CURRICULUM VITAE

Fatih Çelik

Associate Professor of Marketing and Advertising

Trabzon University, Vakfıkebir Vocational School

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PROFILE

Fatih Çelik is an Associate Professor in the Department of Marketing and Advertising at Trabzon University, Vakfıkebir Vocational School. Çelik holds a BA, an MA and a PhD in Public Relations and Publicity from Selçuk University and worked in media and public relations at Anadolu Birlik Holding (Torku) from 2011 to 2014, before joining academia.

Working with different research teams, Çelik has recently examined influencer authenticity (*International Journal of Consumer Studies*, 2026), the pratfall effect in travel influencer marketing (*Journal of Hospitality and Tourism Management*, 2026), consumer confusion (*Journal of Consumer Behaviour*, 2026) and religious appeals in advertising (*Journal of Advertising*, 2025).

Çelik also works on research practice. With co-authors, Çelik reviewed how marketing studies test mediation (*Journal of Business Research*, 2026) and proposed AI-TRUST, a transparency protocol for research that uses generative AI (*The Service Industries Journal*, 2026). Çelik also leads workshops on systematic literature reviews.

APPOINTMENTS

2024–	Associate Professor, Trabzon University
2020–24	Assistant Professor, Trabzon University
2018–20	Lecturer, Trabzon University
2017–18	Lecturer, Karadeniz Technical University

EDUCATION

2019	PhD, Public Relations and Publicity, Selçuk University
2012	MA, Public Relations and Publicity, Selçuk University
2010	BA, Public Relations and Publicity, Selçuk University

GRANTS, FELLOWSHIPS AND AWARDS

2026–2028	**BRIGHT-EU**. Erasmus+ Jean Monnet (EACEA) project, no. 101240475. Researcher. PI Prof. Dr. Mustafa Bayrakçı, Sakarya University.
2026	**TÜBİTAK 2219 Postdoctoral Research Fellowship**. Department of Marketing, Lancaster University Management School, United Kingdom. 12 months, starting in 2027.
2026	**Erasmus+ Staff Training Mobility**. Guglielmo Marconi University, Italy.
Since 2024	**TÜBİTAK Publication Incentive Award**. TÜBİTAK program for international scientific publications (UBYT). Received regularly since 2024.
2023–2026	**Academic Achievement Award**. Trabzon University. Received in 2023, 2024, 2025 and 2026.

PUBLICATIONS

Articles in SSCI and SCIE journals 13

1. **Celik, F.**, Ibrahim, B., Hosany, S., & Bozkurt, A. (2026). AI-TRUST: A transparency protocol for Generative AI-assisted research. *The Service Industries Journal*. https://doi.org/10.1080/02642069.2026.2727027 SSCI Q1 · Scopus Q1 · ABDC B · ABS 2
2. **Celik, F.**, Jhawar, A., Ibrahim, B., & Hosany, S. (2026). Perceived social media agility and consumer responses in the hospitality industry: The roles of consumer experience and media richness orientation. *International Journal of Contemporary Hospitality Management*, 38(10), 3247–3272. https://doi.org/10.1108/IJCHM-11-2025-1612
   SSCI Q1 · Scopus Q1 · ABDC A · ABS 3

