

# Haluk Koksal

## Marketing

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### Academic Career

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#### **Professor of Marketing, Full Time, September 2019- present**

**Eastern Mediterranean University, Faculty of Business and Economics, Famagusta, Cyprus**

Lectured BA courses including: Principles of Marketing, Marketing Research

MBA courses including: Marketing Management, Advanced Marketing Research

Ph.D. courses including: Contemporary issues in Consumer Behaviour and Marketing

Supervising MBA and Ph.D. theses

#### **Professor of Marketing, July 2019-August 2019**

**American University of Iraq, Sulaimani, Iraq**

Lectured intensive EMBA Marketing Management course

#### **Professor of Marketing, Full Time, May 2014-March 2017**

**Al Hosn University, Faculty of Business, Abu Dhabi, United Arab Emirates**

**Coordinator of Marketing Programme**

Lectured BA courses including: Principles of Marketing; Global Marketing;

MBA courses including: Strategic Marketing; International Marketing

Conducted marketing research projects, published academic articles

Served on various university standing committees

Served as an editorial board member, journal referee, conference chair

#### **Associate Professor of Marketing, Full Time, September 2012-May 2014**

**Al Hosn University, Faculty of Business, Abu Dhabi, United Arab Emirates**

Lectured in the field of Marketing to BA and MBA students

Conducted marketing research projects, published academic articles

Served on various university standing committees

Served as an editorial board member, journal referee, conference chair

#### **Associate Professor, Full Time, April 2008**

**The Council of Higher Education, Turkey**

Promotion by examination for Turkish academics

#### **Assistant Professor of Marketing, Adjunct Faculty, January 2007-May 2007**

**University of Kalamoon, Faculty of Business and Management, Syria**

Lectured various marketing courses: Principles of Marketing, International Marketing, Small Business Management

#### **Assistant Professor of Marketing, Full Time, February 2004-September 2012**

**American University of Beirut, S. Olayan School of Business, Beirut, Lebanon**

Coordinator of multiple Marketing Research and Principles of Marketing courses

Lectured BA courses: Principles of Marketing, Marketing Research, Public Relations Management, Sales Management

MBA courses: Marketing Management.

Supervised around 25 internship students each year

Supervised MBA dissertations  
Conducting research projects in the field of marketing, publishing academic articles  
Part of the team that achieved AACSB accreditation in April 2009

**Assistant Professor of Marketing, Full Time, June 1997-January 2004**  
**Dokuz Eylul University, Faculty of Economics and Business Administration, Izmir, Turkey**  
BA courses: Principles of Marketing; Consumer Behaviour; Marketing Research  
MBA course: Marketing Management  
MBA thesis supervision  
PhD thesis supervision  
Research and publications activities

**Assistant Professor of Marketing, Part Time, 1999-2001.**  
**Fairleigh Dickinson University, Business Certificate Program in Turkey,**  
Certificate courses: Principles of Marketing; Production and Service Management

**Assistant Professor of Marketing, Part Time, 1999-2001.**  
**AHMA American Hotel and Motel Association Certificate Program in Turkey**  
Certificate courses: Tourism Marketing, Human Resource Management

**Assistant Professor of Marketing, Part Time, 1997-1998.**  
**Dokuz Eylul University, Faculty of Maritime Business, Izmir, Turkey**  
Lectured on Principles of Marketing

**Research and Teaching Assistant, Full Time, February 1986-June 1991**  
**Dokuz Eylul University, Faculty of Economics and Business Administration, Izmir, Turkey**  
Assisting in teaching various marketing courses in the Department of Business Administration

## **Education**

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**Exeter University, Centre for Management Studies, Exeter, England, October 1991-October 1996**  
**Ph.D. in Marketing:** *The Critical Marketing Success and Failure Factors in the New Product Development Process within the UK Electronics Industry.*

**Dokuz Eylul University, Graduate School of Social Sciences, Izmir, Turkey, September 1986-July 1991**  
**Ph.D. in Marketing:** *The Effects of Packaging on the Buying Habits of Customers in the Food Market.*  
Note: PhD would have forfeited scholarship to UK. Thesis completed.

