

Asst. Prof. OĞUZ HAN AYKUT

Personal Information

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Education Information

Doctorate, Ataturk University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Turkey 2018 - 2022

Postgraduate, Ataturk University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, Turkey 2008 - 2013

Undergraduate, Ataturk University, İktisadi Ve İdari Bilimler Fakültesi, İşletme, Turkey 2004 - 2008

Biography

Oğuz Han AYKUT, an academician, was born in Erzurum on September 15, 1985. He completed primary and secondary school here and continued his high school education at Erzurum Anatolian High School.

He won the Department of Business Administration, Faculty of Economics and Administrative Sciences at Atatürk University in 2004 and graduated from this university in 2008. He also earned his Master's and PhD in Production Management and Marketing from Atatürk University Institute of Social Sciences, Department of Business Administration. In 2009, he started working as a lecturer at Erzincan Binali Yildirim University. He is still in his post here.

Foreign Languages

English, B1 Intermediate

Certificates, Courses and Trainings

Education Management and Planning, EĞİTİCİLERİN EĞİTİMİ SERTİFİKA PROGRAMI, ERZİNCAN BİNALİ YILDIRIM UNIVERSITY CONTINUOUS EDUCATION APPLICATION AND RESEARCH CENTER, 2021

Science and Technology Policy, İNSANSIZ HAVA ARACI SPOR TİF / AMATÖR PİLOT SERTİFİKASI, CIVIL AVIATION GENERAL DIRECTORATE, 2021

Education Management and Planning, 15.ARAŞTIRMA YÖNTEMLERİ SEMİNERİ (AMOS İLE YAPISAL EŞİTLİK MODELLEMESİ), DETAY PUBLISHING, 2019

Education Management and Planning, İŞ SAĞLIĞI VE GÜVENLİĞİ EĞİTİMİ, ERZİNCAN BİNALİ YILDIRIM UNIVERSITY, 2018

Health&Medicine, İLK YARDIM SERTİFİKASI, ERZİNCAN OSGB FIRST AID EDUCATION CENTER, 2017

Education Management and Planning, GUC BUSINESS SEMINAR, GUC ACADEMY, 2010

Education Management and Planning, ETKİN YÖNETİM BECERİLERİ VE LİDERLİK, GELİŞİM ACADEMY, 2009
Education Management and Planning, SATIŞ ELEMANI EĞİTİMİ, ERZURUM EUROPEAN UNION BUSINESS DEVELOPMENT CENTER, 2009
Education Management and Planning, TÜRKİYE'NİN KALKINMASINA MESLEKİ BAKIŞ AÇILARI, ATATURK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES, 2008
Education Management and Planning, İNSAN KAYNAKLARI YÖNETİMİ, ATATURK UNIVERSITY FACULTY OF ECONOMICS AND ADMINISTRATIVE SCIENCES, 2007
Education Management and Planning, DIŞ TİCARETTE BİLGİLENDİRME SEMİNERİ, ERZURUM CHAMBER OF COMMERCE AND INDUSTRY, 2007

Dissertations

Doctorate, THE INVESTIGATION OF CUSTOMER REVENGE WITHIN THE SCOPE OF THE THEORY OF JUSTICE, Ataturk University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, 2022
Postgraduate, ANALYSING THE RELATIONSHIP BETWEEN PERSONAL TRAITS AND CONSUMER COMPLAINT BEHAVIOUR, Ataturk University, Sosyal Bilimler Enstitüsü, İşletme Anabilim Dalı, 2013

Research Areas

Social Sciences and Humanities, Statistics, Management, Marketing

Academic Titles / Tasks

Assistant Professor, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Büro Hizmetleri Ve Sekreterlik Bölümü, 2022 - Continues
Lecturer PhD, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2022 - 2022
Lecturer, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2013 - 2022
Lecturer, Erzincan Binali Yildirim University, Çayırılı Meslek Yüksekokulu, MARKETING AND FOREIGN TRADE, 2009 - 2013

Academic and Administrative Experience

Birim Kalite Komisyonu Başkanı, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2018 - 2021
Meslek Yüksekokulu Kurulu Üyesi, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2015 - 2021
Assistant Director of Vocational School, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2015 - 2021
Meslek Yüksekokulu Yönetim Kurulu Üyesi, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Pazarlama Ve Dış Ticaret Bölümü, 2015 - 2021

