

CURRICILUM VITAE

1. **Name** : Aykan Candemir

Ege Üniversitesi İktisadi ve İdari Bilimler Fakültesi 35040, Bornova İzmir-TÜRKİYE

Ege University - Faculty of Economics and Administrative Sciences 35040, Bornova- Izmir-TURKEY

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2. **Title** : Associate Prof. Dr.

3. **Date of Birth** : 02 August 1972

4. **Education** :

Degree	Institution	Grad. Date
PhD	Dokuz Eylul University, Institute of Social Sciences, Department of Business Administration	2005
Master	Dokuz Eylul University, Institute of Social Sciences, Department of Business Administration	2000
Bachelor's	Dokuz Eylul University, Faculty of Business, Department of Business Administration	1996
Pre-Bachelor's	Dokuz Eylul University, İzmir Vocational School, Department of Tourism and Hospitality	1992

5. **Theses**

1. **Master's Thesis**

(The Role of Training Programs for the Development of the SMEs : An Application)

2. **PhD Thesis**

(Factors Affecting The Foreign Direct Investments in Turkey: An Application)

6. Academic Work Experience

Year	Institution	Job Title
2012-	Ege University, Faculty of Economics and Administrative Sciences, Izmir, Turkey, Department of Business Administration	Assoc. Prof.
2012-	Okan University, Istanbul, Turkey, (Visiting Professor)	Assoc. Prof.
2010-	Izmir University of Economics, Izmir, Turkey, (Visiting Professor)	Assoc. Prof.
2005-2012	Ege University, Faculty of Economics and Administrative Sciences, Izmir, Turkey, Department of Business Administration	Asst. Prof.
1997 -2005	Ege University, Faculty of Economics and Administrative Sciences, Izmir, Turkey, Department of Business Administration	Res. Asst.

7. Foreign Languages

English : Very Good (TOEFL 605-Paper Based, “State Student Selection and Placement Center” Foreign Language Exam: 95/100)

German : Good (ZDaF Certificate- Goethe Institut, Izmir, Turkey)

Greek :Basic

8. Courses Taught in the Last 3 Years (Undergraduate and Graduate Degrees)

- Introduction to Business (Undergraduate)
- Business Economics and Management (Graduate)
- Principles of Marketing (Undergraduate)
- Marketing Management (Undergraduate and Graduate),
- Global Marketing (Undergraduate and Graduate),
- International Marketing (Undergraduate),
- Services Marketing (Graduate),
- Consumer Behavior (Undergraduate),
- Basic Marketing Research (Undergraduate),
- Retail Marketing Management (Graduate),
- Brand Management (Graduate)
- Strategic Management and Business Policy (Undergraduate and Graduate),
- Total Quality Management (Graduate),
- SME (Small and Medium Sized Enterprises) Management (Graduate),
- Business Consultancy (Graduate),

- Advertising Management (Undergraduate),
- International Business Management (Undergraduate),
- International Marketing Management (Graduate),
- Business Communication (Undergraduate)

9. Courses and/or Seminars in Other Institutions

9.1. Baticim-Batı Anadolu Group, Izmir, Turkey

a- Business Management Certificate Program (In-House MBA), Sales Management.

9.2. Aegean Exporters' Union, Izmir-Turkey:

a- First Step in Foreign Trade: Marketing Research, Marketing Mix and Negotiation (Special Seminar for Dubai (United Arab Emirates) INDEX - International Design Exhibition-2013) - "Cluster Project for Furniture in Izmir" – Aegean Exporters' Union – 30 April 2013.

b First Step in Foreign Trade: Marketing Research, Marketing Mix (2013)

b- Marketing Research and Marketing Strategies in a Changing Environment (2012)

c-Strong Brands and Strong Communication –Brand and Brand Management (2011)

d-Contemporary Marketing World (2011)

e- Marketing Strategies for More Exports (2011)

9.3.-Global Kariyer Izmir, Turkey (<http://www.globalkariyer.com.tr>)

a- Global Marketing - Foreign Trade Expert Training Program

b-Payment and Delivery Terms in International Trade

c-International Sales Contracts and Business Communication Techniques

9.4.-EGIAD (Aegean Young Businessmen Associaton), Izmir, Turkey

a-Leadership Academy– Marketing Module, 2013 (<http://www.egiadliderlikakademisi.org>)

9.5. EGESEM (Ege University Continuous Education Center)-Izmir, Turkey

a- "Contemporary Management Techniques Tourism Management and Manager Training Program" (Bodrum Professional Hotel Managers' Associations), Bodrum-Mugla, Turkey (2006)

-Customer Relations Management

-Services Marketing

b-Foreign Trade and E-trade Applications for Reaching Foreign Customers

- Brand Development for International Trade, Turquality (State Incentives) and Quality Certification for Foreign Trade

