

# Asst. Prof. İrfan AKYÜZ

## Personal Information

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## Education Information

|             |   |
|-------------|---|
| 2008 - 2014 | Doctorate, İstanbul Üniversitesi, Institute of Social Sciences, Pazarlama, Turkey                       |
| 2006 - 2008 | Postgraduate, İstanbul Üniversitesi, Institute of Social Sciences, Pazarlama, Turkey                    |
| 2001 - 2005 | Undergraduate, İstanbul Üniversitesi, School of Business, Department of Business Administration, Turkey |

## Dissertations

|      |   |
|------|---|
| 2014 | Siyasal pazarlama yaklaşımı ile seçim öncesi ve sonrası seçmen davranışının incelenmesi, İstanbul University, Institute Of Social Sciences, İşletme Fakültesi Bölümü, Doctorate   |
| 2008 | OTOMOBİL KULLANICILARININ AKARYAKIT İSTASYONU TERCİHLERİ ÜZERİNE ETKİ EDEN FAKTÖRLERİN BELİRLENMESİ VE İSTANBUL İLİNDE BİR PİLOT ARAŞTIRMA, İstanbul University, Institute Of Social Sciences, İşletme Fakültesi Bölümü, Postgraduate |

## Research Areas

Social Sciences and Humanities, Management, Marketing

## Academic Titles / Tasks

|                  |   |
|------------------|---|
| 2018 - Continues | Assistant Professor, İstanbul University, Faculty of Political Sciences, Department of Business Administration      |
| 2016 - 2018      | Assistant Professor, İstanbul University, Faculty of Political Sciences, Department of Business Administration      |
| 2014 - 2016      | Research Assistant PhD, İstanbul Üniversitesi, Faculty of Political Sciences, Department of Business Administration |
| 2005 - 2016      | Research Assistant, İstanbul Üniversitesi, Faculty of Political Sciences, Department of Business Administration     |

## Courses

|   |  |
|---|--|
| 2016 - 2017, 2017 - 2018, 2018 - 2019, 2020 - 2021              | Marketing Communications, Undergraduate    |
| 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022 | Scientific Research Methods, Undergraduate |

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|---|---|
| 2018 - 2019, 2019 - 2020, 2020 - 2021                           | Scientific Research Methods And Publishing Ethics, Postgraduate   |
| 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021              | International Marketing Communication & Advertising, Postgraduate |
| 2016 - 2017, 2017 - 2018, 2018 - 2019, 2020 - 2021              | Sales Management, Undergraduate                                   |
| 2019 - 2020, 2020 - 2021  | Scientific Research Methods And Publishing Ethics, Postgraduate   |
| 2016 - 2017, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021 | Political Marketing, Undergraduate                                |
| 2018 - 2019, 2019 - 2020  | Quantitative Research Methods, Doctorate                          |
| 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021              | Political Marketing, Undergraduate                                |
| 2018 - 2019, 2019 - 2020, 2020 - 2021                           | Consumer Behaviour, Undergraduate                                 |
| 2016 - 2017, 2017 - 2018, 2019 - 2020                           | Marketing Management, Undergraduate                               |
| 2019 - 2020   | Marketing Research, Undergraduate                                 |
| 2016 - 2017, 2017 - 2018  | Marketing Principles, Undergraduate                               |

## Advising Theses

|      |   |
|------|---|
| 2021 | Akyüz İ., Postgraduate, B.Akyüz(Student), An Analysis of Use of Instagram By Political Parties On Turkey's 2019 Local Elections by Context of Political Marketing   |
| 2020 | Akyüz İ., Postgraduate, C.Nalçakan(Student), The effect of brand personality on brand loyalty: A research on airline companies operating in Turkey  |
| 2019 | Akyüz İ., Postgraduate, C.Tonguç(Student), Marka yönetimi özelinde bir devlet teşviği olarak Turquality'nin rolü ve sektörler üzerinde kalitatif olarak incelenmesi   |
| 2019 | Akyüz İ., Postgraduate, B.Terzi(Student), The Investigation and Research On The Decision Of Purchasing Process Of The Foreigner Consumers With The Settlement of International Marketing of Real Estate In İstanbul |
| 2018 | Akyüz İ., Postgraduate, S.İrfan(Student), Corporate Social Responsibility in Supply Chain Management and Its Impact On Consumer Behavior And An Application   |
| 2018 | Akyüz İ., Postgraduate, A.Mücahit(Student), Effects of Mobile Marketing on E-Satisfaction and E-Loyalty   |

## Articles Published in Other Journals

### I. İNFERTİL HASTALARIN TÜP BEBEK TEDAVİSİNİ BIRAKMASINDA ETKİLİ OLAN FAKTÖRLERİN ÖNCELİK SIRASININ BELİRLENMESİ: BİR AHP UYGULAMASI

HOŞGÖR H., AKYÜZ İ., CENGİZ E.

e-Mehmet Akif Ersoy Üniversitesi Eğitim Fakültesi Dergisi (MAKÜ), vol.9, no.19, pp.64-84, 2017 (National Refreed

University Journal)

