

## Assoc. Prof. Hayat AYAR ŞENTÜRK

### Personal Information

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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. **HEALTHY FOOD FOR SNACK LOVERS:THE WAY TO SUCCESS IN THE MARKET OF HEALTHY FOOD PRODUCTS**  
Ayar Şentürk H., Cakir M.  
ROSSIISKII ZHURNAL MENEDZHMENTA-RUSSIAN MANAGEMENT JOURNAL, vol.21, no.3, pp.398-418, 2023 (ESCI)

- II. **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)
- III. **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)
- IV. **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)
- V. **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)
- VI. **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)
- VII. **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)
- VIII. **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)
- IX. **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)
- X. **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)
- XI. **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)
- XII. **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)
- XIII. **Sarıyer N., Ayar Şentürk H.**  
Afyon Kocatepe Üniversitesi İİBF Dergisi, vol.15, no.1, pp.111-127, 2013 (Peer-Reviewed Journal)

## Books

- I. **A Qualitative Study on the Antecedents and Consequences of Digital Customer Experience**  
Yavuzyiğit 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

## **Papers Published in Refereed Scientific Meetings**

- 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**  
Yavuziğit 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., yazıcı 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., Akkök S., Project Supported by Higher Education Institutions, REKLAMLARIN TÜKETİCİLERİN BEYİN AKTİVİTELERİ ÜZERİNDEKİ ETKİLERİ: EEG ÖLÇÜMLERİ İLE BİR NÖROPAZARLAMA ARAŞTIRMASI, 2023 - 2024  
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

