

BÜLENT MENGÜÇ
Temmuz 2026

Özyeğin Üniversitesi
İşletme Bölümü
İşletme Fakültesi
İstanbul 34794, Türkiye
bulent4803@gmail.com

EĞİTİM

1994	<i>Doktora</i> , Pazarlama Bilim Dalı, Marmara Üniversitesi
1990	<i>Yüksek Lisans</i> , İşletme Mühendisliği, İstanbul Teknik Üniversitesi
1987	<i>Lisans</i> , İşletme Mühendisliği, İstanbul Teknik Üniversitesi

AKADEMİK GÖREVLER VE MESLEKİ DENEYİMLER

2026-halen	Profesör, Özyeğin Üniversitesi
2025-2026	Profesör, Illinois State University, ABD
2021-2025	Profesör, Leeds University Business School, İngiltere
2020-2021	Profesör, Özyeğin Üniversitesi
2017-2020	Profesör, Kadir Has Üniversitesi
2016-2017	Profesör, Leeds University Business School, İngiltere
2014-2016	Profesör, Kadir Has Üniversitesi
2012-2014	Profesör, King's College London, İngiltere
2008-2012	Profesör ve Chancellor's Chair for Research Excellence, Brock University, Kanada
2004-2008	Doçent ve Chancellor's Chair for Research Excellence, Brock University, Kanada
2000-2003	Doçent, University of Melbourne, Avustralya
1997-1999	Yardımcı Doçent, Lincoln University, Yeni Zelanda
1994-1996	Öğretim Görevlisi Dr., Marmara Üniversitesi
1989-1994	Araştırma Görevlisi, Marmara Üniversitesi

İDARİ GÖREVLER

2026-halen	Dekan Vekili, İşletme Fakültesi, Özyeğin Üniversitesi
2025-2026	Bölüm Başkanı, Pazarlama Bölümü, Illinois State University, ABD
2023-2024	Geçici Bölüm Başkanı, Pazarlama Bölümü, Leeds University Business School, İngiltere
2017-2020	Kurucu Dekan, İşletme Fakültesi, Kadir Has Üniversitesi
2016-2017	Bölüm Başkanı, Pazarlama Bölümü, Leeds University Business School, İngiltere
2015-2016	Bölüm Başkanı, İşletme Bölümü, Kadir Has Üniversitesi

MİSAFİR ÖĞRETİM ÜYELİĞİ/ARAŞTIRMACILIK

2017-2021	Uluslararası Misafir Araştırmacı, Pazarlama Bölümü, Leeds University Business School, İngiltere
2015-2016	Uluslararası Misafir Araştırmacı, Pazarlama Bölümü, Leeds University Business School, İngiltere
2010	Erskine Misafir Öğretim Üyesi, University of Canterbury, Yeni Zelanda
2006	Misafir Öğretim Üyesi, Judge Business School, University of Cambridge, İngiltere
1992-1993	Misafir Doktora Öğrencisi, Pazarlama Bölümü, Texas Tech University, ABD

ARAŞTIRMA VE YAYINLAR

Araştırma İlgi Alanları

Satış ve Satış Gücü Yönetimi
Hizmet Elemanı-Müşteri İlişkileri
Strateji ve Pazara Dönük Firma Yönetimi
Çok Düzeyli Veri Analizi ve Modelleme Yöntemleri

Atıf Sayısı (8 Ağustos 2026 itibariyle)

Web of Science-Tüm veritabanları:	7960	(h-index: 42)
Scopus:	7588	(h-index: 42)
Google Scholar:	17018	(h-index: 52)

Hakemli Dergilerdeki Makaleler

Mullins, Ryan, Bulent Menguc, & Adam Rapp (Baskıda), “Empowering Sales Teams for Market Sensing and Market Performance,” *Journal of Business Research*.

Yeniaras, Volkan, Fulya Acikgoz, & Bulent Menguc (2026), “When Convenience Backfires: Aligning Checkout Technologies with Shopping Motivations to Prevent Customer Revenge,” *Journal of Retailing and Consumer Services*, 93, 104957.

Menguc, Bulent, Seigyoung Auh, Aypar Uslu, & Volkan Yeniaras (2026), “From Managers to Employees to Customers: The Hidden Toll of Technology-Induced Workload,” *Journal of Service Research*, 29 (2), 207-224.

Sainam, Preethika, Seigyoung Auh, Richard Ettenson, & Bulent Menguc (2024), “The High Cost of Misaligned Business and Analytics Goals,” *Harvard Business Review*.
<https://hbr.org/2024/06/the-high-cost-of-misaligned-business-and-analytics-goals>

Menguc, Bulent, Seigyoung Auh, Dionysius Ang, & Nimet Uray (2024), “Don’t Give Me Just Positive Feedback: How Positive and Negative Feedback Can Increase Feedback-Based Goal Setting and Proactive Customer Service Behavior,” *Journal of the Academy of Marketing Science*, 52 (6), 1608-1626.

Vardarsuyu, Merve, Stavroula Spyropoulou, Bulent Menguc, & Constantine S. Katsikeas (2024), “Managers’ Process Thinking Skills, Dynamic Capabilities and Performance in Export Ventures,” *International Marketing Review*, 41 (1), 302-332.

Auh, Seigyoung, Bulent Menguc, Frauke Mattison Thompson, & Aypar Uslu (2024), “Conflict-Solving as a Mediator Between Customer Incivility and Service Performance,” *Service Industries Journal*, 44 (5-6), 342-377.

Panagopoulos, Nikolaos G., Bulent Menguc, & Ryan Mullins (2023), “Will You Speak Up for Me? Inducing Retail Store Managers’ Engagement with MNCs’ Brands Across Cultures,” *Journal of International Business Studies*, 54 (7), 1222-1255.

