

Asst. Prof. İrfan AKYÜZ

Personal Information

Office Phone: [+90 212 440 0000](tel:+902124400000) Extension: 12334

Office Phone: [+90 212 440 0000](tel:+902124400000) Extension: 12334

Fax Phone: [+90 212 440 0203](tel:+902124400203)

Email: iakyuz@istanbul.edu.tr

Web: <http://aves.istanbul.edu.tr/iakyuz/>

International Researcher IDs

ORCID: 0000-0003-1494-3862

Publons / Web Of Science ResearcherID: AAT-2500-2020

Yoksis Researcher ID: 124490

Education Information

2008 - 2014	Doctorate, Istanbul University, Institute of Social Sciences, Pazarlama, Turkey
2006 - 2008	Postgraduate, Istanbul University, Institute of Social Sciences, Pazarlama, Turkey
2001 - 2005	Undergraduate, Istanbul University, School Of Business, Department of Business Administration, Turkey

Dissertations

2014	Siyasal pazarlama yaklaşımı ile seçim öncesi ve sonrası seçmen davranışının incelenmesi, Istanbul 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, Istanbul University, Institute of Social Sciences, İşletme Fakültesi Bölümü, Postgraduate

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

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

Academic and Administrative Experience

2019 - Continues	Program Accreditation-Self-Assessment Committee Member, Istanbul University, Faculty Of Political Sciences, Department Of Business Administration
------------------	---

2018 - Continues	Adaptation/Exemption Committee Member, Istanbul University, Faculty Of Political Sciences, Department Of Business Administration
2010 - 2011	Research Assistant Faculty Representative, Istanbul University, Faculty Of Political Sciences, Department Of Business Administration

Courses

2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017	Marketing Communications, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022	Data Analysis & Quantitative Decision Making Techniques, Postgraduate
2023 - 2024, 2022 - 2023	Graduation Project II, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022, 2019 - 2020, 2018 - 2019	Quantitative Research Methods, Doctorate
2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019	Scientific Research Methods And Publishing Ethics, Postgraduate
2023 - 2024, 2021 - 2022	Data Analysis&Quantitative Decision Making Techniques, Postgraduate
2023 - 2024	Principles of Marketing, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020	Scientific Research Methods And Publishing Ethics, Postgraduate
2023 - 2024, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017	Political Marketing, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022	Scientific Research Methods&Publishing Ethics, Postgraduate
2023 - 2024, 2022 - 2023, 2021 - 2022	Retail Management and Store Management, Postgraduate
2023 - 2024, 2022 - 2023	Graduation Project II, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022	Retail Management&Store Management, Postgraduate
2023 - 2024, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	Political Marketing, Undergraduate
2023 - 2024, 2022 - 2023, 2021 - 2022	Scientific Research Methods and Publishing Ethics, Postgraduate

2021 - 2022	Perakende Yönetimi, Postgraduate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	Scientific Research Methods, Undergraduate
2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	International Marketing Communication & Advertising, Postgraduate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019	Consumer Behaviour, Undergraduate
2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017	Sales Management, Undergraduate
2019 - 2020, 2017 - 2018, 2016 - 2017	Marketing Management, Undergraduate
2019 - 2020	Marketing Research, Undergraduate
2017 - 2018, 2016 - 2017	Marketing Principles, Undergraduate

Advising Theses

2023	Akyüz İ., Postgraduate, C.AYGÜN(Student), FREIGHT FORWARDER İŞLETMELERİNDE ESNEKLİĞİN VE SUNULAN HİZMET KALİTESİNİN GÜVEN, MÜŞTERİ MEMNUNİYETİ VE SADAKATI ÜZERİNE ETKİSİ
2023	Akyüz İ., Postgraduate, A.AYDIN(Student), Anlık satın alma eğilimi ve market türü tercihlerinde dindarlığın rolünün incelenmesi: İndirimli market ve süpermarket karşılaştırması
2023	Akyüz İ., Postgraduate, H.BERKAY(Student), Elektronik spor tüketicilerinde benlik uyum teorisinin sponsor marka özelinde incelenmesi
2022	Akyüz İ., Postgraduate, C.ARDİHAN(Student), Sosyal medya pazarlamasının tüketici marka sadakati ve satın alma niyetine etkisinde tüketicilerin sosyal medya kullanım sıklığının rolü
2021	Akyüz İ., Postgraduate, H.Caner(Student), The Use of Social Media By Football Clubs in Terms of Digital Marketing: An Analysis of Twitter and Instagram Usage of The Four Major Sports Clubs in Turkey
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
2019	Akyüz İ., Postgraduate, S.FERHAT(Student), Lüks tüketim, yaşam tarzı ve sosyal medya etkileşimi temelli bir inceleme
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

Published journal articles indexed by SCI, SSCI, and AHCI

- I. "Siyasal Pazarlamayı Yararlar ve Eleştiriler Temelinde Anlamak: Bir Literatür Taraması"
AKYÜZ İ.
İstanbul Üniversitesi Siyasal Bilgiler Fakültesi Dergisi, pp.127-143, 2014 (SCI-Expanded)

