

Res. Asst. YESEVİ ALPEREN YASA

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International Researcher IDs

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Biography

Alperen Yasa works as a Research Assistant at Marmara University, Faculty of Business Administration, Department of Marketing. He earned his undergraduate degree from Abant İzzet Baysal University, Faculty of Economics and Administrative Sciences, Department of Business Administration and obtained his graduate degree in the Social Sciences Institute Marketing Master's program at the same university. He started his PhD in Marketing at Marmara University Social Sciences Institute and has been studying on his thesis since June 2021. The researcher, who has articles in Business Economics Research Journal, International Journal of Management, Economics and Business and Gazi Journal of Economics and Business, mainly focuses on consumer behavior, digital marketing and marketing theory. He is also the assistant editor of the international academic Journal of Research in Business.

Education Information

Doctorate, Marmara University, Faculty of Business Administration, Business Administration, Turkey 2019 - Continues

Certificates, Courses and Trainings

IT, Increase SEO Traffic with WordPress, Coursera Project Network, 2022

Entrepreneurship, İş Modeli ve Kanvas Nasıl Hazırlanır?, TUSIAD, 2022

Entrepreneurship, Geleneksel Girişimcilik Eğitimi, KOSGEB, 2021

Other, RPZ İstanbul, Istanbul University, 2021

Other, Adhere, Bogazici University Management & Economics Club, 2021

Other, Index'17, Koc University, 2017

Other, Index'16, Koç University, 2016

Entrepreneurship, Entrepreneurship 101: Who is your customer?, Massachusetts Institute of Technology, 2015

Other, School of Diplomacy, Bahcesehir University, 2015

Brand Management, Public Relations, Advertising and Publicity, Elginkan Holding, 2015

Other, Body Language, Elginkan Holding, 2015

Other, Adhere, Bogazici University Management & Economics Club, 2015

Dissertations

Postgraduate, Sosyal medya satın alımlarında tüketici güveni oluşturan faktörler ve güvenin satın alma niyetine etkisi:

Instagram örneği, Bolu Abant İzzet Baysal University, Graduate School Of Social Sciences, Marketing, 2019

Research Areas

Marketing, Management of Enterprises

Academic Titles / Tasks

Research Assistant, Marmara University, Institute of Social Sciences, 2020 - Continues

Courses

Marketing Management Seminars, Undergraduate, 2020 - 2021

Articles Published in Other Journals

- I. **Factors Building Consumer Trust in Instagram Stores and the Influence of Trust in Instagram Stores on Purchasing Intention**
Yasa Y. A., Cop R.
Business and Economics Research Journal, vol.13, no.4, pp.687-705, 2022 (Peer-Reviewed Journal)
- II. **DIGITAL NATIVES AS NEW CONSUMERS: THE EFFECT OF ROLE MODEL ON BEHAVIOURAL INTENTION IN GENERATION Z**
Yasa Y. A., Kuş A. S., Sayan N.
Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.18, no.3, pp.929-955, 2022 (Peer-Reviewed Journal)
- III. **Perspectives of Consumers Towards Plastic Bags Usage in Green Marketing Concept: A Sample in Belgium**
Yasa Y. A., Cop R.
Gazi İktisat ve İşletme Dergisi, vol.5, no.1, pp.34-45, 2019 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Resmi Marka Tescil Başvurusu Nasıl Yapılır?**
Çaylı Yasa G., Yasa Y. A.
in: Dünya Rekabetinde Bir Marka Olmak, Aykan Candemir, Damla Aktan, Evrim Derinözlü, Editor, Nobel Yayınevi, Ankara, pp.89-108, 2023
- II. **Internationalization Theories**
Yasa Y. A., Leblebicioğlu B., Aysuna Türkyılmaz C.
in: International Marketing Concepts, Theories and Applications, Erdoğan Koç, Ahu Yazıcı Ayyıldız, Editor, Seçkin Akademik ve Mesleki Yayınlar, Ankara, pp.479-508, 2023
- III. **Social CRM: Customer Relations Management in the Digital Age**
Yasa Y. A.
in: Digital Marketing: Approach and Practices, Emrah Sıtkı Yılmaz, Editor, Orion Kitabevi, İstanbul, pp.320-347, 2022

Refereed Congress / Symposium Publications in Proceedings

- I. **The Problem of Liability of Foreignness in Entering International Markets and Enviropreneurial Marketing as a Solution**
Gülöz G. E., Yasa Y. A.
IX. Yıldız International Social Sciences Congress, İstanbul, Turkey, 26 - 27 December 2022, pp.115

Activities in Scientific Journals

Journal of research in business (online), Assistant Editor/Section Editor, 2021 - Continues
Journal of Oneri, Assistant Editor/Section Editor, 2020 - 2021

Metrics

Publication: 7

Non Academic Experience

TÜSİAD Avrupa Birliği Temsilciği Brüksel Ofisi