Auh, Seigyoung, Bulent Menguc, Preethika Sainam, & Yeon Sung Jung (2022), “The Missing Link Between Analytics Readiness and Service Firm Performance,” *Service Industries Journal*, 42 (3/4), 148-177.

Mullins, Ryan, Bulent Menguc, & Nikolaos G. Panagopoulos (2020), “Antecedents and Performance Outcomes of Value-Based Selling in Sales Teams: A Multilevel, Systems Theory of Motivation Perspective,” *Journal of the Academy of Marketing Science*, 48 (6), 1053-1074.

Menguc, Bulent, Seigyoung Auh, & Fatima Wang (2020), "Customer Participation Variation and Its Impact on Customer Service Performance: Underlying Process and Boundary Conditions," *Journal of Service Research*, 23 (3), 299-320.

Auh, Seigyoung, Bulent Menguc, Constantine S. Katsikeas, & Yeon Sung Jung (2019), "When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation-Performance Link," *Journal of Marketing Research* 56 (6), 1012-1033.

Auh, Seigyoung, Bulent Menguc, Pinar Imer, & Aypar Uslu (2019), "Frontline Employee Feedback-Seeking Behavior: How Is It Formed and When Does It Matter?," *Journal of Service Research*, 22 (1), 44-59.

Bouckenhooge, Dave and Bulent Menguc (2018), "Understanding the Dynamics Between Supervisor-Follower Social Capital, Work Engagement, and Employees Creative Work Involvement," *Canadian Journal of Administrative Sciences*, 35 (2), 238-251.

Katsikeas, Constantine S., Seigyoung Auh, Stavroula Spyropoulou, & Bulent Menguc (2018), "Unpacking the Relationship Between Sales Control and Salesperson Performance: A Regulatory Fit Perspective," *Journal of Marketing*, 82 (3), 45-69.

Rehman, Abdul Ashraf, Narongsak Thongpapanl, Bulent Menguc, & G. Northey (2017), "The Role of M-Commerce Readiness in Emerging and Developed Markets," *Journal of International Marketing*, 25 (2), 25-51.

Menguc, Bulent, Seigyoung Auh, Volkan Yeniaras, & Constantine S. Katsikeas (2017), "The Role of Climate: Implications for Service Employee Engagement and Customer Service Performance," *Journal of the Academy of Marketing Science*, 45 (3), 428-451.

Auh, Seigyoung, Bulent Menguc, Stavroula Spyropoulou, & Fatima Wang (2016), "Service Employee Burnout and Engagement: The Moderating Role of Power Distance Orientation," *Journal of the Academy of Marketing Science*, 44 (6), 726-745.

Auh, Seigyoung, David Bowen, Ceyda Aysuna, & Bulent Menguc (2016), "A Search for Missing Links: Specifying the Relationship Between Leader-Member Exchange Differentiation and Service Climate," *Journal of Service Research*, 19 (3), 260-275.

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Auh, Seigyoung, Bulent Menguc, & Yeon Sung Jung (2014), "Unpacking the Relationship Between Empowering Leadership and Service-Directed Extra-Role Behaviors: A Multi-Level Approach," *Journal of the Academy of Marketing Science*, 42 (5), 558-579.

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Neville, Benjamin A. & Bulent Menguc (2006), "Stakeholder Multiplicity: Toward an Understanding of the Interactions Between Stakeholders," *Journal of Business Ethics*, 66 (4), 377-391.

Menguc, Bulent & Seigyoung Auh (2006), "Creating a Firm-Level Dynamic Capability through Capitalizing on Market Orientation and Innovativeness," *Journal of the Academy of Marketing Science*, 34 (1), 63-73.

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Menguc, Bulent and A. Tansu Barker (2005), "Re-examining Field Sales Unit Performance: Insights from the Resource-Based View and Dynamic Capabilities Perspective," *European Journal of Marketing*, 39 (7/8), 885-909.

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Menguc, Bulent and Lucie K. Ozanne (2005), "Challenges of the 'Green Imperative': A Natural Resources Based Approach to the Environmental Orientation-Financial Performance Relationship," *Journal of Business Research*, 58 (4), 430-438.

