

Prof. ULUN AKTURAN

Personal Information

Office Phone: [+90 227 448 0](tel:+902274480) Extension: 570

Email: uakturan@gsu.edu.tr

Web: <https://avesis.gsu.edu.tr/uakturan>

International Researcher IDs

ORCID: 0000-0002-3460-7244

Yoksis Researcher ID: 112470

Education Information

Doctorate, Istanbul University, School Of Business, Department Of Business Administration, Turkey 2003 - 2007

Postgraduate, Yildiz Technical University, Turkey 1998 - 2003

Dissertations

Doctorate, SATINALMA KARAR SÜRECİNDE MARKAYA YÖNELİK ALGILANAN RİSKİN ALGILANAN DEĞER ÜZERİNDEKİ ETKİSİ, Istanbul University, 2007

Postgraduate, Kurumsal İletişimin Değişen Yönü ve Bir Uygulama, Yıldız Teknik Üniversitesi, 2003

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2018 - Continues

Associate Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2014 - 2018

Assistant Professor, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2008 - 2013

Research Assistant, Galatasaray University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, 2004 - 2008

Academic and Administrative Experience

Manager of Research and Application Center, Galatasaray University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2017 - Continues

Quality Assurance Coordinator, Galatasaray University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2017 - Continues

Uygulama ve Araştırma Merkezi Yönetim Kurulu Üyesi, Galatasaray University, İktisadi ve İdari Bilimler Fakültesi, İşletme, 2011 - Continues

Courses

Principles of Marketing, Postgraduate, 2019 - 2020
Principles of Marketing, Postgraduate, 2019 - 2020
International Marketing, Postgraduate, 2019 - 2020
International Marketing, Doctorate, 2019 - 2020
Retailing Management, Undergraduate, 2019 - 2020
International Marketing, Undergraduate, 2019 - 2020
Marketing Research, Undergraduate, 2019 - 2020
Strategic Retailing Management, Doctorate, 2019 - 2020
Principles of Marketing, Postgraduate, 2019 - 2020
Strategic Retailing Management, Postgraduate, 2019 - 2020
Marketing Management, Postgraduate, 2019 - 2020
Advanced Techniques in Marketing Research, Postgraduate, 2019 - 2020

Advising Theses

Akturan U., Tüketicilerin marka genişlemesi değerlendirmelerinde marka aşkının ve marka benlik bağının düzenleyici rolü: Pilot bir araştırma, Doctorate, M.ZAHİD(Student), 2019
Akturan U., Postgraduate, N.GÜRPINAR(Student), 2019
AKTURAN U., Perakende sektöründe müşteri ilişkileri yönetimi ve müşteri bölümlendirme üzerine bir çalışma, Postgraduate, C.BİLDİK(Student), 2018
AKTURAN U., Y Kuşağı Geleneksel Gıda Tüketimi Üzerine Bir Araştırma, Postgraduate, E.ŞENER(Student), 2018
AKTURAN U., Markalarda insanbiçimselleştirme stratejileri ve tüketici tutumuna etkileri: Bir reklam mesajı uygulaması, Postgraduate, M.ÇIKRIKÇIOĞLU(Student), 2018
AKTURAN U., Tüketicilerin marka genişlemesini değerlendirmesine etki eden faktörlerin saptanması ve bir araştırma, Postgraduate, B.KARA(Student), 2018
AKTURAN U., Müşteri-marka adanmışlığının öncüllerinin ve çıktılarının saptanması üzerine bir araştırma, Postgraduate, M.ULUTAN(Student), 2018
AKTURAN U., Kurumsal sosyal sorumluluk faaliyetleri ve tüketici temelli marka değeri ilişkisi üzerine bir araştırma, Postgraduate, E.TOSUN(Student), 2017
AKTURAN U., Tüketicilerin çevreci satın alma davranışlarını belirleyen faktörlerin saptanması, Postgraduate, M.İNANÇ(Student), 2015
AKTURAN U., Tüketicilerin sosyo-demografik özellikleri ile yeşil markaya yönelik algılamaları arasındaki ilişki: Bir pilot araştırma, Postgraduate, N.ERGÜN(Student), 2014
AKTURAN U., Düşük fiyat garantisi politikasının satın alma sonrası fiyat araştırmasına etkisi: Fiyat uzmanlığı ve alışverişten hoşlanmanın düzenleyici rolü, Postgraduate, M.ZAHİD(Student), 2014
AKTURAN U., Müşteri tarafından algılanan marka değeri ve bankacılık sektöründe bir pilot araştırma, Postgraduate, A.GÖKER(Student), 2011
AKTURAN U., Yeni ürün geliştirme ve bankacılık sektöründe bir örnek uygulama, Postgraduate, N.ÖZER(Student), 2011

