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Education

Ph.D. Marketing, Swansea University UK, **2013**
M.Sc. Marketing, University of Wales, Swansea
B.Sc. Economics, Koc University, Istanbul
French Baccalaureate Saint-Joseph, Istanbul 1993 - 2001

Academic Appointments

Ozyegin University, Istanbul: Assistant Professor, February 2019-*present*
American University of Sharjah, UAE: Assistant Professor, August 2017-*present*
University of Sharjah, UAE: Assistant Professor, September 2016- August 2017;
Kadir Has University, Istanbul: Assistant Professor, December 2013–August 2016;
Kadir Has University, Istanbul: Lecturer, September 2012 – December 2013;
Swansea University, UK: Teaching Assistant, 2009-2012

Fields of Research Interest

Strategic Marketing; Industrial Marketing; Quantitative Research

Publications

Published Work in SSCI Indexed Journals

1. **Yeniaras, V.**, Kaya, I. & Dayan, M. (2020) “The effects of business and political ties on financial and non-financial firm performance: Mediating role of formal strategic planning and planning flexibility, *Online First, Industrial Marketing Management*, Impact Factor: 4.779
2. **Yeniaras V.**, Kaya, I., & Nick, A. (2020) “Social ties, innovation behaviour and new product performance: Understanding the role of institutional and market environments” *Online First, Journal of Business & Industrial Marketing*, Impact Factor: 1.833
3. Ndubisi, N. O., Dayan, M., **Yeniaras, V.** & Al-Hawari, M. (2019). “The effects of complementarity of knowledge and capabilities on joint innovation capabilities and service

innovation: The role of competitive intensity and demand uncertainty” *Online First, Industrial Marketing Management*, Impact Factor: 4.779

4. Menguc, B., Aug, S., **Yeniaras, V.**, & Katsikeas, C. (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. Impact Factor: 9.360
5. **Yeniaras, V.** & Unver, S (2016) “Revisiting the Mediating Effect of Entrepreneurial Behaviour on Proactiveness – Performance Relationship: The Role of Business Ties and Competitive Intensity”, *European Management Review*, 13(4), 291-306. Impact Factor: 1.6
6. **Yeniaras, V.** & Akkemik A. & Yucel E. (2016) “Re-considering the linkage between the antecedents and consequences of happiness”, *Journal of Economic Psychology*, 56(October), 176-191. Impact Factor: 1.561
7. Simintiras, A., **Yeniaras, V.**, Oney, E., & Tajinder B. (2014) “Redefining Confidence for Consumer Behaviour Research,” *Psychology & Marketing*, 31(6), 426-439. Impact Factor: 1.882
8. **Yeniaras, V.** & Akarsu, T.N. (2016) “Religiosity and life satisfaction: A multi-dimensional approach,” *Journal of Happiness Studies*, 18(6), 1815-1840. Impact Factor: 2.511
9. **Yeniaras, V.**, Sener, P. & Unver, S. (2017) “Is Market Learning the Missing Link Between Family Involvement – Firm Performance Relationship? A Resource-Based Perspective *International Entrepreneurship and Management Journal*, 13(2), 575-604. Impact Factor: 2.537
10. **Yeniaras, V.** & A. Akkemik, (2017) “A Paradigm Shift in Fashion Consciousness: Materialism, Status Consumption and Islamic Religiosity”, *Journal for the Scientific Study of Religion*, 10.1111/jssr.12363. Impact Factor: 1.27
11. **Yeniaras, V.** (2016) “Uncovering the Relationship between Materialism, Status Consumption and Impulsive Buying: Newfound Status of Islamists in Turkey”, *Journal for the Study of Religions and Ideologies*, 44(25), 153-177 Impact Factor AHCI: 0.4

Other publications

- 1- Kaya I., **Yeniaras, V.** & Kaya, O. (2020) "Dimensions of religiosity, altruism, and life satisfaction" *Review of Social Economy, Online First*, ABDC: B
- 2- **Yeniaras, V.** (2016) “Unpacking the Relationship between Materialism, Status Consumption and Attitude to Debt: The role of Islamic Religiosity”, *Journal of Islamic Marketing*, 7(2), 232-247. ABDC: B

- 3- **Yeniaras, V. & Akarsu, T.N.** (2017). “Frugal Doesn’t Mean Ordinary: A Religious Perspective”, *Journal of Islamic Marketing* 8(2), 204-217. ABDC: B

National Journals (Turkey)

- 1- **Yeniaras, V.** (2016) “Postmaterialism and Altruism: A Cross National Comparison” *Journal of Economics, Business, Politics and International Relations*, 1(3).
- 2- **Yeniaras, V. & Akarsu, N. T.** (2014) "The Relationship between Muslim Religiosity, Price-Value Consciousness Impulsive Buying Tendency and Regret: A Moderation Analysis," *İktisat, İşletme ve Finans*, 29(243), 09-44 (SSCI; Impact Factor: 0.243)
- 3- **Yeniaras, V. & Kiyamaz, H.** (2015) “Subjective Life Expectancy, Materialistic Values and Saving: A Cross-National Perspective,” *İktisat İşletme ve Finans*, 30(352), 9-28.
- 4- **Yeniaras, V.** (2015) “İslami Dindarlık, Tutumluluk ve Materyalizm: Bir Yapısal Eşitlik Modeli,” *Journal of Economics, Business, Politics and International Relations*, 1(1), 49-62.

