

# KENAN AYDIN

## PROF.

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### Learning Knowledge

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Doctorate 1988 - 1992	Istanbul University, Institute Of Social Sciences, Sosyal Siyaset, Turkey
Postgraduate 1985 - 1987	Gazi University, Sosyal Bilimler Enstitüsü, Kamu Yönetimi, Turkey
Undergraduate 1974 - 1979	Institute of Public Administration for Turkey and The Middle East, Kamu Yönetimi, Kamu Yönetimi, Turkey

### Academic Titles / Tasks

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Professor 2013 - Continues	Yildiz Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme
Associate Professor 2011 - 2013	Yildiz Technical University, İktisadi Ve İdari Bilimler Fakültesi, İşletme
Associate Professor 2007 - 2011	Kocaeli University, İktisadi Ve İdari Bilimler Fakültesi, İşletme
Assistant Professor 2001 - 2007	Kocaeli University, İktisadi Ve İdari Bilimler Fakültesi, İşletme
Assistant Professor 1996 - 2000	Canakkale Onsekiz Mart University, Biga İktisadi Ve İdari Bilimler Fakültesi, İşletme

### Supported Projects

- AYDIN K., ÖZER E., UZUNÖZ M., KÖSE Ş. G., Project Supported by Higher Education Institutions, Yeşil Tüketim Davranışında Etkili Olan Faktörler, 2020 - 2021
- AYDIN K., Çağlar M. B., Project Supported by Higher Education Institutions, DÖRDÜNCÜ TARAF LOJİSTİK HİZMET SAĞLAYICILARININ YETENEK BOYUTLARININ HİZMET SATIN ALAN İŞLETMELERİN PERFORMANSINA ETKİSİ VE BİR ÖRNEK UYGULAMA, 2018 - 2020
- AYDIN K., Project Supported by Higher Education Institutions, Türkiye'de Perakende Sektöründe Satış

Performanslarının Karşılaştırılmasında Veri Zarflama Analizi ve Uygulama, 2016 - 2017

4. Aydın S., Esen E., Gündoğdu G., Bal Y., Büyükbacı P., Bozkurt S., Aydın K., Akbaş H. E., Ertemsir E., TÜBİTAK Project, Yıldız Girişim Akademisi" Üniversitelerde Girişimcilik Sertifika Programı Oluşturulması ve Yürütülmesi, 2014 - 2017
5. AYDIN K., Project Supported by Higher Education Institutions, Türkiye İle Bazı Seçilmiş Ülkeler Arasında Bavul Ticareti Ve Türkiye Ekonomisine Etkileri, 2012 - 2016

## Published journal articles indexed by SCI, SSCI, and AHCI

1. **Exploring the drivers of green purchase behaviour: the moderating roles of perceived expensiveness and green scepticism**  
Aydın K., ALTAN M., Köse Ş. G., ÖZER ÇİZER E.  
International Journal of Global Warming, vol.34, no.1, pp.49-61, 2024 (SCI-Expanded)
2. **Big Dilemma in Face Mask Consumption: Environmental Sensitivity versus the Fear of Covid-19**  
Aydın K., Yıldırım S., Özer Çizer E.  
INTERNATIONAL JOURNAL OF GLOBAL WARMING, vol.29, no.3, pp.207-226, 2023 (SCI-Expanded)
3. **Regime-dependent effect of tourism on carbon emissions in the Mediterranean countries**  
Yıldırım S., Yıldırım D. C., AYDIN K., Erdogan F.  
ENVIRONMENTAL SCIENCE AND POLLUTION RESEARCH, vol.28, no.39, pp.54766-54780, 2021 (SCI-Expanded)
4. **The Strategic Logic of Islamophobic Populism**  
ÖZTİĞ L. İ., Gurkan T. A., AYDIN K.  
Government and Opposition, vol.56, pp.446-464, 2021 (SSCI)
5. **The AKP's Approach toward Non-Muslim Minorities: Constructivist and Rationalist Insights**  
ÖZTİĞ L. İ., AYDIN K.  
ALTERNATIVES, vol.42, no.2, pp.59-73, 2017 (SSCI)