- Auh, Seigyoung and Bulent Menguc (2005), "The Influence of Top Management Team Functional Diversity on Strategic Orientations: The Moderating Role of Environmental Turbulence and Interfunctional Coordination," *International Journal of Research in Marketing*, 22 (3), 333-350.
- Menguc, Bulent and Seigyoung Auh (2005), "A Test of Strategic Orientation Formation versus Strategic Orientation Implementation: The Influence of TMT Functional Diversity and Inter-Functional Coordination," *Journal of Marketing Theory and Practice*, 13 (2), 4-19.
- Bhuian, Shahid N., Bulent Menguc, & Rene Borsboom (2005), "Stressors and Job Outcomes in Sales: A Triphasic Model versus a Linear-Quadratic-Interactive Model," *Journal of Business Research*, 58 (2), 141-150.
- Bhuian, Shahid N., Bulent Menguc, & Simon J. Bell (2005), "Just Entrepreneurial Enough: The Moderating Effect of Entrepreneurship on the Relationship Between Market Orientation and Performance," *Journal of Business Research*, 58 (1), 9-17.
- Menguc, Bulent & Shahid N Bhuian (2004), "Career Stage Effects on Job Characteristics-Job Satisfaction Relationships among Guest Worker Salespersons," *Journal of Personal Selling and Sales Management*, 24 (3), 215-227.
- Bell, Simon J., Bulent Menguc, & Sara L. Stefani (2004), "When Customers Disappoint: A Model of Relational Internal Marketing and Customer Complaints," *Journal of the Academy of Marketing Science*, 32 (2), 112-126.
- Menguc, Bulent & A. Tansu Barker (2003), "The Performance Effects of Outcome-Based Incentive Plans in Sales Organizations: A Contextual Analysis," *Journal of Personal Selling and Sales Management*, 23 (4), 341-358.
- Deng, Jianshu, Bulent Menguc, & John Benson (2003), "The Impact of Human Resource Management on Export Performance: Chinese Enterprises in Four Special Economic Zones," *Thunderbird International Business Review*, 45 (4), 409-429.
- Glenane-Antoniadis, Alicia, Gregory Whitwell, Simon J Bell, & Bulent Menguc (2003), "Extending the Vision of Social Marketing through Social Capital Theory: Marketing in the Context of Intricate Exchange and Market Failure," *Marketing Theory*, 3 (3), 323-343.
- Bell, Simon J. & Bulent Menguc (2002), "The Employee-Organization Relationship, Organizational Citizenship Behavior, and Superior Service Quality," *Journal of Retailing*, 78 (Summer), 131-146.
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- Dean, David L., Bulent Menguc, & Christopher P. Myers (2000), "Revisiting Firm Characteristics, Strategy, and Export Performance Relationship: A Survey of the Literature and an Investigation of New Zealand Small Manufacturing Firms," *Industrial Marketing Management*, 29 (5), 461-477.
- Menguc, Bulent (2000), "An Empirical Investigation of a Social Exchange Model of Organizational Citizenship Behavior Across Two Sales Situations: A Turkish Case," *Journal of Personal Selling and Sales Management*, 20 (4), 205-216.
- Kandampully, Jay & Bulent Menguc (2000), "Managerial Practices to Sustain Service Quality: An Empirical Investigation of New Zealand Service Firms," *Marketing Intelligence and Planning*, 18 (4), 175-184.

Menguc, Bulent (1998), "The Earnings Gap Between Male and Female Sales Managers," *Industrial Marketing Management*, 27 (5), 385-400.

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Erem, Tunc & Bulent Menguc (1997), "Export Market Segmentation Practices in Turkish Firms," *Journal of Euro-Marketing*, 6 (3), 103-135.

Menguc, Bulent (1997), "Product Adaptation Practices in the Context of Export Activity: An Empirical Study of Turkish Manufacturing Firms," *Journal of Euro-Marketing*, 6 (2), 25-56.

Menguc, Bulent (1996), "The Influence of the Market Orientation of the Firm on Sales Force Behavior and Attitudes: Further Empirical Results," *International Journal of Research in Marketing*, 13 (3), 277-291.

*Fransızca'ya tercüme edilip 'Recherché et Applications en Marketing' adlı bilimsel dergide yeniden yayınlandı (1997, 12 (3), 47-64).

Uray, Nimet & Bulent Menguc (1996), "Testing the Cross-cultural Generalizability of the Scale of Consumer Attitudes Toward Marketing and Consumerism," *Journal of International Consumer Marketing*, 9 (2), 65-92.

Menguc, Bulent (1996), "Testing the Applicability of a Conceptual Model for the Effect of Effort on Sales Performance and Job Satisfaction: Evidence for Turkish Industrial Salespeople," *European Journal of Marketing*, 30 (1), 33-51.

Menguc, Bulent (1995), "A Comparative Study of the Relationships Between Cultural Orientations, Shared Ethical Values, Job Characteristics, and Organizational Commitment for Turkish Industrial Sales and Retail Managers," *Journal of Transnational Management Development*, 1 (3), 3-47.

Menguc, Bulent (1994), "An Empirical Study of the Relationship Between Cultural Orientations, Job Characteristics, and Organizational Commitment for Turkish Retail Managers," *The Finnish Journal of Business Economics*, 43 (3), 295-318.

Menguc, Bulent (1994), "Major Travel Agency and Trip Attributes Effective When Purchasing a Domestic Tour from a Travel Agency: Some Insights from Istanbul, Turkey," *Journal of Travel and Tourism Marketing*, 3 (2), 1-18.

Uluslararası Kitaplarda Bölümler (Hakemli)

Jeffrey P. Boichuk, Bulent Menguc, & Seigyoung Auh (2015), *Orientations in Marketing*, Wiley Encyclopedia of Management, Volume 9 (Marketing), 1-3.

Menguc, Bulent (1998), *Search Processes*, Elgar Companion to Consumer Research and Economic Psychology, Peter E. Earl & Simon Kemp (eds.), Edward Elgar Publishing, Cheltenham, 524-531.

Hakemli Uluslararası Konferanslarda Sunulmuş Bildiriler

Hakemli uluslararası konferanslarda sunulmuş ve bildiri kitapçıklarında yayınlanmış 40'dan fazla bildiri (Academy of Marketing Science (Annual Conference; World Marketing Congress; Multicultural Marketing Conference), American Marketing Association (Winter Conference), European Marketing Academy (EMAC), Academy of International Business, Australian and New Zealand Marketing Academy Conference (ANZMAC), Administrative Sciences Association of Canada (ASAC) Conference)

Yayınlanmış Raporlar (Türkçe)

Mengüç, Bülent (1995), *İhracat Stratejileri ve Performansı*, Türk Genç İşadamları Derneği Yayını, Ocak, İstanbul.

Topkara, Aypar & Bülent Mengüç (1992), *İş Ahlakı ve Türk Yöneticilerin İş Ahlakına Yönelik Tutumları*, Türk Genç İş Adamları Derneği Yayını.

