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## **Education**

Ph.D. Marketing, Swansea University UK, Graduated in 2013  
M.Sc. Marketing, University of Wales, Swansea Graduated in 2008  
B.Sc. Economics, Koc University, Istanbul Graduated in 2007  
French Baccalaureate Saint-Joseph, Istanbul 1993 – 2001

## **Academic Appointments and Work Experience**

Ozyegin University, **Associate Professor of Marketing, Head of Department – International Trade and Business**, 2023-present  
University of Sussex: **Associate Professor**, 2022-2023  
Ozyegin University, **Assistant Professor** 2020-present  
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; Services Marketing

**Google Scholar Citations – 1113; H Index – 18; i10 Index – 21**

### **Journal Articles**

1. Yeniaras, V., Cemali, M., & Altinigne, N. (2026). “Up and cross-selling to uncivil customers: The dual moderating roles of managerial directives and selling approaches”, *Journal of the Academy of Marketing Science*, 54(3), 729-752.
2. Yeniaras, V., Acikgoz, F., Altinigne, N., & Cemali, M (2026), “How Frontline Incivility Shapes Transactional and Relational Selling in Retail”, *Journal of Retailing*, Accepted Manuscript.

3. Yeniaras, V., Acikgoz, F., & Menguc, B. (2026), “When convenience backfires: Aligning checkout technologies with shopping motivations to prevent customer revenge”, *Journal of Retailing and Consumer Services*, 93, 104957.
4. Yeniaras, V. & Acikgoz, F. (2025). “Yeniaras, V., & Acikgoz, F. (2025). “When firm-level connections corrupt the frontline: How political networks drive unethical selling and upselling behavior”, *Industrial Marketing Management*, 131, 164-180.
5. Seigyoung A., Menguc, B., Uslu, A. & Yeniaras, V. (2025). “Menguc, B., Auh, S., Uslu, A., & Yeniaras, V. (2026). From managers to employees to customers: The hidden toll of technology-induced workload. *Journal of Service Research*, 29(2), 207-224.
6. Yeniaras, V. with Kaya, I. I. & Kaya, O. (2024) “Unlocking Product Complexity: Elevating Emotional Exhaustion and Customer Relationship Performance through Strategic Ties”, *Quality & Quantity*, <https://doi.org/10.1007/s11135-024-01963-1>
7. Yeniaras, V., Kaya, I., & Maden-Eyiusta, C. (2024). “Cross-Selling Challenges and Opportunities: Navigating Managerial Expectations, Emotional Exhaustion, and Sales Performance” *Journal of Marketing Theory and Practice*, (Kabul edilmis makale).
8. 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*, 39(7), 1582-1599.
9. 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.
10. 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).

11. 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.
12. 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.
13. 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.
14. Yeniaras, V. & Kaya, I. (2021) “Relational governance, strategic planning and firm performance”, *Marketing Intelligence & Planning* 39(8), 1104-1120.
15. Yeniaras, V., Kaya, I. & Dayan, M. (2020) “Mixed effects of business and political ties in planning flexibility: Insights from Turkey”, *Industrial Marketing Management*, 87, 208-224.
16. 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.
17. 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.

18. 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.
19. 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.
20. 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.
21. 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.
22. 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.
23. 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.
24. Yeniaras, V. & Akarsu, T.N. (2016) "Religiosity and life satisfaction: A multi-dimensional approach," *Journal of Happiness Studies*, 18(6), 1815-1840.
25. Simintiras, A., Yeniaras, V., Oney, E., & Tajinder B. (2014) "Redefining Confidence for Consumer Behaviour Research," *Psychology & Marketing*, 31(6), 426-439.

### Other Journal Articles

1. Kaya I., Yeniaras, V. & Kaya, O. (2020) "Dimensions of religiosity, altruism, and life satisfaction" *Review of Social Economy*, 9(4), 717-748.
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.
3. 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*, 16(2), 451-472.
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. & Kiymaz, 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. Maden, C. & **Yeniaras, V. (2025).** “From whispers to roars: Cultivating employee engagement and through resource utilization and managerial prevention and promotion focus”. *European Management Academy Conference (EURAM).*
2. Dayan, M., Chaib, H., **Yeniaras, V.** & Elremeithi, E. (2023). “Impact of Business and Political Ties on Innovation Performance Through Internationalization, and Moderating Impact of Strategic Orientation Within SMEs in UAE”, *IEEE International Conference on Industrial Engineering and Engineering Management*
3. **Yeniaras, V. (2020).** “İlişkisel Bağlar, Örgütsel Esneklik Ve Doğaçlama: Türkiye’de Finansal Ve Finansal Olmayan Performans Üzerine Etkisi, *4<sup>th</sup> International Conference on Social & Human Sciences.*
4. **Yeniaras, V. (2020).** “Relational governance, organizational unlearning and learning: Implications for performance outcomes”, *5. Uluslararası EMI Girişimcilik ve Sosyal Bilimleri Kongresi.*
5. **Yeniaras, V. w/Simintiras, A. & Balabanis, G. (2013).** “The Development and Validation of a Consumer Confidence Scale”, *Academy of Marketing Science Conference (INFORMS)*
6. **Yeniaras, V. w/ Simintiras, A. & Balabanis, G. (2013).** “Consumer Confidence Re-Visited and Re-Measured”, *American Society of Business and Behavioral Sciences.*
7. **Yeniaras, V. (2016).** “Are Consumer Confidence Indices Moderated by the Life Expectancy Miscalibration?” *International Management Development Association (IMDA).*
8. **Yeniaras, V., Di Benedetto, A & Dayan, M. (2020)** Relational governance, organizational unlearning and learning: Implications for Entrepreneurial SMEs, *IEEE, TEMS.*

## **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>.

## **Academic Awards**

2025 recipient of research track award – Ozyegin University.

2016 recipient of the biannual best author award granted by the *Journal of Religions and Ideologies (AHCI-journal)*.

## **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)

## **Research Grant Applications**

British council International Collaboration Grants: Applied (2<sup>nd</sup> round **rejection**) –  
Collaboration with Berk Kucukaltan of Bradford University

TUBITAK 1002-A Saygısız Müşterilere Ek ve Çapraz Satış: Yönetmelik Yönergelerin ve Satış Yaklaşımlarının İkili Düzenleyici Rollerini – Project Lead (70.000TL)

TUBITAK 3501 Perakende Satışında Kaliteliğin Parlak Yönü: Kaliteli Davranış Satış Elemanlarının Perakende Satışlarını Nasıl Etkilediğinin Keşfi – Project Lead (998.000TL)

## **Ad-hoc Reviewing**

Journal of Service Research

Industrial Marketing Management

European Management Review

Journal of Consumer Marketing

Journal of Business Economics & Management

Journal of Marketing Theory and Practice

Technology Analysis & Strategic Management  
Journal of Business and Industrial Marketing  
International Marketing Review  
Journal of Business Research  
AMA Conferences

## **Courses Designed & Taught**

### **Undergraduate Level**

Principles of Marketing  
Marketing Strategy  
B2B Marketing  
Personal Selling and Sales Management

### **Postgraduate Level**

Marketing Theory  
B2B Marketing  
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.