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Personal Information

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International Researcher IDs

ORCID: 0000-0003-2654-1967

Publons / Web Of Science ResearcherID: L-4091-2017

Yoksis Researcher ID: 176296

Education Information

Doctorate, Istanbul University, İşletme Fakültesi Sosyal Bilimler Enstitüsü , İşletme/Pazarlama, Turkey 2003 - 2007

Postgraduate, Istanbul University, İşletme Fakültesi Sosyal Bilimler Enstitüsü , İşletme/Pazarlama, Turkey 2001 - 2003

Undergraduate, Ege University, İİBF, İşletme, Turkey 1997 - 2001

Foreign Languages

English, B2 Upper Intermediate

Certificates, Courses and Trainings

Other, NİTEL ARAŞTIRMA YÖNTEMLERİ, BİLKENT ÜNİVERSİTESİ, 2004

Dissertations

Doctorate, Tüketicilerin Alışveriş Stilleri ile Tüketim Değerleri Arasındaki İlişkinin Belirlenmesine Yönelik Bir Araştırma,, Istanbul University, School of Business, İşletme/Pazarlama, 2007

Postgraduate, Zincir Perakendeci Yapı Market Müşterilerinin Hizmet Kalitesi Değerlendirmeleri ve Mağazaya İlişkin Değerlendirmeler ile Tekrar Alışveriş Yapma Niyeti Arasındaki İlişki Üzerine Pilot Bir Araştırma , Istanbul University, School of Business, İşletme/Pazarlama, 2003

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Associate Professor, Istanbul University, School of Business, Department of Business Administration, 2014 - Continues

Assistant Professor, Istanbul University, School of Business, Department of Business Administration, 2012 - 2014
Research Assistant PhD, Istanbul University, School of Business, Department of Business Administration, 2007 - 2012
Research Assistant, Istanbul University, School of Business, Department of Business Administration, 2001 - 2007

Academic and Administrative Experience

İstanbul Üniversitesi, School of Business, 2014 - Continues

Courses

MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Undergraduate, 2018 - 2019
PAZARLAMA ARAŞTIRMALARI, Undergraduate, 2018 - 2019
MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Associate Degree, 2018 - 2019
PAZARLAMA YÖNETİMİ, Postgraduate, 2018 - 2019
KANTİTATİF PAZARLAMA, Doctorate, 2017 - 2018
PAZARLAMA YÖNETİMİ, Postgraduate, 2018 - 2019
PAZARLAMA, Postgraduate, 2018 - 2019
MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Associate Degree, 2018 - 2019
PAZARLAMA ARAŞTIRMALARI, Associate Degree, 2016 - 2017
MARKETING MANAGEMENT, Postgraduate, 2015 - 2016, 2014 - 2015, 2012 - 2013
SATIŞ YÖNETİMİ, Postgraduate, 2015 - 2016
MARKETING STRATEGIES, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
KANTİTATİF PAZARLAMA, Doctorate, 2015 - 2016
PAZARLAMA STRATEJİLERİ, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
SATIŞ YÖNETİMİ, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
PAZARLAMA MODELLERİ, Doctorate, 2015 - 2016
MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Postgraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014
ARAŞTIRMA YÖNTEMLERİ, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014
SATIŞ YÖNETİMİ, Postgraduate, 2014 - 2015, 2013 - 2014, 2012 - 2013
PAZARLAMA, Undergraduate, 2015 - 2016
CUSTOMER RELATIONSHIP MANAGEMENT, Undergraduate, 2015 - 2016
KANTİTATİF PAZARLAMA, Doctorate, 2014 - 2015, 2013 - 2014
RESEARCH METHODOLOGY, Undergraduate, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013
PAZARLAMA YÖNETİMİ, Postgraduate, 2013 - 2014
SATIŞ VE MÜŞTERİ İLİŞKİLERİ YÖNETİMİ, Postgraduate, 2012 - 2013