Yayınlanmış Raporlar (İngilizce)

Ryan Mullins, Bulent Menguc, & Nikolaos G. Panagopoulos (2021), *Aligning Motivation for a Value-Based Sales Strategy*, Keller Center Research Report, Baylor University, <https://www.baylor.edu/business/kellercenter/news.php?action=story&story=224175>

Bell, Simon J. & Bulent Menguc (2001), *Raising the Bar of Service Quality: The Role of the Salesperson-Organization Relationship and Organizational Citizenship Behaviors*, No. 15, Pazarlama Bölümü, Copenhagen Business School, Danimarka.

Dean, David L., Bulent Menguc, & Christopher P. Myers (1998), *The Ongoing Debate Over Export Performance: An Investigation of New Zealand Small Industrial Firms*, No. 57, İşletme Bölümü, Lincoln University, Yeni Zelanda.

ÖDÜLLER VE ONURSAL ÜYELİKLER

Pazarlama alanında dünya genelinde üst %2'lik dilimde yer almaktadır, 2019, 2020, 2021, 2022, 2023, 2024, 2025

“August 2025 data-update for Updated science-wide author databases of standardized citation indicators, Elsevier Data Repository, V8, doi: 10.17632/btchxktzyw.8”

Üye, Bilim Akademisi, 2017-halen

En İyi Alan Editörü Ödülü, Journal of the Academy of Marketing Science, 2024

En İyi Hakem Ödülü, Journal of International Business Studies, 2022

En İyi Hakem Ödülü Journal of the Academy of Marketing Science, 2012, 2013, 2014, 2016, 2018, 2021

En İyi Hakem Ödülü, Journal of Business Research, 2014

Akademik Ödül, Kadir Has Üniversitesi, 2016

Satış ve Müşteri İlişkileri Yönetimi Alanında En İyi Makale Ödülü, 2015 American Marketing Association (AMA) Winter Educators' Conference, San Antonio, ABD, 12-15 Şubat 2015 (Seigyoung Auh, Constantine S. Katsikeas, ve Yeon Sung Jung ile)

Satış Yönetimi Alanında En İyi Makale Ödülü, 2011 American Marketing Association (AMA) Summer Educators' Conference, San Francisco, ABD, 5-7 Ağustos, 2011 (Jeffrey P. Boichuk ile)

En İyi Makale Ödülü, Administrative Sciences Association of Canada (ASAC) Conference, Kanada, 22-25 Mayıs 2010 (David Bouckennooghe ile)

En İyi Makale Ödülü, Korean Academy of Marketing Science, Spring International Conference, 21 Nisan 2007, Güney Kore (Seigyoung Auh ile)

Finalist, Marvin Jolson Ödülü, Satışçılık ve Satış Yönetimine En İyi Bilimsel Katkı, 2011

Üye, the AIM-AMA Sheth Foundation Doctoral Consortium, 2020, 2021, 2022, 2023

Üye, Doktora Konsorsiyumu, Biennial Academy of Marketing Science, 2009, 2011

Dünya’da satış yönetimi konusunda çalışmaları olan en etkili 25 akademisyenden biri [ABD Baylor Üniversitesi Profesyonel Satış Merkezi tarafından, pazarlama alanındaki 5 önemli dergi kapsamında (Journal of Marketing, Journal of the Academy of Marketing Science, Journal of Personal Selling and Sales Management, Industrial Marketing Management, Journal of Marketing Education) yapılan araştırmanın sonucu], 2015

En Çok Okunan 50 Makale, Journal of the Academy of Marketing Science, Ekim 2004 (#12) (Makale: Bell, Simon J., Bulent Menguc, & Sara L. Stefani (2004), “When Customers Disappoint: A Model of Relational Internal Marketing and Customer Complaints,” Journal of the Academy of Marketing Science, 32 (2), 112-126)

Asya-Pasifik Üniversitelerinde Görev Yapan En Etkili 10 Araştırmacı, 1991-2000 (Kaynak: Louis T. W. Cheng, Kam C. Chan, & Ricky Y. K. Chan (2003), “Publications in Major Marketing Journals: An Analysis of Research Productivity of Asia-Pacific Universities,” Journal of Marketing Education, 25 (2), 163-176)

DAVETLİ SUNUMLAR

“Multi–Level Modeling and Endogeneity in Marketing Research,” Burgundy Business School, Fransa, 14 Kasım, 2023.

“The Trickle-Down Effect of Manager Techno-Insecurity on Store Employee Customer Sabotage,” Special Session on Digital Technology as A Game Changer for Marketing, Leading and Managing in the Digital Era: Shaping the Future of Work and Business Education, Atina, Yunanistan, 20 Haziran, 2023.

“Price Negotiation Preparedness and Salesperson Performance: A Contingency Approach,” the 8th AIM-AMA Sheth Foundation Doctoral Consortium and Conference, Birla Institute of Management Technology (BIMTECH), Greater Noida, Hindistan, 3-6 Ocak, 2020.

“Advancing Your Research Excellence and Impact,” Maejo University, Chiang Mai, Tayland, 17 Aralık 2019.

“Multilevel Modeling and Endogeneity in Marketing,” NEOMA Business School, Paris, Fransa, October 15-18, 2018.

“When Does Customer Participation Matter? An Empirical Investigation of the Role of Customer Empowerment in the Customer Participation–Satisfaction Link,” Brock University, Goodman School of Business, St. Catharines, Ontario, Kanada, 26 Şubat 2018.

“How to Conduct Cutting-Edge Research in Marketing,” Faculty of Commerce and Accountancy, Chulalongkorn University, Tayland, Aralık 2016.

“How to Publish in Top Marketing Journals,” Faculty of Business Administration, Chiang Mai University, Tayland, Aralık 2016.