Book Chapters

- 1- **Yeniaras, V., Kaya, I. & Dayan, M.** (2020) The role of business and political ties and managerial talent: Implications for competitive strategies and customer capital *in Academic Studies in Management and Strategy Sciences, In Press*
- 2- **Yeniaras, V.**(2020) Government favouritism of religion, social capital and consumer spending (2020) *in Academic Studies in Management and Strategy Sciences, In Press*

Manuscripts under review

- 1- **Yeniaras, V., Kaya, I., Di Benedetto, A. & Dayan, M.** “Relational ties, organizational unlearning and SME innovation capabilities, *Journal of Business and Industrial Marketing*
- 2- **Yeniaras, V., Di Benedetto & Dayan, M.** “Relational ties, organizational flexibility and organizational improvisation: Implications for financial and non-financial performance” *Journal of Small Business Management* Impact Factor: 4.998

Work-in-progress

- 1- Menguc, B., Auh, S. & **Yeniaras V.** “Pricing and symmetry of information” *to be submitted to Journal of International Business Studies – Data collection completed – Writing up* Impact Factor: 6.198
- 2- Yeniaras, V. “Relational governance, operational and structural flexibility: Implications for performance outcomes” *to be submitted to Industrial Marketing Management – Data collection completed – Writing up* Impact Factor: 4.779

3- Di Benedetto, A., Yeniaras, V., Dayan, M. “Business/political ties, firm internationalization and service innovation” to be submitted to *Journal of Services Marketing – Data collection completed – Writing up* Impact Factor: 2.421

Presentations

1- Yeniaras, V. w/Simintiras, A. & Balabanis, G. (2013). “The Development and Validation of a Consumer Confidence Scale”, Academy of Marketing Science Conference (INFORMS)

2- Yeniaras, V. w/ Simintiras, A. & Balabanis, G. (2013). “Consumer Confidence Re-Visited and Re-Measured”, American Society of Business and Behavioral Sciences.

3- Yeniaras, V. (2016). “Are Consumer Confidence Indices Moderated by the Life Expectancy Miscalibration?” International Management Development Association (IMDA).

4- Yeniaras, V., Di Benedetto, A & Dayan, M. (2020) Relational governance, organizational unlearning and learning: Implications for Entrepreneurial SMEs, IEEE, TEMS.

Research Grants

American University of Sharjah EFRG (undergoing) (2018): 75.000Dhs

Kadir Has University Scientific Research Fund (2016): 27.600 Euros

Kadir Has University Scientific Research Fund (2014): 10.000 Euros

Kadir Has University Scientific Research Fund (2014): 8.800 Euros

PhD Scholarship, Swansea University (2009-2012)

Ad-hoc Reviewing

Industrial Marketing Management

Journal of International Marketing

Journal of Consumer Marketing

Journal of Business Economics & Management

European Management Review

AMA Conferences

Courses Taught

Undergraduate level

Principles of Marketing

Marketing Strategy

B2B Marketing

Postgraduate level

Marketing Management

Marketing Research

Marketing Simulation

Executive Education

Etisalat Mini MBA
Sharjah Leadership Program

Administrative Duties

American University of Sharjah – Strategic Planning Committee
American University of Sharjah – SBA Assessment Committee
American University of Sharjah – Curriculum Committee
American University of Sharjah – Critical Thinking LERT
American University of Sharjah – Writing LERT
American University of Sharjah – Faculty Recruitment Committee
Kadir Has University, Innovation and Entrepreneurship Office Board Member (Innovation and Entrepreneurship Office)
Kadir Has University – MBA Coordinator

Postgraduate Training and Supervising

- 1- Hilal Başer (Chair) Postgraduate thesis supervisor Yeniaras – (Graduated)
- 2- Tugra Nazli Akarsu (Chair), Kadir Has University – Postgraduate thesis supervisor (Graduated)
- 3- Ufuk Torun (Chair), Kadir Has University – Postgraduate thesis supervisor (Graduated)
- 4- Muhammed Faizan Ashfaq (Chair), Kadir Has/Coventry University - Postgraduate thesis supervisor (Graduated)
- 5- Najaf Maswan (Chair), Kadir Has/Coventry University - Postgraduate thesis supervisor (Graduated)
- 6- Yasir Arafat (Chair), Kadir Has/Coventry University - Postgraduate thesis supervisor (Graduated)

Academic References

Professor Bulent Menguc (Kadir Has University, Istanbul): bulent.menguc@khas.edu.tr; Tel: +90-532-3006589

Associate Professor Ali Akkemik (Yamaguchi University, Japan): akkemik@gmail.com; Tel: +81-83-9335523.

Professor Anthony Di Benedetto (Temple University): tonyd@temple.edu