Advising Theses

Yaşın B., THE PERCEPTION OF SERVICE QUALITY IN AUTOMOTIVE SERVICES: A COMPARISON OF CONSUMERS RECEIVING AUTOMOTIVE SERVICES FROM AUTHORIZED AND PRIVATE SERVICE ENTERPRISES, Doctorate, Ş.NECMETTİN(Student), 2021
Yaşın B., The role of consumer identification on the relationship between corporate brand equity and individual brand equity and the effect of brand equity on repurchase intention, Doctorate, S.AYAR(Student), 2021
Yaşın B., The influence of fan identity on consumer decisions towards sponsor brands in sports marketing: An experimental study in different product involvement categories, Doctorate, H.YILMAZ(Student), 2020
Yaşın B., Determining the role of brand and self-image congruence on brand experience, brand love and brand loyalty, Doctorate, B.KAYIŞ(Student), 2020
Yaşın B., Tüketici-Marka İlişkisi Çerçevesinde Marka Sadakati Üzerinde Rolü Olan Faktörlerin Belirlenmesi, Postgraduate,

C.GÜRSU(Student), 2019

Yaşın B., THE ROLE OF DETERMINING FACTORS ON CONSUMERS' IMPULSE PURCHASING DECISIONS, Postgraduate,

E.AHMEDOVA(Student), 2017

Yaşın B., Brand relationship quality and customer engagement's role over brand loyalty, Postgraduate,

B.Pandır(Student), 2016

Jury Memberships

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, İSTANBUL ÜNİVERSİTESİ, June, 2018

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, BAĞÇEŞEHİR ÜNİVERSİTESİ, May, 2018

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, BAĞÇEŞEHİR ÜNİVERSİTESİ, May, 2018

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, BAĞÇEŞEHİR ÜNİVERSİTESİ, May, 2018

Doctoral Examination, Doktora Yeterlik Sınavı, İstanbul Üniversitesi, December, 2017

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, İSTANBUL ÜNİVERSİTESİ, September, 2017

Post Graduate, YÜKSEK LİSANS TEZ JÜRİSİ, İSTANBUL ÜNİVERSİTESİ, June, 2017

Post Graduate, YÜKSEK LİSANS TEZ SAVUNMASI, İSTANBUL ÜNİVERSİTESİ, June, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2017

Doctorate, DOKTORA TEZ SAVUNMASI, İSTANBUL ÜNİVERSİTESİ, April, 2017

Post Graduate, YÜKSEK LİSANS TEZ SAVUNMASI, İSTANBUL ÜNİVERSİTESİ, March, 2017

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, December, 2016

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, December, 2016

Doctoral Examination, DOKTORA YETERLİLİK SINAVI, İSTANBUL ÜNİVERSİTESİ, December, 2016

Post Graduate, YÜKSEK LİSANS TEZ SAVUNMASI SINAVI, İSTANBUL ÜNİVERSİTESİ, May, 2016

Post Graduate, Yüksek lisans tez savunması, İSTANBUL ÜNİVERSİTESİ, October, 2012

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Markanın Algılanan Globalliği/Yerelliği Markanın Kredibilitesini ve Algılanan Kaliteyi Etkiler Mi? Bu Etkide Kredibilitenin Aracılık, Etnosentrizmin Düzenleyici Rolünün İncelenmesi**
Engizek N., Yaşın B.
JOURNAL OF BUSINESS RESEARCH, vol.10, no.10, pp.61-81, 2018 (SSCI)
- II. **Tüketicilerin Kurumsal Sosyal Sorumluluk Algılamalarının Marka Değeri Üzerine Etkisi**
ENGİZEK N., YAŞIN B.
Anadolu Üniversitesi Sosyal Bilimler Dergisi, vol.16, no.2, pp.69-87, 2016 (SCI-Expanded)
- III. **KOBİ'lerin Banka Tercihlerinde Bilgi Portallarının Rolü**
ÖZEN H., YAŞIN B.
Atatürk Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.28, no.2, pp.235-252, 2014 (SSCI)
- IV. **Yapı Market Müşterilerinin Hizmet Kalitesi Değerlendirmeleri**
OKUMUŞ A., KARÇİGA B.
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, vol.7, no.2, pp.55-75, 2006 (SSCI)

Articles Published in Other Journals

- I. **TÜKETİCİLERİN PLANSIZ SATIN ALMA KARARLARI ÜZERİNDE TÜKETİCİ ÖZELLİKLERİNİN VE**

MAĞAZA ATMOSFERİNİN ROLÜ

BEYTULOVA E., YAŞIN B.