- Customer Relationship Management for Foreign Trade, International Sales Contracts, Communication and Negotiations

- Business Communication and Business English

9.6.-Mediterranean Exporters' Union - Mersin, Kayseri, Turkey

a- Marketing Methods for Foreign Trade and Finding New Customers (2008)

10. List of Publications

10.1. Papers Published in Peer-Reviewed Journals (SCI & SSCI & Arts and Humanities)

10.1.1. A. Ö. Önder, A. Candemir, N. Kumral, "Analysis of the Determinants of International Tourism Demand: The Case of Izmir", *European Planning Studies (ISI)* , 1525-1534 pp., 2009 , DOI: 10.1080/09654310903141748

10.2. Papers Published in International Peer-Reviewed Journals

10.2.1. A.Candemir, K.Ventura, İ.Kazançoğlu, "Content Analysis of Top 1000 Turkish Company Web Sites: Marketing Mix Practices", *International Journal of Business and Management Studies* , 55-68 pp., 2011

10.2.2. A.Candemir, A.E.Zalluhoğlu, E.Demiralay, "Perception of Financial and Payment Terms Risks: The Analysis of Aegean Exporters", *International Journal of Contemporary Economics and Administrative Sciences* , 188-207 pp., 2011

10.3. Papers Presented in Scientific Meetings

10.3.1. Candemir, Aykan: "Bosnia and Herzegovina: An Economic Evaluation and Its Relations with Turkey" *International Symposium on Bosnia and Herzegovina From Past to Present* , 28-30 Nisan 2005, Canakkale, TURKEY s. 259-284.

10.3.2. Candemir, Aykan: “A Supportive Policy For SMEs: Vocational Education and Training in Turkey”, International Symposium “SMEs in the Accession for the Full Membership of the EU: Experiences of Turkey and Similar Countries, 19-22 May 2005, Bandırma-Balikesir, TURKEY s. 106-125.

10.3.3. Candemir, Aykan: “Leather Industry in Kula”, “Bridge From Past to Present: Kula” Symposium, 1-3 September 2006, Kula-Manisa, TURKEY.

10.3.4. İ.Savaşçı Kazançoğlu, A.Candemir, "Exploring the Synergy Between Entrepreneurship And Innovation: Study In Furniture Sector of Izmir", - “International Entrepreneurship Congress SMEs and Entrepreneurship” - "International Entrepreneurship Congress Proceedings" Book 33-42 pp., Izmir, Turkey, October 2009.

10.3.5. Candemir Aykan, Nazan Gunay, “The Positioning of North Cyprus as a Holiday Destination Among Turkish Tourists - International Conference on Europe and North Cyprus Relations: Perspectives in Political,Economic and Strategic Issues, Eastern Mediterranean University, North Cyprus, 12-13 November, 2009.

10.3.6. Candemir Aykan, Kazançoğlu Savaşçı İpek, “Evaluation of Websites of Aegean Coast Municipalities with Content Analysis in the Framework of e-Municipality, 7th International Knowledge, Economy and Management Congress in Turkey, October 30-November 1, 2009, Yalova.

10.3.7. Candemir Aykan, A. Erhan Zalluhoğlu “An Analysis of Best Brands in Turkey Towards Its Global Worldwide Performance” - 5th International Conferences on Business, Management and Economics (ICBME’09) Çeşme, İzmir, Turkey in 22 - 24 October 2009.

10.3.8. Candemir, Aykan, A. Erhan Zalluhoğlu, Erdal Demiralay “Uncertainty Perception in Export Marketing” - 6th International Scientific Conference “Business and Management–2010, Vilnius, Lithuania, May 13-14, 2010.

10.3.9. Candemir, Aykan, A. Erhan Zalluhoğlu, Erdal Demiralay “Risk Perception of Turkish Exporters in Transportation: An Example of Aegean Region – 6th International Strategic Management Conference, July 8 - 10, 2010, Saint Petersburg, Russia.

10.3.10. A.Candemir, A.E.Zalluhoğlu, "The Effect Of Marketing Expenditures During Financial Crisis: The Case Of Turkey", - "7th International Strategic Management Congress" "The Proceedings of 7th International Strategic Management Congress" 293-299 pp., Paris, France, June 2011

10.3.11. A.Candemir, A.E. Zalluhoğlu, R.Tatlıldil, "Determinants of the Tendency for Using Mobile Banking", -"Third Biennial International Conference on Services Marketing: "Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services" – "Third Biennial International Conference on Services Marketing: "Servicing the Way out of the Economic Downfall: Exploring the Present and Future Role of Services-Proceedings Book" 394-406 pp., Izmir, Turkey, September, 2011.

10.3.12. A.Candemir, A.E. Zalluhoğlu, "Factors Affecting The Sport Related Consumer Expenditures", "I. International Congress On Sports Economics And Management" – "I. International Congress On Sports Economics And Management Bildiriler/Proceedings", 199-217 pp., Izmir, Turkey, October 2011.

