



# HÜSEYİN EKİZLER

## ASSOC. PROF.

**Email :** hekizler@marmara.edu.tr

**Address :** Marmara Üniversitesi Göztepe Kampüsü İşletme  
Fakültesi Kadıköy - İstanbul

### International Researcher IDs

ScholarID: 5ApuoVwAAAAJ

ORCID: 0000-0001-5903-713X

Publons / Web Of Science ResearcherID: T-1081-2017

ScopusID: 57761485500

Yoksis Researcher ID: 172593



### Biography

Dr. Ekizler received his B.S. from Istanbul University, Department of Industrial Engineering in 2008. He earned his first MSc. from Istanbul University, in the same department in 2011 and his second MSc. in Quantitative Methods from Marmara University, in 2015. He received Ph.D degree in Quantitative Methods from Istanbul University, 2016. He is currently working as a Associate Professor at Marmara University, Department of Business Administration. He teaches courses on business mathematics, statistics, operations research and simulation theory at the undergraduate level; research methods, and data analysis at the graduate level. He pursues his research in the area of decision sciences.

### Learning Knowledge

Doctorate 2012 - 2016	Istanbul University, Institute Of Social Sciences, Sayısal Yöntemler (Dr), Turkey
Postgraduate 2010 - 2015	Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), Turkey
Postgraduate 2009 - 2011	Istanbul University, Mühendislik Fakültesi, Endüstri Mühendisliği Bölümü, Turkey
Undergraduate 2004 - 2008	Istanbul University, Mühendislik Fakültesi, Endüstri Mühendisliği Bölümü, Turkey

### Foreign Languages

English, C2 Mastery

German, B1 Intermediate

## Dissertations

Doctorate, Türk imalat sanayi şirketlerinin performanslarının çeşitli çok değişkenli yöntemlerle incelenmesi, İstanbul Üniversitesi, Sosyal Bilimler Enstitüsü, Sayısal Yöntemler (Dr), 2016

Postgraduate, Statistical analysis of the effects of customer satisfaction on customer loyalty in Turkish GSM sector: A field study among the students of Business Administration Faculty of Marmara University, Marmara University, Faculty of Business Administration, İşletme Bölümü (İngilizce), 2015

Postgraduate, Araç rotalama probleminin çözümünde karınca kolonisi optimizasyonu algoritmasının kullanılması, İstanbul Üniversitesi, Mühendislik Fakültesi, Endüstri Mühendisliği Bölümü, 2011

## Academic Titles / Tasks

Associate Professor 2021 - Continues	Marmara University, Faculty of Business Administration, Business Administration
Assistant Professor 2018 - 2021	Marmara University, Faculty of Business Administration, Business Administration
Assistant Professor 2017 - 2018	Marmara University, Faculty of Business Administration, Business Administration
Lecturer PhD 2016 - 2017	Marmara University, Faculty of Business Administration, Business Administration Lectured (English)
Research Assistant 2009 - 2016	Marmara University, Faculty of Business Administration, Business Administration Lectured (English)

## Supported Projects

- Kan Ö. D., Durmuş B., Ekizler H., TUBITAK Project, Sociopack, 2021 - 2023
- Ekizler H., Durmuş B., Project Supported by Higher Education Institutions, Sosyal Medya Pazarlamasında Yatırımın Geri Dönüşünün Gözlemlenmesi, Ölçülenmesi ve Hesaplanması, 2018 - 2023
- Sanje G., Ekizler H., Çarboğa O. S., Project Supported by Higher Education Institutions, Brand Equity of Istanbul in Benelux Countries, 2020 - 2021
- Akgün İ., Erku G., Akgün A. A., Demireş Özkul B., Ekizler H., Development Agency, İstanbul'da İstihdam Eğilimlerinin Belirlenmesi (İSTKA), 2017 - 2017