Kırklareli Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.7, no.3, pp.75-90, 2018 (Peer-Reviewed Journal)

- II. **The Role of Consumers' Satisfaction, Trust and Perceived Quality on Loyalty to Online Retail Sites**
Yaşin B., Özkan E., Baloglu S.
Yönetim Dergisi:İstanbul Üniversitesi İşletme Fakültesi İşletme İktisadi Enstitüsü, no.28, pp.24-47, 2017 (Peer-Reviewed Journal)
- III. **Brand love and customer engagement's role over brand loyalty**
Pandir B., YAŞIN B.
Journal of Management, Marketing and Logistics, vol.4, no.4, pp.359-365, 2017 (Peer-Reviewed Journal)
- IV. **The Relationship Between Hotel Brand Personality And Customer Loyalty**
YAŞIN B., Jamontaite K., Ahmedova S., Akın M. S.
Journal of Tourismology, vol.3, no.3, pp.14-33, 2017 (Peer-Reviewed Journal)
- V. **THE ROLE OF RATIONAL AND EMOTIONAL EVALUATIONS IN PREDICTING E-WOM BEHAVIOR**
ÖZEN H., YAŞIN B.
Journal of Academic Research in Economics, vol.7, no.2, pp.169-190, 2015 (Peer-Reviewed Journal)
- VI. **Gender Differences in the Use of Internet for Health Information Search**
YAŞIN B., ÖZEN H.
Ege Akademik Bakış İktisadi, İdari ve Siyasal Bilimler Dergisi, vol.11, no.2, pp.229-240, 2011 (Peer-Reviewed Journal)
- VII. **E-Health Information Search Intentions of Turkish Internet Users**
YAŞIN B., ÖZEN H.
International Journal of Pharmaceutical and Health Care Marketing, vol.5, no.2, pp.135-152, 2011 (Scopus)
- VIII. **E-health information search intentions of Turkish internet users**
YAŞIN B., Özen H.
International Journal of Pharmaceutical and Healthcare Marketing, vol.5, no.2, pp.135-152, 2011 (ESCI)
- IX. **Images of Italy, France and Morocco as tourist destinations**
OKUMUŞ A., YAŞIN B.
International Journal of Tourism Policy, vol.2, no.4, pp.306-318, 2009 (Scopus)
- X. **The Role of Health Related Factors on Consumer Attitudes towards Organic Products in Turkey**
Yaraş E., Yeniçeri T., YAŞIN B.
SELÇUK ÜNİVERSİTESİ SOSYAL BİLİMLER MESLEK YÜKSEKOKULU DERGİSİ, vol.12, pp.147-174, 2009 (Peer-Reviewed Journal)
- XI. **The Impact of Perceived Innovation Characteristics on Technology Adoption**
BOZBAY Z., YAŞIN B.
The International Journal of Technology, Knowledge and Society, no.4, pp.117-127, 2008 (Peer-Reviewed Journal)
- XII. **The Impact of Perceived Innovation Characteristics on the Technology Adoption**
Bozbay Z., Yaşin B.
The International Journal of Technology Knowledge and Society, vol.4, pp.117-127, 2008 (Peer-Reviewed Journal)
- XIII. **Yapı Market Müşterilerinin Hizmet Kalitesi Değerlendirmelerine Göre Pazar Bölümlerinin İncelenmesi**
OKUMUŞ A., YAŞIN B.
Erciyes Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, no.28, pp.87-106, 2007 (Peer-Reviewed Journal)
- XIV. **Yapı Market Müşterilerinin Mağaza Hizmet Kalitesine Yönelik Değerlendirmeleri**
OKUMUŞ A., YAŞIN B.
DOKUZ EYLÜL ÜNİVERSİTESİ İŞLETME FAKÜLTESİ DERGİSİ, vol.7, no.2, pp.55-76, 2006 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Same Country, Different Ethnicity: The Role of Ethnicity on Impulse Buying**
Kurtuluş K., Yıldırım H. H., Yaşın B.
in: Thriving in a New World Economy. Developments in Marketing Science: Proceedings of the Academy of Marketing Science, Kirk Plangger, Editor, Springer, London/Berlin , California, pp.276-283, 2016
- II. **Müşteri İlişkileri Yönetimi**
YAŞIN B.
İstanbul Üniversitesi Yayınları, İstanbul, 2015
- III. **Pazarlama Araştırmaları**
YAŞIN B.
İstanbul Üniversitesi Yayınları, İstanbul, 2014
- IV. **Uluslararası Pazarlama Araştırması**
YAŞIN B.
in: Uluslararası Pazarlama, Yağcı M.İ., Kılıç S., Editor, Lisans Yayıncılık, İstanbul, pp.90-120, 2014

