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Kişisel Bilgiler

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Eğitim Bilgileri

Bütünleşik Doktora, Girne Amerikan Üniversitesi, Institute of Social & Applied Sciences/Faculty of Business and Economics, Department of Business Management , Kıbrıs (Kktc) 2016 - 2019

Yüksek Lisans, Girne Amerikan Üniversitesi, Institute of Social & Applied Sciences/Faculty of Business and Economics, Department of Business Management , Kıbrıs (Kktc) 2013 - 2016

Lisans, Halep Üniversitesi, Faculty of Economics, Department of Business Management , Suriye 2004 - 2008

SCI, SSCI ve AHCI İndekslerine Giren Dergilerde Yayınlanan Makaleler

- I. **The influence of LinkedIn group community on postgraduate student experience, satisfaction and grades**
Hazzam J., Wilkins S., Southall C., İBRAHİM B.
Computers and Education, cilt.216, 2024 (SCI-Expanded)
- II. **The differential impact of user- and firm-generated content on online brand advocacy: customer engagement and brand familiarity matter**
Aljarah A., Sawaftah D., İBRAHİM B., Lahuerta-Otero E.
European Journal of Innovation Management, cilt.27, sa.4, ss.1160-1181, 2024 (SSCI)
- III. **Chaos, Fractionality, Nonlinear Contagion, and Causality Dynamics of the Metaverse, Energy Consumption, and Environmental Pollution: Markov-Switching Generalized Autoregressive Conditional Heteroskedasticity Copula and Causality Methods**
Bildirici M. E., Ersin Ö. Ö., İbrahim B.
FRACTAL AND FRACTIONAL, cilt.8, sa.2, ss.1-21, 2024 (SCI-Expanded)
- IV. **Past, present, and future scene of influencer marketing in hospitality and tourism management**
Polat E., Çelik F., İBRAHİM B., Gursoy D.
Journal of Travel and Tourism Marketing, cilt.41, sa.3, ss.322-343, 2024 (SSCI)
- V. **The drivers and outcomes of postgraduate students' adoption and use of LinkedIn learning**
Hazzam J., Wilkins S., Singh B., İBRAHİM B.
Innovations in Education and Teaching International, 2024 (SSCI)
- VI. **Factors influencing employees' eco-friendly innovation capabilities and behavior: the role of green culture and employees' motivations**
Qalati S. A., Barbosa B., İBRAHİM B.
Environment, Development and Sustainability, 2023 (SCI-Expanded)

- VII. **Examining the Relationship between Brand Symbolism and Brand Evangelism through Consumer Brand Identification: Evidence from Starbucks Coffee Brand**
Osmanova I, Ozerden S., Dalal B., IBRAHIM B.
Sustainability (Switzerland), cilt.15, sa.2, 2023 (SCI-Expanded)
- VIII. **Doing good does not always lead to doing well: the corrective, compensating and cultivating goodwill CSR effects on brand defense**
Aljarah A., Ibrahim B., Lahuerta-Otero E., García De Los Salmones M. D. M.
Current Issues in Tourism, cilt.26, sa.20, ss.3397-3410, 2023 (SSCI)
- IX. **Unpacking the power of user-generated videos in hospitality and tourism: a systematic literature review and future direction**
Polat E., Çelik F., IBRAHIM B., Köseoglu M. A.
Journal of Travel and Tourism Marketing, cilt.40, sa.9, ss.894-914, 2023 (SSCI)
- X. **The role of social media marketing activities in driving self-brand connection and user engagement behavior on Instagram: a moderation-mediation approach**
IBRAHIM B., Aljarah A.
European Journal of Innovation Management, 2023 (SSCI)
- XI. **The attribution effects of CSR motivations on brand advocacy: psychological distance matters! 企业社会责任动机对品牌拥护的归因效应: 心理距离的关键作用**
Aljarah A., Dalal B., IBRAHIM B., Lahuerta-Otero E.
Service Industries Journal, cilt.42, sa.7-8, ss.583-605, 2022 (SSCI)
- XII. **Linking social media marketing activities to revisit intention through brand trust and brand loyalty on the coffee shop facebook pages: Exploring sequential mediation mechanism**
IBRAHIM B., Aljarah A., Sawaftah D.
Sustainability (Switzerland), cilt.13, sa.4, ss.1-16, 2021 (SCI-Expanded)

