

## CV

**Name Surname:** Yusuf Can Erdem

**Date of Birth:** 22.11.1955

**T.C. No:** 14989017492

**Title:** Professor

Current Institution: Yeditepe University, Faculty of Economics and Administrative Sciences

Degree	Department	University	Year
Undergraduate	FAS Dept. of Management	M.E.T.U.	1978
Graduate	MBA	East Carolina University, N.C. ABD	1981
Ph.D.	Business Administration.- Marketing	Yeditepe University	2007

### Academic Appointments

Assistant Professor: 2007

Associate Professor 2018

Professor: 2023

### Work Experience:

Title	The Company	Year
General Manager	General Electric - Tradanet A.Ş.	1982-2002
Marketing Manager	Nutrifarma A.Ş.	1996-1998
Assistant General Manager.	Müdürrisoğlu İlaç A.Ş.	1993-1996
Marketing& Sales Manager	Fresenius İlaç A.Ş.	1991-1993
Sales Manager	Sifar İlaçları A.Ş.	1987-1991
Marketing Manager	Pancar Motor A.Ş.	1983-1987
Specialist	Türkiye Demir Çelik İşletmeleri,	1983-1983
Auditor	PriceWaterhouse	1982-1983
Trainer	Türkiye İş Bankası A.Ş.	1978-1979

**Theses Advised (Graduates Theses):**

DOĞANAY, BÜŞRA DİDİCİ (2022), THE EFFECT OF ETHNOCENTRISM LEVEL OF CONSUMERS ON COUNTRY OF ORIGIN: A STUDY WITH CHINESE HOUSEHOLD APPLIANCES, Yeditepe University-Social Sciences Institute

KÜÇÜK, VEYSİ, (2022), AN ANALYSIS OF THE RELATIONSHIP BETWEEN CUSTOMER SATISFACTION, REPURCHASE INTENTION, AND THE FACTORS AFFECTING PURCHASING BEHAVIOR: AN EXAMPLE OF ELECTRIC OVEN PURCHASES BY TURKISH CONSUMERS, Yeditepe University-Social Sciences Institute

GÜNBEYİ, ELİF, (2022), THE INFLUENCE OF FASHION ATTITUDES ON TURKISH CONSUMERS' CLOTHING PURCHASE INTENTIONS, Yeditepe University-Social Sciences Institute

DAĞDEVİREN YALÇINOĞLU, ELİF, (2021), THE FACTORS EFFECTING THE ADOPTION OF SELF-SERVICE TECHNOLOGIES ON MOBILE TELECOMMUNICATIONS INDUSTRY IN TURKEY, Yeditepe University-Social Sciences Institute

KIRCOVA, DENİZ, (2020), EVALUATION OF SERVICE QUALITY, CUSTOMER SATISFACTION AND LOYALTY IN MARINE SERVICES INDUSTRY, Yeditepe University-Social Sciences Institute

KOCABAŞ, İREM, (2019), THE EFFECTS OF LUXURY PURCHASE INTENTION IN TURKEY, Yeditepe University-Social Sciences Institute

ARSAN, BURCU, (2019), The Effect of Emotional Commitment on Brand Loyalty in Retro Marketing for Turkish Beverage Sector: A Study on a Foundation University Students in İstanbul, Yeditepe University-Social Sciences Institute

GÖKHAN, ESRA NUR, (2018), Online Shopper's Intention of Using Self Collection Services for Last Mile Delivery: The Mediating Effect of Customer Value and The Moderator Role of Innovativeness, Yeditepe University-Social Sciences Institute

AKYOL, EZGİ DİDEM,  
THE EFFECT OF IMPULSE BUYING BEHAVIOR ON VARIETY-SEEKING  
TENDENCY THROUGH THE MEDIATION OF PRICE CONSCIOUSNESS AND  
INTERPERSONAL INFLUENCE ON CONSUMER BEHAVIOR, Bahçeşehir University/  
Social Sciences Institute

KULAKOĞLU, KEMAL, AN EXAMINATION OF BRAND LOYALTY COMPONENTS:  
A CASE STUDY OF CONSTRUCTION EQUIPMENT SECTOR IN TURKEY, Bahçeşehir  
University, Social Sciences Institute

CEYLAN, EDA, (2017), The Role of Consumer Ethnocentrism and Country of Origin Effect on Consumer Purchase Decision, Yeditepe University-Social Sciences Institute

EKER, BAHAR CANA, (2018), Factors Affecting Customer Satisfaction of Luxury Goods Consumption: Research on Luxury Eyewear Consumption in İstanbul, Yeditepe University/  
Yeditepe University-Social Sciences Institute

BÜYÜK ANANIYADI, MELISA, (2014). Private label purchase intention of consumers, Bahçeşehir University-Social Sciences Institute

SATIR, UMUT, (2011). Usage of predictive analytics for the retail sector and an application example, Yeditepe University-Social Sciences Institute

TÜRKAY, ASLI, (2009). The differences/similarities of the roles and the authority levels of product managers, working in local and international pharmaceutical companies in Turkey, Yeditepe University-Social Sciences Institute

KARAKAYA, MEHMET FATİH, (2008). A psychographic view of market segmentation: Introducing a new paradigm: Enneagram, Yeditepe University-Social Sciences Institute

### **Theses Advised (Ph.D.)**

İNANLI, CEYDA (2021), A New Insight in socially Responsible Behavior: The Relationship among, Uniqueness, Frugality, and Self-Esteem with the Mediation of Socially Responsible Behavior, Yeditepe University-Social Sciences Institute

AKKAYA, MURAT, (2019), Lifestyle Segmentation: When is it applicable for Brands? Yeditepe University-Social Sciences Institute