3. **Celik, F.**, Ibrahim, B., Polat, E., Moulard, J. G., & Akbulut, M. (2026). Influencer authenticity in marketing: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 50, 1–21. https://doi.org/10.1111/ijcs.70258 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
4. **Celik, F.**, & Koc, E. (2026). From confusion to clarity: A multi-stage process framework for understanding consumer confusion. *Journal of Consumer Behaviour*. https://doi.org/10.1002/cb.70195 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
5. **Celik, F.**, Koc, E., Yildiz, S. Y., Tarim, E., & Daryanto, A. (2026). Exploring the potential of the pratfall effect in travel influencer marketing. *Journal of Hospitality and Tourism Management*, 66, 101388. https://doi.org/10.1016/j.jhtm.2025.101388 SSCI Q1 · Scopus Q1 · ABDC A* · ABS 2
6. Bozkurt, S., **Celik, F.**, & Gligor, D. (2026). Assessing the current state of mediation analysis in marketing research: Pitfalls and recommendations. *Journal of Business Research*, 206, 115934. https://doi.org/10.1016/j.jbusres.2025.115934 SSCI Q1 · Scopus Q1 · ABDC A · ABS 3
7. Polat, E., **Çelik, F.**, Arici, H. E., & Köseoğlu, M. A. (2025). Predictors of citations: An analysis of highly-cited-papers in hospitality and tourism research using a machine learning approach. *Current Issues in Tourism*, 29(6), 1117–1138. https://doi.org/10.1080/13683500.2024.2446410 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
8. **Çelik, F.**, Köseoğlu, M. A., & Ibrahim, B. (2025). Research on corporate social responsibility in public relations: A hybrid review through topic modeling analysis and way forward. *Business Ethics, the Environment & Responsibility*, 34(4), 2187–2209. https://doi.org/10.1111/beer.12762 SSCI Q1 · Scopus Q1 · ABS 2
9. Çam, M. S., **Çelik, F.**, Ibrahim, B., & Gligor, D. (2025). How effective is the use of religious appeals in advertising? A meta-analytic investigation. *Journal of Advertising*, 54(4), 566–585. https://doi.org/10.1080/00913367.2024.2402375 SSCI Q1 · Scopus Q1 · ABDC A · ABS 3
10. Polat, E., **Çelik, F.**, Ibrahim, B., & Gursoy, D. (2024). Past, present, and future scene of influencer marketing in hospitality and tourism management. *Journal of Travel & Tourism Marketing*, 41(3), 322–343. https://doi.org/10.1080/10548408.2024.2317741 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
11. Polat, E., **Çelik, F.**, Ibrahim, B., & Köseoğlu, M. A. (2023). Unpacking the power of user-generated videos in hospitality and tourism: A systematic literature review and future direction. *Journal of Travel & Tourism Marketing*, 40(9), 894–914. https://doi.org/10.1080/10548408.2023.2296655 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
12. **Çelik, F.**, Çam, M. S., & Köseoğlu, M. A. (2023). Ad avoidance in the digital context: A systematic literature review and research agenda. *International Journal of Consumer Studies*, 47(6), 2071–2105. https://doi.org/10.1111/ijcs.12882 SSCI Q1 · Scopus Q1 · ABDC A · ABS 2
13. **Çelik, F.**, Köseoğlu, M. A., & Elhai, J. D. (2023). Exploring the intellectual structure of "fear of missing out" scholarship: Current status and future potential. *International Journal of Human–Computer Interaction*, 39(17), 3406–3430. https://doi.org/10.1080/10447318.2022.2097783 SCIE Q1 · Scopus Q1 · ABDC C

Articles in ESCI and Scopus journals 6

1. Ibrahim, B., **Celik, F.**, Rana, N. P., Aljarah, A., & Hazzam, J. (2026). Social media marketing activities: A systematic literature review and way forward. *Spanish Journal of Marketing – ESIC*. https://doi.org/10.1108/SJME-01-2025-0020 ESCI · Scopus Q2 · ABDC B · ABS 1
2. Aljarah, A., Ibrahim, B., Soomro, S. A., Dalal, B., & **Celik, F.** (2026). Two decades of customers as good soldiers: Mapping the scientific evolution of customer citizenship behavior. *International Journal of Quality and Service Sciences*, 18(4), 760–794. https://doi.org/10.1108/IJQSS-12-2025-0347 ESCI · Scopus Q2 · ABDC B · ABS 1
3. Ibrahim, B., **Çelik, F.**, Sthapit, E., & Rana, N. P. (2025). Power of Instagram food influencers in driving consumer inspiration, perceived value, and eWOM. *Journal of Marketing Communications*. https://doi.org/10.1080/13527266.2025.2597997 ESCI · Scopus Q1 · ABDC B · ABS 1
4. **Çelik, F.**, Yıldız, S. Y., Ozkara, B. Y., Çam, M. S., & Ibrahim, B. (2025). Exploring the temporal effect of ad clutter on digital ad avoidance: A two-wave longitudinal study. *Global Knowledge, Memory and Communication*, 74(9–10), 3061–3079. https://doi.org/10.1108/GKMC-10-2023-0366 ESCI · Scopus Q1 · ABDC B
5. **Çelik, F.**, & Şirin, E. F. (2023). The relationship between fan passion and second screen usage: The mediating role of fear of missing out. *Istanbul Business Research*, 52(2), 327–359. https://doi.org/10.26650/ibr.2023.52.983462 ESCI · TR Dizin

6. **Çelik, F.**, & Özkara, B. Y. (2022). Gelişmeleri kaçırma korkusu (FoMO) ölçeği: Sosyal medya bağlamına uyarlanması ve psikometrik özelliklerinin sınanması [Fear of missing out (FoMO) scale: Adaptation to the social media context and testing of its psychometric properties]. *Psikoloji Çalışmaları – Studies in Psychology*, 42(1), 71–103. https://doi.org/10.26650/SP2021-838539 ESCI · TR Dizin