**Dokuz Eylul University, Graduate School of Social Sciences, Izmir, Turkey, September 1983- June 1986**  
**MBA in Marketing:** *Methods of Increasing Physical Distribution Efficiency in Food Companies in Turkey.*

**Dokuz Eylul University, Faculty of Economics and Business Studies, Izmir, Turkey, September 1979-July 1983**  
**BA in Marketing**

## Core Teaching

### BA

International Marketing/Global Marketing  
Marketing Research and Data Analysis (SPSS)  
New Product Development  
Consumer Behaviour  
Principles of Marketing  
Integrated Marketing Communication

### MBA

Marketing Management/Strategic Marketing  
International Marketing/Global Marketing  
Advanced Research Methods and Analysis

### Ph.D.

Contemporary Issues in Marketing and Consumer Behaviour

## Recent Teaching Interests

Digital Marketing  
Services Marketing  
Customer Experience Management  
Marketing Analytics

## Publications and Research

### Academic Blind Refereed Journal Articles

Syedimany, Arian & Koksak, Haluk (2022). "Segmentation of Turkish Wine Consumers based on Based on Generational Cohorts: An Exploratory Study". *Sustainability* 14.5: 3031.

Koksak, Haluk. (2021). "Segmentation of Wine Consumers based on Level of Involvement: a case of Lebanon". *British Food Journal*, Vol. 123, No. 3, pp. 926-942, indexed in SCOPUS and Cabell's Directory of Publishing Opportunities in Marketing, (Impact Factor: 1.717) (ABDC: B)

Koksak, Haluk. (2020). "The Comparative Mall Shopping Behavior: Three Countries from the Middle East" *Visions in Leisure and Business*, Vol. 22, No. 1, pp. 16-45.

Koksak, Haluk. (2020). "Determining Hedonistic Mall Shoppers: A Segmentation Approach". *Middle East Journal of Management*, Vol. 7, No. 4, pp. 323-342, indexed in Emerging Sources Citation Index (Clarivate Analytics)

Koksak, Haluk. (2019). "Food Choice Motives for Consumers in Lebanon: A Descriptive Study". *British Food Journal*, Vol. 121, No. 11, pp. 2607-2619, indexed in SCOPUS and Cabell's Directory of Publishing Opportunities in Marketing, (Impact Factor: 1.717) (ABDC: B)

Koksak, Haluk. (2019). "The Differences among Baby Boomers, Generation X, Millennials, and Generation Z Wine Consumers in Lebanon: Some perspectives". *International Journal of Wine Business Research*, Vol.31, No. 3, pp. 456-572 indexed in Scopus and Cabell's Directory of Publishing Opportunities in Marketing, (ABDC: B)

Koksak, Haluk. (2019). "Shopping Motives, Mall Attractiveness, and Visiting Patterns in Shopping Malls in the Middle East: A Segmentation Approach". *Contemporary Management Research*, Vol. 15, No.1, pp. 1-23. indexed in Scopus, EBSCO host, ProQuest ABI/INFORM and and Cabell's Directory

