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International Researcher IDs

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Research Areas

Marketing

Academic Titles / Tasks

Assistant Professor, Yildiz Technical University, Faculty Of Economic And Administrative Sciences, Department Of Administration, 2019 - Continues

Research Assistant, Gebze Technical University, Faculty Of Business Administration, Department Of Strategic Science, 2011 - 2019

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The relationships among the logic of value innovation, strategic decisions and market-driven factors**
AYAR ŞENTÜRK H., Özkan K. T.
Journal of Business and Industrial Marketing, vol.38, no.12, pp.2643-2654, 2023 (SSCI)
- II. **The simultaneous effect of firm capabilities and competitive strategies on export performance: the role of competitive advantages and competitive intensity**
Keskin H., Ayar Şentürk H., Tatoglu E., Golgeci I., Kalaycioglu O., Etlioğlu H. T.
INTERNATIONAL MARKETING REVIEW, vol.38, no.6, pp.1242-1266, 2021 (SSCI)
- III. **The relationships among nostalgic emotion, destination images and tourist behaviors: An empirical study of Istanbul**
Akgün A. E., Ayar Şentürk H., Keskin H., Onal I.
JOURNAL OF DESTINATION MARKETING & MANAGEMENT, vol.16, 2020 (SSCI)
- IV. **Knowledge sharing barriers in software development teams: a multiple case study in Turkey**
Akgün A. E., Keskin H., Ayar H., Okunakol Z.
Kybernetes, vol.46, pp.603-620, 2017 (SCI-Expanded)

Articles Published in Other Journals

- I. **HOW DOES PARASOCIAL INTERACTION DEVELOP? WHAT ARE THE EFFECTS? : A QUANTITATIVE RESEARCH STUDY**
Ayar Şentürk H.
PEARSON JOURNAL OF SOCIAL SCIENCES & HUMANITIES, vol.7, no.18, pp.12-23, 2022 (Peer-Reviewed Journal)

- II. **Error Management in New Product Development Teams**
Keskin H., Ayar Şentürk H., Özerden S. S.
Doğuş Üniversitesi Dergisi , vol.21, no.1, pp.35-47, 2020 (Peer-Reviewed Journal)
- III. **WHY DO WE LOVE THE HOLIDAY POSTS?: THE INFLUENCE OF PERSUASIVE MESSAGES ON EMOTIONAL AND BEHAVIORAL RESPONSES**
Ayar Şentürk H., Akgün A. E., Keskin H.
Pazarlama ve Pazarlama Araştırmaları Dergisi, no.23, pp.139-161, 2019 (Peer-Reviewed Journal)
- IV. **Müşteri Deneyimlerinden Öğrenme: Akıllı Hatalar Güçlü Markalar**
Ayar Şentürk H.
Business and Management Studies: An International Journal, vol.6, pp.730-751, 2018 (Peer-Reviewed Journal)
- V. **THE RELATIONSHIPS AMONG KNOWLEDGE SHARING, INTELLECTUAL CAPITAL AND PERFORMANCE FROM INNOVATION QUALITY PERSPECTIVE**
Keskin H., Ayar Şentürk H., Beydoğan A.
Business Management Studies: An International Journal, vol.6, pp.71-94, 2018 (Peer-Reviewed Journal)
- VI. **Persuasive messages and emotional responses in social media marketing**
Keskin H., Akgün A. E., Ayar H., Etlioğlu H. T.
Journal of Management, Marketing and Logistics, vol.4, pp.202-208, 2017 (Peer-Reviewed Journal)
- VII. **Why Companies Go Positive Marketing Innovations: A new theoretical prototype for 4Ps of Innovation**
Keskin H., Akgün A. E., Ayar H., Etlioğlu H. T.
Journal of Business, Economics and Finance, vol.6, 2017 (Peer-Reviewed Journal)
- VIII. **Dynamic Rules Of Action, Market Knowledge Absorptive Capacity And Firm Innovativeness: An Empirical Analysis**
Keskin H., Ayar H.
Doğuş Üniversitesi, vol.18, pp.115-134, 2017 (Peer-Reviewed Journal)
- IX. **TALES OF CITIES CITY BRANDING THROUGH STORYTELLING**
Keskin H., Akgün A. E., Zehir C., Ayar H.
Journal of Global Strategic Management, vol.10, no.1, pp.31-41, 2016 (Peer-Reviewed Journal)
- X. **Pazar Yönelimi ve Firma Performansı İlişkisi Farklılaştırma Stratejisinin Aracı Rolü**
Keskin H., Zehir S., Ayar H.
Doğuş Üniversitesi Dergisi, vol.17, pp.111-127, 2016 (Peer-Reviewed Journal)
- XI. **Ürün Yerleştirmede Sahne Farkındalığı: Toy Story 3 Filmi Üzerine Bir Araştırma**
Sarıyer N., Ayar Şentürk H.
Bitlis Eren Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.1, no.2, pp.105-121, 2013 (Peer-Reviewed Journal)
- XII. **Sarıyer N., Ayar Şentürk H.**
Afyon Kocatepe Üniversitesi İİBF Dergisi, vol.15, no.1, pp.111-127, 2013 (Peer-Reviewed Journal)