Articles in TR Dizin and other indexes 9

1. **Çelik, F.**, Savcı, M., Şahin, Y., Griffiths, M., & Köse, N. (2025). Çevrimiçi disinhibisyon ölçeği (ÇDÖ) Türkçe formunun geçerlik ve güvenirlik çalışması [Validity and reliability of the Turkish form of the Measure of Online Disinhibition]. *Journal of History School*, 18(76), 2695–2714. https://doi.org/10.29228/joh.81794 TR Dizin
2. **Çelik, F.** (2024). Reklamlarda kadın temsili araştırmalarının sistematik literatür incelemesi [A systematic literature review of research on the representation of women in advertising]. *Medeniyet ve Toplum Dergisi*, 8 (Special issue on women), 86–112. https://doi.org/10.51117/metder.2024.63
3. **Çelik, F.** (2023). Gelişmeleri kaçırma korkusu ölçeği Türkçe versiyonunun güvenirlik genelleme meta analizi [A reliability generalization meta-analysis of the Turkish version of the fear of missing out scale]. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 11(2), 848–877. https://doi.org/10.19145/e-gifder.1283655 TR Dizin
4. **Çelik, F.** (2022). Davranışsal iletişim araştırmalarında aracılık testine genel bir bakış [An overview of mediation testing in behavioral communication research]. *Selçuk Üniversitesi Sosyal Bilimler Enstitüsü Dergisi*, 49, 392–410. https://doi.org/10.52642/susbed.1158738 TR Dizin
5. **Çelik, F.** (2022). Taraftarların sosyal medyada takımlarını takip etme motivasyonlarının kullanımlar ve doyumlar teorisi bağlamında incelenmesi: Bir ölçek geliştirme çalışması [Fans' motivations for following their teams on social media from a uses and gratifications perspective: A scale development study]. *İletişim ve Toplum Araştırmaları Dergisi*, 2(1), 72–93. https://doi.org/10.29228/itamder.58033
6. **Çelik, F.**, & Diker, E. (2021). Covid-19 sürecinde depresyon, stres, gelişmeleri kaçırma korkusu ve zorlayıcı sosyal medya kullanımı arasındaki ilişkiler [Relationships among depression, stress, fear of missing out and compulsive social media use during the Covid-19 pandemic]. *AYNA Klinik Psikoloji Dergisi*, 8(1), 17–43. https://doi.org/10.31682/ayna.783472 TR Dizin
7. **Çelik, F.** (2020). İstanbul Büyükşehir Belediye Başkanlığı Seçimi'nde adayların Twitter içeriklerinin siyasal iletişim açısından incelenmesi [A political communication analysis of the candidates' Twitter content in the Istanbul Metropolitan Municipality mayoral election]. *Erciyes İletişim Dergisi*, 7(1), 123–148. https://doi.org/10.17680/erciyesiletisim.605538 TR Dizin
8. Kalaman, S., & **Çelik, F.** (2019). Türkiye'deki evli bireylerin sosyal medya kullanımlarının evlilikleri üzerine etkisi: Nitel bir araştırma [The effect of social media use on the marriages of married individuals in Türkiye: A qualitative study]. *OPUS – Uluslararası Toplum Araştırmaları Dergisi*, 12(19), 424–453. https://doi.org/10.26466/opus.589684 TR Dizin
9. Ayhan, B., Aktaş, H., & **Çelik, F.** (2017). Lisanslı taraftar ürünlerinin kullanım motivasyonları: Üniversite öğrencileri üzerine bir araştırma [Motivations for using licensed fan products: A study of university students]. *Gümüşhane Üniversitesi İletişim Fakültesi Elektronik Dergisi*, 5(2), 548–573. https://doi.org/10.19145/e-gifder.307310 TR Dizin

Book 1

1. **Çelik, F.** (2020). *Kurumsal spor iletişimi ve sosyal medya [Corporate sports communication and social media].* Akademisyen Yayınevi.

Book chapters 5

1. Ibrahim, B., & **Celik, F.** (2026). Beyond the engagement ladder: Consumers' online brand related activities (COBRAs) in service brands. In V. Temizkan (Ed.), *Pazarlama alanında uluslararası araştırmalar VII [International research in marketing VII]* (pp. 1–14). Eğitim Yayınevi.
2. **Çelik, F.**, Polat, E., & Yildiz, S. Y. (2024). Turizmde influencer pazarlaması [Influencer marketing in tourism]. In E. Koç, A. Yazici-Ayyildiz, & T. Ayyildiz (Eds.), *Turizm pazarlaması [Tourism marketing]*. Seçkin Yayıncılık.