- Koksal, Haluk. (2016). "The Intentions of Lebanese Consumers to Adopt Mobile Banking". *International Journal of Bank Marketing*, Vol. 34, No. 3, pp. 327-346, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 2.294)
- Koksal, Haluk. (2014). "Psychological and Behavioural Drivers of Male Fashion Leadership". *Asia Pacific Journal of Marketing and Logistics*, Vol. 26, No. 3, pp. 430-449, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.204).
- Koksal, Haluk. (2014). "The Differences between Successful and Unsuccessful New Manufacturing Products in International Markets: Evidence from Turkey", *Asia Pacific Journal of Marketing and Logistics*, Vol. 26, No. 1, pp. 21-38, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.204).
- Koksal, Haluk. (2011). "The Variables Influencing Consumer Information Search Strategies: Christmas shopping in Lebanon", *International Journal of Retail and Distribution Management*, Indexed in Scopus, Vol. 39, No. 10, pp. 726-741, indexed in SSCI, (ABDC: A).
- Koksal, Haluk & Kettaneh, Tarek. (2010). "Export Problems Experienced by High- and Low-Performing Manufacturing Companies: A comparative study", *Asia Pacific Journal of Marketing and Logistics*, Vol. 23, No. 1, pp.108-126, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.204).
- Koksal, Haluk & Ozgul, Engin. (2010). "The Export Competitive Advantages of Turkish Manufacturing Companies", *Marketing Intelligence and Planning*, Vol. 28, No. 2, pp. 206-222, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.421)
- Koksal, Haluk. (2009). "Organizational and Exporting Determinants Affecting Export Promotion Program Awareness, Utilization, and Usefulness Level", *Journal of Euromarketing*, Vol. 18, No. 4, pp. 219-232.
- Koksal, Haluk. (2008). "How Export Marketing Research Affects Company Export Performance: Evidence from Turkish Exporting Companies", *Marketing Intelligence and Planning*. Vol. 26, No. 4, pp. 7-26, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.421).
- Koksal, Haluk. (2008). "Determinants of Export Marketing Research in Turkish Companies", *Journal of Euromarketing*. Vol. 17, No. 2, pp. 75-107.
- Koksal, Haluk & Ozgul, Engin. (2007), "The Relationship between Marketing Strategies and Performance in an Economic Crisis", *Marketing Intelligence and Planning*, Vol. 25, No. 3, pp. 326-342, indexed in SSCI and Scopus, (ABDC: A; Impact Factor: 1.421).
- Koksal, Haluk. (2007). "Consumer Behaviour and Preferences Regarding Children's Clothing", *Journal of Fashion Marketing and Management*, Vol. 11, No. 1, pp. 69-81, indexed in SSCI and Scopus (ABDC: B).
- Koksal, Haluk. (2006). "Export Training: A Preliminary Investigation of Turkish Companies", *European Business Review*, Indexed in Scopus, Vol. 18, No. 5, pp. 382-394. (ABDC: B)
- Koksal, Haluk. (2005). "Sources and Types of Export Information: Insights from Turkish Companies", *The Business Review, Cambridge*. Vol. 4, No. 1, pp. 240-245.

Yaralioglu, Kaan & Koksak, Haluk. (2003). "Analytic Hierarchy Process as a Managerial Tool in the Evaluation of New Product Ideas", *Ege Academic Review*, Aegean University Faculty of Economics and Business Administration, Izmir, Turkey. Vol. 3, No. 1-2, pp. 119-137

Koksak, Haluk. (2003). "Marketing Practices, Problems and Suggestions for the Turkish Ready-to-Wear Sub-Industry", *Faculty of Economics and Business Administration Journal*, Ataturk University, Erzurum, Turkey, Vol. 17, No. 1-2, pp. 323-336.

Koksak, Haluk. (2001). "Production Practices, Problems, and Suggestions for the Turkish Ready-to-Wear Sub-Industry", *Faculty of Economics and Business Administration Journal*, Celal Bayar University, Manisa, Turkey, Vol. 8, No. 2. pp. 69-79.

Koksak, Haluk. (1998). "The Methodological Review of the Studies Investigating the Success and Failure Factors in New Product Development", *The Journal of Dokuz Eylul University Faculty of Economics and Business Administration*, Izmir, Turkey, Vol. 13, No. 1. pp. 1-13.

Koksak, Haluk. (1991). "Symbolism in Marketing and its Effect on Consumer Behaviour", *The Journal of Dokuz Eylul University Faculty of Economics and Business Administration*, Izmir, Turkey, Vol. 6, No. 1. pp. 207-214.

