



Okaï OZBAL, Ph.D.

Department of Entrepreneurship, Innovation, and New Consumption

Professor of Marketing

Faculty position: Associate Professor of Marketing

ISG INTERNATIONAL BUSINESS SCHOOL

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Okaï OZBAL is an Associate Professor at ISG INTERNATIONAL BUSINESS SCHOOL. He holds a Ph.D. in Economics and is specialized in the field of Marketing.

- His current professional activities are teaching and research.
- His areas of publication are Digital branding, Sharing economy, Circular economy, Sustainable development, Higher education marketing, and Destination marketing.
- His teaching specializations are Digital marketing, Digital acquisition strategy, and Branding.

Teaching Areas

Course 1: Digital Marketing

Course 2: Digital Acquisition Strategy

Course 3: Branding and Brand Management

Research Interests

Interest 1: The equity of P2P digital brands

Interest 2: The role of peer trust and brand trust in the sharing economy business model

Interest 3: Intercultural comparison of ride-hailing services

Interest 4: The impact of solidarity center branding on sustainable development and circular economy

Interest 5: Rethinking higher education marketing from a scientific perspective

Interest 6: The disruptive impact of AI

Education

- Ph.D. in Economy, IBU, International Burch University

"Modeling peer-to-peer digital brand equity".

Supervisors: Professor Teoman DUMAN, Epoka University, Business Administration Department
Assoc. Prof. Ensar MEKIC, International Burch University, Management Department

- M.Sc. in Management, IBU, International Burch University
Marketing of Higher Education Institutions

Supervisor: Assoc. Prof. Zafer KONAKLI, Hanzehogeschool Groningen International Business School

- B.Sc. in Physics, Gazi University

Teaching Experience

Prof. Ozbal has over twenty years of experience in teaching at international institutions. He is a dedicated and innovative educator who brings a deep understanding of the ever-changing digital landscape with an always-on approach to his classroom. As a professor, he bears the responsibility of being a mentor and making a positive impact on his students' careers.

Scientific Awards & Prizes

- **Best Paper Award** – Donald Shawver Branding, Strategy, & Research, 2019

Ozbal, Okaï, Duman, Teoman, and Topaloglu, Omer. Modeling Peer-to-Peer Digital Brand Equity (P2P-DBE) from Service Provider and Service User Perspectives. *MMA 2019 Spring Conference*, Chicago, IL, USA, March 27-29, 2019.

- **Editor's Choice**, 2020

Ozbal, Okaï, Duman, Teoman, & Topaloglu, Omer (2020). A trust-based peer-to-peer digital brand equity (P2P-DBE) model. *Journal of Marketing Theory and Practice*. 28(4), 497-520.

Publications

Articles in refereed journals

Ozbal, Okaï, Duman, Teoman, & Topaloglu, Omer (2024). Evaluating The Brand Equity of Ride-Hailing Services from the Users' Perspective: A Cross-Country Study. **International Journal of Technology Marketing**, 18(1), *in press*.

Ozbal, Okaï, Duman, Teoman, & Topaloglu, Omer (2020). A trust-based peer-to-peer digital brand equity (P2P-DBE) model. **Journal of Marketing Theory and Practice**. 28(4), 497-520.

Duman, Teoman, Ozbal, Okaï, and Duerod, Malcolm, (2018). The role of affective factors on brand resonance: Measuring customer-based brand equity for the Sarajevo brand. **Journal of Destination Marketing & Management**, 8, 359-372.

Ozbal, Okaï, and Konakli, Zafer. (2015). The Relationship of Students' Choice of Private Higher Education and Marketing Tools in Bosnia and Herzegovina. **European Researcher**, 98(9), 619-628.

Conference Presentations

Ozbal, Okaï, Duman, Teoman, Mohanty, Sandeep Kumar. A Comparative and Inclusive Perspective of Ride-hailing Services in India and the US. ICM 2023, **International Conference of Marketing on Consumer Experience in Digital Era**, The Indian Institutes of Management, Bodh Gaya, India, April 14-15, 2023

Ozbal, Okaï. The Impact of Solidarity Center Branding on Sustainable Development. **RISM 2023, Research Innovations in Sustainable Marketing**, Shidler College of Business, the University of Hawai'i at Manoa, Hawai'i, USA, March 14-16, 2023.

Ozbal, Okaï. How can solidarity center branding prosper sustainable development? A case study from France. **ICSR, 9th International Conference on Social Responsibility, Ethics, and Sustainable Business**, Mid Sweden University, Östersund, Sweden, September 15-16, 2022.

Ozbal, Okaï, Duman, Teoman, and Topaloglu, Omer. The Impact of Brand Trust on Brand Resonance in Ride-hailing Services. **SMA, Society for Marketing Advances Annual Conference**, Orlando, FL, USA, November 3 - 6, 2021.

Ozbal, Okaï, Duman, Teoman, and Topaloglu, Omer. Modeling Peer-to-Peer Digital Brand Equity (P2P-DBE) from Service Provider and Consumer Perspectives. **55th MMA, Marketing Management Association, 2019 Spring Conference**, Chicago, IL, USA, March 27-29, 2019.

Ozbal, Okaï, and Konakli, Zafer. A literature review of the marketing of higher education. **ICESoS 2016, Regional Economic Development Through Entrepreneurship and Innovation**, International Burch University, Sarajevo, Bosnia and Herzegovina, April 21-22, 2016.

Professional Associations

- American Marketing Association, AMA

Reviewing Activity

- The Journal of Marketing Theory and Practice, since 2020
- Association for Information Systems, AIS, since 2022
- Society of Marketing Advances, SMA, since 2018
- The Eurasian Journal of Business and Economics, since 2020

Professional Certificates

- RISM Conference, The University of Hawai'i at Manoa, 2023
- LINK, Franco-Allemand Cross-border Business Lab., 2020
- Pedagogical Teaching, International Burch University, 2016

Service

- Board Member, SingAmi, Franco-Allemand Cross-Border Business Lab., since 2023
- Research volunteer, Emmaus International, France, 2022-2023