Courses

STATISTIC, Associate Degree, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
STATISTIC, Associate Degree, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
STATISTICS, Associate Degree, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
SALES MANAGEMENT, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022

MARKETING, Associate Degree, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
NEW MARKETING TECHNIQUES, Associate Degree, 2019 - 2020, 2020 - 2021
INTERNET MARKETING, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021
MARKETING RESEARCH, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
MARKETING, Associate Degree, 2020 - 2021, 2021 - 2022
MARKETING PRINCIPLES 2, Associate Degree, 2020 - 2021
MARKETING, Associate Degree, 2017 - 2018, 2018 - 2019, 2019 - 2020, 2020 - 2021, 2021 - 2022
BRAND MANAGEMENT, Associate Degree, 2019 - 2020
MARKETING PRINCIPLES 1, Associate Degree, 2018 - 2019, 2019 - 2020, 2020 - 2021
TOURISM MARKETING, Associate Degree, 2019 - 2020
MARKETING LEGISLATION, Associate Degree, 2018 - 2019
MARKETING MANAGEMENT, Associate Degree, 2019 - 2020
SERVICE MARKETING, Associate Degree, 2018 - 2019, 2019 - 2020
EFFECTIVE PRESENTATION SKILLS, Associate Degree, 2019 - 2020
RESEARCH METHODS AND TECHNIQUES, Associate Degree, 2017 - 2018
FUNDAMENTAL PRINCIPLES OF LOGISTICS 2, Associate Degree, 2017 - 2018
CUSTOMER RELATIONSHIP MANAGEMENT, Associate Degree, 2017 - 2018
TRANSPORTATION SYSTEMS, Associate Degree, 2017 - 2018

Articles Published in Other Journals

- I. **The Effects of Customer Relationship Management Dimensions on Business Performance: A Field Survey on Hotels in Turkey**
Yapraklı T. Ş., Aykut O. H.
Global Journal of Economics and Business Studies, vol.10, no.20, pp.52-71, 2021 (Peer-Reviewed Journal)
- II. **THE IMPACT OF WEB ATMOSPHERE ON EMOTIONS AND REPURCHASE INTENTION IN ONLINE SHOPPING**
Erciş A., Yıldız T., Aykut O. H.
Global Journal of Economics and Business Studies, vol.9, no.18, pp.120-132, 2020 (Peer-Reviewed Journal)
- III. **IMPACT OF CUSTOMER RELATIONSHIP MANAGEMENT ON INNOVATION: A FIELD SURVEY IN THE BANKING SECTOR IN THE PROVINCES OF ERZİNCAN AND ERZURUM**
Güzel D., Aykut O. H.
Erciyes Üniv. İktisadi ve İdari Bilimler Dergisi, no.55, pp.159-190, 2020 (Peer-Reviewed Journal)
- IV. **THE MEDIATION ROLE OF BRAND LOVE AND EXPERIENCE IN THE EFFECT OF SELF-BRAND CONNECTION ON THE BRAND LOYALTY**
Erciş A., Aykut O. H., Yıldız T.
RESEARCH JOURNAL OF BUSINESS AND MANAGEMENT, vol.6, no.2, pp.137-148, 2019 (Peer-Reviewed Journal)
- V. **Meslek Yüksek Okullarında Çalışan Akademik Personelin Risk Algısı: Erzincan Üniversitesi Örneği**
Kahraman T., Toksoy M. S., Aykut O. H., Hancıgaz E.
Erzincan Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.9, no.2, pp.233-248, 2016 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **Branding and Brand Strategies in the Process of Globalization**
Ağın K., Aykut O. H.
in: Current Debates on Social Sciences 7 Human Studies, Zeynel Karacaçil, Editor, Bilgin Kültür Sanat Yayınları, Ankara, pp.114-125, 2021