### **Book Chapter**

Koksak, Haluk. (2001). "Sectoral Analysis of the Turkish Economy", Chapter 2 in *Turkey Since 1970*. Debbie Lovatt (ed.). Palgrave (Macmillan).

### **International (Refereed) Conference Proceedings**

Koksak, Haluk. (2016). "Consumer Perceptions of Coffee Brands: A Market Segmentation Study", *25<sup>th</sup> World Business Congress, The International Management Development Association (IMDA)*, London, England. June 15-19.

Koksak, Haluk. (2015). "Predictors of Fashion Leadership: Lebanon as a case study", *24<sup>th</sup> World Business Congress, The International Management Development Association (IMDA)*, Nicosia, Northern Cyprus. May 27-31.

Koksak, Haluk. (2014), "Comparative Mall Shopping Behaviour of Three Countries from the Middle East: The UAE, Lebanon and Saudi Arabia", *23<sup>rd</sup> World Business Congress, The International Management Development Association (IMDA)*, Ankara, Turkey. June 24-28.

Koksak, Haluk. (2013). "A Comparative Performance Analysis of Global and Local Brands", *22<sup>nd</sup> World Business Congress, The International Management Development Association (IMDA)*, Taipei, Taiwan. June 25-29.

Koksak, Haluk. (2011). "The Effects of Advertising Beliefs on Attitudes toward Advertising and its Outcomes", *20<sup>th</sup> World Business Congress, The International Management Development Association (IMDA)*, Poznan, Poland. July 3-7.

Koksal, Haluk. (2010). "Some Personal and Shopping Factors Affecting Male Fashion Leadership", *Advances in Business-Related Scientific Research Conference (ABSRC)*, Olbia, Sardinia, Italy. September 8-10.

Koksal, Haluk. (2010). "The Effects of Critical Marketing New Product Success Factors on New Product Export Performance: Evidence from Turkey", *19<sup>th</sup> World Business Congress, The International Management Development Association (IMDA)*, Konya, Turkey. July 21-25.

Koksal, Haluk. (2008). "Determinants of Export Promotion Programs in Turkish Manufacturing Companies", *34<sup>th</sup> European International Business Association Annual Conference (EIBA)*, Tallinn, Estonia, 2008. December 11-13. *Paper accepted, but attendance withdrawn due to the lack of a visa issuing authority in Lebanon.*

Koksal, Haluk & Ozgul, Engin. (2006). "The Export Competitive Advantage Differences between High and Low Performing Companies: The Case of Turkey", *15<sup>th</sup> World Business Congress, The International Management Development Association (IMDA)*, Sarajevo, Bosnia. June 18-21.

Koksal, Haluk. (2005). "The Effects of Organizational and Exporting Characteristics on the Sources and Types of Export Information: Insights from Turkish Companies", *The Global Business and Economics Research Conference*, Istanbul, Turkey. August 10-13.

Koksal, Haluk. (2004). "The Business World's Expectations of a University Graduate", *1<sup>st</sup> International Congress on Higher Education: Perspectives on University Education in the 21<sup>st</sup> Century*, Fatih University, Istanbul, Turkey. May 27-29.

### **Conference Presentations**

Koksal, Haluk. (2001). "The Effects of Market Orientation, Learning Orientation and Innovativeness on Company Performance", *Production Research Symposium*, Istanbul Technical University, Istanbul. November. 8-9.

Koksal, Haluk. (1998). "Research and Development Activities as a Competitive Tool and Alternative Policies and Strategies in Practice", *XIX National Conference on Operational Research and Industrial Engineering*, Middle East Technical University, Ankara, Turkey. June 15-16.

Koksal, Haluk. (1998). "Structural Analysis of Research and Development Activities During the Globalization Process and the Turkish Reality", *XIX National Conference on Operational Research and Industrial Engineering*, Middle East Technical University, Ankara, Turkey. June 15-16.

### **Submitted Research**

Koksal, Haluk. (2020). "Segmentation of wine consumers based on level of involvement", Submitted to *British Food Journal*.