“When Resources Do Not Lead to More Engagement and When Engagement Does Not Result in

Improved Performance: The Moderating Role of Supportive and Inhibitive Service Climate,” Thought Leaders in Service Marketing Strategy Conference, Paris, Fransa, 30-31 Mayıs, 2016.

“Frontline Service Employee Engagement”, Athens University of Economics and Business, Yunanistan, 28 Mart 2016.

“Frontline Service Employee Engagement”, Bilkent University, 16 Mart 2016.

“A Methodological Review of Survey-Based Research in the Field of Global and Cross-Cultural Fashion Marketing”, 2015 Global Fashion Management Conference, University of Florence, Floransa, İtalya, 25-28 Haziran 2015,

“An Interactive Session with Top Reviewers,” 2014 Academy of Marketing Science Annual Conference, , Indianapolis, ABD, 21-23 Mayıs, 2014.

“Conducting Scholarly Research-PhD Students’ Research Seminar Series,” Leeds University Business School, İngiltere, Şubat 2014.

“The Role of Fit in Customer Orientation and its Impact on Salesperson’s Service Performance,” Leeds University Business School, İngiltere, Kasım, 2012.

“Structural Equation Modeling,” Graduate Program, Judge Business School, The University of Cambridge, İngiltere, Şubat-Mart, 2006.

“The Voluntary Turnover-Performance Relationship in Sales Units: An Approach of Alternative Hypotheses,” American Association of Behavioral and Social Sciences, 8. Yıllık Toplantı, Las Vegas, Nevada, ABD, 16-18 Şubat 2005.

“A Social Exchange Model of Organizational Citizenship Behaviors: An Empirical Investigation Across Two Sales Situations,” 6th International Colloquium on Relationship Marketing, The University of Auckland, Yeni Zelanda, Ocak 1999.

“Pros and Cons of Doing Research on Marketing Practices in Developing Countries: A Case of Turkey,” 6th International Colloquium on Relationship Marketing, The University of Auckland, Yeni Zelanda, Ocak 1999.

“İç Pazarlama Tekniklerinin Etkin Uygulanması“, Firma Araştırmaları ve Halkla İlişkiler Merkezi Seminerleri, İstanbul, 1996.

“İş Ahlakı ve Türk Yöneticilerin İş Ahlakına Yönelik Tutumları,” 3. Yönetim Kongresi’nin katılımcılarına yapılan bir sunum, İstanbul Teknik Üniversitesi, Mayıs 1995.

“Pazara Dönüklüğün Satış Elemanlarının Tutum ve Davranışları Üzerindeki Etkileri,” Firma Araştırmaları ve Halkla İlişkiler Merkezi Seminerleri, İstanbul, 1995.

MEDYA ROPÖRTAJI VE SUNUMLARI

“KHas Akademi Sosyal Bilimler-Açılış Konuşması”, 9 Mayıs 2020 (Youtube)

“KHas İşletme Fakültesi”, 26 July 2019 (Facebook)

“KHas İşletme Fakültesi”, 15 March 2019 (Facebook)

“KHas İşletme Fakültesi”, 8 August 2018 (Facebook)

“KHas Araştırma Kampı”, 9 April 2018 (DHA)

“KHas İşletme Fakültesi’nin Tanıtımı”, 28 May 2017 (Youtube)

ARAŞTIRMA FONLARI

- 2014 Kadir Has Üniversitesi Öğretim Üyesi Araştırma Fonu (29000TL)
2011 Brock University, Faculty of Business, Öğretim Üyesi Araştırma Fonu (CDN \$ 2500)
2011 Faculty of Business, Öğretim Üyesi Araştırma Fonu (CDN \$ 2500)
2007 Öğretim Üyesi Araştırma Destek Fonu (CDN \$ 3000), Social Sciences and Humanities Research Council of Canada (SSHRC)
2003 Öğretim Üyesi Araştırma Fonu (AU\$ 10,000), Faculty of Economics and Commerce, University of Melbourne (Gregory J. Whitwell ile ortak)
2003 Öğretim Üyesi Araştırma Fonu (AU\$ 15,000), Faculty of Economics and Commerce, University of Melbourne (Graham Sewell ile ortak)
2002 Öğretim Üyesi Araştırma Fonu (AU\$ 10,000), Faculty of Economics and Commerce, University of Melbourne
2000 Öğretim Üyesi Araştırma Fonu (AU\$ 4,500), Faculty of Economics and Commerce, University of Melbourne
2000 Öğretim Üyesi Araştırma Fonu (AU\$ 5,000), Faculty of Economics and Commerce, University of Melbourne (Gregory J. Whitwell ile ortak)
1999 Yaz Araştırma Fonu (NZ\$ 2,500), İşletme Bölümü, Lincoln University, Yeni Zelanda (Lucie K. Ozanne ile ortak)
1998 Konferans Katılım Fonu, İşletme Bölümü, Lincoln University, Yeni Zelanda
1997 Konferans Katılım Fonu, İşletme Bölümü, Lincoln University, Yeni Zelanda
1996 Yaz Araştırma Fonu (NZ\$ 3,500), İşletme Bölümü, Lincoln University, Yeni Zelanda (Jay Kandampully ile ortak)
1994 Araştırma Bursu, Pazarlama Bölümü, National University of Singapore

MESLEKİ HİZMETLER

Uluslararası Kitap Hakemliği

Marketing Strategy: Building on First Principles and Data Analytics, (Robert W. Palmatier & Shrihari Sridhar), Palgrave, 2016.

Handbook of Computational Statistics PLS (Partial Least Squares) and Marketing, (Wynne Chin, Huiwen Wang, Vincenzo Esposito Vinzi, & Jorg Henseler), Volume II, 2006.

Retail Pricing Strategies and Market Power (Gordon Mills), Melbourne University Press, 2000.