Books & Book Chapters

- I. **A Qualitative Study on the Antecedents and Consequences of Digital Customer Experience**
Yavuziğit D., Ayar Şentürk H.
in: Contemporary Approaches to Business and Economics, Mehmet Baykal, Aziz Dayanır, Editor, Filiz Kitabevi, İstanbul, pp.27-46, 2022
- II. **Consumer Neuroscience and Neuromarketing: A Qualitative Study on the Success and Future of Neuromarketing**
Bilgin S., Ayar Şentürk H.
in: Contemporary Approaches to Business and Economics, Mehmet Baykal, Aziz Dayanır, Editor, Filiz Kitabevi, İstanbul, pp.5-25, 2022
- III. **The Effects of Real-Time Content Marketing on Consumer Emotions and Behaviors: An Analysis on COVID-19 Pandemic Period**

Ayar Şentürk H., Özer E., Sezer T.

in: Cases on Digital Strategies and Management Issues in Modern Organizations, José Duarte Santos, Editor, IGI Global, Pennsylvania, pp.300-329, 2022

IV. The Transformation of Traditional TVs Into Digital Platforms: A Strategic Marketing Analysis on Turkish Market

Ayar Şentürk H.

in: Managerial Issues in Digital Transformation of Global Modern Corporations, Thangasamy Esakki, Editor, IGI Global, Pennsylvania, pp.102-114, 2021

V. Digital Storytelling and Parasocial Interaction for Brand-Consumer Relationship

Ayar Şentürk H.

in: Handbook of Research on Technology Applications for Effective Customer Engagement, Norazah Mohd Suki, Editor, IGI Global, Pennsylvania, pp.210-230, 2020

VI. Building the Friendly-Airline Brand:Hospitable Cabin Crew for Digital Marketing Activities

Ayar Şentürk H.

in: Digital Marketing Strategies for Tourism, Hospitality, and Airline Industries, Santos, José Duarte, Silva, Óscar Lima, Editor, IGI Global, District-Of-Columbia, pp.197-220, 2019

VII. Ayar Şentürk H., Keskin H., Akgün A. E.

in: , Arzu Şener, Esna Betül Buğday, Editor, TÜPADEM, Ankara, pp.78-100, 2018

Refereed Congress / Symposium Publications in Proceedings

I. A Bibliometric Analysis on Neuromarketing

Akkök S., Ayar Şentürk H.

10. Uluslararası Değişen Dünyada Sosyal ve Beşeri Bilimler Kongresi, İzmir, Turkey, 12 - 14 August 2023, pp.295-296

II. A QUALITATIVE STUDY ON THE ANTECEDENTS AND CONSEQUENCES OF DIGITAL CUSTOMER EXPERIENCE

Yavuzyiğit D., Ayar Şentürk H.

International Istanbul Economic Research Conference (IIERC), İstanbul, Turkey, 18 - 20 November 2021, pp.58-59

III. CONSUMER NEUROSCIENCE AND NEUROMARKETING: A QUALITATIVE STUDY ON THE SUCCESS AND FUTURE OF NEUROMARKETING

Bilgin S., Ayar Şentürk H.