## Articles Published in Other Journals

1. **Analyzing Attitude towards COVID-19 Vaccine in the Context of the Health Industry: The Role of Country of Origin Image**  
Aydın K., Özer E., Köse Ş. G.  
Duzce Medical Journal, vol.23, pp.122-130, 2021 (Scopus)
2. **Mobil Perakendecilikte Satın Alma Niyetine Etki Eden Faktörlere İlişkin Bir Araştırma**  
Yaman Y., Aydın K.  
International Review of Economics and Management, vol.8, no.1, pp.77-106, 2020 (Peer-Reviewed Journal)
3. **A Conceptual Analysis on Mobile Retailing in The World & Turkey**  
Yaman Y., Aydın K.  
SSRG International Journal of Economics and Management Studies , vol.7, no.5, pp.92-96, 2020 (Peer-Reviewed Journal)
4. **The role of 4PL provider as a mediation and supply chain agility**  
Kalkan M. B., Aydın K.  
Modern Supply Chain Research and Applications, vol.2, pp.99-111, 2020 (Peer-Reviewed Journal)
5. **Sürdürülebilir Moda Perakendeciliği: Tüketici Algıları Üzerine Bir Araştırma**  
Köse Ş. G., Aydın K.  
İstanbul Business Research, vol.49, no.1, pp.1-32, 2020 (ESCI)
6. **Exploring the impact of marketing culture on job satisfaction Evidence from the Turkish banking sector**  
Yıldırım S., Acaray A., AYDIN K.  
WORLD JOURNAL OF ENTREPRENEURSHIP MANAGEMENT AND SUSTAINABLE DEVELOPMENT, vol.13, no.2, pp.151-162, 2017 (ESCI)

