

## Asst. Prof. OĞUZ HAN AYKUT

### Personal Information

**Office Phone:** [+90 446 226 6602](tel:+904462266602) Extension: 43249

**Office Phone:** [+90 446 226 6603](tel:+904462266603) Extension: 43249

**Email:** [oaykut@erzincan.edu.tr](mailto:oaykut@erzincan.edu.tr)

**Web:** <https://avesis.ebyu.edu.tr/oaykut>

**Address:** ERZİNCAN BİNALİ YILDIRIM ÜNİVERSİTESİ YALNIZBAĞ YERLEŞKESİ MESLEK YÜKSEKOKULU MÜDÜRLÜĞÜ 24002 ERZİNCAN



### International Researcher IDs

ScholarID: 0y4nhE0AAAAJ

ORCID: 0000-0002-3243-9881

Publons / Web Of Science ResearcherID: AGX-6183-2022

Yoksis Researcher ID: 56773

### 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 Ataturk 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, ERZINCAN BINALI YILDIRIM UNIVERSITY, 2018

Health&Medicine, İLK YARDIM SERTİFİKASI, ERZINCAN 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, GELİSİM 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**

Vocational School Board Member, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Büro Hizmetleri Ve Sekreterlik Bölümü, 2022 - Continues

Head of Department, Erzincan Binali Yildirim University, Meslek Yüksekokulu, Büro Hizmetleri Ve Sekreterlik Bölümü, 2022 - Continues

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

## Courses

STATISTIC, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
STATISTIC, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
STATISTICS, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
SALES MANAGEMENT, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
MARKETING, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
NEW MARKETING TECHNIQUES, Associate Degree, 2020 - 2021, 2019 - 2020  
INTERNET MARKETING, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019  
MARKETING RESEARCH, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019  
MARKETING, Associate Degree, 2021 - 2022, 2020 - 2021  
MARKETING PRINCIPLES 2, Associate Degree, 2020 - 2021  
MARKETING, Associate Degree, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018  
BRAND MANAGEMENT, Associate Degree, 2019 - 2020  
MARKETING PRINCIPLES 1, Associate Degree, 2020 - 2021, 2019 - 2020, 2018 - 2019  
TOURISM MARKETING, Associate Degree, 2019 - 2020  
MARKETING LEGISLATION, Associate Degree, 2018 - 2019  
MARKETING MANAGEMENT, Associate Degree, 2019 - 2020  
SERVICE MARKETING, Associate Degree, 2019 - 2020, 2018 - 2019  
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. **EXAMINING THE RELATIONSHIP BETWEEN PERCEPTION OF JUSTICE AND DESIRE FOR REVENGE AND BETRAYAL**  
Aykut O. H., Erciş A.  
Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.17, no.3, pp.637-663, 2022 (ESCI)
- II. **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)
- III. **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)
- IV. **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)
- V. **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)

- VI. **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. **JUSTICE THEORY AND CUSTOMER REVENGE BEHAVIOR**  
Aykut O. H.  
Nobel Yayınevi, Ankara, 2023
- II. **SUSTAINABLE CONSUMPTION AND NEW MEDIA**  
Hancıgaz E., Aykut O. H.  
in: SUSTAINABILITY IN THE CONTEXT OF CONSUMPTION, GOVERNANCE AND DEVELOPMENT-II, DR. BURAK YAPRAK, Editor, Gazi Kitabevi, Ankara, pp.69-86, 2023
- III. **Branding and Brand Strategies in the Process of Globalization**  
Ağın K., Aykut O. H.  
in: Current Debates on Social Sciences 7 Human Studies, Zeynel Karacagil, Editor, Bilgin Kültür Sanat Yayınları, Ankara, pp.114-125, 2021

## Refereed Congress / Symposium Publications in Proceedings

- I. **INVESTIGATION OF THE IMPACT OF CHANNEL INTEGRATION ON PERCEIVED EMPOWERMENT, ASSORTMENT AND BENEFIT FROM PURCHASING BEHAVIORS**  
Kurnuç M., Aykut O. H.  
THE ECONOMIC RESEARCH AND FINANCIAL MARKTES CONGRESS WITH INTERNATIONAL PARTICIPATION, Eskişehir, Turkey, 27 - 29 April 2023, vol.1, pp.101-102
- II. **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
- III. **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
- IV. **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
- V. **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
- VI. **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
- 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. **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

IX. **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: 18

## Congress and Symposium Activities

THE ECONOMIC RESEARCH AND FINANCIAL MARKETS CONGRESS WITH INTERNATIONAL PARTICIPATION, Attendee, Eskişehir, Turkey, 2023

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

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

ULUSLARARASI YÜKSEK ÖĞRETİMDE MESLEKİ EĞİTİM VE ÖĞRETİM SEMPOZYUMU, 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