

## Res. Asst. İBRAHİM AYVAZ

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: F-6357-2018

Yoksis Researcher ID: 129409

### Education Information

Doctorate, Kocaeli University, İşletme Bölümü, Turkey 2012 - 2018

Postgraduate, Cankiri Karatekin University, Faculty Of Economics And Administrative Sciences, Department Of Business, Turkey 2009 - 2012

Undergraduate, Beykent University, Faculty Of Economics And Administrative Sciences, Department Of Business, Turkey 2001 - 2006

Undergraduate Minor, Beykent University, Faculty Of Economics And Administrative Sciences, Department Of International Relations, Turkey 2001 - 2006

### Dissertations

Postgraduate, Sosyal pazarlama ve sosyal pazarlamanın ahlaki boyutlarına yönelik tutumların incelenmesi, Çankırı Karatekin Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, 2012

### Research Areas

Social Sciences and Humanities

### Academic Titles / Tasks

Research Assistant, Kocaeli University, İktisadi ve İdari Bilimler Fakültesi, İşletme Bölümü, 2010 - Continues

### Courses

Customer Relationship Management, Undergraduate, 2023 - 2024

Consumer Behavior, Undergraduate, 2022 - 2023

Foundations of Marketing, Postgraduate, 2023 - 2024

Sales Management and Operations, Postgraduate, 2023 - 2024

Big Data and Digital Marketing, Undergraduate, 2023 - 2024

E-Commerce, Undergraduate, 2022 - 2023

### Articles Published in Other Journals

## Articles Published in Other Journals

- I. **FİYAT İNDİRİMLERİNİN TÜKETİCİ DAVRANIŞLARI ÜZERİNDEKİ ETKİSİNDE ALGILANAN KURUMSAL İTİBARIN ROLÜ**  
AYVAZ İ., ELMASTAŞ D.  
Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi (ASEAD), vol.7, no.1, pp.86-95, 2020 (Peer-Reviewed Journal)
- II. **OYUN İÇİ SATIN ALIMINI ETKİLEYEN FAKTÖRLER:TÜRKİYE PAZARINA YÖNELİK KEŞİFSEL BİR ÇALIŞMA**  
AYVAZ İ.  
Avrasya Sosyal ve Ekonomi Araştırmaları Dergisi, vol.7, no.1, pp.162-172, 2020 (Peer-Reviewed Journal)
- III. **PAZARLAMA İLETİŞİMİNDE KULLANILAN KİTLİK TAKTİKLERİNİN TÜKETİCİLER ÜZERİNDEKİ ETKİSİ**  
AYVAZ İ., ALNIAÇIK Ü.  
Sosyal Ekonomik Araştırmalar Dergisi, vol.18, pp.1-19, 2018 (Peer-Reviewed Journal)
- IV. **POLITICAL PUBLICITY AND ELECTIONS RESULTS: AN EXPLORATORY STUDY ON TURKISH ELECTIONS**  
AYVAZ İ., ELMASTAŞ D.  
Journal of International Social Research, vol.10, no.50, pp.660-667, 2017 (Peer-Reviewed Journal)
- V. **BİLİMDE DEĞER TARAFSIZLIĞI**  
AYVAZ İ., SUCU Ö. E.  
Journal of International Social Research, vol.10, no.50, pp.355-361, 2017 (Peer-Reviewed Journal)
- VI. **İŞ ETİĞİ ALGISI: İŞLETME ÖĞRENCİLERİ ÜZERİNDE BİR ÇALIŞMA**  
SUCU Ö. E., AYVAZ İ.  
Social Sciences Studies Journal, vol.3, no.8, pp.597-604, 2017 (Peer-Reviewed Journal)
- VII. **SOSYAL PAZARLAMA VE AHLAKİ BOYUTLARI**  
AYVAZ İ., Torlak Ö.  
İş Ahlakı Dergisi, vol.9, no.2, pp.247-281, 2016 (ESCI)
- VIII. **Social Marketing and Its Moral Dimensions**  
AYVAZ İ., Torlak O.  
TURKISH JOURNAL OF BUSINESS ETHICS, vol.9, no.2, pp.271-281, 2016 (ESCI)

## Books & Book Chapters

- I. **DIGITAL MARKETING COMMUNICATION TACTICS**  
AYVAZ İ.  
in: DIGITALIZATION IN BUSINESS AND ECONOMY (Blockchain, Cryptocurrencies, Industry 4.0, Digital Transformation), Gönüllü, OZAN, Editor, Nobel Akademik Yayıncılık, Kocaeli, pp.205-232, 2022
- II. **EVALUATING THE ATTITUDES OF WORKING AND NONWORKING INDIVIDUALS AGAINST BUSINESS ETHICS UNDER DIFFERENT SCENARIOS**  
SUCU Ö. E., AYVAZ İ.  
in: Current Debates in Management Organization, Sanem Nart, Yavuz Tansoy YILDIRIM, Editor, IJOPEC Publication, London, pp.205-218, 2018

## Refereed Congress / Symposium Publications in Proceedings

- I. **FİYAT İNDİRİMLERİNİN TÜKETİCİ DAVRANIŞLARI ÜZERİNDEKİ ETKİSİNDE ALGILANAN KURUMSAL İTİBARIN ROLÜ**  
AYVAZ İ., ELMASTAŞ D.  
23. Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018
- II. **PAZARLAMA İLETİŞİMİNDE KULLANILAN KİTLİK TAKTİKLERİNİN SATIN ALMA NİYETİ VE SATIN ALMA DAVRANIŞI ÜZERİNDEKİ ETKİSİ.**  
AYVAZ İ., ALNIAÇIK Ü.  
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.728-740

## **Supported Projects**

ALNIAÇIK Ü., AYVAZ İ., Project Supported by Higher Education Institutions, PAZARLAMA İLETİŞİMİNDE KULLANILAN KİTLİK TAKTİKLERİNİN TÜKETİCİLER ÜZERİNDEKİ ETKİSİ, 2017 - 2018

## **Metrics**

Publication: 12

## **Non Academic Experience**

Kocaeli Üniversitesi

Çankırı Karatekin Üniversitesi