

# GÖKHAN YOLAÇ

## ASST. PROF.

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Address : İstanbul Üniversitesi Beyazıt Kampüsü Siyasal Bilgiler Fakültesi Fatih-İstanbul

### International Researcher IDs

ORCID: 0000-0001-6726-1668

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

Yoksis Researcher ID: 107830

### Learning Knowledge

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Doctorate 1993 - 1998	Istanbul University, Institute Of Social Sciences, BUSINESS ADMINISTRATION, Turkey
Postgraduate 1987 - 1990	Istanbul University, Para Ve Banka, Turkey
Undergraduate 1983 - 1987	Istanbul University, Maliye Bölümü, Turkey

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### Dissertations

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

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

### Academic Titles / Tasks

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Assistant Professor 2018 - Continues	Istanbul University, Faculty of Political Sciences, Department of Business Administration
Assistant Professor 2009 - 2018	Istanbul University, Faculty of Political Sciences, Department of Business Administration
Lecturer 2006 - 2009	Istanbul Kultur University, Faculty Of Economics And Administrative Sciences, Department Of Business
Research Assistant 1988 - 1999	Istanbul University, Faculty of Economics, Department of Business Administration

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### Supported Projects

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

## Articles Published in Other Journals

1. **Uluslararası Pazarlama**  
Yolaç G.  
Satınalma: Satınalma ve Tedarik Zinciri Yöneticileri Dergisi, no.142, pp.34, 2024 (Non Peer-Reviewed Journal)
2. **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)
3. **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)
4. **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)
5. **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)
6. **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)
7. **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)
8. **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)
9. **BÜTÜNLEŞİK 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)
10. **İNTEGRA TED MARKETING C OMM UNI CA TION**  
Yolaç G., Demir N.  
ÖNERİ, vol.6, no.21, pp.121-127, 2004 (Peer-Reviewed Journal)

## Books & Book Chapters

1. **Basic Strategies in International Marketing**  
Yolaç G.

Beta Basım Yayım Dağıtım, İstanbul, 2022

2. **Küresel pazarlama yönetimi**

Altınbaşak İ., Alkibay S., Arslan F. M., Burnaz H. Ş., Cengiz E., Erdil S., Gegez E., Günay G. N., Madran C., Şekerkaya A. K., et al.

Beta Basım Yayım Dağıtım, İstanbul, 2008

## Refereed Congress / Symposium Publications in Proceedings

1. **Elektrikli Mi Hibrit Mi? Otomobil Satınalma Kararında Sürdürülebilirlik Perspektifini Okumak**  
Yolaç G.  
5. Bilsel International World Scientific And Research Congress, İstanbul, Turkey, 5 - 06 October 2024, pp.1
2. **Promotional Studies on Online Platforms: Global Brand Examples**  
Yolaç G., Aydın A.  
10th International Erciyes Scientific Research Congress, Kayseri, Turkey, 23 - 24 December 2023, pp.44-45
3. **A Glocal Perspective on Successful Product Strategies Applied in the Food Industry**  
Yolaç G., Aygün C.  
10th International Erciyes Scientific Research Congress, Kayseri, Turkey, 23 - 24 December 2023, pp.42-43
4. **Pricing Errors in International Marketing: A Special Analysis of Wal-Mart, Disneyland, McDonald's and Coca-Cola**  
Yolaç G., Aydın A., Aygün C.  
5th International Acharaka Congress On Humanities And Social Sciences, İzmir, Turkey, 11 - 13 November 2023, pp.57-58
5. **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
6. **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
7. **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
8. **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
9. **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
10. **2006 Academy of Marketing Science(AMS) / Korean Academy of Marketing Science (KAMS) - Cultural Perspective in Marketing Conference (CPMC)" bildiri kitapçığındaki "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
11. **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

## **Courses**

Communication Skills, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014  
Retail Management, Postgraduate, 2023 - 2024  
Marketing Management, Undergraduate, 2023 - 2024  
Customer Relations Management, Postgraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022  
International Marketing, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010  
Graduation Project-2, Undergraduate, 2023 - 2024, 2022 - 2023  
Basic Strategies in International Marketing, Doctorate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021  
International Marketing, Undergraduate, 2023 - 2024  
Negotiation Techniques, Postgraduate, 2022 - 2023, 2021 - 2022  
Graduation Project-1, Undergraduate, 2023 - 2024, 2022 - 2023  
Customer Relations Management, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021  
Public Relations, Undergraduate, 2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012, 2010 - 2011, 2009 - 2010  
Project Management, Postgraduate, 2022 - 2023  
Project Management, Postgraduate, 2022 - 2023  
Endüstriyel Pazarlama, Postgraduate, 2012 - 2013  
İşletme Yönetimi, Undergraduate, 2009 - 2010

## **Metrics**

Publication: 23

## **Research Areas**

Social Sciences and Humanities, Management, Marketing