3. **Çelik, F.** (2023). Yapay zekâ ve sanal influencer pazarlaması [Artificial intelligence and virtual influencer marketing]. In T. Yolcu & K. Özkaynar (Eds.), *Yapay zekâ ve pazarlama [Artificial intelligence and marketing]* (pp. 99–120). Nobel Akademik Yayıncılık.
4. **Çelik, F.** (2021). Sosyal medya ve tüketici psikolojisi [Social media and consumer psychology]. In V. Doğan (Ed.), *Tüketici psikolojisi [Consumer psychology]* (pp. 239–261). Beta Basım Yayım Dağıtım.
5. **Çelik, F.** (2021). 'Bedensiz' dijital bireylerin kimlik paradoksu [The identity paradox of 'disembodied' digital individuals]. In A. F. Yıldırım (Ed.), *Kimlik fragmanları: Disiplinlerarası yaklaşım [Fragments of identity: An interdisciplinary approach]* (pp. 161–186). Çizgi Kitabevi.

Encyclopedia entries 4

1. **Celik, F.**, & Polat, E. (2026). Understanding consumer confusion in marketing contexts. *Encyclopedia of Marketing*, pp. 1–8. Elsevier. https://doi.org/10.1016/B978-0-443-29863-9.00143-4
2. **Çelik, F.** (2023). Sosyal medya yorgunluğu [Social media fatigue]. *Encyclopedia of Communication (İletişim Ansiklopedisi)*. https://iletisimansiklopedisi.com/2023/09/08/sosyal-medya-yorgunlugu-social-media-fatigue/
3. **Çelik, F.** (2023). İkincil ekran [Second screen]. *Encyclopedia of Communication (İletişim Ansiklopedisi)*. https://iletisimansiklopedisi.com/2023/08/16/ikincil-ekran-second-screen/
4. **Çelik, F.** (2022). Sosyal medya bağlamında gelişmeleri kaçırma korkusu (FoMO) [Fear of missing out (FoMO) in the social media context]. *Encyclopedia of Communication (İletişim Ansiklopedisi)*. https://iletisimansiklopedisi.com/2022/12/19/sosyal-medya-baglaminda-gelismeleri-kacirma-korkusu-fomo-fomo-in-the-social-media-context/

Conference papers 10

1. **Çelik, F.**, & Altıntaş, D. (2024). Yapay zekâ destekli sanal influencerların pazarlamadaki yükselişi: Z kuşağı üzerindeki etkilerinin S-O-R modeli perspektifinden araştırılması [The rise of AI-powered virtual influencers in marketing: Examining their effects on Generation Z from an S-O-R perspective]. *27. Pazarlama Kongresi, Erzurum [27th Marketing Congress, Erzurum]*, pp. 737–748.
2. **Çelik, F.**, & Ibrahim, B. (2023). A bibliometric analysis of sports marketing research in communication. *9th Global Business Research Congress (GBRC 2023), Istanbul*, pp. 200–201. https://doi.org/10.17261/Pressacademia.2023.1784
3. **Çelik, F.** (2023). A bibliometric analysis of TikTok research in communication. *II. International Congress of New Horizons in Social Sciences, Istanbul*, p. 15.
4. **Çelik, F.** (2023). İletişim alanında meta-analiz araştırmalarının haritalanması: Bibliyometrik bir inceleme [Mapping meta-analysis research in communication: A bibliometric review]. *9th Eurasian Conference on Economics and Social Sciences, Kyrenia*, pp. 274–275.
5. Tuna, M. F., & **Çelik, F.** (2022). Reklama yönelik duygusal tepkinin online bağışa yönelik tutum üzerindeki rolü: Bir çoklu aracılık modeli [The role of emotional responses to advertising in attitudes toward online donation: A multiple mediation model]. *26. Pazarlama Kongresi, Kırşehir [26th Marketing Congress, Kırşehir]*, pp. 520–532.
6. **Çelik, F.**, & Doğan, I. C. (2021). Sosyal medya bağlamında sahte haber araştırmalarının haritalanması: Bibliyometrik bir analiz [Mapping fake news research in the social media context: A bibliometric analysis]. *18th International Symposium Communication in the Millennium (CIM 2021), Erzurum*, pp. 203–226.
7. **Çelik, F.**, & Aktaş, H. (2017). Preference of purchase and use of licensed sports products for university students. *1st International Symposium on Social Sciences and Educational Research (ISCER 2017), Ankara*, p. 100.
8. **Çelik, F.**, & Dereli, A. B. (2017). 1946 genel seçimleri öncesinde Cumhuriyet Halk Partisi'nin propaganda metni analizi [An analysis of the Republican People's Party propaganda text before the 1946 general election]. *1st International Symposium on Social Sciences and Educational Research (ISCER 2017), Ankara*, pp. 107–108.
9. **Çelik, F.**, & Aktaş, H. (2017). Siyasal iletişimde Twitter kullanımı: 1 Kasım 2015 genel seçimleri öncesi ve sonrası dönemde siyasal partilerin Twitter kullanımları üzerine karşılaştırmalı bir analiz [Twitter use in political communication: A comparative analysis of political parties' Twitter use before and after the 1 November 2015 general election]. *1st International Symposium on Social Sciences and Educational Research (ISCER 2017), Ankara*, pp. 457–476.

