



## ESRA ASLAN

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## PROFIL

My strengths rest in executing creative and analytical tasks.

I enjoy to work with people and have an eye for details with the goal to make things better.

## EDUCATION

### 08.17 - 06.20 MSc Marketing and Brand Management - Norges Handelshøyskole (NHH)

Minor in New Business Development

Cumulative GPA: A

### 09.11 - 06.15 BSc Business Administration

Istanbul University (AACSB)

Cumulative GPA: A

### 09.13 - 06.14 Exchange Abroad

Syddansk Universitet (Denmark)

### 10.10 - 06.11 Prep Class Education

Istanbul University School of Languages

## WORK EXPERIENCE

### 08.20 - Present PhD Reserach Scholar Norges Handelshøyskole (NHH)

My research focuses on consumer behavior in the sharing economy services. Currently, I am exploring what kind of drivers influence the consumer behavior on adopting of sharing services through meta-analysis.

### 07.18 - 09.18 Research Assistant Norges Handelshøyskole (NHH)

As a research assistant I worked on the project «Sustainable cruise - How to optimize the social, environmental, and economic effects of cruise tourism». In this project I collected 650 surveys and participated in the reporting and data analysis from the survey.

### 08.15 - 04.16 Marketing Assistant GPay Payment Service Systems

As a marketing assistant my responsibilities were to manage the communication of the organization with clients worldwide, organizing and hosting presentations and customer visits, assisting with promotional activities and helping to organize market research. Through this experience I developed my communication skills and became better at cooperating in teams.

## VOLUNTEER EXPERIENCE

### 06.14 - 08.14 Volunteer for Peace (VFP) Sustainable Living, Vermont, USA

I volunteered as a leader of the United States of America program and my responsibilities were to raise awareness for sustainability in the environment, mentor new volunteers from different parts of the world, form small workgroups, and organize the work for the groups. This experience has extended my horizon and made me more aware of the sustainability issues we are facing in the society today.

## LANGUAGES

**Turkish:** Native

**English:** Level C1

**Norwegian:** Level A2

## REFERENCES

### Professor Leif E. Hem

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### Associate Professor Tina Saebi

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