7. **What Influences the Repurchase Intention for Luxury Brands?-The Relative Impacts of Luxury Value Dimensions**  
Koçak Alan A., Dursun İ., Tümer Kabadayı E., Aydın K., Anlagan F.  
International Business Research, vol.9, no.5, pp.11-24, 2016 (Peer-Reviewed Journal)
8. **SEGMENTATION OF FEMALE APPAREL MARKET THROUGH CONSUMER DECISION-MAKING STYLES**  
Yıldırım S., Aydın K., Ustaahmetoğlu E.  
Balkan Journal of Social Sciences, vol.5, no.9, pp.115-130, 2016 (Peer-Reviewed Journal)
9. **The Economic Impact of the Suitcase Trade on Foreign Trade A Regional Analysis of the Laleli Market**  
AYDIN K., ÖZTİĞ L. İ., BULUT E.  
International Business Research, vol.9, no.3, 2016 (Peer-Reviewed Journal)
10. **A Qualitative Study on Perspectives of Retailers about RFID System in Turkey**  
AYDIN K., YILDIRIM S.  
International Journal of Computer Trends and Technology (IJCTT), 2015 (Peer-Reviewed Journal)
11. **Concurrent Validity of Different Religiosity Scales Used in Researches of Marketing Ethics and A Proposal For A New Religiosity Scale**  
Özbek V., Aydın K., Elçi M.  
ANADOLU ÜNİVERSİTESİ SOSYAL BİLİMLER DERGİSİ, vol.13, no.4, pp.15-28, 2013 (Peer-Reviewed Journal)
12. **İşletme Öğrencilerinin Dindarlık Düzeyleri ve Etik Niyetlerinin Pazarlama Etiği Bağlamında Değerlendirilmesi**  
Özer G., Aydın K.  
BERJ- Business and Economics Research Journal, vol.4, no.3, pp.111-129, 2013 (Peer-Reviewed Journal)
13. **Uluslararası Pazarlama Açısından Politik Risk ve Yönetimi**  
AYDIN K.  
ASOMEDYA Ankara Sanayi Odası Yayın Organı, pp.24-32, 2013 (Non Peer-Reviewed Journal)
14. **THE MEASUREMENT OF SERVICE QUALITY WITH SERVQUAL FOR DIFFERENT DOMESTIC AIRLINE FIRMS IN TURKEY**  
AYDIN K., YILDIRIM S.  
Serbian Journal of Management, vol.7, no.2, pp.219-230, 2012 (ESCI)
15. **Hizmet Sektöründe Servper Ölçeği İle Hizmet Kalitesinin Belirlenmesi Sağlık Hizmetleri Sektöründe Bir Uygulama**  
AYDIN K., YILDIRIM S.  
EKONOMİ ve YÖNETİM ARAŞTIRMALARI DERGİSİ, vol.1, no.2, pp.33-52, 2012 (Peer-Reviewed Journal)
16. **Service Quality in Airline Businesses A Research on THY**  
AYDIN K., YILDIRIM S.  
Kocaeli Üniversitesi Sosyal Bilimler Dergisi (KOSBED), vol.2, no.24, pp.35-49, 2012 (Peer-Reviewed Journal)
17. **A Case Study About RFID Technology Usage in Library Services**  
AYDIN K., Yıldırım S.  
Journal of Global Strategic Management, vol.6, no.2, pp.113-122, 2012 (Peer-Reviewed Journal)
18. **Hizmet Sektöründe Servper Ölçeği İle Hizmet Kalitesinin Belirlenmesi**  
AYDIN K., Yıldırım S.  
Muğla Sıtkı Koçman Üniversitesi Ekonomi ve Yönetim Araştırmaları Dergisi, vol.1, no.2, pp.33-52, 2012 (Peer-Reviewed Journal)
19. **A Research on Measuring Consumer Ethnocentrism of Young Turkish Customers Purchasing Behaviors**  
Aydın K., Yamamoto G.  
Serbian Journal of Management, vol.3, no.1, pp.39-60, 2008 (ESCI)
20. **"Hizmet İşletmelerinde Servqual Yöntemi ile Hizmet Kalitesinin Ölçümü ve Kocaeli'ndeki Seyahat İşletmelerinden Efe Tur Uygulaması**  
AYDIN K.  
Sosyal Siyaset Konferansları,, vol.50, 2007 (Peer-Reviewed Journal)

21. **“Attitudes Of Students Toward Country-Of-Origin and Auto Brand Images”**  
Aydın K.  
Serbian Journal Of Management, vol.2, no.2, pp.35-46, 2007 (ESCI)
22. **“Müşterilerin Perakendeci Markalara Karşı Tutumlarının Ölçülmesine İlişkin Bir Çalışma,**  
Aydın K.  
Süleyman Demirel Üniversitesi- İktisadi ve İdari Bilimler Fakültesi Dergisi,, vol.8, no.2, pp.125-146, 2005 (Peer-Reviewed Journal)
23. **Ailenin Seçmen Davranışları Üzerindeki Etkisi**  
AYDIN K., ÖZBEK V.  
Kocaeli Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, vol.8, no.8, pp.144-167, 2004 (Peer-Reviewed Journal)
24. **Üniversite Öğrencilerinin Cep Telefonu Kullanımı ve GSM Operatörü Tercihleri Üzerine Bir İnceleme**  
AYDIN K.  
Süleyman Demirel Üniversitesi-İktisadi ve İdari Bilimler Fakültesi Dergisi,, 2004 (Peer-Reviewed Journal)
25. **Siyasi Pazarlamada Alt Kültürlerin Etkisi: Kocaeli’nde Bir Alan Çalışması**  
AYDIN K.  
EKEV AKADEMİ DERGİSİ, 2003 (Peer-Reviewed Journal)
26. **Kocaeli’de Küçük Orta Boy İşletmelerin Üretim, Pazarlama, Finansman Sorunları ve Çözüm Önerileri**  
AYDIN K.  
Pazarlama Dünyası, 2003 (Peer-Reviewed Journal)
27. **“Lifestyle and Comsumption Patterns of the Hereke People**  
AYDIN K.  
Rocznik Orientalistyczny, (2003),, pp.25-38, 2003 (Peer-Reviewed Journal)