Koksal, Haluk. (2020). "Using Ski Destination Choice Criteria to Segment Lebanese Ski Resort Customers". Submitted to *Managing Sport and Leisure*. (Revised and resubmitted) (B)

## **Scholarships, Grants and Awards**

### **AUB Faculty Research Grant, 2007-2008**

“The Effects of New Products on Company Export Performance: A Case of Turkish Manufacturing Companies”

### **AUB Faculty Research Grant, 2005-2006**

“Consumer Purchasing Decision-Making: A Comparative Study in the Middle East”

### **PhD Scholarship to study in England, October 1991-November 1996**

Turkish Higher Education Authority

### **Supervision of MBA and Ph.D. Theses**

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#### **Ph.D. Thesis**

Akyildiz, M. (2003). “Logistics Outsourcing and the Study of Turkish Manufacturing Companies”, Dokuz Eylul University Graduate School of Social Sciences.

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#### **MBA Dissertations: First Reader**

Motlagh, S. M. (2022), "The effects of user experience (UX) design on online customer behavior", Eastern Mediterranean University.

Onyeagolu, T. A. (2022). "The effect of banking services on customer experience in Nigeria", Eastern Mediterranean University.

Gbadero, O. M. (2022). “Ethnicity Marketing as a tool for market segmentation”, Eastern Mediterranean University. Eastern Mediterranean University.

Ahmad, F. (2021), “Impact of Instagram influencers on brand image and purchase intentions towards fashion products”, Eastern Mediterranean University.

Okeke, F. (2021), “Celebrity marketing: Celebrity endorsement effects on consumer behavior”, Eastern Mediterranean University.

El Khoulouf, A. (2021), “The use of influencer marketing by luxury brands”, Eastern Mediterranean University.

Isaeva, A. (2020), “Turkish consumers coffee purchasing and consumption behaviors”, Eastern Mediterranean University.

Ahmadi, Y. (2021), “Engagement factors in social media marketing on instagram”, Eastern Mediterranean University.

Jibrin, Y. C. (2021), “Factors influencing consumer purchase intention in social media”, Eastern Mediterranean University.

Uçar, T. N. (2020), “Patient satisfaction and the factors affecting patient satisfaction in the Northern Cyprus hospitals”, Eastern Mediterranean University.

Amarray, H. (2020), “The effect of sales promotion on impulsive buying behaviour in Morocco”, Eastern Mediterranean University.

Bouafi, S. (2020), “The effects of digital banking on consumer experience, customer satisfaction, and customer loyalty in Morocco”, Eastern Mediterranean University.

Dirani, Y. (2012). “Values that drive consumers to purchase luxury brands: A conceptual framework”, American University of Beirut, S. Olayan School of Business.

Itani, Ahmad, K. F. (2011). “Factors affecting Lebanese consumers' intentions to adopt mobile banking”, American University of Beirut, S. Olayan School of Business.

Abdo, C. (2009). “Consumer perception on private labels of hypermarkets in Lebanon”, American University of Beirut, S. Olayan School of Business.

Khoury, G. (2008). “Profile of Lebanese consumers in luxury brands”, American University of Beirut, S. Olayan School of Business.

Boumattar, R. (2008). “Effects of Sales Force Training on Performance of Lebanese Companies”, American University of Beirut, S. Olayan School of Business.

Karaki, Z. (2006). “Success and Failure Factors in New Product Development Life Cycle: Empirical Investigation from the Lebanese Food and Beverage Industries”, American University of Beirut, S. Olayan School of Business.

Demirel, E. (2003), “Quality Function Deployment and Example Cases in the Turkish Service Sectors” (Kalite Fonksiyon Gocerimi ve Hizmet Sektorune Iliskin Uygulamalardan Ornekler), Dokuz Eylul University Graduate School of Social Sciences.