International Marketing-An Asia-Pacific Perspective, 2nd Edition, (Richard Fletcher & Linden Brown), Pearson Education, 2002.

Yardımcı Editörlük

- 2026-halen Journal of Service Research
2023-halen Journal of the Academy of Marketing Science
2023-2025 Journal of Business Research (Sales/B2B/CRM)
2013-2019 Journal of International Marketing
2010-2013 European Journal of Marketing (Sales, Strategy, and Relationship Marketing)

Özel Sayı Editörlüğü

- 2021 The Role of Relational Governance and Dynamic Capabilities for SMEs in B2B Markets in Times of Crisis, Industrial Marketing Management (M. Dayan ve V. Yeniaras ile)

Yayın Kurulu Üyeliği

2016 - halen	Journal of International Business Studies
2015 - halen	Service Industries Journal
2014 - halen	Journal of Product Innovation Management
2011 - halen	Journal of Personal Selling and Sales Management
2008 - halen	International Marketing Review
2007 - halen	Journal of Operations Management
2006 - halen	Journal of Marketing Theory and Practice
1999 - halen	Industrial Marketing Management
2017 - 2025	Journal of Service Research
2011 - 2023	Journal of the Academy of Marketing Science
2004 - 2015	Journal of Business Research (Pazarlama Bölümü)
1999 - 2008	Academy of Marketing Science Review (elektronik dergi)

Uluslararası Dergilerde Hakemlik

Journal of Marketing, Journal of Marketing Research, International Journal of Research in Marketing, Journal of Retailing, Journal of Business Ethics, Journal of Management Studies, Organization Studies, Journal of Management, Journal of Business Research, Human Relations, European Journal of Marketing, Journal of Advertising Research, British Journal of Management, Transportation Research (Part E), International Journal of Human Resource Management, European Journal of Work and Organizational Psychology, Long Range Planning, AIB Insights.

Uluslararası Konferanslarda Hakemlik

AMA Winter Marketing Educators' Conference, 2015, 2016, 2019
AMA Global Marketing Special Interest Group Conference, Havana, Küba, 2017
Global Sales Science Institute Conference, Aalen, Almanya, 2013
ANZAM (Australia-New Zealand Academy of Management) Conference, 2011, 2012, 2013
Global Marketing Conference, The Korean Marketing Academy, 2010
Australian and New Zealand Marketing Academy Annual Conference, 2009
Academy of Marketing Science, World Marketing Congress, 2003, 2009, 2014, 2016
Academy of Marketing Science, Annual Conference and Faculty Consortium, 2002, 2006, 2008
Academy of Marketing Science, Multicultural Marketing Conference, 2000
Academy of Management Meeting, 2008
Academy of Marketing Science/Korean Academy of Marketing Science, 2006
European Marketing Academy (EMAC) Conference, 2006, 2014, 2016

Jüri Üyeliği (Tezler)

Helen Wu, "When AI Raises the Bar: AI-Related Performance Pressure, Threat Appraisal, and Impostor Feelings at Work", Mesleki Uygulama Doktorasi, 2026, Arizona State University, USA.

Somonnoy Ghosh, "Linking Organizational Culture to Organizational Innovativeness", Doktora Tezi, 2020, International Management Institute, Yeni Delhi, Hindistan.

Athina Zeriti, "Sustainable Export Marketing Strategy Fit and Performance Outcomes", Doktora Tezi, 2014, Leeds University Business School, İngiltere.

Melanie Dischinger, "The Impact of Sales Management Control on Salesperson Behavior and Performance", Doktora Tezi, 2013, The University of Warwick, Warwick Business School, İngiltere.

Dwi Suhartanto, "An Examination of Brand Loyalty in the Indonesian Hotel Industry", Doktora Tezi,

2010, Lincoln University, Yeni Zelanda.

Dongmei Zhang, “Customer Switching Behavior in the Chinese Retail Banking Industry”, Master Tezi, Master of Commerce and Management, 2009, Lincoln University, Yeni Zelanda.

H. Y. Mei, “An Empirical Investigation of Consumers’ Purchasing Behavior Toward Green Products in New Zealand”, Master Tezi, 2007, Lincoln University, Yeni Zelanda

Hakemlikler (Akademik Performans Değerlendirmesi, Atama ve Yükseltme)

2023	College of Administrative and Financial Sciences, Saudi Electronic University, Suudi Arabistan
2023	McCoy College of Business Administration, Texas State University, ABD
2020-2026	Pazarlama Bölümü, University of Malaya, Malezya
2019	College of Business, Ohio University, ABD
2019	Marmara Üniversitesi
2018	Henry W. Bloch School of Management, University of Missouri-Kansas City, ABD
2017	İşletme Fakültesi, Özyeğin Üniversitesi
2016	College of Business, Ohio University, ABD
2015	Doçentlik Yayın İnceleme Jüri Üyesi, Üniversitelerarası Kurul
2015	Faruk Saraç Moda ve Tasarım Yüksek Okulu, Moda Yönetimi Bölümü, Öğretim Elemanı Seçim Komisyonu
2014	Sabancı Yönetim Bilimleri Fakültesi, Sabancı Üniversitesi
2014	McCoy College of Business Administration, Texas State University, ABD
2010	Haskayne School of Business, University of Calgary, Kanada

Hakemlikler (Bilimsel Araştırma Projesi ve Doktora Tezi Ödül Yarışmaları)

2020-2022	Bilim Akademisi Genç Bilim İnsanları Ödül Programı (BAGEP)
2018	Çanakkale 18 Mart Üniversitesi
2017-2025	Leeds University Business School, Pazarlama Bölümü
2016	İstanbul Üniversitesi Akademik Araştırma Fonu
2015	John A. Howard / AMA Doktora Tezi Ödül Yarışması
2014-2016	Association of British Turkish Academics (ABTA)
2013	Academy of the Social Sciences in Australia
2011	Emerald/EFMD Outstanding Doctoral Research Awards
2010	Athens University of Economic and Business, Yunanistan
2009	Social Sciences and Humanities Research Council of Canada (SSHRC)

Düzenleme Komisyonları

İşletme Fakültesi Araştırma Kampı (Konuşmacılar: V. Kumar, Constantine S. Katsikeas, Neil Morgan, & Alook Saboo), Kadir Has Üniversitesi, 5-6 Nisan 2018

Üçüncü Yönetim Kongresi, İstanbul Teknik Üniversitesi, Mayıs 1995.