## Books & Book Chapters

1. **E-Commerce**  
Aydın K., Özer E.  
in: E-Business, Assoc.Prof.Dr. Arzu KARAMAN AKGÜL, Editor, Anadolu University, Eskişehir, pp.147-173, 2021
2. **Marketing Communications and Experiential Marketing in the Context of Augmented Reality**  
Aydın K., Bilgili Sülük S.  
in: Contemporary Issues in Behavioral Finance, Simon Grima,Ercan Özen,Hakan Boz,Jonathan Spiteri,Eleftherios Thalassinou, Editor, Emerald Publishing Limited, York, pp.153-162, 2019
3. **Perakende Yönetiminin Temelleri**  
AYDIN K.  
Nobel Akademik Yayıncılık, 2013
4. **Küresel Pazarlamayı Etkileyen Çevresel Faktörler**  
AYDIN K.  
in: Stratejik Küresel Pazarlama, Timur N., Özmen, A., Editor, Eflatun Yayınevi, Ankara, pp.56-105, 2013
5. **Perakende Ürün Yönetiminde Karar Vericiler**  
AYDIN K.  
in: Perakendecilikte Ürün Yönetimi, , Editor, Anadolu Üniversitesi, pp.22-41, 2013
6. **Perakende Ürün Yönetimine Giriş**  
AYDIN K.  
in: Perakende Ürün Yönetimi, Erdoğan, Z., Özata, F.Z., Editor, Anadolu Üniversitesi, Eskişehir, pp.2-21, 2013
7. **Kategori Yönetimi**  
AYDIN K.  
in: Perakendecilikte Ürün Yönetimi, Erdoğan B.Z., Özata, F.Z., Editor, Anadolu Üniversitesi, Eskişehir, pp.42-67, 2013
8. **Güncel Pazarlama Konuları (Örnek Olaylarla)**  
AYDIN K.  
Beta, 2012

9. **Hizmet Pazarlaması**  
Candan B., Hacıfendiođlu Ő., AYDIN K.  
Beta, 2011
10. **Uluslararası ve Kúresel Pazarlamada Kúltúrel Etkiler**  
AYDIN K.  
Nobel Yayım Dađıtım, 1
11. **Kategori Yönetimi: Üretici, Perakendeci, Tüketici Odaklı**  
AYDIN K.  
Beta Yayım Dađıtım, 1