10. Tarhan, A., & **Çelik, F.** (2016). Yaşam tarzı unsurlarının Türk dizilerindeki sunumu: “Huzur Sokağı” dizisi üzerine bir analiz [The presentation of lifestyle elements in Turkish TV series: An analysis of “Huzur Sokağı”]. *I. Uluslararası Sosyal Bilimler Sempozyumu (ASOS 2016), Elazığ [1st International Social Sciences Symposium (ASOS 2016), Elazığ]*, pp. 2491–2508.

MEASUREMENT INSTRUMENTS

2022	**Fear of Missing Out (FoMO) Scale, social media version** . Turkish adaptation of the Zhang et al. (2020) scale for the social media context. Two factors, personal FoMO and social FoMO, confirmed in two samples (N = 251 and N = 353). https://doi.org/10.26650/SP2021-838539
2025	**Measure of Online Disinhibition, Turkish form** . Turkish form of the Stuart and Scott (2021) measure. Unidimensional structure, criterion validity and test-retest reliability tested in four student samples (N = 663). https://doi.org/10.29228/joh.81794
2022	**Fans’ motivations for following their teams on social media** . A 36-item scale based on uses and gratifications theory. Five factors: news and information, fandom, promotion, interaction and entertainment (N = 534). https://doi.org/10.29228/itamder.58033

RECENT INVITED TALKS

30 September 2026	SSCI Publication Strategies in the Social Sciences: Systematic Literature Reviews from Method to Practice. SOBIAD Teknoloji, online
13 June 2026	SSCI Publication Strategies in Marketing: Systematic Literature Reviews from Method to Practice. 14th PAAYS, Sivas Cumhuriyet University
30 April 2026	Systematic Literature Reviews: From Method to Practice. Trabzon University, School of Tourism and Hotel Management, online
7 January 2025	Systematic Literature Reviews: From Method to Practice. @processmacronotlari and Social Mucit Academic Review, online

TEACHING

Fatih Çelik teaches associate degree courses in marketing, advertising and public relations at Trabzon University, Vakfıkebir Vocational School, and also runs workshops on systematic literature reviews.

Marketing and consumer behavior. Principles of Marketing; Consumer Behavior; Consumer Psychology in the Digital Age; Marketing Research; Electronic Marketing; Omnichannel Customer Experience.

Advertising and public relations. Introduction to Advertising; Public Relations; Public Relations Practice I; Public Relations Practice II.

Graduate supervision. MA thesis co-advisor: Koç, N. (2024), Trabzon University.

ACADEMIC SERVICE

Reviewer

International Journal of Consumer Studies; *International Journal of Contemporary Hospitality Management*; *Journal of Retailing and Consumer Services*; *Journal of Hospitality and Tourism Management*; *Journal of Consumer Marketing*; *Journal of Interactive Advertising*; *Consumer Behavior in Tourism and Hospitality*; *Global Knowledge, Memory and Communication*; *Cogent Business & Management*; *Sustainable Futures*; *International Journal of Business & Economic Studies*; and many other journals.

Editorial

Social Mucit Academic Review, Advisory Board member (2024–).

Administration

2025–	Member, University Quality Commission
2021–	Member, School Executive Board

2021–24	Vice Director, Vakfıkebir Vocational School
2020–21	Head, Department of Marketing and Advertising
2017–25	Member, Unit Quality Commission