

**Volkan Yeniaras**  
**February, 2024**

**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 and Work Experience**

Ozyegin University, **Head of Department – International Business and Trade**, 2020-*present*  
University of Sussex: **Associate Professor**, 2022-2023  
American University of Sharjah, UAE: **Assistant Professor**, 2017- 2020  
University of Sharjah, UAE: **Assistant Professor**, 2016- 2017;  
Kadir Has University, Istanbul: **Assistant Professor**, 2013–2016;

**Research and Publications**

**Research Interests**

Strategic Marketing; Industrial Marketing; Sales Management

**Refereed Journal Articles**

1. Ismail Golgeci, Kurt, Y., Vashchillo-Mollett K, Goduscheit, R, Arslan, A., & **Yeniaras, V.** (2024) “Understanding the Role of Serial Acquisition and Subsidiary Autonomy in Providing Value Within Servitizing Industrial Networks”, *Journal of Business & Industrial Marketing*, *Ahead of print*.
2. **Yeniaras, V.**, Golgeci, I, & Kaya, I. (2024) “Exploring the Dark Side of Managerial Upselling Expectations: Exploratory and Exploitative Learning’s Moderating Roles in Salesperson Emotional Exhaustion and Performance”, *Industrial Marketing Management*, 117, 238-252.
3. **Yeniaras, V.** & Golgeci, I. (2023) “When does boundary-spanner burnout connect participation and customer relationship performance? The role of the firm's network centrality and network density”, *Industrial Marketing Management*, 112, 1-13. (Lead paper).
4. **Yeniaras, V** & Kaya, I. (2022) “Customer prioritization, product complexity and business ties: Implications for job stress and customer service performance”, *Journal of Business & Industrial Marketing*, 37(2), 417-432.
5. **Yeniaras, V**, Di Benedetto, A., & Dayan, M. (2021) “Effects of relational ties paradox on financial and non-financial consequences of servitization: Roles of organizational flexibility and improvisation”, *Industrial Marketing Management*, 99, 54-68.

6. **Yeniaras, V.**, Kaya, I., Di Benedetto, A. & Dayan, M. (2021) “Relational ties, organizational unlearning and SME innovation capabilities, *Journal of Business & Industrial Marketing* 36(3), 469-492.
7. **Yeniaras, V.** & Kaya, I. (2021) “Relational governance, strategic planning and firm performance”, *Marketing Intelligence & Planning* 39(8), 1104-1120.
8. **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, *Industrial Marketing Management*, 87(May), 208-224.
9. **Yeniaras V.**, Kaya, I., & Ashill, N (2020) “Social ties, innovation behaviour and new product performance: Understanding the role of institutional and market environments”, *Journal of Business & Industrial Marketing*, 34(4), 699-719.
10. 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”, *Industrial Marketing Management*, 89(August), 196-208.
11. Menguc, B., Auh, 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.
12. **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.
13. **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.
14. **Yeniaras, V.** & Akarsu, T.N. (2016) “Religiosity and life satisfaction: A multi-dimensional approach,” *Journal of Happiness Studies*, 18(6), 1815-1840.
15. Simintiras, A., **Yeniaras, V.**, Oney, E., & Tajinder B. (2014) “Redefining Confidence for Consumer Behaviour Research,” *Psychology & Marketing*, 31(6), 426-439.

### **Other Publications**

1. Yeniaras, V., & Akkemik, K. A. (2017). Materialism and fashion consciousness: The moderating role of status consumption tendencies and religiosity. *Journal for the Scientific Study of Religion*, 56(3), 498-513. (SSCI)
2. 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. (SSCI)
3. Kaya I., Yeniaras, V. & Kaya, O. (2020) "Dimensions of religiosity, altruism, and life satisfaction" *Review of Social Economy*, 9(4), 717-748.

4. **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.
5. **Yeniaras, V., & Akarsu, T. N.** (2017). Frugal doesn't mean ordinary: a religious perspective. *Journal of Islamic Marketing*, 8(2), 204-217.

