

## **Dr. Vahideh Arghashi**

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Vahideh Arghashi holds a Ph.D. in Marketing from the school of Business at Istanbul University, Turkey. Her primary research areas include Augmented Reality Marketing, International Marketing, Brand Management, Consumer Behavior, and Multi-Channel Marketing.

### **Education**

Istanbul University 2017–2021

#### **Ph. D. in Marketing Management**

Supervisor: Dr. Cenk Arsun Yüksel

Thesis: “Modeling Consumer Brand Engagement Behaviour Based On The Theory Of Planned Behaviour”

Tabriz University 2011–2014

Supervisors: Dr. Fazlzadeh Alireza

#### **MA in Executive Management Business Administration**

Thesis: “The Evaluation of the Factors Affecting Brand Love on Loyalty and Word of Mouth Advertising”

Tabriz Nebi Ekram university 2006-2009

#### **BA in Management Business Administration**

Mughedes Ardebili University 2004-2006

#### **AD in Management Business Administration**

## Scholarships / Awards

- The research grant from Istanbul University, Scientific Research Fund BAP Project No. 34500, 2019-2021
- Erasmus grant from Bundeswehr University Munich / GERMANY, 2019-2020

## Publications

- Arghashi, V. (2022), "Shopping with augmented reality: How wow-effect changes the equations!", *Electronic Commerce Research and Applications*, 54, 101166. <https://doi.org/10.1016/j.elerap.2022.101166>
- Arghashi, V., Cenk, A. Y. (2022), "Interactivity, Inspiration, and Perceived Usefulness! How Retailers' AR-apps Can Improve Consumer Engagement through Flow", *Journal of Retailing and Consumer Services*, <https://doi.org/10.1016/j.jretconser.2021.102756>
- Arghashi, V., Cenk, A. Y. (2022), "Customer Brand Engagement Behaviors: The Role of Cognitive Values, Intrinsic and Extrinsic Motivations and SelfBrand Connection", *Journal of Marketing Theory and Practice*, <https://doi.org/10.1080/10696679.2021.2018936>
- Arghashi, V., Bozbay, Z. and Karami, A. (2021), "An Integrated Model of Social Media Brand Love: Mediators of Brand Attitude and Consumer Satisfaction", *Journal of Relationship Marketing*, <https://doi.org/10.1080/15332667.2021.1933870>
- Arghashi, V. and Okumuş, A. (2020), "Country-of-origin image; SMEs and emerging economies – evidence from a case study of manufacturing SMEs from Turkey", *Journal of Islamic Marketing*, <https://doi.org/10.1108/JIMA042020-0106>
- Bozbay, Z. Başlar, AK. Erdoğan, G. And Arghashi, V (2020), "Identifying Consumer Attitudes towards Celebrity Endorsement in Advertisements of Competing Brands", *Anadolu University Journal of Social Sciences*, 20 (4) , 1-22, <https://doi.org/10.18037/ausbd.845682>

## Conferences / Presentations

- Bozbay Z., Karami A. and Arghashi V. (2018). The Relationship between Brand Love and Brand Attitude. The 2nd International Conference on Management and Business, Tebriz, Iran, 8-9 Mayıs, 1-10.
- Karami, A., Bozbay, Z., and Arghashi, V. (2018). The Influence of Social Media Trust on Consumer Behavioral Intention in Tourism Industry. The 2nd Conference on Management & Business, Tebriz, Iran, 8-9 Mayıs, 118.
- Arghashi, V., and Fazlzadeh, A., (2015). The Evaluation of the Factors Affecting Brand love on Loyalty and Word of mouth advertising Evidence from Biscuit Brands in Iran. International Conference of Modern Research in Management, Economics, and Accounting, Istanbul, Turkey, 27-28 July, 1-20.

## Peer Review

Review for Journals: Journal of Marketing Theory and Practice, Journal of Retailing and Consumer Services, International Journal of Contemporary Hospitality Management, Journal of Islamic Marketing

## Work Experience

- **Marketing lecturer** **2022- Continue**
  - Bahçeşehir University
- **Marketing Consultant (part-time)** **2019-2021**
  - *Senistiyen Company (Private Trading Company)*
- **BUSINESS MANAGER (full-time)** **2015-2017**
  - *Ebtekaravaran Company (Private Trading Company)*
- **SALES MANAGER (full-time)** **2007-2015**
  - *Ranjbar Trading Company (Private Trading Company)*
- **SALES ASSISTANCE (full-time)** **2004-2007**
  - *Aseman Trading Company (Private Trading Company)*