

BAHADIR AYAR

RES. ASST.

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International Researcher IDs

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Publons / Web Of Science ResearcherID: P-1699-2018

Yoksis Researcher ID: 304256

Learning Knowledge

Doctorate 2018 - Continues	Istanbul Technical University, Lisansüstü Eğitim Enstitüsü, Management, Turkey
Postgraduate 2015 - 2017	Marmara University, Institute of Social Sciences, Department of Business Administration, Turkey
Undergraduate 2011 - 2015	Marmara University, Faculty of Economic and Administrative Sciences, Business Administration, Turkey

Foreign Languages

English, C1 Advanced

Dissertations

Postgraduate, Measurement of the Effect of Added Value on Export Performance and An Application on Turkish Enterprises, Marmara University, Institute Of Social Sciences, Department Of Business Administration, 2017

Academic Titles / Tasks

Research Assistant 2019 - Continues	Marmara University, Faculty of Business Administration, Business Administration
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Scholarships

2224-A - Grant Program for Participation in Scientific Meetings Abroad, TUBITAK, 2024 - 2024

Articles Published in Other Journals

- TÜKETİCİ DAVRANIŞINDA ZAMAN KAVRAMI**
AYAR B., BURNAZ H. Ş.

- Pazarlama ve Pazarlama Arařtırmaları Dergisi, vol.16, no.2, pp.341-380, 2023 (Peer-Reviewed Journal)
2. **İzleyici Algısı Bileřenlerinin Reklama Yönelik Tutum ve Satın Alma Niyeti Üzerindeki Etkisi**
Tařer Polat S., AYAR B., ERDİL T. S.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, vol.27, pp.105-122, 2020 (Peer-Reviewed Journal)
 3. **Innovative Consumers of The Digital Age: Opinion Seeking on Instagram**
AYDOĞAN S., AYAR B.
Business Management Studies: An International Journal, vol.7, 2019 (Peer-Reviewed Journal)
 4. **Marka Performansının Rekabet Gücüne Etkisi: Ulusal ve Uluslararası Birleřme ve Satın Almalar Açısından Bir Deęerlendirme**
ERDİL T. S., AYDOĞAN S., AYAR B.
Öneri Dergisi, vol.14, pp.164-189, 2019 (Peer-Reviewed Journal)
 5. **İnovasyon Performansının Rekabet Gücü, Firma Performansı ve İhracat Performansı Üzerindeki Etkisi: Birleřme ve Satın Alma İşlemleri Üzerine Bir Arařtırma**
Erdil T. S., Aydoęan S., Ayar B.
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.40, pp.137-166, 2018 (Peer-Reviewed Journal)
 6. **İnovasyon Ve Ar-Ge Faaliyetlerinin İhracat Performansına Etkisi: Türk İşletmeleri Üzerine Algısal Bir Arařtırma**
Ayar B., Erdil T. S.
Öneri Dergisi, vol.13, no.49, pp.45-68, 2018 (Peer-Reviewed Journal)

Books & Book Chapters

1. **Segmenting, Targeting and Positioning**
Ayar B.
in: Marketing, Fatma Müge Arslan, Tařkın Dirsehan, Editor, Nobel Yayın Daęıtım, Ankara, pp.1-482, 2023
2. **Cinsellik ve Toplumsal Cinsiyet**
AYAR B.
in: Tüketici Psikolojisi, Volkan Doęan, Editor, Beta Basım Yayım Daęıtım A.ř., İstanbul, pp.285-304, 2021

Refereed Congress / Symposium Publications in Proceedings

1. **Consumer Perceptions of User Experience and Risk: A Research on Online Shopping**
AYAR B., ERDİL T. S.
15th International Strategic Management Conference, Poznan, Poland, 27 - 29 June 2019, pp.345-355
2. **İzleyici Algısı Bileřenlerinin Reklama Yönelik Tutum ve Satın Alma Niyeti Üzerindeki Etkisi**
AYAR B., ERDİL T. S.
PPAD Pazarlama Kongresi, Kuşadası, Turkey, 1 - 04 May 2019, pp.229-251
3. **Effect of Brand and Market Performance on Competitiveness in Mergers and Acquisitions**
ERDİL T. S., AYDOĞAN S., AYAR B.
14th International Strategic Management Conference, Prag, Czech Republic, 12 - 14 July 2018, pp.44-58
4. **Marka Performansının Rekabet Gücüne Etkisi: Ulusal ve Uluslararası Birleřme ve Satın Almalar Açısından Bir Deęerlendirme**
ERDİL T. S., AYDOĞAN S., AYAR B.
23. Ulusal Pazarlama Kongresi, Kocaeli, Turkey, 27 June 2018 - 29 June 2019, pp.233-258
5. **İnovasyon, Ar-Ge ve Tasarım Faaliyetlerinin İşletmelerin Birleřik Rekabet Gücü Üzerine Etkisi: Türk İşletmeleri Üzerine Bir Arařtırma**
ERDİL T. S., BAKIR N. O., AYAR B.
22. Ulusal Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.1112-1132
6. **Marka Odaklılıęın ve İmajın Marka Performansına Etkisi: Birleřik Markalar Derneęi Üyeleri Üzerine**

Bir Araştırma

ERDİL T. S., BAKIR N. O., AYAR B.

22. Ulusal Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.463-484

7. THE IMPACT OF MARKET AND BRAND ORIENTATION ON PERFORMANCE: AN EMPIRICAL STUDY

Erdil T. S., BAKIR N. O., Ayar B.

13th International Strategic Management Conference (ISMC), Podgorica, Serbia And Montenegro, 6 - 08 July 2017, vol.34, pp.49-63

Academic and Administrative Experience

	Erasmus Program	
2020 - Continues	Institutional	Marmara University, Faculty of Business Administration, Business Administration
	Coordinator	

Activities in Scientific Journals

Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, Assistant Editor/Section Editor, 2022 - Continues

Memberships / Tasks in Scientific Organizations

Marketing and Marketing Research Association, Member, 2024 - Continues, Turkey

Academy of Marketing Science, Member, 2024 - Continues, United States Of America

Scientific Refereeing

VOLUNTAS, Journal Indexed in SSCI, June 2024

25th AMS World Marketing Congress 2024, Conference Paper (Full Text), January 2024

GAZİANTEP ÜNİVERSİTESİ SOSYAL BİLİMLER DERGİSİ, National Scientific Refreed Journal, October 2020

Metrics

Publication: 15

Citation (WoS): 1

H-Index (WoS): 1

Congress and Symposium Activities

2024 AMS World Marketing Congress, Session Moderator, Port Louis, Mauritius, 2024

2024 AMS World Marketing Congress, Attendee, Port Louis, Mauritius, 2024

15th International Strategic Management Conference, Attendee, Poznan, Poland, 2019

MMRA Marketing Congress, Attendee, Aydın, Turkey, 2019

14th International Strategic Management Conference, Attendee, Praha, Czech Republic, 2018

23. Marketing Congress, Attendee, Kocaeli, Turkey, 2018

22. Marketing Congress, Attendee, Trabzon, Turkey, 2017

13th International Strategic Management Conference, Attendee, Podgorica, Montenegro, 2017

21st Marketing Congress, Audience, Kütahya, Turkey, 2016

Research Areas

Management, Marketing