Refereed Congress / Symposium Publications in Proceedings

- I. **Effects of Globalization on Branding and Brand Strategies**
Ağın K., Aykut O. H.
4th International Congress of Human Studies, Ankara, Turkey, 10 - 11 December 2021, no.1, pp.36
- II. **The Effect of Cultural Dimensions and Self-Efficacy of the Individual on the Attitude of Green Products and Change in Behavior**
Erciş A., Aykut O. H. , Yıldız T.
9th INTERNATIONAL CONFERENCE ON LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT, İstanbul, Turkey, 12 - 13 December 2019, pp.102-112
- III. **İNTERNET ÜZERİNDEN ALIŞVERİŞTE SOSYAL BURADALIĞIN GÜVEN ÜZERİNDEKİ ETKİSİ VE SATIN ALMA NİYETİNDEKİ DEĞİŞİM**
Erciş A., Aykut O. H. , Yıldız T.
II. BUSINESS AND ORGANIZATION RESEARCH (INTERNATIONAL CONFERENCE), İzmir, Turkey, 4 - 06 September 2019, pp.1039-1056
- IV. **The Effect of Marketing, Sales and Distribution Expenses on Firm Profitability: A Study on Mobile Telecommunication Firms**
Aykut O. H. , Yanık R.
International Congress of Management Economy and Policy, İstanbul, Turkey, 2 - 03 November 2019, pp.224-237
- V. **The Mediation Role of Brand Love and Experience in the Effects of Self Brand Connection on the Brand Loyalty**
Erciş A., Aykut O. H. , Yıldız T.
RESEARCH JOURNAL OF BUSINESS AND MANAGEMENT, İstanbul, Turkey, 30 - 31 May 2019, vol.9, pp.285-294
- VI. **Meslek Yüksekokulları, Yerel Sektör İşbirliği Ve Erzincan Örneği**
Çetin M., Aykut O. H.
Uluslararası Yükseköğretimde Mesleki Eğitim ve Öğretim Sempozyumu, Çorum, Turkey, 12 - 15 October 2016, pp.261-266
- VII. **Sektörel Sosyal Sermayenin Geliştirilmesinde Meslek Yüksek okullarının Etkisi**
Çetin M., Aykut O. H.
Uluslararası Yükseköğretimde Mesleki Eğitim ve Öğretim Sempozyumu, Çorum, Turkey, 12 - 15 October 2016, pp.255-260
- VIII. **DISPLAY OF SUPERMARKETS ON THE PERCEPTION MAP**
Toksoy M. S. , Aykut O. H. , Baynal K.
15th INTERNATIONAL SYMPOSIUM ON ECONOMETRICS, OPERATIONS RESEARCH AND STATISTICS, Isparta, Turkey, 22 - 25 May 2014, pp.214

Supported Projects

AĞIN K., TOKSOY M. S. , AYKUT O. H. , Project Supported by Higher Education Institutions, Olası Bir Deprem Felaketi Sonrası Erzincan İline Yönelik Bir Lojistik Dağıtım Sistemi Kurulması, 2016 - 2018

Metrics

Publication: 14

Edit Congress and Symposium Activities

4th INTERNATIONAL HUMAN STUDIES CONGRESS, Attendee, Ankara, Turkey, 2021

9th INTERNATIONAL CONFERENCE ON LEADERSHIP, TECHNOLOGY, INNOVATION AND BUSINESS MANAGEMENT, Attendee, İstanbul, Turkey, 2019

INTERNATIONAL CONGRESS OF MANAGEMENT, ECONOMY AND POLICY, Attendee, İstanbul, Turkey, 2019

2nd BUSINESS & ORGANIZATION RESEARCH CONFERENCE, Attendee, İzmir, Turkey, 2019

GLOBAL BUSINESS RESEARCH CONGRESS, Attendee, İstanbul, Turkey, 2019

ULUSLARARASI YÜKSEK ÖĞRETİMDE MESLEKİ EĞİTİM VE ÖĞRETİM SEMPOZYUMU, Attendee, Çorum, Turkey, 2016

INTERNATIONAL SYMPOSIUM ON VOCATIONAL EDUCATION AND EDUCATION IN HIGHER EDUCATION, Attendee, Çorum, Turkey, 2016

15th INTERNATIONAL SYMPOSIUM ON ECONOMETRICS, OPERATIONS RESEARCH AND STATISTICS, Attendee, Isparta, Turkey, 2014

Coaching Duties

Amateur Club, ERZ ENERJİ BELEDİYESPOR, 2019 - 2020

Amateur Club, ERZİNCAN 1968 SPOR, 2018 - 2019

Amateur Club, ERZİNCAN ULALARSPOR, 2017 - 2018