

Cem KARAYALÇIN

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Department of Business Administration

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EDUCATION

- PhD
2014-2019
AKDENİZ UNIVERSITY
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
2009-2010
UNIVERSITY OF AMSTERDAM /
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
2004-2008
BİLKENT UNIVERSITY
BUSINESS ADMINISTRATION
CGPA: 3.15/4.00

ACADEMIC EMPLOYMENT

- Assistant Professor 2020- ANTALYA BİLİM UNIVERSITY SCHOOL OF BUSINESS
AND SOCIAL SCIENCES – DEPARTMENT OF BUSINESS
ADMINISTRATION
- Dr. Res. Asst. 2019-2020 ANTALYA BİLİM UNIVERSITY SCHOOL OF BUSINESS
AND SOCIAL SCIENCES – DEPARTMENT OF BUSINESS
ADMINISTRATION

Research Asst. 2016-2019 ANTALYA BİLİM UNIVERSITY SCHOOL OF BUSINESS
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

PUBLICATIONS AND ACADEMIC ACTIVITIES

Academic Articles

International Journal Articles

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.

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

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

Articles Under Review

Karayalçın, C. and Yaraş, E. (Con. Acceptance). Attachment to social media and usage frequency: An investigation regarding perceived social media marketing activities, brand equity, and purchase intentions, *Journal of Research and Interactive Marketing*. (SSCI)

Karayalçın, C. (202X). Comparison of brand and retailer equity regarding purchase intentions of customers in Turkish automotive sector, *The International Review of Retail, Distribution and Consumer Research*. (ESCI)

International Journal (SCI & SSCI & Arts and Humanities) Academic Duties

Reviewer, *Journal of Research in Interactive Marketing*, 2021-present.

LANGUAGES

English – 96,25 (YDS)

German – B1

GRANTS & PROJECTS

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

HONORS & AWARDS

2017 German Academic Exchange Service (DAAD) Scholarship Holder.

2013 Fibabanka “Management Trainee” Program 1st Rank Holder.

2007-2008 Spring Semester- Bilkent University Honor Student.

2007-2008 Fall Semester- Bilkent University Honor Student.

2005-2006 Fall Semester- Bilkent University High Honor Student.

2004-2005 Spring Semester- Bilkent University Honor Student.

2004-2005 Fall Semester- Bilkent University Honor Student.