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Amplifying commitment and word-of-mouth in fashion retailing through omni-channel experiences**
AKTURAN U., KUTER D.
International Journal of Retail and Distribution Management, vol.52, no.6, pp.706-720, 2024 (SSCI)
- II. **The influence of deviant advertisements on customer responses: The role of cultural tightness in emerging and developed economies**
Wagner U., Pauser S., AKTURAN U.
Psychology and Marketing, vol.40, no.10, pp.2103-2117, 2023 (SSCI)
- III. **How does greenwashing affect green branding equity and purchase intention? An empirical research**

AKTURAN U.

MARKETING INTELLIGENCE & PLANNING, vol.36, no.7, pp.809-824, 2018 (SSCI)

IV. **Synthesis of City Branding Literature (1988-2014) as a Research Domain**

OĞUZTİMUR S., AKTURAN U.

INTERNATIONAL JOURNAL OF TOURISM RESEARCH, vol.18, no.4, pp.357-372, 2016 (SSCI)

Articles Published in Other Journals

- I. **City brand coolness in the eye of the beholder: an extended conceptualization of city brand coolness and its dimensions**
AKTURAN U., KUTER D.
PLACE BRANDING AND PUBLIC DIPLOMACY, vol.20, no.3, pp.293-305, 2024 (ESCI)
- II. **E-Perakendecilerin Bilgi Yönetimi ve Tüketici Çevrimiçi Güven Unsurlarına İlişkin Uygulamaları: Ampirik Bir Çalışma**
Habiboğlu Ö., Akturan U., Pirtini S.
Journal of Research in Business, vol.6, no.2, pp.303-318, 2021 (Peer-Reviewed Journal)
- III. **Pay-premium for green brands: evidence from an emerging country**
AKTURAN U.
JOURNAL OF GLOBAL RESPONSIBILITY, vol.11, no.3, pp.219-232, 2020 (ESCI)
- IV. **How do Firms' Actions Impact Green Scepticism? The Effects of Green Brand Associations, Green Brand Equity and Greenwashing**
AKTURAN U., TEZCAN N.
Journal of Management, Marketing and Logistics, 2019 (Peer-Reviewed Journal)
- V. **Attractiveness, Purchase Intention and Willingness to Pay More for Global Brands: Evidence from Turkish Market**
AKTURAN U., BOZBAY Z.
Journal of Promotion Management, 2018 (Scopus)
- VI. **Perakendeciler ve Tüketiciler Açısından Perakende Markalar: Kavramsal Bir Çerçeve**
ECEVİT M. Z., AKTURAN U.
Kırklareli Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.6, no.5, pp.160-171, 2017 (Peer-Reviewed Journal)
- VII. **Cinsiyet ve Alışveriş Davranışının Fiyat Algılamaları ile İlişkinin Saptanması:Y Kuşağı Üzerine Bir Araştırma**
BOZBAY Z., AKTURAN U.
Finans Politik ve Ekonomik Yorumlar Dergisi, vol.54, no.629, pp.87-101, 2017 (Peer-Reviewed Journal)
- VIII. **Why Consumers Love Brands**
Akturan U.
International Journal of Economic Behavior, vol.6, no.1, pp.21-30, 2016 (Peer-Reviewed Journal)
- IX. Akturan U., Bozbay Z.
Uluslararası İktisadi ve İdari İncelemeler Dergisi, vol.16, pp.139-152, 2016 (Peer-Reviewed Journal)
- X. Akturan U.
Finans Politik ve Ekonomik Yorumlar, vol.52, no.610, pp.47-62, 2015 (Peer-Reviewed Journal)
- XI. Akturan U.
Finans Politik ve Ekonomik Yorumlar, vol.52, no.610, pp.47-62, 2015 (Peer-Reviewed Journal)
- XII. **Mobile Banking Adoption of the Youth Market Perceptions and Intentions**
Akturan U.
Marketing Intelligence & Planning, vol.30, no.4, pp.1-18, 2012 (Scopus)
- XIII. **Segmenting Young Adults Through Their Consumption Styles A Cross Cultural Study**
Akturan U., Tezcan N., Vignolles A.
Young Consumers, vol.12, no.4, pp.348-360, 2011 (Scopus)