Refereed Congress / Symposium Publications in Proceedings

- I. **Online Perakendecilikte Algılanan Hizmet Kalitesinin E-Tatmin ve Müşteri Sadakati Üzerindeki Etkisi**
YAŞIN B., Güleç M., Zaid E., Tıdiane Youm C.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 September - 30 December 2017, pp.1-15
- II. **MARKA OTANTIKLIĞININ TÜKETİCİ TEMELLİ MARKA DEĞERİ ÜZERİNDEKİ ETKİSİ**
YAŞIN B., Zulfugarova N., Uysal A., Doumbia F.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 September - 30 December 2017, pp.1-16
- III. **BRAND LOVE AND CUSTOMER ENGAGEMENT'S ROLE OVER BRAND LOYALTY**
PANDIR B., YAŞIN B.
GLOBAL İŞLETME ARAŞTIRMALARI KONGRESİ, İstanbul, Turkey, 24 - 25 May 2017, pp.1
- IV. **The Relationship Between Hotel Brand Personality and Customer Loyalty**
YAŞIN B., AKIN M. S., Jamontaite K., Ahmadova S.
ULUSLARARASI SOSYAL ARAŞTIRMALAR KONGRESİ, İstanbul, Turkey, 20 - 22 April 2017, pp.1
- V. **Same Country Different Ethnicity: The Role of Ethnicity on Impulse Buying**
KURTULUŞ K., Yıldırım H. H., YAŞIN B.
2012 Academy of Marketing Science World Marketing Congress~ Cultural Perspectives in Marketing (WMC~CPM), Thriving in a New World Economy, Atlanta, United States Of America, 28 August - 01 September 2012, vol.9, pp.276-283
- VI. **Corporate Reputation and Its Consequences: Evidence from Turkey**
YAŞIN B., BOZBAY Z.
Academy of Marketing Conference 2012, Southhampton, United Kingdom, 1 - 04 July 2012, pp.1-11
- VII. **Corporate Reputation and its Consequences: Evidence from Turkey**
Yaşın B., Bozbay Z.
Academy of Marketing Conference 2012, Marketing: Catching the Technology Wave, Southampton, United Kingdom, 1 - 04 July 2012, pp.33-40
- VIII. **The Impact of Corporate Reputation on Customer Trust**
Yaşın B., Bozbay Z.
16th International Conference on Corporate and Marketing Communications, Athens, Greece, 1 - 04 April 2011, pp.505-518
- IX. **Sustainable Tourism Development in Developing Countries: Overview of Ukraine's Tourism Industry**
Yaraş E., YAŞIN B.
International Scientific-Practical Conference - Topical problems of Social-Economic Developments of Regions, Ukraine, 1 - 04 May 2010, pp.70-80
- X. **Consumer Decision-Making Styles in Turkey**
YAŞIN B.

the 14th Biennial World Marketing Congress, Marketing in Transition: Scarcity, Globalism, & Sustainability, Norway, 1 - 04 July 2009, pp.261-266

- XI. **The Role of Gender on Turkish Consumers' Decision-Making Styles**
YAŞIN B.
Asia-Pacific Advances in Consumer Research, India, 1 - 04 January 2009, pp.301-308
- XII. **Acceptance of Technological Innovations: The Role of Consumer Innovativeness and Innovation Characteristics**
BOZBAY Z., YAŞIN B.
YIRCOBS'08 Yeditepe International Research Conference on Business Strategies, İstanbul, Turkey, 1 - 04 June 2008, pp.185-204
- XIII. **Examining The Image of Italy, France, and Morocco As A Tourist Destination**
OKUMUŞ A., YAŞIN B.
The 4 World Conference for Graduate Research in Tourism, Hospitality and Leisure, Antalya, Turkey, 22 - 27 April 2008, pp.12-24
- XIV. **Examining the Image of Italy, France, and Morocco as a Tourist Destination**
Okumuş A., Yaşin B.
The 4 World Conference for Graduate Research in Tourism, Hospitality and Leisure, Antalya, Turkey, 22 - 27 April 2008, pp.12-24
- XV. **The Role of Consumer Innovativeness in the Acceptance of Technology Based Innovations**
Bozbay Z., Yaşin B.
7th International Congress Marketing Trends, Venice, Italy, 17 - 19 January 2008, pp.1-10