### Articles in Turkish Journals

1. **Yeniaras, V., & Altiniğne, N.** (2023). Techno-Insecurity, Emotional Exhaustion and Job Performance: A Recommended Theoretical Framework. *Sosyal Mucit Academic Review*, 4(3), 410-433.
2. **Yeniaras, V.** (2023) "Contractual and relational governance, supplier integration and new product performance: Moderating roles of supplier dependence and supplier-specific investment", *Pazarlama ve Pazarlama Arastirmalari Dergisi*, 16(1), 83-116.
3. **Yeniaras, V.** (2023) "The relationship between supplier specific investment and new product performance: The moderating effects of output and process control, *Pazarlama ve Pazarlama Arastirmalari Dergisi*, ahead of print
4. **Yeniaras, V.** (2016) "Postmaterialism and Altruism: A Cross National Comparison" *Journal of Economics, Business, Politics and International Relations*, 2(1), 87-110.
5. **Yeniaras, V. & Akarsu, N. T.** (2014) "The Relationship between Muslim Religiosity, Price-Value Consciousness Impulsive Buying Tendency and Regret: A Moderation Analysis," *Iktisat, İşletme ve Finans*, 29(243), 09-44.
6. **Yeniaras, V. & Kıymaz, H.** (2015) "Subjective Life Expectancy, Materialistic Values and Saving: A Cross-National Perspective," *İktisat İşletme ve Finans*, 30(352), 9-28.
7. **Yeniaras, V.** (2015) "İslami Dindarlık, Tutumluluk ve Materyalizm: Bir Yapısal Eşitlik Modeli," *Journal of Economics, Business, Politics and International Relations*, 1(1), 49-62.

### Refereed 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 ISBN: 978-9940-46-009-9.*
2. **Yeniaras, V.** (2020) Government favouritism of religion, social capital and consumer spending *in Academic Studies in Management and Strategy Sciences ISBN: 978-9940-46-008-2.*

### Presentations

1. **Yeniaras, V.** (2020). "İlişkisel Bağlar, Örgütsel Esneklik Ve Doğaçlama: Türkiye'de Finansal Ve Finansal Olmayan Performans Üzerine Etkisi, 4. International Conference on Social & Human sciences.
2. **Yeniaras, V.** (2020). "Relational governance, organizational unlearning and learning: Implications for performance outcomes", 5. Uluslararası EMI Girişimcilik ve Sosyal Bilimleri Kongresi.
3. **Yeniaras, V. w/Simintiras, A. & Balabanis, G.** (2013). "The Development and Validation of a Consumer Confidence Scale", Academy of Marketing Science Conference (INFORMS)

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

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

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

### **Manuscripts Under Review**

1. **Yeniaras, V.** with Menguc, B., Auh, S., & Uslu, A. “The Transmission of Technology-Induced Workload from Managers to Frontline Employees and Its Impact on Customer Sabotage”, Submitted to Journal of Service Research.

2. **Yeniaras, V.** with Kaya, I. & Kaya, O. “Product complexity, emotional exhaustion and customer relationship performance: The moderating effects of intrafirm and interfirm ties”, Submitted to Journal of Business and Psychology

3. **Yeniaras V.,** Kaya I. & Maden, C. “Cross-selling, emotional exhaustion and salesperson performance: the roles of customer participation and customer orientation” Submitted to Marketing Theory and Practice

4. **Yeniaras, V.** with Menguc, B., Robson, M. “The multi-level performance relevance of information system integration and investments in manufacturer–distributor relationships: Hidden governance incompatibilities”, Submitted to Journal of Operations Management.

### **Manuscripts in preparation**

1. **Yeniaras, V** with Menguc, B, & Seigyoung, A. Salesperson Price Negotiation Preparedness: When Does It Lead to Salesperson Performance?, *to be submitted.*

2. **Yeniaras, V.** with Golgeci, I. “Mimicking in B2B sales”, *to be submitted.*

### **Professional Services & Editorships**

#### **Industrial Marketing Management (2022) Special Issue Co-editor**

<https://www.journals.elsevier.com/industrial-marketing-management/calls-for-papers/the-role-of-relational-governance-and-dynamic-capabilities>

### **Research Grants**

American University of Sharjah EFRG (2018): 20.000 Euros

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

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

Kadir Has Üniversitesi 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  
Technology Analysis & Strategic Management  
Journal of Business and Industrial Marketing  
European Management Review  
AMA Conferences

## **Courses Designed & Taught**

### **Undergraduate Level**

Principles of Marketing  
Marketing Strategy  
B2B Marketing  
Entrepreneurial Marketing

### **Postgraduate Level**

Marketing Management  
Marketing Research  
Marketing Simulation

### **Executive Education**

Etisalat Mini MBA  
Sharjah Leadership Program

### **Administrative Duties**

Head of Department – Ozyegin University  
University of Sussex – Resource lead  
Ozyegin University – Faculty board of directors  
Ozyegin University – Faculty board  
Ozyegin University – Disciplinary committee  
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)

## **Postgraduate Training and Supervising**

Supervised, 11 MSc dissertations at the University of Sussex in 2022; supervised 6 MBA dissertations at Kadir Has University, Turkey between 2013-2016.