

# **Cem KARAYALÇIN**

Assistant Professor, Antalya Bilim University - Faculty of Economics, Administrative and Social Sciences - Department of Business Administration

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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 BİL KENT UNIVERSITY  
2004-2008 BUSINESS ADMINISTRATION  
CGPA: 3.15/4.00

## **ACADEMIC EMPLOYMENT/ADMINISTRATIVE DUTIES**

- Acting Depart. Chair 2024- 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)***

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.

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.

#### ***Ulakbim TR Dizin Articles***

Karayalçın, 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.

Karayalçın, 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.

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.

### **International Book Chapters**

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

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

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

### **Proceedings of International Congress**

Karayalçın, 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 Karayalçın, 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.

Karayalçın, 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, *Akdeniz İİBF Journal (TR Dizin)*

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**

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.

Demirbaş, A. (2024). Afet Zamanlarında Görev Yapan Sağlık Çalışanlarının Duygusal Zeka ve Tükenmişlik İlişkisinin İncelenmesi. Antalya Bilim Üniversitesi, Lisansüstü Eğitim Enstitüsü, İşletme Yüksek 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 Faktörlere Göre İncelenmesi. Antalya Bilim Üniversitesi, Lisansüstü Eğitim Enstitüsü, İşletme Yüksek Lisans Programı.