



Academic Member and Ambassador  
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**Hande Arbak**

Hande Arbak is currently a PhD student in the Department of Management and Organization at Yaşar University, Izmir, Turkey. She completed her Bachelor's degree in Business Administration at Dokuz Eylül University, Turkey. She worked as a merchandiser in textile industry for seven years and during her work experience she earned her MA degree in Public Relations programme at Ege University, Turkey. Currently she is working on branding management of luxury goods. Her main research topics are, luxury goods, branding, innovation, management and organization. Her publications have appeared in journals and proceedings. Hande also won Yaşar University, 12<sup>nd</sup> Foundation Day Awards, Best Doctoral Student Award in 2013.



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