

Prof. AYPAR USLU

Personal Information

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International Researcher IDs

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Yoksis Researcher ID: 7953

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, Institute of Social Sciences, Pazarlama (Dr), 1993

Postgraduate, Uluslararası pazarlamada vadeli ihracatın rolü ve ihracatçının fiyatlama kararları üzerine etkisi, Marmara Üniversitesi, Institute of Social Sciences, 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 to Academic Staff-Assistant Professorship, Appointment Academic Staff, Hakkari Üniversitesi, July, 2019
Appointment to Academic Staff-Professorship, 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 to Academic Staff-Assistant Professorship, Appointment Academic Staff, Marmara Üniversitesi, July, 2017
Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, İstanbul Kültür Üniversitesi, July, 2017
Appointment to Academic Staff-Professorship, Appointment Academic Staff, Kadir Has Üniversitesi, March, 2017
Associate Professor Exam, Associate Professor Exam, Kadir Has Üniversitesi, February, 2017
Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, Marmara Üniversitesi, February, 2017
Appointment to Academic Staff-Assistant Professorship, Appointment Academic Staff, İstanbul Teknik Üniversitesi, December, 2011

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Conflict-solving as a mediator between customer incivility and service performance**
Auh S., Menguc B., Thompson F. M., USLU A.
SERVICE INDUSTRIES JOURNAL, vol.44, no.5-6, pp.342-377, 2024 (SSCI)
- II. **Frontline Employee Feedback-Seeking Behavior: How Is It Formed and When Does It Matter?**
Auh S., MENGÜÇ B., Imer P., USLU A.
JOURNAL OF SERVICE RESEARCH, vol.22, no.1, pp.44-59, 2019 (SSCI)
- III. **When and how does sales team conflict affect sales team performance?**
Auh S., Spyropoulou S., Menguc B., USLU A.
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, vol.42, no.6, pp.658-679, 2014 (SSCI)
- IV. **Customer knowledge creation capability and performance in sales teams**
Menguc B., Auh S., USLU A.
JOURNAL OF THE ACADEMY OF MARKETING SCIENCE, vol.41, no.1, pp.19-39, 2013 (SSCI)

Articles Published in Other Journals

- I. **Testing a structural model on impulse buying tendency, fear of COVID-19, economic anxiety, household income and quality of life**
Çelik Z., Türkyılmaz C. A., USLU A.
International Journal of Electronic Business, vol.19, no.3, pp.235-254, 2024 (Scopus)
- II. **The effect of blog contents on online purchase intention and a research**
ÇELİK Z., USLU A.
Gazi İktisat ve İşletme Dergisi, vol.9, no.2, pp.134-150, 2023 (Peer-Reviewed Journal)
- III. **INVESTIGATION OF THE EFFECT OF BUYERS' RELATIONSHIPS WITH EACH OTHER ON THEIR OPINIONS ON THE BENEFITS OF SMARTPHONES BY UCINET SOCIAL NETWORK ANALYSIS**
ÇELİK Z., Sağlam M., Uslu A.

