

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