

Profile

Senior Lecturer in Marketing with expertise in B2B marketing, digital marketing, social media, and customer relationship management. Experienced in curriculum design, course leadership and research supervision across undergraduate, postgraduate and PhD levels. Passionate researcher and Associate Editor with strong academic and industry links.

Research Interests

- B2B Marketing & Sales
- Relationship Marketing
- Customer Relationship Management
- Digital & Social Media Marketing
- Quantitative Research Methods

Academic Employment

Senior Lecturer in Marketing (Permanent, full-time)

University of Portsmouth (2026-present)

Teach and coordinate postgraduate modules including Consumer Insight & Analytics, Social Media Marketing, and The Marketing Agency. Develop applied research and industry collaboration projects with organisations

- Module Coordination: Social Media Marketing (PG), Consumer Insight & Analytics (PG), The Marketing Agency (PG)
- Teaching: Social Media Marketing (PG), Consumer Insight & Analytics (PG), The Marketing Agency (PG), International Marketing (PG), Global Marketing (PG).
- Supervision: Bachelors, Masters, and PhD dissertations.
- Involved in assessment design, moderation, and quality review

Lecturer in Marketing (Permanent, full-time)

University of Portsmouth (2022-2026)

- Delivered and coordinated modules across postgraduate marketing, including Social Media Marketing, Consumer Insight and Analytics, International Marketing and Global Marketing.
- Led and contributed to module redesign, applied assessments and workshop-based teaching aligned with evolving digital marketing practice.
- Supported dissertation supervision and student progression across postgraduate and undergraduate marketing courses.

Course Leader – Postgraduate Marketing Courses

University of Portsmouth (2024-present)

- Leading MA Digital Marketing, MA International Marketing, and MA Fashion Marketing courses.
- Responsible for course review, quality assurance, and annual curriculum updates.
- Active involvement in student recruitment, outreach, and applicant engagement.

- Ensuring alignment of modules with course learning outcomes and industry trends.
- Designed and delivered student induction and course materials.

Associate Editor – *Cogent Business & Management* (2022–present)

Oversee peer review processes and contribute to academic publishing and research quality development.

Part - Time Lecturer

Bournemouth University (2021-2023)

- Guest lectures for MSc Marketing Management & MSc Marketing Communications
- Supervised Bachelors and Masters dissertations across marketing-related disciplines.

Education

PhD in Marketing and Management (Bournemouth University, UK, 2019-2024)

Thesis: Investigating the Antecedents and Outcomes of B2B Firms' Social CRM Capabilities in Emergent Markets

MSc in Marketing Management (Bournemouth University, UK, 2017-2018)

BA (Hons) International Business Studies (Bournemouth University, UK, 2014-2017)

Research Funding

- “Digital Marketing in the Survival and Growth Strategies of Small and Medium-Sized Businesses During the War in Ukraine,” (UKRI funded, £5000) examined how SMEs leveraged digital marketing capabilities to sustain operations and support resilience during crisis conditions.
- “Employability Success Toolkit: A CIM-Aligned Career Roadmap to Building Vital Capabilities for Undergraduate Marketing Students”. (Approved, funded by BAL Teaching and Learning Innovation Fund), Co-Investigator

Publications

- Oklander, M., Yashkina, O., Zlatova, I., Cicekli, I., & Letunovska, N. (2024). Digital marketing in the survival and growth strategies of small and medium-sized businesses during the war in Ukraine. *Marketing i menedžment inovacij*, 15(1), 15-28.
- Cicekli, I. (2022). Social CRM capabilities in B2B firms. EMAC Conference Proceedings.

Research Pipeline

Submitted and Under Review

- Kooli, K., Said, F., & Cicekli, I. (2026). Diversity, Equity, and Inclusion in B2B Marketing: A Bibliometric Analysis and Conceptual Framework. *Journal of Business Research (ABS 3*)*.
- “From Pixels to People: The Spillover of Online Abuse Acceptance from Virtual Influencers to Humans”. To be submitted to: *Psychology & Marketing (ABS 3*)*.
- Cicekli, I., Childs D., Kooli K., Rangarajan D., Akcay E., & Tzempelikos, N (2025). It’s not always smooth sailing: Driving firm performance via entrepreneurial orientation and social CRM capabilities. *Journal of Business to Business Marketing (ABS 2*)*.

- Dal Pozzo, G., Sit, J., Cicekli, I. (2026). Communicating Brand Honesty During Crises: Qualitative Insights from Marketing Practitioners. *Cogent Business & Management (AJR 1*)*.

In Preparation & Planned Submissions

- Human vs Virtual Influencers in B2B Marketing: The Effects of Communication Style on Source Credibility. To be submitted to: *Industrial Marketing Management (ABS 3*)*
- “When salespeople own the tools: Psychological Ownership and Workplace Discontinuity in B2B”. To be submitted to: *Industrial Marketing Management (ABS 3*)*
- “Contingent Impacts of Team Rewards on Salesperson Outcomes”. To be submitted to: *Industrial Marketing Management (ABS 3*)*

Knowledge Transfer & Industry Engagement

- Delivered a high-impact series of marketing workshops to local businesses, supporting SME capability development and regional business engagement, invited by Portsmouth City Council
- Contributed to the development and delivery of The Marketing Agency initiative, engaging external partners including local businesses, Shaping Portsmouth and Portsmouth City Council in collaborative marketing projects.
- Supported partnerships with a range of external clients, including SHEIN, Portsmouth Grammar School and Mary Rose Museum, strengthening University-industry engagement
- Collaborate with academics in the US, France and the UK on cross-national research and joint academic outputs, contributing to externally engaged research partnerships.

Conference Attendance & Paper Presentation

- Global Sales Science Institute Conference, June 2026
- Ninth Biennial Conference on Enhancing Sales Force Productivity, May 2026 (invitation)
- AMA Winter Conference, February 2026
- AMA Summer Conference, August 2025
- Industrial Marketing Management Summit, January 2024
- Industrial Marketing Management Summit, January 2023
- EMAC Regional, September 2022

Editorial & Professional Affiliations

- Associate Editor – Cogent Business & Management (2022–Present)
- Ad-hoc Reviewer – Industrial Marketing Management (ABS 3*)
- Member, European Marketing Academy (EMAC)
- Member, American Marketing Association (AMA)
- Committee Member, Relationship Marketing SIG