

## Personal Information

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## Education Information

Doctorate, İstanbul Üniversitesi, Institute of Social Sciences, Pazarlama, Turkey 2008 - 2014

Post Graduate, İstanbul Üniversitesi, Institute of Social Sciences, Pazarlama, Turkey 2006 - 2008

Under Graduate, İstanbul Üniversitesi, School of Business, Department of Business Administration, Turkey 2001 - 2005

## 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, 2016 - 2018

Research Assistant PhD, İstanbul Üniversitesi, Faculty of Political Sciences, Department of Business Administration, 2014 - 2016

Research Assistant, İstanbul Üniversitesi, Faculty of Political Sciences, Department of Business Administration, 2005 - 2016

## Articles Published in Other Journals

- **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, pp.64-84, 2017 (National Refreed University Journal)
- **Polis Gücünden Polis Hizmetine: Pazarlama Perspektifi ile Polis Algısının Kavramsal Olarak İncelenmesi**  
CENGİZ E., AKYÜZ İ.  
Aurum Journal of Social Sciences, vol.1, pp.63-76, 2016 (National Refreed University Journal)
- **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)
- **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, pp.255-264, 2015 (Refereed Journals of Other Institutions)
- **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)

- **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, pp.133-143, 2014 (National Refreed University Journal)

- **“Siyasal Pazarlamayı Yararlar ve Eleştiriler Temelinde Anlamak: Bir Literatür Taraması”**

AKYÜZ İ.

İstanbul Üniversitesi Siyasal Bilgiler Fakültesi Dergisi, no.51, pp.127-143, 2014 (National Refreed University Journal)

- **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, pp.96-107, 2012 (Refereed Journals of Other Institutions)

## Book & Book Chapters

- **Siyasal Pazarlama: Teorik Bir Çerçeve**

AKYÜZ İ.

Türkmen Kitabevi, İstanbul, 2015

## Refereed Congress / Symposium Publications in Proceedings

- **PRIVATE HOSPITAL CHOICES OF INFERTILE PATIENTS THAT RECIEVED IVF TREATMENT: A PILOT STUDY**

CENGİZ E., ÖZSAR H., TUZCUOĞLU A., AKYÜZ İ., HOŞGÖR H.

Global Academic Meeting 2015, New York, United States Of America, 17 - 19 September 2015, pp.246-264

- **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

- **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

- **The Content Analysis Of The Academic Studies About Marketing In Bosnia- Herzegovina**

AKYÜZ İ., TUZCUOĞLU A., GÜR OMAE E. G. , CENGİZ E.

3rd International Balkan Annual Conference (IBAC-2013), Saraybosna, Bosnia And Herzegovina, 1 - 04 December 2013, pp.388-404

- **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

- **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

- **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

- **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

- **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

- **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