- XIV. **Hedonik Tüketim Eğiliminin Plansız Satın Alma Eğilimi Üzerindeki Etkisinin Belirlenmesi**
Akturan U.
Öneri, vol.9, no.33, pp.109-116, 2010 (Peer-Reviewed Journal)
- XV. Akturan U.
Yönetim, vol.20, no.64, pp.62-77, 2009 (Peer-Reviewed Journal)
- XVI. Akturan U.
Öneri, vol.8, no.31, pp.103-111, 2009 (Peer-Reviewed Journal)
- XVII. **A Review of Cyber Ethnographic Research A Research Technique to Analyze Virtual Consumer Communities**
Akturan U.
Boğaziçi Journal Review of Social, Economic and Administrative Studies, vol.23, no.1, pp.1-18, 2009 (Scopus)
- XVIII. Akturan U., Yeniçeri T.
Öneri, vol.29, no.14, pp.83-94, 2008 (Peer-Reviewed Journal)
- XIX. Akturan U.
Marmara Üniversitesi İİBF Dergisi, vol.25, no.2, pp.631-642, 2008 (Peer-Reviewed Journal)
- XX. **Determining Consumer Based Retailer Equity and the Discrimination of Frequent Shoppers An Empirical Study**
Akturan U., Yaraş E., Yeniçeri T.
Boğaziçi Journal Review of Social, Economic and Administrative Studies, vol.22, no.1, pp.73-88, 2008 (Scopus)
- XXI. Akturan U., Yeniçeri T.
Hacettepe Üniversitesi İİBF Dergisi, vol.25, no.2, pp.245-266, 2007 (Peer-Reviewed Journal)
- XXII. Akturan U.
İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi, vol.6, no.11, pp.237-252, 2007 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Pre-, During-, and Post-COVID-19 Era in Retailing: Multi-Channel and Omni-Channel Retailing**
Akturan U., Erşen D., Bilgin F.
in: Handbook of Research on Interdisciplinary Perspectives on the Threats and Impacts of Pandemics , Şahver Omeraki Çekirdeci, Özlem İngün Karkış, Suna Gönültaş, Editor, IGI Global, New York, pp.1-23, 2021
- II. Akturan U., Baş T.
Seçkin Yayıncılık, Ankara, 2016
- III. Akturan U.
Beta Basım Yayım Dağıtım, İstanbul, 2011

Refereed Congress / Symposium Publications in Proceedings

- I. **Brand Avoidance: Systematic Literature Review and Framework for Future Research**
Akturan U.
VIAC 2024, Praha, Czech Republic, 31 May 2024
- II. **Brand Denial: Conceptualization and Measurement**
Akturan U.
Brand Camp, Innsbruck, Austria, 14 - 16 March 2024
- III. **Nitel Pazarlama Araştırmalarında Etnografi**
Akturan U.
Pazarlama Araştırmalarında Etnografi Çalıştayı, Ankara, Turkey, 31 October - 01 November 2019
- IV. **Consumers' Attitudes Towards Brands in Tight Cultures**
Akturan U.
3rd Brand Meaning Workshop, Lisbon, Portugal, 3 - 04 October 2019