Diğer Dergilerde Yayınlanan Makaleler

- I. **Adoption and impacts of generative artificial intelligence: Theoretical underpinnings and research agenda**
Gupta R., Nair K., Mishra M., IBRAHIM B., Bhardwaj S.
International Journal of Information Management Data Insights, cilt.4, sa.1, 2024 (Scopus)
- II. **Exploring the temporal effect of ad clutter on digital ad avoidance: a two-wave longitudinal study**
Çelik F., YILDIZ S. Y., ÖZKARA B. Y., Çam M. S., IBRAHIM B.
Global Knowledge, Memory and Communication, 2024 (ESCI)
- III. **Building a tribe on Instagram: User-generated and Firm-created Content can drive brand evangelism and fidelity**
IBRAHIM B., Hazzam J., Ali Qalati S., Aljarah A., Dobson P.
Journal of Marketing Communications, 2024 (Scopus)
- IV. **Linking hotel environmental management initiatives and sustainable hotel performance through employees' eco-friendly behaviour and environmental strategies: a moderated-mediated model**
Rehman S. U., Elrehail H., Alshwayat D., IBRAHIM B., Alami R.
European Business Review, cilt.35, sa.2, ss.184-201, 2023 (ESCI)
- V. **The era of Instagram expansion: matching social media marketing activities and brand loyalty through customer relationship quality**
IBRAHIM B., Aljarah A.
Journal of Marketing Communications, cilt.29, sa.1, ss.1-25, 2023 (Scopus)
- VI. **Investigating the Impact of Social Media Marketing on Intention to Follow Advice: The Mediating Role of Active Participation and Benevolence Trust**
IBRAHIM B., Aljarah A., Hazzam J., Elrehail H., Qalati S. A.
FIIB Business Review, 2023 (Scopus)

- VII. **Social media marketing and restaurant purchase intention: do online brand community identification and gender matter?**
IBRAHIM B.
International Journal of Internet Marketing and Advertising, cilt.18, sa.2-3, ss.286-309, 2023 (Scopus)
- VIII. **Facts or belief: examining the effect of the cognitive dissonance on brand switching, purchase regret and satisfaction level**
Ibrahim Awwad R., IBRAHIM B., George C., Hamdan S., Nair K.
Global Knowledge, Memory and Communication, 2023 (ESCI)
- IX. **Influence of Instagram fan pages on intention to revisit and recommend in beach tourism settings: The mediating effect of positive attitude**
IBRAHIM B.
Tourism and Hospitality Research, 2023 (ESCI)
- X. **Like, comment and share: examining the effect of firm-created content and user-generated content on consumer engagement**
IBRAHIM B., Aljarah A., Hayat D. T., Lahuerta-Otero E.
Leisure/ Loisir, cilt.46, sa.4, ss.599-622, 2022 (Scopus)
- XI. **Social Media Marketing Activities and Brand Loyalty: A Meta-Analysis Examination**
IBRAHIM B.
Journal of Promotion Management, cilt.28, sa.1, ss.60-90, 2022 (Scopus)
- XII. **The nexus between social media marketing activities and brand loyalty in hotel facebook pages: A multi-group analysis of hotel ratings**
IBRAHIM B.
Tourism, cilt.69, sa.2, ss.228-245, 2021 (ESCI)
- XIII. **The Robustness of Corporate Social Responsibility and Brand Loyalty Relation: A Meta-Analytic Examination**
Aljarah A., IBRAHIM B.
Journal of Promotion Management, cilt.26, sa.7, ss.1038-1072, 2020 (Scopus)
- XIV. **Do Social Media Marketing Activities Enhance Consumer Perception of Brands? A Meta-Analytic Examination**
IBRAHIM B., Aljarah A., Ababneh B.
Journal of Promotion Management, cilt.26, sa.4, ss.544-568, 2020 (Scopus)
- XV. **Does corporate social responsibility really increase customer relationship quality? A meta-analytic review**
Aljarah A., Emeagwali L., IBRAHIM B., Ababneh B.
Social Responsibility Journal, cilt.16, sa.1, ss.28-49, 2020 (ESCI)
- XVI. **Data to model the effects of perceived telecommunication service quality and value on the degree of user satisfaction and e-WOM among telecommunications users in North Cyprus.**
Alrwashdeh M., Jahmani A., Ibrahim B., Aljuhmani H. Y.
Data in brief, cilt.28, ss.104981, 2019 (Scopus)
- XVII. **The effect of market-sensing capability on knowledge creation process and innovation evidence from smes in jordan**
Alshanty A. M., Emeagwali O. L., IBRAHIM B., Alrwashdeh M.
Management Science Letters, cilt.9, sa.5, ss.727-736, 2019 (Scopus)
- XVIII. **Dataset of relationships among social media marketing activities, brand loyalty, revisit intention. Evidence from the hospitality industry in Northern Cyprus.**
Ibrahim B., Aljarah A.
Data in brief, cilt.21, ss.1823-1828, 2018 (Scopus)