## Refereed Congress / Symposium Publications in Proceedings

1. **Factors that Affecting Intention to Purchase on Mobile Retailing and Analysis a New Model via Structural Equation Model (SEM)**  
Aydın K.  
31st EBES Conference, İstanbul, Turkey, 15 - 17 April 2020, pp.38-39
2. **Dördüncü Parti Lojistik Hizmet Sağlayıcılarının Yetenek Boyutlarına İlişkin Bir Araştırma**  
Kalkan B., AYDIN K.  
2.Ulaştırma ve Lojistik Ulusal Kongresi, Sakarya, Turkey, 22 November 2018, pp.1
3. **A Conceptual Study on Fourth Party Logistics Activities in Turkey**  
Kalkan B., AYDIN K.  
4. Uluslararası Kafkasya Orta-Asya Dış Ticaret ve Lojistik Kongresi, Aydın, Turkey, 07 September 2018, pp.391-401
4. **Moda Perakendeciliđi Sürdürülebilir Olabilir Mi?**  
AYDIN K., KÖSE Ő. G.  
23. Ulusal Pazarlama Kongresi, Kocaeli, Turkey, 27 June 2018, pp.470-486
5. **The AKP, Religious Freedom and Non-Muslim Minorities**  
ÖZTİĐ L. İ., AYDIN K.  
3rd Annual International Conference on Social Sciences (AICSS), İstanbul, Turkey, 26 October 2017
6. **SMEs' Structural Difficulties in Technological Innovation Development Process and the Relationship of Customer Relations Management**  
Bilgili B., AYDIN K., Bilgili Sülük S.  
3rd ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES(AICSS), İstanbul, Turkey, 26 October 2017
7. **"Follow Me and Like My Stories!": Parasocial Relationships via Storytelling on Social Media**  
AYDIN K., Hayat A.  
3rd ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES(AICSS), İstanbul, Turkey, 26 October 2017
8. **"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
9. **The Impact of Marketing Culture on Job Satisfaction: An Empirical Study in Service Sector**  
Yıldırım S., Acaray A., AYDIN K.  
2nd Annual International Conference on Social Sciences, İstanbul, Turkey, 02 June 2016
10. **A Retail Selection Problem with Generic Fuzzy Analytic Hierarchy Process**  
Bulut E., AYDIN K.  
2nd Annual International Conference on Social Sciences, İstanbul, Turkey, 02 June 2016
11. **An empirical analysis of productivity growth in a Turkey retail chain use Malmquist productivity index – Istanbul Case**  
AYDIN K., MAİMAİTİAİLİ T.  
2nd ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES (AICSS), İstanbul, Turkey, 02 June 2016, vol.2, no.1, pp.304-316
12. **Political Risk Perception and Management Strategies of Turkish Construction Firms Operating in**

## Libya

ÖZTIĞ L. İ., AYDIN K.

1st International Meeting of SosyoEkonomi Society, Proceedings Book, Sosyoekonomi, 29 - 30 October 2015

13. **The Advantages and Challenges of Radio Frequency Identification Devices RFID in Fast Moving Consumer Goods FMCG Industry**

Karaman Akgül A., Aydın K.

1st Annual International Conference on Social Sciences (AICSS), İstanbul, Turkey, 21 - 23 May 2015, pp.453-464

14. **The Moderating Effects of Price Aversion Value Optimization and Conspicuousness Motivations on Price Perceived Quality Relationship**

KOÇ Ü., AYDIN K.

PROCEEDINGS OF THE 1ST ANNUAL INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES, 21 - 23 May 2015

15. **Female Decision; Making Styles for Ready-Made Clothing**

AYDIN K., USTA AHMETOĞLU E.

01 May 2015, pp.423-438

16. **The Economic Impact of the Suitcase Trade on Foreign Trade: a Regional Analysis of the Laleli Market**

AYDIN K., BULUT E., ÖZTIĞ L. İ.

01 May 2015

17. **The Role of Consumer Trust in Internet Shopping: A Comparative Study in Turkey and Bosnia and Herzegovina**

Rovcanin M., Duman T., Aydın K., Uzunöz M.

International Conference on Economic and Social Studies, Sarajevo, Bosnia And Herzegovina, 08 April 2013, pp.12

18. **A dynamic retail monitoring and control system**

Yılmaz R., Mendi E., AYDIN K., Bayrak C.

2012 IEEE 16th International Conference on Intelligent Engineering Systems (INES), Lisbon, Portugal, 13 June 2012

19. **Service Quality Performance In A High-Tech Investments\ ' Sector: A Sample From Airline Firm**

AYDIN K.

ITAM8-International Conference on IT Applications and Management, 01 June 2012

20. **Mobile Marketing , Mobile Games and Inclination of The Turkish Young People**

AYDIN K.

ITAM8-International Conference On IT Applications and Management, 01 June 2012

21. **The Theoretical Framework for Usage of RFID Technology in Retail Sector**

AYDIN K.

