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Merve TÜRKMEN BARUTÇU is a research assistant at Sakarya University School of Business. She studied in Business Administration in Süleyman Demirel University between 2005 and 2010 for her undergraduate degree. She studied in Production Management and Marketing (Marketing) in Sakarya University between 2012 and 2014 for her M.Sc. degree. She started her education in PhD Program in Marketing in Sakarya University in 2014. She has been working as a research assistant in the Department of Business Administration since 2011. Her research interests include consumer behavior (young consumer behavior), digital marketing, marketing research.



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