## Scholarships

Yurtiçi Doktora Bursu, TUBITAK, 2012 - 2016

Yurtiçi Yüksek Lisans Bursu, TUBITAK, 2010 - 2012

## Jury Memberships

Post Graduate, Post Graduate, Altınbaş Üniversitesi, January, 2024

Doctorate, Doctorate, Altınbaş Üniversitesi, January, 2024  
Doctoral Examination, Doctoral Examination, İstanbul Bilgi Üniversitesi, June, 2023  
Doctoral Examination, Doctoral Examination, İstanbul Üniversitesi, June, 2023  
Post Graduate, Post Graduate, Marmara Üniversitesi, May, 2023  
Doctorate, Doctorate, Yeditepe Üniversitesi, May, 2023  
Post Graduate, Post Graduate, Marmara Üniversitesi, May, 2023  
Post Graduate, Post Graduate, İstanbul Okan Üniversitesi, March, 2023  
Doctoral Examination, Doctoral Examination, İstanbul Üniversitesi, December, 2022  
PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, Altınbaş Üniversitesi, December, 2022  
Post Graduate, Post Graduate, İstanbul Okan Üniversitesi, June, 2022  
Post Graduate, Post Graduate, İstanbul Okan Üniversitesi, January, 2022  
Post Graduate, Post Graduate, İstanbul Üniversitesi, December, 2021  
Post Graduate, Post Graduate, Yeditepe Üniversitesi, June, 2021  
Post Graduate, Post Graduate, Marmara Üniversitesi, February, 2021  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, January, 2021  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, January, 2021  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, January, 2021  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, January, 2021  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, June, 2020  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, May, 2020  
Post Graduate, Post Graduate, İstanbul Okan Üniversitesi, August, 2019  
Post Graduate, Post Graduate, Marmara Üniversitesi, July, 2019  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, June, 2019  
Post Graduate, Post Graduate, Marmara Üniversitesi, June, 2019  
Post Graduate, Post Graduate, Marmara Üniversitesi, May, 2019  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, December, 2018  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, December, 2018  
Post Graduate, Post Graduate, Marmara Üniversitesi, September, 2018  
Post Graduate, Post Graduate, İstanbul Bilgi Üniversitesi, June, 2018

## Articles Published in Other Journals

- Turkish Validity and Reliability Study of The Leadership Aspiration Scale**  
Kıraçlı Leblebicioğlu N., Ekizler H., Eser G.  
Journal of research in business (online), vol.8, no.2, pp.663-681, 2023 (Peer-Reviewed Journal)
- Antecedents of tourist food consumption: food choice motives of foreign tourists in Turkey**  
Ekizler H., Öksüz M., Durmuş B., Shipman Z. D.  
ANATOLIA, vol.34, no.4, pp.494-508, 2023 (ESCI)
- The Impact of Avatar Influencers on Consumer Purchase Intention**  
Acar C., Ekizler H.  
EGE STRATEJİK ARAŞTIRMALAR DERGİSİ, vol.14, no.1, pp.1-22, 2023 (Peer-Reviewed Journal)
- The Impact of Travel Behaviors on Airbnb Usage: A Case of Türkiye**  
Öksüz M., Ekizler H.  
FISCAOECONOMIA, vol.7, no.2, pp.986-1004, 2023 (Peer-Reviewed Journal)
- The Influence of Psychological Capital on Burnout: Moderating Effect of Locus of Control**  
Bolelli M., Ekizler H.  
Uluslararası Yönetim İktisat ve İşletme Dergisi, vol.18, no.4, pp.1110-1127, 2022 (Peer-Reviewed Journal)
- Factors Affecting Purchase Intention in Blockchain and NFT (Non-Fungible Token) Technologies**  
Kılıçaslan F., Ekizler H.

- Journal of research in business (online), vol.7, no.2, pp.604-623, 2022 (Peer-Reviewed Journal)
7. **Analyzing Online Shopping Behavior from the Perspective of Youtube: Do Vlog Content and Vlogger Characteristics Matter**  
Tolunay A., Ekizler H.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.18, no.41, pp.3041-3065, 2021 (Peer-Reviewed Journal)
  8. **The Effect of Mental Well-Being on COVID-19 Related Anxieties**  
Ekizler H.  
Journal of Current Researches on Business and Economics, vol.10, no.2, pp.173-186, 2020 (Peer-Reviewed Journal)
  9. **The Moderating Effect of Desire to Interact with Salesperson on the Consumer Confusion – Cognitive Dissonance Relationship: A Case in Technology Markets**  
Ekizler H.  
Journal of research in business (online), vol.5, no.2, pp.127-146, 2020 (Peer-Reviewed Journal)
  10. **The Effect of Religiosity on Organizational Commitment through Work Values**  
Ekizler H., Galifanova A.  
Alphanumeric Journal, vol.8, no.2, pp.181-200, 2020 (Peer-Reviewed Journal)
  11. **Effects of Dark Triad on Transformational, Transactional and Laissez-Faire Leadership Styles**  
Ekizler H., Bolelli M.  
OPUS Uluslararası Toplum Araştırmaları Dergisi, vol.16, no.32, pp.4621-4648, 2020 (Peer-Reviewed Journal)
  12. **Superior Role of Human Resource Development Climate and Its Impact on Job Attitudes**  
Barmaky A., Ekizler H.  
Journal of Economics, Management and Trade, vol.26, no.8, pp.36-60, 2020 (Peer-Reviewed Journal)
  13. **The Effects of Dark Triad (Machiavellianism, Narcissism, Psychopathy) on the Use of Power Sources**  
Ekizler H., Bolelli M.  
İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi, vol.19, no.37, pp.27-44, 2020 (Peer-Reviewed Journal)
  14. **Performance Evaluation of Woven, Clothing and Leather Industry Firms: VIKOR and TOPSIS Methods**  
Ekizler H.  
Ömer Halisdemir Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.13, no.1, pp.24-39, 2020 (Peer-Reviewed Journal)
  15. **How to Satisfy Mobile Application Users and Increase Their Brand Equity Perception?**  
Ekizler H.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.41, no.1, pp.126-144, 2019 (Peer-Reviewed Journal)
  16. **An Empirical Analysis on How Conservatism Influences Cost of Equity Capital: Evidence from Turkey**  
Öner M., Aybars A., Ekizler H.  
ÖNERİ, vol.12, no.48, pp.125-139, 2017 (Peer-Reviewed Journal)
  17. **International Comparative Analysis of Quality of Life of Hemodialysis Patients**  
Nişel R. N., Çınar A., Ekizler H.  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.38, no.1, pp.249-259, 2016 (Peer-Reviewed Journal)

