

Cem KARAYALÇIN

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EDUCATION

PhD	AKDENİZ UNIVERSITY
2014-2019	INSTITUTE OF SOCIAL SCIENCES / BUSINESS ADMINISTRATION Thesis Title: The impact of perceived social media marketing activities on brand equity and purchase intentions: An investigation regarding consumers' attachment to social media and social media usage frequency Thesis Supervisor: Prof. Dr. Eyyup YARAŞ
MSc	UNIVERSITY OF AMSTERDAM /
2009-2010	FACULTY OF ECONOMICS AND BUSINESS / BUSINESS STUDIES Thesis Title: Comparison of brand and retailer equity regarding purchase intentions of customers in Turkish automotive sector Thesis Supervisor: Prof. Dr. Jean Johnson
BSc	BİLKENT UNIVERSITY
2004-2008	BUSINESS ADMINISTRATION CGPA: 3.15/4.00

ACADEMIC EMPLOYMENT/ADMINISTRATIVE DUTIES

Vice Dep. Chair 2024 Nov.- ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Act. D. Chair 2024 (M.-Nov.) ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Vice Depart. Chair 2021-2024 ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Grad. Prog. Coord. 2021-2024 ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Assistant Professor 2020- ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Dr. Res. Asst. 2019-2020 ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

Research Asst. 2016-2019 ANTALYA BİLİM UNIVERSITY / FACULTY OF ECONOMICS, ADMINISTRATIVE AND SOCIAL SCIENCES / DEPARTMENT OF BUSINESS ADMINISTRATION

PROFESSIONAL EMPLOYMENT

2013-2015	Fibabanka, Antalya, Financial Services Manager
2012-2013	TEB NV – JV BNP PARIBAS, Amsterdam, Analyst
2010	Young&Rubicam “Reklam Evi” Advertising Agency, Trainee Copywriter
2010	Ajans Medya & John Brown, Copywriter
2009	Thyssenkrup, Human Resources Department, Trainee
2007	Limak Arcadia Hotel, Sales & Marketing Department, Trainee

LANGUAGES

English – 96,25 (YDS)

German – B1

GRANTS & PROJECTS & SCHOLARSHIPS

2017 German Academic Exchange Service (DAAD) Scholarship.

2016-2018 International Project, Coordinator and Trainer – European Union Erasmus+ KA2 Funded “IDEANNOVASHIP” Social Entrepreneurship Project, 12.06.2016-30.02.2018.

PUBLICATIONS AND ACADEMIC ACTIVITIES

Academic Articles

International Journal Articles (SSCI)

Karayalçın, C. and Yaraş, E. (2024). Consumers’ psychology regarding attachment to social media and usage frequency: A mediated-moderated model. *Behavioral Sciences*, 14(8), 676. (WoS – Q2)

Köroğlu, Ö., Akkoç, İ., Turunç, Ö., Çalışkan, A., Akbaş, M.Ç., Karayalçın, C., Gürsel, G. and Akbaş, H. (2024). The effect of organizational ethical climate on job satisfaction among nurses: The mediating role of trust in Colleagues. *Sustainability*, 16(10), 4179. (WoS – Q2)

Turunç, Ö. and Karayalçın, C. (2024). Bridging brand parity with insights regarding consumer behavior. *Economics-The Open Access Open-Assessment E-Journal*, 18(1), 20220054. (WoS – Q3)

International Journal Articles (Other Peer Reviewed)

Amiri, A.Q. and Karayalçın, C. (2025). The impact of influencer marketing on brand awareness and purchase intention: Analyzing the moderating effects of trustworthiness and expertise, *Uluslararası İktisadi ve İdari Bilimler Dergisi*, 11(2), 151-167.

Sadat, S.K. and Karayalçın, C. (2025). Exploring the role of green word-of-mouth in shaping green brand image and green purchase intentions: A mediated model, *Journal of Business Innovation and Governance*, 8(1), 1-28.

Karayalçın, C. (2021). An evaluation of impact of advertising intensity on entry mode choice. *Antalya Bilim University International Journal of Social Sciences*, 2(2), 118-126.

Karayalçın, C. (2020). Comparative analysis of three empirical studies regarding new product development/success, *Antalya Bilim University International Journal of Social Sciences*, 1(2), 5-14.

Kurtuluş, K. and Karayalçın, C. (2020). Vib: A marketing case study analysis. *Journal of Business Innovation and Governance*, 3(2), 155-160.

Karayağın, C. (2019). Bir sosyal kimlik olarak meslek kimliğı üzerine bankacılık sektöründe pazarlama ağısından nitel bir araştırma, *International Journal of Labour Life and Social Policy*, 2(1), 43-57.