International Istanbul Economic Research Conference (IIERC), İstanbul, Turkey, 18 - 20 November 2021, pp.56-57

IV. HİZMET MÜKEMMELLİĞİNİN ÖTESİNDE YENİ FENOMEN:MİSAFİRPERVERLİK KAVRAMININ ÖLÇÜMLENMESİ

Ayar Şentürk H., Keskin H.

International Social Innovation Congress, İstanbul, Turkey, 16 - 17 October 2019

V. A new way out to deal with market turbulence: Ambidexterity and resilience capacity

KESKİN H., şahinli e., AYAR ŞENTÜRK H.

V. ULUSLARARASI SOSYAL BEŞERİ VE İDARİ BİLİMLER SEMPOZYUMU, 25 - 27 October 2018

VI. DİNAMİK PAZAR KOŞULLARINDA ÖRGÜT KÜLTÜRÜ, ENTELEKTÜEL SERMAYE VE DİNAMİK YETENEKLER İLİŞKİSİ

İMAMOĞLU S. Z., AYAR ŞENTÜRK H., İNCE H., TÜRKCAN H., yazarı n.

3.ULUSLARARASISOSYAL BEŞERİ VE EĞİTİM BİLİMLERİ KONGRESİ, 17 - 18 December 2018

VII. Bilgi Paylaşımı, Entelektüel Sermaye ve Firma Performansı Arasındaki İlişkiler

Keskin H., Ayar Şentürk H., Beydoğan A.

BOR Conference, Karabük, Turkey, 12 - 14 September 2018

VIII. The Relationship among Cultural Values, Emotional Intelligence and Job Outcomes

İMAMOĞLU S. Z., İNCE H., AYAR ŞENTÜRK H., Keleş A.

14th International Strategic Management Conference, 12 - 14 July 2018

- IX. An Evolutionary Perspective: From Computers to Anxiety of Computer Users**
KESKİN H., İMAMOĞLU S. Z., AYAR ŞENTÜRK H., kayman s.
8th International Conference on Leadership, Technology, Innovation and Business Management, 12 - 14 July 2018
- X. Tatil Paylaşımlarını Niçin Seviyoruz?: İkna Mesajlarının Duygusal Ve Davranışsal Tepkiler Üzerine Etkisi**
AYAR H., AKGÜN A. E., KESKİN H.
23. Ulusal Pazarlama Kongresi, Turkey, 27 June 2018 - 29 June 2019
- XI. "Follow Me and Like My Stories!": Parasocial Relationships via Storytelling on Social Media**
AYDIN K., AYAR H.
3rd ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES(AICSS), 26 - 27 October 2017
- XII. Why companies go positive marketing innovations: a new theoretical prototype for 4ps of innovation**
AKGÜN A. E., KESKİN H., AYAR H., ETLİOĞLU H. T.
2nd world conference on technology, innovation and entrepreneurship, 12 - 14 May 2017
- XIII. Persuasive messages and emotional responses in social media marketing**
KESKİN H., AKGÜN A. E., AYAR H., ETLİOĞLU H. T.
2nd world conference on technology, innovation and entrepreneurship, 12 - 14 May 2017
- XIV. Cyberbullying Victimization Counterproductive Work Behaviours and Emotional Intelligence at Workplace**
KESKİN H., AKGÜN A. E., AYAR H., Kayman Ş. S.
12th international strategic management conference, 21 - 23 July 2016
- XV. The Influence of Storytelling Approach in Travel Writings on Readers Empathy and Travel Intentions**
AKGÜN A. E., KESKİN H., AYAR H., erdoğan e.
11th International Strategic Management Conference, 23 - 25 July 2015
- XVI. Standardization and Adaptation of International Marketing Mix Activities A Case Study**
AKGÜN A. E., KESKİN H., AYAR H.
10th International Strategic Management Conference 2014, 19 - 21 June 2014, pp.609-618

Supported Projects

Ayar Şentürk H., Çakır M., TUBITAK Project, 2021 - 2022

Metrics

Publication: 40

Citation (WoS): 58

Citation (Scopus): 168

H-Index (WoS): 4

H-Index (Scopus): 3

Awards

Ayar Şentürk H., Outstanding Young Scientists Awards (GEBİP), Türkiye Bilimler Akademisi (Tüba), December 2021