Vs. Authentic Human Voices: Exploring The Effects Of Different Voices In Audiobook Apps On Consumers’ Ongoing Usage Behavior”, The Society for Marketing Advances, November 8-11, Fort Worth, USA.

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

As a Masters Student

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

Tarı Kasnakoğlu, Berna, Çisil Oksay, and **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.

ACADEMIC HONORS & SCHOLARSHIP

- 2024, TGS R.B. Toulouse Scholarship (Doctoral & MFA), University of North Texas
- 2023, RCOB Dean Marvin Berkeley Scholarship, University of North Texas
- 2023, TGS Academic Achievement Scholarship, University of North Texas
- 2022, TGS Academic Achievement Scholarship, University of North Texas
- 2020, Institute Full Scholarship, Tuition Fee, University of TOBB Economics and Technology

REVIEW SERVICE

- Journal of Business Research
- Journal of Product and Brand Management
- Asia Pacific Journal of Marketing and Logistics
- Journal of Heritage Tourism
- Global Branding Conference, Bergamo, Italy, 2023
- The Society for Marketing Advances, Forth Worth, USA, 2023

CONFERENCES, DOCTORAL CONSORTIUM ATTENDED

- Marketing Science Institute's Marketing Strategy Series, August 18 to November 17 2025
- The Society for Marketing Advances, Las Vegas, USA, 2025 (Doctoral Consortium).
- The Society for Marketing Advances, Las Vegas, USA, 2025
- AMA SUMMER, Boston, USA, 2024
- The Society for Marketing Advances, Forth Worth, USA, 2023
- 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

TEACHING & ASSISTANSHIPS

Instructor

- Advertising Management (Online), Undergraduate, Spring 2026, University of North Texas
- Digital Marketing Foundations, Undergraduate, 100 Students, Fall 2025, University of North Texas
- Foundations of Marketing Practice for Non-Business Majors, Undergraduate, 44 Students, Spring 2025, (SPOT 4.2 out of 5), University of North Texas
- Strategic Brand Management, Undergraduate, 14 Students, Fall 2024, (SPOT 4.2 out of 5) University of North Texas
- Principles of Marketing, Undergraduate, 63 Students, Spring 2022, (SPOT 4.8 out of 5) TOBB University of Economics and Technology

Research Assistantships

- Francisco Guzmán, Spring 2024, Summer 2024, Summer 2025
- Lou Pelton, Fall 2022, Spring 2023, Summer 2023
- Berna Tari Kasnakoglu, Fall 2021, Spring 2022, Summer 2022, Fall 2020, Spring 2021, Summer 2021.

Teaching Assistantships

- Strategic Brand Management, Undergraduate, 45 Students, Spring 2024, UNT

- Marketing Management, Master Class, 24 Students, Summer 2023, UNT
- Foundations of Marketing Practice, Undergraduate, 81 Students, Spring 2023, UNT
- Foundations of Marketing Practice, Undergraduate, 42 Students Fall 2022, UNT
- Marketing Theory, Master Class, 8 students, Summer 2021, TOBB ETU
- Consumer Behaviour, Undergraduate, 45 students, Fall 2021, TOBB ETU
- International Marketing, Undergraduate, 22 Students, Spring 2021, TOBB ETU
- Marketing Theory, Master Class, 4 students, Summer 2020, TOBB ETU
- Consumer Behaviour, Undergraduate, 47 students, Fall 2020, TOBB ETU
- International Marketing, Undergraduate, 27 Students, Spring 2020, TOBB ETU
- Principles of Marketing, Undergraduate, 71 Students, Spring 2020, TOBB ETU

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.

SOCIAL RESPONSIBILITY

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

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

REFERENCES