6th Bi-annual World Marketing Congress, Academy of Marketing Science, Temmuz 1993, İstanbul.

Uluslararası Pazarlama’da Yeni Stratejiler, Türk Sanayiciler ve İşadamları Derneği, Kasım 1990, İstanbul.

Track Chair

Personal Selling and Sales Management, The 18th Biannual World Marketing Congress, Academy of Marketing Science, 2017, Christchurch, Yeni Zelanda.

Customer Relationship Management and Sales, AMA Summer Marketing Educators' Conference, 2016, Atlanta, ABD.

Sales Management and Personal Selling, AMA Summer Marketing Educators' Conference, 2015, Şikago, ABD.

Sales Management and Personal Selling, The 43rd European Marketing Academy Conference, 2014, Valencia, İspanya.

Sales and Sales Management, Academy of Marketing Science Conference, 2013, Monterrey, Kaliforniya, ABD.

Sales Management and Personal Selling, The 42nd European Marketing Academy Conference, 2013, İstanbul.

Personal Selling and Sales Management, The 16th Biannual World Marketing Congress, Academy of Marketing Scienc 2013, Melbourne, Avustralya.

Personal Selling and Sales Management, Global Marketing Conference, The Korean Marketing Academy, 2012 (Seul, Güney Kore).

Market-Based Learning and Competitive Advantage, The 15th Biannual World Marketing Conference, 2011, Academy of Marketing Science (Reims, Fransa).

Strategic Marketing, ANZMAC (Australia-New Zealand Marketing Academy Conference), 2010 Christchurch, Yeni Zelanda.

Sales Management, Global Marketing Conference, The Korean Marketing Academy, 2010 (Tokyo, Japonya).

Sales Management, Global Marketing Conference, The Korean Marketing Academy, 2008 (Shanghai, Çin).

Sales Management, Academy of Marketing Science/Korean Academy of Marketing Science, Cultural Perspectives on Marketing Conference, 2006, Seul, Güney Kore.

Relationship Marketing, Academy of Marketing Science, World Marketing Congress, Temmuz 2005, (Muenster, Almanya).

Marketing Across Cultures, AMS Annual Conference and Faculty Consortium, Mayıs 2000, (Montreal, Kanada).

Oturum Başkanı

Selling and Sales Management, CRM, The 2006 Academy of Marketing Science Annual Conference, Mayıs, San Antonio, Teksas, ABD

Customer Relationship Management and Loyalty, The 2005 Academy of Marketing Science, World Marketing Congress, Temmuz. Muenster, Almanya.

Selling, Sales Management and CRM, The 2003 Academy of Marketing Science Annual Conference, Mayıs, Washington, ABD.

Consumer Behavior and Consumer Marketing, The 8th Biannual World Marketing Congress, Academy of

Marketing Science, Temmuz 1997, Kuala Lumpur, Malezya.

Özel Oturum/Panel Konuşmacısı

How to Become More Involved in AMS- The Role of Track Chair, The 2013 Academy of Marketing Science Annual Conference, Mayıs, Monterey, ABD

International-Multinational Marketing Track, The 2006 Academy of Marketing Science Annual Conference, Mayıs, San Antonio, Teksas, ABD

Diğer

- 2022-halen Üye, İşletme ve Yönetimden Sorumlu Araştırma Onur Listesi Seçici Kurulu
2018-halen Üye, İstanbul Teknik Üniversitesi İşletme Mühendisliği Bölümü Mezunları Danışma Kurulu
2019 Üye, Bölüm ve Program İsimleri Müzakere Toplantıları, İşletme ve Yönetim Alt Kurulu, Yüksek Öğretim Kurulu Başkanlığı, Türkiye
2018 Yuvarlak Masa Tartışmacısı, Research Frontiers (Personal Selling and Sales Management), American Marketing Association Sheth Foundation Doctoral Consortium, 27-30 Haziran 2018, Leeds, İngiltere
2018 Yuvarlak Masa Tartışmacısı, Doktora Konsorsiyumu, American Marketing Association Global SIG Doctoral Consortium, 21 Mayıs 2018, Santorini, Yunanistan.