Ekiz, U. (2003), “Applications of the Statistical Problem Solving Tools in Turkish Textile and Ready-made Garment Sectors” (Istatistiksel Problem Cozme Araclarinin Tekstil ve Konfeksiyon Endustrilerinde Uygulanmasi), Dokuz Eylul University Graduate School of Social Sciences.

Yildirim, A. (2003), “Sales-force Productivity Analysis in Pharmaceutical Industry” (Satis Gucu Etkinliginin Degerlendirilmesi Ilac Sektorunde Bir Uygulama), Dokuz Eylul University Graduate School of Social Sciences.

Guner, M. (2003), “The Effect of Customer Relationship Management on Company Performance” (Musteri Iliskileri Yonetiminin Isletme Performansina Etkileri), Dokuz Eylul University Graduate School of Social Sciences.

Durak, I.E. (2002), “Quality Costs and An Application of Quality Costs in Electrical Engines Sector” (Kalite Maliyetleri ve Elektrik Motorlari Sektorunde Bir Uygulama), Dokuz Eylul University Graduate School of Social Sciences.

### **MBA Dissertations: Second Reader**

Ghandour, S. (2011). “Pull Marketing and Social Media: The New Recipe for Full-Fledged Marketing”, American University of Beirut, S. Olayan School of Business.

Abi Nader, C.J. (2008). “Brand Communication Strategies in Emerging Markets: How the Lebanese Consumers Perceive the Nescafe Brand”, American University of Beirut, S. Olayan School of Business.

El Hassan, R. (2008). “Marketing for Healthcare Services: a Field Study”, American University of Beirut, S. Olayan School of Business.



Bizzi, N. (2008). "Think Pink, Cash Green" Tapping into the World's Largest - and most lucrative - Market Segment: an Empirical Investigation in the Lebanese market", American University of Beirut, S. Olayan School of Business.

Itani, S. F. (2008). "Consumer Behaviour towards Phone Banking in Lebanon", American University of Beirut, S. Olayan School of Business.

Sacr, S. (2007). "The Impact of Product Placement on Consumer Purchasing Behaviour", American University of Beirut, S. Olayan School of Business.

#### **Theses to be continued**

Seyedimany, A., "Wine consumer behaviour in Turkey", Eastern Mediterranean University

Khawa, A., "Consumer preferences for domestic and foreign brands: The role of consumer xenocentrism: A mediation analysis", Eastern Mediterranean University.

#### **Supervision of Pepsi-Cola Award among MBA students at the American University of Beirut**

Omar C. & Makarem M. B. "Towards a successful MBA program at S. Olayan School of Business: Recommendations for the MBA program". May 2008.

#### **Service**

##### **Service to Al Hosn University**

Al Hosn University Research Committee: September 2012-March 2017

Al Hosn University Faculty Affairs and Promotion Committee: September 2014-March 2017

Al Hosn University Chair of Procurement and Inventory Committee: September March 2017

##### **Service to Al Hosn School of Business**

Al Hosn University Faculty of Business Accreditation Committee: September 2012-August 2014

##### **Service to American University of Beirut**

Comprehensive research report: "Housing Demand among AUB employees". Part of the Neighborhood Initiative under the President's Office. May 2008.

In-depth 80-page research report: "The Satisfaction Level of Students with on-Campus Accommodation". Under the Dean's Office of Student Affairs. May 2005.

##### **Service to Profession**

##### **Editorial Board Membership**

*International Journal Export Marketing*. Inderscience. 2015-present

*Journal of Transnational Management*. Taylor & Francis. 2011-present.

*The Journal of the Graduate School of Social Sciences*. Dokuz Eylul University Publications. 2010-2017.

*Journal of Teaching in International Business*. International Business Press. Haworth Press, New York. 2008-2011

*Journal of Global Business Management*. Oregon, USA. ISSN 1817-3179. 2006-present.

### **Ad hoc reviewer**

*International Journal of Export Marketing*. 2015-Present

*International Journal of Bank Marketing*. 2014-Present

*Journal of Fashion Marketing and Management*. 2008-Present.