Ulakbim TR Dizin Articles

Karayağın, C. ve Yaraş, E. (2024). Social media marketing activities and purchase intentions: Investigating mediating and direct effects regarding brand equity dimensions. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 17(3), 619-646.

Karayağın, C. (2024). Comparison of brand and retailer equity regarding purchase intentions of customers in the Turkish automotive sector. *Uluslararası İktisadi ve İdari İncelemeler Dergisi*, 44, 125-140.

Karayağın, M. ve Karayağın, C. (2017). Avrupa Birliğı Adalet Divanı'nın Ving Kararı ışığında haksız rekabet ve nöropazarlama üzerine bir deęerlendirme, *Antalya Bilim Üniversitesi Hukuk Fakóltesi Dergisi*, 5(10), 41-65.

International Book Chapters

Karayağın, C. (2022). *Neuromarketing: A review regarding marketing field*. Eurasian Business and Economics Perspectives, Springer International Publishing, 129-136.

Karayağın, C. (2022). *Metaverse çağında markalaşma*. Gelecekte Çalışma Hayatı ve Yönetim, Nobel Bilimsel, 199-227.

Abubakar, A.M. ve Karayağın, C. (2021). *E-ticaret lojistiğı*. Aile İşletmelerinde Dijital Pazarlama Süreçleri, Nobel Bilimsel, 225-248.

Proceedings of International Congress

Karayağın, C. (2023). Investigating the current position of brand extension in recent literature. *Atlas 10th International Social Sciences Congress*, March 2023, Konya, Turkey.

Turunç, Ö. and Karayağın, C. (2022). An investigation regarding the relationships among brand parity, brand image, brand satisfaction and brand loyalty. *8th EMI (Entrepreneurship & Management Inquiries) Congress*, November 2022, Aksaray-Cappadocia, Turkey.

Karayağın, C. (2021). Neuromarketing: An evaluation regarding marketing field. *35th EBES Congress*, March 2021, Rome, Italy.

Other Academic Duties

Reviewer, *Journal of Research in Interactive Marketing (SSCI)*.

Reviewer, *Economics (SSCI)*.

Reviewer, *Cyberpsychology: Journal of Psychosocial Research on Cyberspace (SSCI)*.

Reviewer, *Humanities and Soial Sciences Communications (SSCI)*.

Reviewer, *Akdeniz İİBF Journal (TR Dizin)*

Reviewer, *International Journal of Economic and Administrative Sciences (Other International)*.

Reviewer, *Journal of Strategic Management Research (Other International)*

Reviewer, *ABU International Journal of Social Sciences (Other International)*

Assistant Editor, *ABU International Journal of Social Sciences (Other International)*

Completed Master Thesis Supervision

Ilyukhina, A. (2026). Relationship Between Job Motivation And Satisfaction In Russia: Investigation Of Contributing Factors. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Firoozi Fard, A. (2026). The Role Of Green Brand Image And Environmental Beliefs In Electric Vehicles Purchase Intention And Willingness To Pay: The Mediating Role Of Brand Attachment. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Şimşek, M. (2026). Konut Sektöründe Marka İtibarının Bilişsel Satın Alma Üzerindeki Etkisi: Marka Güveni ve Algılanan Riskin Aracı Rolü. Antalya Bilim Üniversitesi, Lisansüstü Eğitim Enstitüsü, İşletme Yüksek Lisans Programı.

Yılmaz, N. (2026). The Determinants Of Brand Preferences in Generations X, Y, and Z and The Moderating Role Of Generations. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Amiri, A.Q. (2024). The Impact of Influencer Marketing on Brand Awareness and Purchase Intentions. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Namusoke, C. (2024). Impact of Corporate Branding Strategy on Consumer Loyalty: An Empirical Investigation of Riham Group of Companies. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Demirbař, A. (2024). Afet Zamanlarında Grev Yapan Saęlık alıřanlarının Duygusal Zeka ve Tkenmiřlik İliřkisinin İncelenmesi. Antalya Bilim niversitesi, Lisansst Eęitim Enstits, İřletme Yksek Lisans Programı.

Sacko, L.. (2023). The Relationship Between Personal Branding, Self Efficacy, and Career Development and the Moderating Role of Emotional Intelligence: An Exploratory Study on the Public Sector Employees in Mali. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Sadat, S.K. (2023). Impact of Green Word of Mouth on Green Brand Image, and Consumer's Purchase Intentions. Antalya Bilim University, Institute of Postgraduate Education, Business Administration Program.

Altay Akkaya, H. (2023). Hubris Sendromunun Bazı Demografik Faktrlere Gre İncelenmesi. Antalya Bilim niversitesi, Lisansst Eęitim Enstits, İřletme Yksek Lisans Programı.