- V. **Deviant Behaviors in Ads: A Cross Cultural Study**
Akturan U., Wagner U., Pauser S.
10th EMAC Regional Conference, Sankt-Peterburg, Russia, 25 - 27 September 2019
- VI. **Consumers' Power Mind-Set and Advertising Content: An Experimental Study**
AKTURAN U.
International Academic Conference on Management, Economics, Business and Marketing, Hungary, 23 - 24 August 2019
- VII. **Does Ad Content Affect Self-Brand Connection in Tight Cultures?**
AKTURAN U.
INFORMS Marketing Science Conference, ROMA, Italy, 19 - 22 June 2019
- VIII. **The Attitudes Towards Ads in Tight Cultures**
AKTURAN U.
48 th EMAC, Hamburg, Germany, 28 May - 01 June 2019
- IX. **Ad Content in Tight Cultures: Does Individualistic vs. Collectivistic Mindset Matter?**
AKTURAN U.
ICORIA, 20 - 23 June 2018
- X. **Power Mind-Set and Brand Anthropomorphism: An Experimental Study of Brand Roles**
AKTURAN U.
EMAC, 29 May - 01 June 2018
- XI. **PERCEIVED VALUE OF BRANDS: THE EFFECTS OF BRAND ATTRACTIVENESS AND BRAND TRUSTWORTHINESS**
Akturan U.
10th Annual Conference of the EuroMed-Academy-of-Business, Rome, Italy, 13 - 15 September 2017, pp.64-72
- XII. **GREEN TALK AND GREEN WALK: HOW OIL COMPANIES POSITION THEMSELVES IN SOCIAL MEDIA?**
AKTURAN U.
9th Annual Conference of the EuroMed-Academy-of-Business, Warszawa, Poland, 14 - 16 September 2016, pp.51-63
- XIII. **Corporate Social Responsibility In The Higher Education: Evidence From Universities In Turkey**
Akturan U.
X International Conference Russian Regions In The Focus Of Changes, Jekaterinburg, Russia, 13 November 2015, pp.14-24
- XIV. **BEING MORE THAN A BRAND: WHERE IS BRAND LOVE ROOTED?**
AKTURAN U.
8th Annual Conference of the EuroMed-Academy-of-Business, Verona, Italy, 16 - 18 September 2015, pp.84-97
- XV. **BANDWAGON CONSUMPTION AND VALUE PERCEPTIONS OF GLOBAL BRANDS IN AN EMERGING MARKET**
AKTURAN U., Bozbay Z.
8th Annual Conference of the EuroMed-Academy-of-Business, Verona, Italy, 16 - 18 September 2015, pp.98-110
- XVI. **The Development and Change in City Branding: A Content Analysis of the Literature**
Akturan U., Oğuztimur S.
54th Congress of the European Regional Science Association: "Regional development & globalisation: Best practices, Sankt-Peterburg, Russia, 26 August 2014, pp.1-17
- XVII. **The Effects Of Innovation Characteristics On Mobile Banking Adoption**
Akturan U., Tezcan N.
10th Global Conference On Business And Economics, Rome, Italy, 15 October 2010, pp.1-11
- XVIII. **Celebrity Advertising in The Case Of Negative Associations: Discourse Analysis of Weblogs**
Akturan U.
13th ASBBS International Conference, Frankfurt, Germany, 07 August 2010, pp.1-10
- XIX. **Advertising Blogosphere: Content Analysis of Adblogs**
Akturan U.
9th International Conference On Research In Advertising, Madrid, Spain, 25 June 2010, pp.1-6

