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Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: AAT-1710-2020

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Education Information

Doctorate, İstanbul University, Uluslararası İşletmecilik, Turkey 1993 - 1999

Postgraduate, İstanbul University, Para Ve Banka, Turkey 1987 - 1990

Undergraduate, İstanbul University, Maliye Bölümü, Turkey 1983 - 1987

Dissertations

Doctorate, ULUSLARARASI PAZARLAMADA STANDARDİZASYON ve ADAPTASYON STRATEJİLERİ, İstanbul University, Institute of Social Sciences, Uluslararası İşletmecilik, 1999

Postgraduate, SİGORTA SEKTÖRÜ'NÜN EKONOMİK GÜCÜ ve TÜRKİYE, İstanbul University, Institute of Social Sciences, Para Ve Banka, 1990

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Assistant Professor, İstanbul University, Faculty of Political Sciences, Department of Business Administration, 2018 - Continues

Assistant Professor, İstanbul University, Faculty of Political Sciences, Department of Business Administration, 2009 - 2018

Lecturer, İstanbul Kultur University, Faculty Of Economics And Administrative Sciences, Department Of Business, 2006 - 2009

Research Assistant, İstanbul University, Faculty of Economics, Department of Business Administration, 1988 - 1999

Courses

Uluslararası Pazarlama, Undergraduate, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010

Halkla İlişkiler, Undergraduate, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010

Endüstriyel Pazarlama, Postgraduate, 2012 - 2013

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Tüketici Kararlarında Etkin Bir Role Sahip Olan Pazar Kurtlarının Demografik Özellikleri Üzerine Bir İnceleme**
YOLAÇ G., AKYÜZ İ.
e-Mehmet Akif Ersoy Üniversitesi Eğitim Fakültesi Dergisi (MAKÜ), vol.6, no.11, pp.132-143, 2014 (SCI-Expanded)

Articles Published in Other Journals

- I. **Tedarik Zincirinde Risk Yönetimi ve Performans İlişkisi: İstanbul İlinde Bir Araştırma**
Yolaç G., Tuzcuoğlu A., Şahin M.
Ekoist: Journal of Econometrics and Statistic, no.31, pp.95-106, 2019 (Peer-Reviewed Journal)
- II. **Determination of Motivational Factors Influencing Involvement of Market Mavens**
YOLAÇ G.
Journal of Administrative Sciences and Policy Studies, vol.3, no.2, pp.53-73, 2015 (Peer-Reviewed Journal)
- III. **Tüketici Kararlarında Etkin Bir Role Sahip Olan Pazar Kurtlarının Demografik Özellikleri Üzerine Bir İnceleme**
YOLAÇ G., AKYÜZ İ.
Mehmet Akif Ersoy Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, no.11, pp.133-143, 2014 (Peer-Reviewed Journal)
- IV. **CONSUMERISM: LİTERATÜR TARAMA**
YOLAÇ G.
T.C. MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ - ÖNERİ, vol.9, no.35, pp.159-162, 2011 (Peer-Reviewed Journal)
- V. **SATIŞ ELEMANLARININ ÖRGÜTSEL BAĞLILIĞI VE ÖRGÜTSEL VATANDAŞLIK DAVRANIŞLARI ARASINDAKİ İLİŞKİNİN BELİRLENMESİNE YÖNELİK BİR ARAŞTIRMA**
YOLAÇ G.
T.C. MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ - ÖNERİ, vol.8, no.30, pp.155-161, 2008 (Peer-Reviewed Journal)
- VI. **SATIŞ ELEMANLARININ MÜŞTERİ YÖNELİMİ İLE İŞ TATMİNİ, ÖRGÜTSEL BAĞLILIĞI ve DEMOGRAFİK ÖZELLİKLERİ ARASINDAKİ İLİŞKİNİN BELİRLENMESİNE YÖNELİK BİR ARAŞTIRMA**
YOLAÇ G.
T.C. MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ - ÖNERİ, vol.8, no.29, pp.119-125, 2008 (Peer-Reviewed Journal)
- VII. **MÜŞTERİ İLİŞKİLERİNDE İLETİŞİMİN ROLÜ**
YOLAÇ G.
T.C. MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ - ÖNERİ, vol.7, no.27, pp.165-169, 2007 (Peer-Reviewed Journal)
- VIII. **BÜTÜNLÜŞİK PAZARLAMA İLETİŞİMİ ve PAZARLAMA HALKLA İLİŞKİLER**
YOLAÇ G.
T.C. MARMARA ÜNİVERSİTESİ SOSYAL BİLİMLER ENSTİTÜSÜ HAKEMLİ DERGİSİ - ÖNERİ, vol.6, no.22, pp.191-201, 2004 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. **Bosnian Immigrants' Attitudes Towards Marketing Activities From The Perspective Of Consumerism**

- YOLAÇ G., TUZCUOĞLU A.
3rd International Balkan Annual Conference (IBAC-2013), Saraybosna, Bosnia And Herzegovina, 1 - 04 December 2013, pp.405-417
- II. EXAMINATION OF THE DIFFERENCES BETWEEN VARIOUS BALKAN IMMIGRANTS' AND TURKISH CONSUMERS' ATTITUDES TOWARDS MARKETING ACTIVITIES FROM THE PERSPECTIVE OF CONSUMERISM
YOLAÇ G.
2nd International Balkan Annual Conference, ARNAVUTLUK, Albania, 1 - 04 October 2012
- III. Store Image and the Effects on Consumer's Purchase Intention: A Study From Turkey
CENGİZ E., YOLAÇ G., AKYÜZ İ.
Seventeenth Annual South Dakota International Business Conference - 2010, United States Of America, 1 - 04 October 2010, pp.105-113
- IV. Consumer Attitudes Towards Experiential Marketing: A Qualitative Study From Turkey
CENGİZ E., ERDAL M., YOLAÇ G., AKYÜZ İ.
Seventeenth Annual South Dakota International Business Conference - 2010, United States Of America, 1 - 04 October 2010, pp.98-104
- V. Salespeople's Customer Orientation: Does Sales Peoples' Job Satisfaction and Organizational Commitment Effect Their Customer Orientation?
Kılıç Ö., YOLAÇ G., YOLAÇ S.
Northern State University's Fourteenth Annual International Business Conference - 2007, United States Of America, 1 - 04 October 2007, pp.30-42
- VI. 2006 Academy of Marketing Science(AMS) / Korean Academy of Marketing Science (KAMS) - Cultural Perspective in Marketing Conference (CPMC)" bildiri kitabılarındaki "Does Customer Orientation Lead to Customer Commitment? A Turkish Case
Kılıç Ö., Miller D., YOLAÇ G.
Cultural Perspectives in Marketing Conference, South Korea, 1 - 04 July 2006
- VII. Dealer Commitment in a Dyadic Channel Relationship: How Do Idiosyncratic Investments Effect The Dealers' Commitment in The PVC Industry in Turkey?
Kılıç Ö., YOLAÇ G., CENGİZ E.
South Dakota International Business Conference - 2004, United States Of America, 1 - 04 October 2004, pp.93-106

Supported Projects

YOLAÇ G., Project Supported by Higher Education Institutions, Store Image and the Effects on Consumer's Purchase Intention: A Study From Turkey, 2010 - 2010

Metrics

Publication: 16