

# Asst. Prof. İrfan AKYÜZ

## Personal Information

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### International Researcher IDs

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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

## Courses

2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017	Marketing Communications, Undergraduate
2021 - 2022	Data Analysis & Quantitative Decision Making Techniques, Postgraduate
2021 - 2022, 2019 - 2020, 2018 - 2019	Quantitative Research Methods, Doctorate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019	Scientific Research Methods And Publishing Ethics, Postgraduate
2021 - 2022	Perakende Yönetimi, Postgraduate
2021 - 2022	Data Analysis&Quantitative Decision Making Techniques, Postgraduate
2021 - 2022, 2020 - 2021, 2019 - 2020	Scientific Research Methods And Publishing Ethics, Postgraduate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017	Political Marketing, Undergraduate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	Scientific Research Methods, Undergraduate
2021 - 2022	Scientific Research Methods&Publishing Ethics, Postgraduate
2021 - 2022	Retail Management and Store Management, Postgraduate
2021 - 2022	Retail Management&Store Management, Postgraduate
2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	International Marketing Communication & Advertising, Postgraduate
2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019	Consumer Behaviour, Undergraduate
2021 - 2022	Scientific Research Methods and Publishing Ethics, Postgraduate
2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017	Sales Management, Undergraduate
2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018	Political Marketing, 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 SADAKATİ ÜZERİNE ETKİSİ
2023	Akyüz İ., Postgraduate, H.BERKAY(Student), Elektronik spor tüketicilerinde benlik uyum teorisinin sponsor marka özelinde incelenmesi

2023	Akyüz İ., Postgraduate, A.AYDIN(Student), Anlık satın alma eğilimi ve market türü tercihlerinde dindarlığın rolünün incelenmesi: İndirimli market ve süpermarket karşılaştırması
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, 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, C.Tonguç(Student), Marka yönetimi özelinde bir devlet teşviği olarak Turquality'nin rolü ve sektörler üzerinde kalitatif olarak incelenmesi
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. A LOOK AT SERVICE DOMINANT LOGIC IN THE CONTEXT OF HEALTHCARE: A QUALITATIVE RESEARCH  
Şencan A., Akyüz İ.  
Journal of research in business (online), vol.8, no.2, pp.575-599, 2023 (Peer-Reviewed Journal)
- II. 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)
- III. DETERMINATION OF THE ORDER OF PRIORITY OF THE FACTORS THAT ARE EFFECTIVE IN INFERTILE PATIENTS' DECISION TO STOP IVF TREATMENT: AN AHP PRACTICE  
Hoşgör H., Akyüz İ., Cengiz E.  
MEHMET AKIF ERSOY UNIVERSITY JOURNAL OF SOCIAL SCIENCES INSTITUTE, vol.9, no.19, pp.64-84, 2017 (Peer-Reviewed Journal)
- IV. 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)
- V. 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)

- VI. **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)
- VII. **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)
- VIII. **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)
- 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 (Peer-Reviewed Journal)

## **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. **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
- II. **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
- III. **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
- IV. **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
- V. **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

- VI. **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
- VII. **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
- VIII. **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
- IX. **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
- X. **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
- XI. **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
- XII. **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

## Metrics

Publication: 24

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