*Journal of Asia Pacific Marketing and Logistics*. 2012-Present.

*International Journal of Emerging Markets*. 2010-Present.

*Journal of Marketing Intelligence and Planning*. 2008-Present.

*Journal of Dokuz Eylul University*. Faculty of Economics and Business Administration. 1997-2004.

### **Mentorship**

Assisting young researchers from under-represented publishing communities with their research and publications through Emerald Group Publishing. 2011-present.

### **Chaired Conference Sessions**

The 25th World Business Congress, International Management Development Association (IMDA). London, England. June 15-19, 2016.

The 23rd World Business Congress, International Management Development Association (IMDA). Ankara, Turkey. June 24-28, 2014.

The Advances in Business-Related Scientific Research Conference (ABSRC), Olbia, Sardinia, Italy, September 8-10, 2010.

The 19th Annual World Business Congress, International Management Development Association, Konya, June 18-21, 2010.

The 15th Annual World Business Congress, International Management Development Association, Sarajevo, June 18-21, 2006.

The Global Business and Economics Research Conference, Istanbul, Turkey, August 2005.

XIX National Conference on Operational Research and Industrial Engineering, Middle East Technical University, Ankara, Turkey, June 15-16, 1998.

### **Membership**

**IMDA** (International Management Development Association, USA) June 2006-present

Formed in 1987 in the State of Pennsylvania to provide an interdisciplinary and global platform for the exchange of ideas in the pursuit of professional growth and opportunities for academics, practitioners, and public policy makers at all levels.

### **Consultancy and Industry Experience**

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#### **Consulting and Training**

**Association of Textile & Ready-to-Wear Sub-Industrialists**. Istanbul, Turkey. October 1999-March 2000.

Consultancy. Industry-specific marketing research focusing on zipper producers' resources, skills and competitive advantages in production and marketing.

**Association of Mechanical Engineers**. Izmir, Turkey. October 1998-May 2000.

Management-level training in cooperation with professional institutions and private companies: new product development, research and development management, marketing, and business administration.

**Gurkan Wrought Iron Company.** Izmir, Turkey. March-August 1998.

Six-month management consultancy and training to meet the requirements of this rapidly expanding company. Training focused on marketing and exporting.

**Yasar Holding Headquarters.** Izmir, Turkey. January 1997-January 1998.

Consultancy leading to the establishment of a new private university in Izmir.

Worked closely with leading industrialist, Selcuk Yasar, the owner of Yasar Holding, to prepare the initial plan for the establishment of the university. This university started teaching in the 2002/03 academic year and now has 7 academic schools and 2 vocational training schools.

**The Women's Organisation.** Liverpool, England, June 2018-September 2018

Short-term consultancy project to prepare the marketing plan for this organisation.

## **Industry Experience**

**Coca-Cola Corporation,** Izmir, Turkey. July-December 1984

Market Researcher

Under the direction of Muhtar Kent, CEO of Coca Cola Corporation, Atlanta, Georgia.

**Asil Steel Company,** Izmir, Turkey. June 1981-June 1984

Assistant Manager

## **Voluntary Work**

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**In Another Place,** Crosby, Liverpool, November 2017-present

A charity working in collaboration with community groups, offering large creative art projects and smaller specialist group projects.

My role was helping prepare customer survey forms and analyze data already collected for marketing purposes.

**St Bede's Community Food Market,** Toxteth, Liverpool, December 2016-present

I worked at St Bede's Community Food Market in a hands-on and consultative capacity to ensure the smooth running of all areas of this weekly market, including stock-keeping, training the volunteers in business matters, and dealing with the customers and other volunteers.

**Micah Foodbank,** Liverpool, January 2015-present

Micah Liverpool helps people out of poverty. Currently, the charity is working with those who are unemployed or need food or related assistance to tackle hunger in an emergency situation.

My role is helping in the weekly distribution of food and personal items to those in need.