- Journal of research in business (online), vol.8, no.1, pp.191-206, 2023 (Peer-Reviewed Journal)
- IV. **A BIBLIOMETRIC ANALYSIS OF THE LITERATURE ON THE ORIGINS OF THE TECHNOLOGY ACCEPTANCE MODEL (TAM) AND A MARKETING-SIDED APPROACH TO TAM**
ÇELİK Z., USLU A.
ÖNERİ, vol.18, no.59, pp.1-14, 2023 (Peer-Reviewed Journal)
- V. **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 (ESCI)
- VI. **Algılanan Lüks Marka Değerinin ve Marka İtibarının Premium Fiyat Ödeme İstekliliği Üzerindeki Etkisi**
HABİBOĞLU Ö., USLU A.
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.14, no.20, pp.1680-1709, 2019 (Peer-Reviewed Journal)
- VII. **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 (Peer-Reviewed Journal)
- VIII. **KİŞİLİK ÖZELLİKLERİ AÇISINDAN FİYAT DUYARLILIĞININ YENİDEN SATIN ALMA NİYETİ ÜZERİNE ETKİSİ**
USLU A., Huseynli B.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, pp.515-532, 2018 (Peer-Reviewed Journal)
- IX. **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 (Peer-Reviewed Journal)
- X. **HEDONİK VE FAYDACI ALIŞVERİŞ DEĞERİ ÜZERİNE BİR ARAŞTIRMA**
Akça C., USLU A.
SOCIAL SCIENCES STUDIES JOURNAL, vol.3, pp.2320-2326, 2017 (Peer-Reviewed Journal)
- XI. **Eğilimsel Ve Durumsal Faktörlerin Anlık Satın Alma Davranışı Üzerindeki Etkisi Ve Bir Yapısal Eşitlik Modellemesi**
LEBLEBİCİOĞLU B., USLU A.
Journal of Social and Humanities Sciences Research, vol.4, pp.761-771, 2017 (Peer-Reviewed Journal)
- XII. **Teknoloji Mağazalarının Mağaza Kişiliklerinin Karşılaştırılmasına Yönelik Bir Araştırma**
LEBLEBİCİOĞLU B., USLU A.
Social Sciences Studies Journal, vol.3, pp.1070-1082, 2017 (Peer-Reviewed Journal)
- XIII. **Satış Elemanlarının Etik İçeriği Olan Bir Durumu Algılama Düzeylerine Etki Eden Kurumsal Faktörler: Dayanıklı Tüketim Malları Sektöründe Bir Araştırma**
USLU A., BEKAROĞLU A.
Beykoz Akademi Dergisi, vol.4, 2017 (Peer-Reviewed Journal)
- XIV. **The Evaluation of the Social Factors that Effect to Consumer Luxury Brand Purchasing Attitude in the Perspective of Inter-Dependent Self and Behavioural Religiosity**
ÖRS M., USLU A.
The International Journal Of Business Management, vol.5, pp.118-127, 2017 (Peer-Reviewed Journal)
- XV. **Materialism and Brand Resonance as Drivers of Online Compulsive Buying Behavior**
AYSUNA TÜRKYILMAZ C., KOCAMAZ İ., USLU A.
The Journal of Academic Social Science Studies, vol.2, pp.91-107, 2016 (Peer-Reviewed Journal)
- XVI. **The Role of Individual Characteristics on Consumers Counterfeit Purchasing Intentions Research in Fashion Industry**
AYSUNA TÜRKYILMAZ C., USLU A.
Journal of Management, Marketing and Logistics, vol.1, pp.259-275, 2014 (Peer-Reviewed Journal)
- XVII. **Effects On Awareness, Brand Image And Purchase Intention**
Akyol Ö., USLU A.

- Journal of Management, Marketing and Logistics, vol.1, 2014 (Peer-Reviewed Journal)
- XVIII. **Tüketicilerin Gıda Ürünlerinin Kalitesini Algılamada Dikkate Aldıkları İçsel ve Dışsal Faktörlerin Belirlenmesine Yönelik Bir Pilot Çalışma**
USLU A., CERİTOĞLU A. B., KELEMCİ G.
Marmara Üniversitesi İktisadi ve İdari Bilimler Fakülte Dergisi, vol.1, pp.189-221, 2002 (Peer-Reviewed Journal)
- XIX. **Aracı Markalarının Markalama Kararlarındaki Yeri ve Bu Markaların Toptancı, Perakendeci ve Üretici Bazındaki Avantaj ve Dezavantajları**
USLU A., KELEMCİ G.
Marmara Üniversitesi Sosyal Bilimler Enstitüsü Öneri Dergisi, vol.13, pp.9-13, 2000 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Hizmet Sektöründe Müşteri Katılımına Yönelik Kavramsal Bir Değerlendirme**
GÜLÖZ G. E., USLU A.
in: Güncel Gelişmelerle Pazarlama Konular ve Araştırmalar-I, Emre Çolakoğlu, Nur Çağlar Çetinkaya, Editor, Özgür Yayınları, pp.155-188, 2023

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

Metrics

Publication: 47
Citation (WoS): 159
Citation (Scopus): 105
H-Index (WoS): 5
H-Index (Scopus): 3

Non Academic Experience

FSMV IŞIK ÜNİVERSİTESİ