- XX. **Owners vs.Non-owners of Loyalty Cards: Identifying The Discriminating Variables Cocerning Retailer Equity Perception and Purchasing Behaviour**
Akturan U., Yeniçeri T., Yaraş E.
Academy of Marketing Conference, Aberdeen, United Kingdom, 08 July 2008, pp.1-6
- XXI. **Decision Making Styles Of Young Consumers A Comparative Study In France And Turkey**
Akturan U., Tezcan N., Vignolles A.
Academy of Marketing Conference , Aberdeen, United Kingdom, 08 July 2008, pp.1-6
- XXII. **Identifying The Major Discriminative Consumption Styles and Money Attitudes of Male and Female Young Adults**
Akturan U., Tezcan N.
7th Global Conference on Business and Economics, Rome, Italy, 13 October 2007, pp.1-11
- XXIII. **The Determinants of Brand Extension s Success in an Emerging Market Identifying The Effects of Parent Brand Image Category Fit and Consumer Characteristics**
Akturan U., Yeniçeri T.
7th Global Conference on Business and Economics , İzmir, Turkey, 13 October 2007, pp.1-11
- XXIV. **Identifying The Factors Effecting The Brand Loyal Consumers: The Impacts Of Quality, Fashion, Brand Conscioussness And Confusion By Overchoice**
Akturan U., Yaraş E.
3rd International Conference on Business, Management and Economics, İzmir, Turkey, 13 June 2007, pp.1-10
- XXV. **Testing The Relationships Among Fashion Orientation, Credit Card Usage And Compulsive Buying Through Structural Equation Modeling**
Akturan U., Yeniçeri T.
2nd International Conference on Business, Management and Economics, İzmir, Turkey, 13 June 2006, pp.1-10

Supported Projects

AKTURAN U., Project Supported by Higher Education Institutions, TÜKETİCİ-MARKA İLİŞKİSİNDE REKLAM İÇERİKLERİNİN ETKİSİ, 2019 - 2020

AKTURAN U., Project Supported by Higher Education Institutions, TÜKETİCİ ZİHNİYETLERİ VE MARKALAMA STRATEJİLERİ, 2018 - 2019

AKTURAN U., Project Supported by Higher Education Institutions, GELİŞMEKTE OLAN ÜLKELERDE MARKA YÖNETİMİ: MARKA-TÜKETİCİ İLİŞKİSİ, 2017 - 2018

AKTURAN U., Project Supported by Higher Education Institutions, TÜRKİYE'DE YEŞİL PAZARLAMA STRATEJİLERİ VE TÜKETİCİ TEPKİLERİ, 2015 - 2017

AKTURAN U., Project Supported by Higher Education Institutions, MARKA AŞKI SÜRECİ: ÖNCÜLLERİ VE MUHTEMEL ÇIKTILARI, 2013 - 2015

AKTURAN U., Project Supported by Higher Education Institutions, TÜRKİYE'DE MARKALAMA STRATEJİLERİ, 2011 - 2013

AKTURAN U., Project Supported by Higher Education Institutions, PERAKENDE FORMATLARI VE TÜKETİCİ TUTUMLARI, 2011 - 2013

AKTURAN U., Project Supported by Higher Education Institutions, REKLAMCILIKTA WEB 2.0 KULLANIMI, 2010 - 2012

AKTURAN U., Project Supported by Higher Education Institutions, TÜRK BANKACILIK SEKTÖRÜNDE ÇOK KANALLI PERAKENDECİLİK UYGULAMALARI: İNTERNET BANKACILIĞI ,MOBİL BANKACILIK VE TÜKETİCİ ALGILAMALARI, 2009 - 2010

Scientific Refereeing

MARKETING INTELLIGENCE & PLANNING, Journal Indexed in SSCI, December 2019

JOURNAL OF CLEANER PRODUCTION, SCI Journal, October 2018

Metrics

Publication: 55

Citation (WoS): 20

Citation (Scopus): 31

H-Index (WoS): 2

H-Index (Scopus): 2

Congress and Symposium Activities

Invited Speaker, Ankara, Turkey, 2019

Non Academic Experience

SEZGİNLER GIDA A.Ş.

SEZGİNLER GIDA A.Ş.