## Books & Book Chapters

1. **The Future of Consumer Behavior Post COVID-19**  
Ekizler H., Ertan E., Kınış M.  
in: Pandemics and Consumer Behavior, Gresi Sanje, Enes Emre Başar, Editor, NOVA Science Publishers Inc. , New York, pp.209-224, 2022
2. **Performance Evaluation of Airline Companies from Consumers' Perspective: MCDM Approach**  
Çetinkaya S., Ekizler H.  
in: International Research in Social, Human and Administrative Science IV, Mustafa Kara, Editor, Eğitim Yayınevi, Konya, pp.43-68, 2022
3. **Examination of Well-being in OECD European Countries in the Context of Gender Differences Using**

## **Entropy and MAUT Methods**

Ekizler H., Bolelli M.

in: ADMINISTRATIVE AND ECONOMICS SCIENCES: Theory, Current Researches and New Trends/2, Selim Demez, Editor, IVPE, Cetinje, pp.349-365, 2020

### **4. The Moderating Role of Self-Control in Dark Triad - Burnout Relationship**

Bolelli M., Ekizler H.

in: Theory and Research in Economics and Administrative Sciences Vol 2, Mustafa Mete, Editor, Gece Kitaplığı, Ankara, pp.55-82, 2020

### **5. Examining Business Performance with Multivariate Statistical Methods**

Ekizler H.

Çağlayan Kitabevi, İstanbul, 2019

### **6. The Key of Digital Era: Big Data**

Ekizler H.

in: Business Applications in the Axis of Digital Transformation, Muazzez Babacan, Editor, Detay Yayıncılık, Ankara, pp.79-95, 2019

### **7. Operations Research with R**

Çınar A., Ekizler H.

Çağlayan Kitabevi, İstanbul, 2018

## **Refereed Congress / Symposium Publications in Proceedings**

### **1. Effect of Emblems on Brand Value**

Kılıç H. H., EKİZLER H.

5. International Mediterranean Congress, Azerbaijan, 13 January 2024

### **2. Avatar Influencerların Tüketici Satın Alma Niyetine Etkisi**

Acar C., EKİZLER H.

2. Uluslararası Ege Sosyal Bilimler Lisansüstü Öğrenci Kongresi, İzmir, Turkey, 29 May 2023

### **3. The Effect of Mental Well-Being on COVID-19 Related Anxieties**

Ekizler H.

12th International Conference of Strategic Research on Scientific Studies and Education, İstanbul, Turkey, 10 - 13 December 2020, pp.433-444

### **4. The Role of Perceived Risk and Service Quality on Purchase Intention through Consumer Trust in E-Commerce**

Ekizler H.

International Congress of Management, Economy and Policy, 5 - 06 December 2020, pp.352-362

### **5. Multi-Criteria Decision Making for Personnel Selection in Banking Sector with VIKOR and TOPSIS Methods**

YÜCEL A., EKİZLER H.

24th EBES Conference - Bangkok, 10 - 12 January 2018

### **6. Investigating Performance of Manufacturing Industry Firms Traded in BİST**

EKİZLER H.

İstanbul Finance Congress (IFC - 2017), İstanbul, Turkey, 2 - 03 November 2017

### **7. Türk Denizcilik Sektöründe Deniz Bulut Sistemine Geçiş Sürecinin Değerlendirilmesi: GZFT Analizi**

Cebecioğlu E., AKGÜN İ., EKİZLER H.