- II. **Polis Gücünden Polis Hizmetine: Pazarlama Perspektifi ile Polis Algısının Kavramsal Olarak İncelenmesi**  
CENGİZ E., AKYÜZ İ.  
Aurum Journal of Social Sciences, vol.1, no.2, pp.63-76, 2016 (National Refreed University Journal)
- III. **Defining Health Mavens On Demographic Characteristics: A Pilot Study in Istanbul**  
CENGİZ E., AKYÜZ İ., Gür Omay E. G. , Boşat M.  
European Scientific Journal, vol.12, pp.93-104, 2016 (Refereed Journals of Other Institutions)
- IV. **PRIVATE HOSPITAL CHOICES OF INFERTILE PATIENTS THAT RECIEVED IVF TREATMENT: A PILOT STUDY**  
Cengiz E., Özsarı H., Akyüz İ., Tuzcuoğlu A., Hoşgör H.  
European Scientific Journal, ESJ, vol.11, no.10, pp.1-19, 2015 (Refereed Journals of Other Institutions)
- V. **The Content Analysis of Hopitals' Web Sites as Providers of Healthcare Tourism in Istanbul**  
CENGİZ E., AKYÜZ İ., Gür Omay E. G. , Uyar R.  
International Journal of Business and Management Studies, vol.04, no.1, pp.255-264, 2015 (Refereed Journals of Other Institutions)
- VI. **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 (National Refreed University Journal)
- VII. **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, pp.132-143, 2014 (National Refreed University Journal)
- VIII. **"Siyasal Pazarlamayı Yararlar ve Eleştiriler Temelinde Anlamak: Bir Literatür Taraması"**  
AKYÜZ İ.  
İstanbul Üniversitesi Siyasal Bilgiler Fakültesi Dergisi, pp.127-143, 2014 (National Refreed University Journal)
- IX. **Business Ethics: Exploring the Differences about Perceptions of Business Ethics Among Selected Turkish Financial Specialists**  
CENGİZ E., Ferman M., AKYÜZ İ.  
Journal of Marketing Development and Competitiveness, vol.6, no.4, pp.96-107, 2012 (Refereed Journals of Other Institutions)

## **Books & Book Chapters**

- I. **Siyasal Pazarlama: Teorik Bir Çerçeve**  
AKYÜZ İ.  
Türkmen Kitabevi, İstanbul, 2015

## **Refereed Congress / Symposium Publications in Proceedings**

- I. **PRIVATE HOSPITAL CHOICES OF INFERTILE PATIENTS THAT RECIEVED IVF TREATMENT: A PILOT STUDY**  
CENGİZ E., Özsarı H., TUZCUOĞLU A., AKYÜZ İ., HOŞGÖR H.  
Global Academic Meeting 2015, New York, United States Of America, 17 - 19 September 2015, pp.246-264
- II. **A Comparative Study On Consumer Ethnocentrism In Turkey, Bosnia –Herzegovina And Sandzak**  
AKYÜZ İ., TUZCUOĞLU A., CENGİZ E.

4th International Balkan Annual Conference (IBAC-2014), Bükreş, Romania, 15 - 18 October 2014, vol.4, pp.587-601

- III. **Comparative Study On Consumer Ethnocentrism In Turkey, Bosnia –Herzegovina And Sandzak**  
AKYÜZ İ., TUZCUOĞLU A., CENGİZ E.  
3rd International Balkan Annual Conference (IBAC-2013), Bosnia And Herzegovina, 1 - 04 December 2013, pp.1-11
- IV. **The Content Analysis Of The Academic Studies About Marketing In Bosnia- Herzegovina**  
AKYÜZ İ., TUZCUOĞLU A., GÜR OMAZ E. G. , CENGİZ E.  
3rd International Balkan Annual Conference (IBAC-2013), Saraybosna, Bosnia And Herzegovina, 1 - 04 December 2013, pp.388-404
- V. **A Comparative Study On Turkish And Albanian Consumers Ethnocentrism Levels**  
CENGİZ E., AKYÜZ İ., TUZCUOĞLU A.  
2nd International Balkan Annual Conference, Albania, 1 - 04 October 2012, pp.466-478
- VI. **How Economic Crisis Changed Consumer Segmentation**  
Kurtuluş K., AKYÜZ İ., ENGİZEK N., Eroğlu F., Kop E., Mammadov G., Kara G., Dağlı S.  
11th International Marketing Trends Conference, Italy, 1 - 04 January 2012, pp.1-36
- VII. **Lateral Marketing in Retailing and a Study From Turkish Gas Station Consumers**  
CENGİZ E., ŞEKERKAYA A. K. , YOLAÇ G., AKYÜZ İ., ERDAL M.  
Seventeenth Annual South Dakota International Business Conference, United States Of America, 1 - 04 November 2010, pp.88-97
- VIII. **Lateral Marketing in Retailing and a Study on Turkish Gas Station Consumers**  
CENGİZ E., ŞEKERKAYA A. K. , ERDAL M., AKYÜZ İ., YOLAÇ G.  
Seventeenth Annual South Dakota International Business Conference, September 30 - October 2, Rapid City, South Dakota, 2010., United States Of America, 1 - 04 November 2010
- IX. **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
- X. **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