ITAM8-International Conference On IT Applications and Management, 01 June 2012

22. **The Role of Popular TV Series and TV Series Characters in Creating Brand Awareness**

AYDIN K.

World Conference on Business, Economics and Management, 01 May 2012

23. **Customer Behavior Analysis via Real-Time Location Systems**

AYDIN K.

17th Recent Advances in Retailing&Services Science Conference, 01 July 2010

24. **Uluslararası Marka Yaratma Sürecinde Bir Model: Turquality**

AYDIN K.

2nd International Congress on Entrepreneurship, 01 May 2008

25. **Development of Private Label in Turkey**

AYDIN K.

7th International Congress Marketing Trends, Venice., 01 January 2008

26. **Supermarket Chains & Technology Usage in Turkey**

AYDIN K.

Eirass (European Institute of Retailing and Services Studies) San Francisco Conference, San Francisco, ABD, 01 July 2007

27. **Service Quality Measurement For A Foundation University In Turkey**  
AYDIN K.  
Eirass (European Institute of Retailing and Services Studies) San Francisco Conference, San Francisco, ABD, 01 July 2007
28. **Perakende Ticaret Literatürü Üzerine Konusal Bir Bibliyografya Çalışması**  
AYDIN K.  
12. Ulusal Pazarlama Kongresi, Sakarya, 01 June 2007
29. **Seyahat İşletmelerinin 5 Yıldızlı Otelleri Konumlamaları (İstanbul İli Örneği)**  
AYDIN K.  
11. Ulusal Pazarlama Kongresi, İzmir, 01 June 2006
30. **Retail Market Strategy**  
AYDIN K.  
International Strategic Management Conference, June 23-25 2005, Kolin Hotel, Canakkale Onsekiz Mart University, Gebze Institute of Technology, Istanbul Commerce University, Çanakkale/Turkey,, 01 June 2005
31. **Regional Integration and Trade Blocs**  
AYDIN K.  
1th International Silk Road Conference-Georgia, 01 June 2003
32. **Mobilizing World: New Challenges for Advertising**  
AYDIN K., Yamamoto G., Candan B.
33. **Attitude of Master's Students, Through E-Learning Towards E-Learning**  
Yamamoto G., AYDIN K.
34. **The Measurement of Service Quality with Servqual for Different Airline Travel Firms**  
AYDIN K., AKERMAN S.

### Academic and Administrative Experience

2013 - Continues	<b>Dean</b>	Yıldız Teknik Üniversitesi
2011 - 2013	<b>Vice Dean</b>	Yıldız Teknik Üniversitesi
2001 - 2011	<b>Fakülte Akademik Kurul Üyesi</b>	Kocaeli Üniversitesi, İktisadi Ve İdari Bilimler Fakültesi, İşletme
1996 - 2000	<b>Fakülte Akademik Kurul Üyesi</b>	Çanakkale Onsekiz Mart Üniversitesi, Technical Vocational School of Higher Education, Technical PRG.Department

### Courses

Küresel Pazarlama, Doctorate, 2016 - 2017

### Advising Theses

AYDIN K., Tedarik Zincirinde Dördüncü Parti Lojistik Hizmet Sağlayıcılarının Gelişen Rolü ve Bir Araştırma, Doctorate, M.Berna(Student), Continues

### Scientific Refereeing

Kocaeli Üniversitesi Sosyal Bilimler Dergisi, National Scientific Refreed Journal, Continues

## Metrics

Publication: 77  
Citation (WoS): 3  
Citation (Scopus): 2  
H-Index (WoS): 1  
H-Index (Scopus): 1

## Research Areas

Social Sciences and Humanities, Management

## Non Academic Experience

GİMA T.A.Ş Genel Müdürlüğü  
GİMA-Gıda ve İhtiyaç Maddeleri T.A.Ş.  
Other Public Institution, Gima T.A.Ş., Yönetim