37. Yöneylem Araştırması ve Endüstri Mühendisliği Ulusal Kongresi, İstanbul, Turkey, 5 - 07 July 2017

### **8. Multi Criteria Decision Analysis of the Impact of Financial Crisis on Economic Performances of EU Countries**

NIŞEL R. N., EKİZLER H.

23rd International Conference on Multiple Criteria Decision Making, Hamburg, Germany, 2 - 07 August 2015

## Academic and Administrative Experience

2024 - Continues	<b>Fakülte Yönetim Kurulu Üyesi</b>	Marmara University, Faculty Of Business Administration
2024 - Continues	<b>Fakülte Kurulu Üyesi</b>	Marmara University, Faculty Of Business Administration
2023 - 2024	<b>Deputy Head of Department</b>	Marmara University, Faculty Of Business Administration, Business Administration
2021 - 2024	<b>Program Koordinatörü</b>	Marmara University, Faculty Of Business Administration, Business Administration
2018 - 2021	<b>Fakülte Kurulu Üyesi</b>	Marmara University, Faculty of Business Administration, Business Administration
2018 - 2021	<b>Fakülte Yönetim Kurulu Üyesi</b>	Marmara University, Faculty of Business Administration

## Courses

Marketing Research, Doctorate, 2022 - 2023, 2021 - 2022  
Numerical Analysis, Postgraduate, 2022 - 2023  
Statistical Data Analysis, Postgraduate, 2022 - 2023, 2021 - 2022  
Simulation Theory, Undergraduate, 2022 - 2023, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017  
Data Analysis, Postgraduate, 2022 - 2023  
Operations Research Applications, Undergraduate, 2022 - 2023  
Marketing Research, Postgraduate, 2022 - 2023, 2021 - 2022  
Computer Applications in Operations Research, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017  
Multicriteria Decision Making, Postgraduate, 2022 - 2023, 2021 - 2022  
Quantitative Research, Postgraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Araştırma Yöntemleri, Postgraduate, 2022 - 2023  
Statistics II, Undergraduate, 2021 - 2022  
Decision Theory and Practice, Postgraduate, 2022 - 2023  
Business Mathematics, Undergraduate, 2022 - 2023  
Proje Hazırlama, Postgraduate, 2022 - 2023  
Business Mathematics II, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Statistics I, Undergraduate, 2021 - 2022  
Operations Research II, Undergraduate, 2020 - 2021, 2019 - 2020  
Business Mathematics I, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Araştırma Atölyesi, Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019  
Business Data Analysis, Postgraduate, 2020 - 2021  
Operations Research Applications, Postgraduate, 2020 - 2021  
Operation Research I, Undergraduate, 2020 - 2021, 2019 - 2020  
Production Planning and Control, Undergraduate, 2020 - 2021  
Statistical Analysis & Decision Making, Postgraduate, 2019 - 2020  
Pazarlama Araştırmalarında Veri Analizi, Postgraduate, 2019 - 2020, 2018 - 2019  
Academic Research Methods and Ethics, Postgraduate, 2019 - 2020, 2018 - 2019  
Academic Research Methods and Business Ethics, Postgraduate, 2018 - 2019  
Operations Management, Postgraduate, 2018 - 2019, 2017 - 2018

Uygulamalı Pazarlama Araştırmaları I, Postgraduate, 2018 - 2019

Statistics, Undergraduate, 2017 - 2018

## Advising Theses

Ekizler H., The Effect of Avatar Influencers on Consumer Purchase Intention, Postgraduate, C.Acar(Student), 2023

Ekizler H., The Effect of Future Anxiety on Entrepreneurial Intention, Postgraduate, A.ATAOĞLU(Student), 2023

Ekizler H., The Effect of Covid-19 Fear on Quality of Working Life through Work Stress During The Pandemic Period: The Case of Airline Employees, Postgraduate, D.ERDEM(Student), 2023

Ekizler H., The Moderating Effect of Techno-Stress on Critical Success Factors and End User ERP (Enterprise Resource Planning) Satisfaction Relationship, Postgraduate, B.YILDIZ(Student), 2022

Ekizler H., Blockchain, Non-Fungible Tokens, Web3, Metaverse: Opportunities for Brands, Postgraduate, F.Kılıçaslan(Student), 2022

Ekizler H., Examination of the Effect of Manager's Political Behaviour on Employee Performance through Burnout in Syrian Non-Governmental Organizations Located in Turkey, Postgraduate, M.Yaman(Student), 2022

