

Prof. AYPAR USLU

Personal Information

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Education Information

Doctorate, Marmara University, Institute Of Social Sciences, Pazarlama (Dr), Turkey 1988 - 1993

Postgraduate, Marmara University, Institute Of Social Sciences, Pazarlama (YI) (Tezli), Turkey 1986 - 1988

Undergraduate, Marmara University, Faculty Of Economic And Administrative Sciences, Business Administration, Turkey 1982 - 1986

Dissertations

Doctorate, Uluslararası pazarlamada uluslararası stratejik birleşmelerin rolü ve önemi, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Pazarlama (Dr), 1993

Postgraduate, Uluslararası pazarlamada vadeli ihracatın rolü ve ihracatçının fiyatlama kararları üzerine etkisi, Marmara Üniversitesi, Sosyal Bilimler Enstitüsü, Pazarlama (YI) (Tezli), 1988

Research Areas

Marketing, Strategic Marketing and Brand Management

Academic and Administrative Experience

Marmara University, Faculty of Business Administration, Business Administration, 2010 - Continues

Marmara University, Rectorate, 2006 - 2010

Marmara University, Faculty of Economic and Administrative Sciences, 1999 - 2006

Marmara University, Rectorate, 2002 - 2004

Courses

Advertising, Undergraduate, 2019 - 2020

Pazarlama Düşüncesi, Doctorate, 2019 - 2020

Marka Yönetimi, Postgraduate, 2019 - 2020

Postgraduate, 2019 - 2020

Stratejik Marka Yönetimi, Postgraduate, 2019 - 2020

Pazarlama Düşüncesi, Doctorate, 2018 - 2019

Marka Yönetimi, Doctorate, 2019 - 2020

Pazarlama Araştırması, Undergraduate, 2015 - 2016

Jury Memberships

Appointment Academic Staff, Appointment Academic Staff, Hakkari Üniversitesi, July, 2019
Appointment Academic Staff, Appointment Academic Staff, Marmara Üniversitesi, June, 2019
Associate Professor Exam, Associate Professor Exam, Eskişehir Osmangazi Üniversitesi, January, 2018
Associate Professor Exam, Associate Professor Exam, İstanbul Medeniyet Üniversitesi, October, 2017
Appointment Academic Staff, Appointment Academic Staff, İstanbul Kültür Üniversitesi, July, 2017
Appointment Academic Staff, Appointment Academic Staff, Marmara Üniversitesi, July, 2017
Appointment Academic Staff, Appointment Academic Staff, Kadir Has Üniversitesi, March, 2017
Associate Professor Exam, Associate Professor Exam, Kadir Has Üniversitesi, February, 2017
Appointment Academic Staff, Appointment Academic Staff, Marmara Üniversitesi, February, 2017
Appointment Academic Staff, Appointment Academic Staff, İstanbul Teknik Üniversitesi, December, 2011

Articles Published in Other Journals

- I. **Building e-loyalty for e-retailers: role of justice perception and consumer forgiveness**
BARUÖNÜ F. Ö., USLU A.
Middle East Journal of Management, vol.6, no.3, pp.298-317, 2019 (Journal Indexed in ESCI)
- II. **DİJİTAL PAZARLAMADA GERÇEĞİN SIFIR ANI YAKLAŞIMI AÇISINDAN ELEKTRONİK AĞIZDAN AĞIZA İLETİŞİMİN TÜKETİCİLERİN SATIN ALMA DAVRANIŞI İLE İLİŞKİSİ VE BİR ARAŞTIRMA**
Aksoy Özer İ., USLU A., PİRTİNİ S.
Yıldız Social Science Review, vol.5, no.1, pp.63-84, 2019 (Other Refereed National Journals)
- III. **THE RESEARCH ON THE IMPACT OF CORPORATE TRUSTWORTHINESS AND CORPORATE IMAGE ON CUSTOMER SATISFACTION AND LOYALTY: CASE OF HEALTHCARE INSTITUTION**
YOLDEMİR A. T., USLU A., PİRTİNİ S.
Yıldız Social Science Review, vol.4, no.1, 2018 (Other Refereed National Journals)

Refereed Congress / Symposium Publications in Proceedings

- I. **Analyzing the Brand Equity of Turkish Airlines Services Comparing the Japanese and Turkish Perspective**
DURMUŞ B., USLU A., Kolivar Kobak B.
9th International Strategic Management Conference, 27 - 29 June 2013, vol.99, pp.446-454

Scientific Refereeing

Business and Economics Research Journal, Other Journals, September 2018
Project Supported by Higher Education Institutions, BAP Research Project, Marmara University, Turkey, March 2018
Uluslararası Sosyal Bilimler Dergisi, Other Journals, September 2017
Kafkas İİBF Dergi, Other Journals, September 2017
Project Supported by Higher Education Institutions, BAP Research Project, Marmara University, Turkey, September 2017
Beykoz Akademi Dergisi, Other Journals, September 2016

Citations

Total Citations (WOS):148
h-index (WOS):5