ÜNİVERSİTE İÇİ HİZMETLER

Leeds University Business School

- 2022 – 2025 Profesör Danışmanlık Kurulu Üyesi
2022 – 2025 Pazarlama Bölümü Araştırma Direktörü
2022 – 2024 Çeşitlilik, Eşitlik ve Kapsayıcılık Komisyonu Pazarlama Bölüm Temsilcisi

Özyeğin Üniversitesi

- 2021 Üniversite Terfi Komisyonu Üyesi
2020 – 2021 İşletme Fakültesi, Fakülte Kurulu Üyesi
2020 – 2021 İşletme Fakültesi, Fakülte Yönetim Kurulu Üyesi

Kadir Has Üniversitesi

- 2018 – 2020 Yabancı Uyruklu Öğretim Elmanı Değerlendirme Komisyonu Başkanı
2017 – 2020 Üye, Lisansüstü Eğitim Enstitüsü Kurulu
2017 – 2018 Üye, Bilimsel Araştırma Projeleri Değerlendirme Kurulu

King's College London

- 2013 - 2014 Tez Koordinatörü, Uluslararası Pazarlama Tezli Master Programı
2013 - 2014 Program Kabul Danışmanı, Uluslararası Pazarlama Tezli Master Programı
2013 - 2014 Koordinatör Yardımcısı, Uluslararası Pazarlama Tezli Master Programı
2012 - 2014 Pazarlama Grubu Araştırma Direktörü
2012 - 2014 Yönetim Bölümü Araştırma Komisyonu, Pazarlama Grubu Temsilcisi

Brock University

- 2010 - 2012 Doktora Fizibilite Komisyonu Üyesi
2010 Seçim Komisyonu Üyesi (Dekan Yardımcısı, İşletme Fakültesi)

2009	Seim Komisyonu Üyesi (Dekan, İşletme Fakültesi)
2009	Seim Komisyonu Üyesi (Dekan, Yüksek Lisans ve Doktora Programları)
2009	SSHRC Burs Komisyonu
2007	Rektör Yardımcısı Seim Komisyonu Üyesi
2007, 2008	Üniversite Araştırmacı Ödül Komisyonu Üyesi
2006 - 2010	Tezli Master Programı Bölüm Temsilcisi
2006 - 2010	İşletme Fakültesi Tezli Master Danışma Komisyonu Üyesi
2006 - 2009	Üniversite Senatosu Araştırma ve Burs Komisyonu Fakülte Temsilcisi
2006 - 2007	İşletme Fakültesi, Beta Gamma Sigma Komisyonu
2005 - 2007	İşletme Programı Revizyon Komisyonu Üyesi
2005 - 2012	Bölüm Yeni Öğretim Üyesi Seçme Komisyonu Üyesi
2004 - 2007	İşletme Fakültesi Program Komisyonu Üyesi

University of Melbourne

2002 - 2003	Yönetim Bölümü Temsilcisi, Üniversite Araştırma Etik Komisyonu, Sanat, Eğitim ve İnsan Bilimleri Alt Komisyonu
2000	Kütüphane Komisyonu Bölüm Temsilcisi
2001 - 2003	Lisans Eğitim Komisyonu Fakülte Temsilcisi
2001	Özel Durumlu Öğrenciler Komisyonu Üyesi
2002	Öğretim Üyesi Seçim Komisyonu Üyesi
2000 - 2002	Bölüm Kurulu Üyesi
2000	Bölüm Danışma Kurulu Üyesi

Lincoln University

1998 - 1999	Araştırma Komisyonu, Pazarlama Grubu Temsilcisi
1999	Ders Danışmanı, Uluslararası İşletmecilik Programı, Singapore Polytechnic-Lincoln University Ortaklığı
1999	Pazarlama Grubu Final Sınavı Koordinatörü
1997 - 1999	Pazarlama Ders Danışmanı

VERİLEN DERSLER

Doktora Seminerleri

Advanced Quantitative Methods (Leeds University Business School)
Marketing Theory and Thought (Lincoln University)
Research Methods (Lincoln University)

MBA

Brand Management (Kadir Has Üniversitesi)
Marketing Management (Brock University, Kadir Has Üniversitesi)
Organizational Dynamics (Kadir Has Üniversitesi)
Introduction to Marketing (Brock University)
Business-to-Business Marketing (Brock University)
Marketing Research (Brock University)
Marketing Applications (Brock University)

MSc

Global Marketing (Leeds University Business School)
Marketing Research Consultation Project (Leeds University Business School)
Business-to-Business Marketing (King's College London)
International Marketing (King's College London)
Research Methods (King's College London)

Current Issues in Marketing Theory (Brock University)

Master of International Business

International Marketing (University of Melbourne)

Advanced Marketing (University of Melbourne)

Honors

Marketing Theory and Thought (Lincoln University)

Research Methods (Lincoln University)

Lisans

Innovation and New Product Development (Lincoln University, Brock University, Özyeğin Üniversitesi)

Sales Management (Özyeğin Üniversitesi)

Introduction to Marketing (Brock University)

Marketing Strategy (University of Melbourne, Brock University, Kadir Has Üniversitesi)

Business-to-Business Marketing (University of Melbourne, Brock University, Kadir Has Üniversitesi)

International Business (Brock University)

Marketing Management (Lincoln University)

Global Pazarlama (University of Marketing)

Pazarlama Araştırması (Marmara Üniversitesi)

Macropazarlama (Marmara Üniversitesi)

Fantasy, Reality, Science, Society, and Law (Ekip halinde ders verme yöntemiyle gerçekleştirilen, "İş ve Kişisel Yaşamda Başarılı Markalaşma ve Pazarlama" konulu 2 haftalık eğitim, Kadir Has Üniversitesi)

Halka Açık Ders

Successful Branding and Marketing in Business and Personal Life (Kadir Has Üniversitesi)

TEZ DANIŞMANLIKLARI

	Tamamlanan		Devam Eden	
	Danışman	Eş Danışman	Danışman	Eş Danışman
Doktora Sonrası Araştırmacı	1	-	-	—
Doktora	4	3	-	—
Master Tezi/Projesi	20	—	—	—
Lisans Bitirme Projesi	6	—	—	—
Bağımsız Projeler	4	—	—	—

ÜYESİ OLDUĞU MESLEKİ KURULUŞLAR

2008 - 2010	Mütevelli Heyeti Üyesi, Korean Academy of Marketing Science
2022 – halen	Academy of Management
1994 – halen	American Marketing Association