Supported Projects

ÖZEN H., YAŞIN B., Project Supported by Higher Education Institutions, Elektronik Ağızdan Ağıza İletişim, 2013 - 2016

Activities in Scientific Journals

İSTANBUL ÜNİVERSİTESİ İŞLETME FAKÜLTESİ DERGİSİ, Committee Member, 2015 - Continues
İŞLETME İKTİSADİ ENSTİTÜSÜ YÖNETİM DERGİSİ, Publication Committee Member, 2015 - Continues
Comprehensive Research Journal of Management and Business Studies (CRJMBS), Evaluation Committee Member, 2014 - 2015

Scientific Refereeing

FORESIGHT The journal of future studies, strategic thinking and policy, Other Indexed Journal, May 2019
ELECTRONIC JOURNAL OF VOCATIONAL COLLEGES, Other Indexed Journal, March 2018
Kırklareli Üniversitesi İktisadi İdari Bilimler Dergisi, Other Indexed Journal, December 2017
Kırklareli Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, Other Indexed Journal, November 2017
Business and Economics Research Journal, Other Indexed Journal, October 2017
Kırklareli Üniversitesi İktisadi İdari Bilimler Fakültesi Dergisi, National Scientific Refreed Journal, October 2017
Journal of Research in Interactive Marketing, Other Indexed Journal, October 2017
Uluslararası İktisadi ve İdari İncelemeler Dergisi, National Scientific Refreed Journal, May 2016
Akdeniz Üniversitesi İktisadi İdari Bilimler Fakültesi Dergisi, National Scientific Refreed Journal, May 2016
Journal of Transportation and Logistics, Other Indexed Journal, April 2016
Journal of Research in Interactive Marketing, Other Indexed Journal, February 2016
International Journal of Emerging Markets, Other Indexed Journal, December 2015
İSTANBUL ÜNİVERSİTESİ İŞLETME FAKÜLTESİ DERGİSİ, Other Indexed Journal, May 2015

İstanbul Üniversitesi İşletme İktisadı Enstitüsü Yönetim Dergisi, Other journals, June 2014
İstanbul Üniversitesi İşletme İktisadı Enstitüsü Yönetim Dergisi, Other journals, June 2014
Yönetim ve Ekonomi Araştırmaları Dergisi, National Scientific Refreed Journal, April 2014
Comprehensive Research Journal of Management and Business Studies (CRJMBS), Other journals, April 2014
İstanbul Üniversitesi İşletme Fakültesi Dergisi, Other journals, September 2013
Journal of Research in Interactive Marketing, Other Indexed Journal, June 2013
Yönetim ve Ekonomi Araştırmaları Dergisi, National Scientific Refreed Journal, April 2013
İstanbul Üniversitesi İşletme Fakültesi Dergisi, Other Indexed Journal, November 2012
Eurasian Journal of Business and Economics, Other Indexed Journal, November 2012
İstanbul Üniversitesi İşletme Fakültesi Dergisi, National Scientific Refreed Journal, October 2010

Metrics

Publication: 37
Citation (WoS): 4
Citation (Scopus): 11
H-Index (WoS): 2
H-Index (Scopus): 2

Congress and Symposium Activities

22. ULUSAL PAZARLAMA KONGRESİ, Attendee, Trabzon, Turkey, 2017
GLOBAL İŞLETME ARAŞTIRMALARI KONGRESİ, Attendee, İzmir, Turkey, 2017
PAZARLAMA ARAŞTIRMALARINDA ALTERNATİF YÖNTEMLER SEMPOZYUMU, Attendee, Antalya, Turkey, 2017
ULUSLARARASI SOSYAL ARAŞTIRMALAR KONGRESİ, Attendee, İstanbul, Turkey, 2017
PAZARLAMA ARAŞTIRMALARINDA ALTERNATİF YÖNTEMLER SEMPOZYUMU, Attendee, Denizli, Turkey, 2016
RPZ İstanbul Reklam Ve Pazarlama Zirvesi, Attendee, İstanbul, Turkey, 2016
PAZARLAMA ARAŞTIRMALARINDA ALTERNATİF YÖNTEMLER IV. SEMPOZYUMU, Attendee, BOLU, Turkey, 2014