10.3.13. A.Candemir, A.E. Zalluhoğlu, "Exploring the Innovativeness and Market Orientation Through Mission and Vision Statements: The Case of Istanbul Stock Exchange Companies", 9th International Strategic Management Conference "The Proceedings of 9th International Strategic Management Conference", Riga, Latvia, June 2013.

10.4. Books

10.4.1. Tatlıldil Rezan, Candemir Aykan: "The Role of Marketing Education and Training for the Export Oriented SMEs: An Application in Izmir", Izmir Chamber of Commerce Publication, No: 50, Izmir 1998.

10.4.2. A Report About Some Social Conditions in Smyrna" "Izmir 1921: Uluslararası Amerikan Koleji Araştırma Komitesi Raporu: İzmir'deki Bazı Sosyal Koşullar Hakkında Bir Araştırma" -Translation English->Turkish- Izmir Metropolitan Municipality Publication, 2000

10.4.3. "Factors Affecting The Foreign Direct Investments in Turkey: An Application", Foreign Investors' Association Publication, İstanbul, 2006.

10.4.4. A. Ö. Önder, A. Candemir, N. Kumral, "Analysis of the Determinants of International Tourism Demand: The Case of Izmir", Chapter in "Tourism, Regional Development and Public Policy" Nese Kumral (Editör), A Özlem Önder (Editör), s. 85-93, Routledge, New York, ISBN: 978-0-415-69738-5, 2012.

10.5. Papers Published in Peer-Reviewed Journals

10.5.1. Candemir, Aykan: “Factors Affecting The Foreign Direct Investments in Turkey”, Ege Akademik Bakış; V: 9, No: 2, April 2009.

10.5.2. Candemir, Aykan: “The Analysis of Urban Groceries in Retail Sector: Example of Izmir Groceries”, Ege Academic Review; V: 10, No: 1, January 2009.

10.5.3. Candemir, Aykan, A. Erhan Zalluhoğlu, “Evaluation of Glocal Product and Brand Strategies: Algida, Izmir Example”, Journal of Marketing and Marketing Research, July, 2010, V: 3, No: 6.

10.6. Projects

10.6.1. Candemir Aykan “A New Perspective for Tourism: Tourism for the Disabled” Ege University Research Fund, Project No: 1998 İKT 001

10.6.2. Reconstruction of Agricultural Sales Cooperatives: TARIS, World Bank- Undersecretary of Treasury Project, Researcher, May 2003 – July 2003.

10.6.3. Candemir Aykan, Budak Özgür “Consumption Culture of the Upper, Middle Class: Analysis of the New Year Entertainments Between 1950-2000” Ege University Research Fund, Project No: 2000 İKT 002

10.6.4. “International Marketing Expert Training Project”, Aegean Exporters’ Union, Instructor, 2009.

10.6.5. İzmir Development Agency Social Development Financial Support Program –İzmir Atatürk Organized Industrial Zone (IAOIZ)-Ege University, Connecting Izmir with the World Through E-Commerce (Project), September 2009-February 2010, Instructor

10.6.6. “3i İzmir Italian Internationalization Project” Italy Ministry of Labor and Social Provisions-Italian Friendship and Culture Association (Izmir, Turkey)-Ege University Faculty of Economics and Administrative Sciences, November 2010-March 2011, Coordinator and Lecturer.

10.6.7. “Cluster Project for Furniture in Izmir” – Aegean Exporters’ Union, November 2011- (In Progress), Member of the Advisory Committee.

10.6.8. “Developing European Inter-Cluster Alliance for Organic Agriculture Project” - Aegean Exporters’ Union, (in progress), in charge of setting up the “Price Monitoring System”, (<http://www.organikkumeler.org/gb/index.aspx>), 2012.

10.6.9. “Evaluation of Salespeople’s Performance by the Self-Evaluation and Customers: An Application”, Ege University Scientific Research Fund, Project No: 09 İKT 08, 2012, Director

10.6.10. Candemir Aykan, Zalluhoğlu Ali Erhan, Yücel Engin, “Determining the Potential of University Students Within the Framework of Creativity and Entrepreneurship: The Case of Izmir-Turkey”, Ege University Scientific Research Fund, (In Progress), Director

11. Awards

1999 Ege University, EBİLTEM Ege Institute of Science and Technology Research Award (2nd)

12. Certificates

1996-7 - Ministry of Tourism, Izmir - Professional Tourist Guide (English)

13. Memberships

- Association of Marketing and Marketing Research (2010-)

-Turkish American Association, Izmir-Turkey

-Association of Professional Tourist Guides, Izmir-Turkey

-Dokuz Eylul University Alumni Association, Izmir-Turkey

-Izmir Ozel Turk Koleji (High School) Alumni Association (Board Member), Izmir-Turkey