Articles Published in Other Journals

- I. **Considering Impulse Buying Behavior on the basis of Islamic Religiosity and Food Retailer Preferences: An Empirical Study in Türkiye**
Aydın A., AKYÜZ İ.
İşletme Araştırmaları Dergisi, vol.16, no.3, pp.1330-1341, 2024 (Peer-Reviewed Journal)
- II. **Hizmet Baskın Mantığa Sağlık Hizmetleri Bağlamında Bir Bakış: Kalitatif Bir Araştırma**
Şencan A., AKYÜZ İ.
Journal of research in business (online), vol.8, no.2, pp.575-599, 2023 (Peer-Reviewed Journal)
- III. **The Impact of Flexibility and Service Quality on Trust, Customer Satisfaction and Loyalty in Freight Forwarder Businesses**
Aygün C., Akyüz İ.
The journal of international scientific researches., vol.8, no.3, pp.305-322, 2023 (Peer-Reviewed Journal)
- IV. **Çaturanga Oynayalım Mı?:Feda Edilen Piyonlardan Yenilmez Vezirlere?**
AKYÜZ İ.
Satınalma: Satınalma ve Tedarik Zinciri Yöneticileri Dergisi, pp.43, 2022 (Non Peer-Reviewed Journal)
- V. **Tüketici Bilgisine Ulaşmak...Ya Sonra?"**
AKYÜZ İ.
Satınalma: Satınalma ve Tedarik Zinciri Yöneticileri Dergisi, pp.21, 2022 (Non Peer-Reviewed Journal)
- VI. **İnfertil Hastaların Tüp Bebek Tedavisini Bırakmasında Etkili Olan Faktörlerin Öncelik Sırasının Belirlenmesi: Bir AHP Uygulaması**
HOŞGÖR H., AKYÜZ İ., CENGİZ E.
MEHMET AKIF ERSOY UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, vol.9, no.19, pp.64-84, 2017 (Peer-Reviewed Journal)
- VII. **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 (Peer-Reviewed Journal)
- VIII. **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, no.13, pp.93-104, 2016 (Peer-Reviewed Journal)
- IX. **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, vol.11, no.10, pp.1-19, 2015 (Peer-Reviewed Journal)
- X. **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 (Peer-Reviewed Journal)
- XI. **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)
- XII. **Business Ethics: Exploring the Differences about Perceptions of Business Ethics Among Selected Turkish Financial Specialists**

Books & Book Chapters

- I. **Din ile Tüketimi Birlikte Düşünmek: Gıda Market Alışverişleri Özelinde Kavramsal Bir Bakış**
Akyüz İ., Aydın A.
in: Muhasebe – Pazarlama – Organizasyon: Akademik Yorumlar, Doç.Dr. Şahin Karabulut, Editor, Ekin Yayınevi, Bursa, pp.335-355, 2022
- II. **Siyasal Pazarlama: Teorik Bir Çerçeve**
AKYÜZ İ.
Türkmen Kitabevi, İstanbul, 2015

Refereed Congress / Symposium Publications in Proceedings

- I. **In Context of the Role of Negative Comments in Electronic Word-of-Mouth Communication A Qualitative Research Comparing Türkiye and Azerbaijan: The Trendyol Case**
Hasanzade E., Akyüz İ.
EFİ 2024: Uluslararası Ekonomi Finans ve İşletme Kongresi, Sivas, Turkey, 23 - 25 May 2024, pp.57
- II. **Nomination of Celebrities in Political Marketing: A Study on General and Local Elections**
Şencan A., Akyüz İ.
Uluslararası Yönetim İktisat ve İşletme Kongresi 2024, Zonguldak, Turkey, 9 - 10 May 2024, pp.41-42
- III. **Does a Cup of Coffee Commit One to Forty Years of Friendship? A Special Examination of Consumption Habits Based on Rituals**
Aydın A., Akyüz İ.
8 th International New York Academic Research Congress on Humanities and Social Sciences, New York, United States Of America, 24 June - 26 July 2023, pp.283-285
- IV. **Evaluation of Educational Marketing Studies in National Literature with Content Analysis**
Akyüz İ., Tuzcuoğlu A.
2nd International Conference on Innovative Academic Studies, Konya, Turkey, 28 - 31 January 2023, pp.244-245
- V. **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
- VI. **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
- VII. **The Content Analysis Of The Academic Studies About Marketing In Bosnia- Herzegovina**
AKYÜZ İ., TUZCUOĞLU A., GÜR Omay E. G., CENGİZ E.
3rd International Balkan Annual Conference (IBAC-2013), Saraybosna, Bosnia And Herzegovina, 1 - 04 December 2013, pp.388-404
- VIII. **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
- IX. **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

- X. **How Economic Crisis Changed Consumer Segmentation**
Kurtuluş K., AKYÜZ İ., ENGİZEK N., Erođlu F., Kop E., Mammadov G., Kara G., Dađlı S.
11th International Marketing Trends Conference, Italy, 1 - 04 January 2012, pp.1-36
- XI. **Lateral Marketing in Retailing and a Study From Turkish Gas Station Consumers**
CENGİZ E., ŐEKERKAYA 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
- XII. **Lateral Marketing in Retailing and a Study on Turkish Gas Station Consumers**
CENGİZ E., ŐEKERKAYA 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
- XIII. **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
- XIV. **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

Activities in Scientific Journals

2024 - Continues

Cumhuriyet Üniversitesi İktisadi ve İdari Bilimler Dergisi, Committee Member

Metrics

Publication: 29

Citation (Scopus): 1

H-Index (Scopus): 1