Ekizler H., A Research upon the Satisfaction of Sharing Economy Business Model Users with AirBnb Example, Postgraduate, E.ÖZGÜN(Student), 2020

Ekizler H., The Effect of Religiosity on Organizational Commitment through Work Values: A Case in Turkish Companies, Postgraduate, A.GALİFANOVA(Student), 2019

Ekizler H., Performance Evaluation of Airline Companies from Consumers' Perspective Based on TOPSIS and VIKOR Methods, Postgraduate, S.ÇETİNKAYA(Student), 2019

Ekizler H., Identifying the impact of human resource development climate on job attitudes, Postgraduate, A.Barmaky(Student), 2019

## Advising Graduates (Non-Thesis)

Ekizler H., Decoding The Digital Shopper: Unveiling Purchase Intentions, Trust Dynamics, and Theoretical Frameworks in Online Commerce, Masters (Non-Thesis), A.Kıyak(Student), 2024

Ekizler H., Sports Marketing from a Global Perspective, Masters (Non-Thesis), M.Kerem(Student), 2024

Ekizler H., The Effect of Employer Branding on Job Attitudes, Masters (Non-Thesis), R.Özçelik(Student), 2024

Ekizler H., Wage Perception in Recruitment Process, Masters (Non-Thesis), S.Kopuz(Student), 2023

Ekizler H., Measuring Factors in Students' Decision Making Process when Selecting Private Universities in Uzbekistan: Word of Mouth Marketing vs Traditional Marketing, Masters (Non-Thesis), M.Abdurakhmonova(Student), 2023

Ekizler H., The Effect of Youth Talents on Talent Management Practices in 21. Century Work Life, Masters (Non-Thesis), B.Topal(Student), 2023

Ekizler H., 360 Degree Performance Evaluation and Creating A Feedback Culture: The Case of a Foundation University and Hospital, Masters (Non-Thesis), S.Örenbaş(Student), 2023

Ekizler H., İş Tatmini ve İletişim İlişkisi, İş Tatmini Sağlanmasında İletişimin Gücüne Tekstil Sektöründeki İdari Çalışanları Baz Alan Bir Uygulama: Kadifeteks Mensucat Sanayi A.Ş., Masters (Non-Thesis), O.Kerim(Student), 2023

Ekizler H., The Effect of Distruptive Technologies on Garment Online Shopping, Masters (Non-Thesis), M.Yasser(Student), 2022

Ekizler H., CRM in Banking: Comparison of the Satisfaction of Foreign & Turkish Customers in Turkey, Masters (Non-Thesis), W.Benjema(Student), 2021

Ekizler H., Emergence of E-Commerce and Digitalization amid the Pandemic of COVID-19: The Triggers and Barriers, Masters (Non-Thesis), O.Zouitne(Student), 2021

Ekizler H., International Student Mobility: A Case in Turkey, Masters (Non-Thesis), O.Ben(Student), 2021

Ekizler H., Oil Price Fluctuations in Times of Financial and Geopolitical Uncertainty: A Predictive Study, Masters (Non-Thesis), S.Sadık(Student), 2021

Ekizler H., Automated Solution for Sorting (Distribution Center), Masters (Non-Thesis), M.Arbaz(Student), 2021

## Scientific Refereeing

Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi, National Scientific Refreed Journal, October 2023  
Anadolu Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, National Scientific Refreed Journal, September 2023  
JOURNAL OF DECISION SYSTEMS, Journal Indexed in ESCI, September 2023  
Yaşar Üniversitesi E-Dergisi, National Scientific Refreed Journal, June 2023  
AURUM Sosyal Bilimler Dergisi, Other Indexed Journal, June 2022  
Journal of Transportation and Logistics, National Scientific Refreed Journal, September 2020  
Alphanumeric Journal, National Scientific Refreed Journal, May 2020  
Uluslararası Yönetim İktisat ve İşletme Dergisi, Other Indexed Journal, January 2020  
Marmara Üniversitesi İktisadi ve İdari Bilimler Dergisi, Other Indexed Journal, January 2020  
Gazi Mühendislik Bilimleri Dergisi, Other Indexed Journal, May 2019  
OPUS Uluslararası Toplum Araştırmaları Dergisi, National Scientific Refreed Journal, April 2019  
Journal of research in business (online), Other Indexed Journal, March 2019

## Metrics

Publication: 33  
Citation (WoS): 17  
Citation (Scopus): 15  
H-Index (WoS): 2  
H-Index (Scopus): 2

## Research Areas

Behavioural Sciences, Operational Research, Marketing, Management and Organization, Quantitative Methods, Human Resources Management, Management of Enterprises