AYATA, EBRU, (2020), Exploring the Factors Affecting the Adoption of Smart Phone appliances: An application and Extension of UTAUT2 Modal and E-S Quall, Yeditepe University-Social Sciences Institute

HASDEMİR, UTKU, (2018), The Impact of Retail Service Quality on Store Loyalty Intentions of the Grocery Shoppers within the Framework of Organized Retail Sector of Consumer Packaged Goods in Turkey, Yeditepe University-Social Sciences Institute

TOPÇU, AYPER, (2018), Effects of Brand Equity Dimension on Firm Value and Examining the Moderating Effect of Perceived Reputation: A Study on Large Stores Listed on ISE, Yeditepe University-Social Sciences Institute

KALKAN, ÖZGECAN, (2018), Key Success Factors of Managing Co-Creation Experience, Yeditepe University-Social Sciences Institute

YAVUZER, IRMAK, (2018), Effect of Market Orientation on Firm's Performance in the Framework of Brand Orientation and Brand Performance: A Study on Turkish SMES in Home Textile, Carpet and Furniture Sectors, Yeditepe University-Social Sciences Institute

TAVŞAN, NİHAT. (2017), Customer Experience Management, Yeditepe University-Social Sciences Institute

BUMIN DOYDUK, HANDE BEGÜM, (2015). The Effect of Consumer Variables on Consumer Ethics, Yeditepe University-Social Sciences Institute

ÇEVIK MÜGE, (2014). The effects of E-atmospherics on online consumer intentions, Yeditepe University-Social Sciences Institute

BOZKURT, BILGEHAN, (2014). Influence of brand experience and its antecedents on customer-based brand equity for women's purchases of convenience and shopping products, Yeditepe University-Social Sciences Institute

HELVACI KEREM, AYLIN, (2013). The role of children in the family purchase decision-making process, Yeditepe University-Social Sciences Institute

### **Administrative Duties:**

Yeditepe University, İİBF, Management Department- Vice Chair, 2004

Yeditepe University, Management and Research Center- Vice Chair, 2014

Yeditepe University -Social Sciences Institute -Executive MBA Coordinator, 2015-2023

Yeditepe University-Health Sciences Institute, Health Management, 2022-2023

Yeditepe University-Social Sciences Institute –Vice Chair, 2023

## **PUBLICATIONS**

### **A. Articles published in internationally refereed journals:**

1. “The Perceived Country images in Turkey” Tigli, Mehmet, Pirtini Serdar & Erdem, Can (2010). International Business & Economic Research Journal, USA.
2. “Development of Group Buying in Turkey: Shopping on Daily Deal websites”. Erdem, Yusuf Can, Demirağ, Aşkın (2015). AJIT-e: Online Academic Journal of Information Technology, 6(18), 41-56.
3. “Exploring Antecedents of Private Shopping Intention: The Case of Turkish Apparel Industry”. Durmuş Beril, Erdem Yusuf Can, Sağlık Özçam Dilek, Akgün Serkan (2015). European Journal of Business and Management, 8(9), 64-77., (Kontrol No: 2647942)
4. Brand Image, Satisfaction, and Brand Loyalty – How Effective Are They in the Automotive Industry Market Share” Cetin, D., Kuscu, A., Sağlık, D., Erdem, Y.C. (2015) European Journal of Business and Management, 8, (7) 31-35.
5. “A Model for Make-or-Buy Decisions in Engineering Design Services Sector” Ediz, A., Öner A., Erdem, Y.C., Kaplan, N. (2017) International Journal of Innovation and Technology Management, <https://doi.org/10.1142/S0219877018500384>
6. “Internationalization of E-commerce: A Comparison of Online Shopping Preferences of Turkish and American University Students”. Erdem A., Erdem Y.C. (2017) European Journal of Business and management.9, (35) 85-91.

7. "The Customer Experience Measurement Scale". Tavşan, N. & Erdem, Y. Can. (2021). İstanbul Ticaret Üniversitesi, Sosyal Bilimler Dergisi, 20 (42), 1247-1268. DOI: 10.46928/iticusbe.869314

### **B. Assertions presented in international scientific congresses and published in the proceedings**

1. "Changing Channels: A Conceptual Review of Internet Marketing", Erdem, Y. Can & Erdem, Altan (2004), Academy of Business Administration, 2004 National Conference, Las Vegas.
2. "E-Commerce and Distribution Channels", Erdem, Can (2005), Yaşar University, Izmir, Turkey, International Conference on Business, Management and Economics, 2005.
3. "The Importance of Certain products in Creating Country Images in International Marketing", Tıgılı, Mehmet, Erdem, Can & Gök, Basak (2008). Yeditepe University, Istanbul, International Research Conference on Business Strategies.
4. "Branded Sensory Experiences of a City: Can They be transmitted across Generations?" Erdem, Can & Gürkaynak, Nilgün (2009).39<sup>th</sup> The European Marketing Academy (EMAC) Conference, Copenhagen (2010).
5. "Direct-to-Consumer Advertising in Pharmaceutical Marketing and Its Possible Effects in Turkish Pharmaceutical Sector, Erdem, Can (2012). Yeditepe University, Istanbul, International Research Conference on Business Strategies.
6. "The Perception of E-Health Applications by Patients in Turkey". Erdem, Yusuf Can (2015). 15<sup>th</sup> Eurasia Business and Economics Society Conference Lisbon, 67-68.
7. "The Sustainable Consumer". Erdem, Yusuf Can (2022).39<sup>th</sup> Eurasia Economics and Business Society Conference-Rome, Italy.
8. "The Convergence of Digital and Sustainable Revolutions". Erdem, Yusuf Can (2022).39<sup>th</sup> Eurasia Economics and Business Society Conference-Rome, Italy.

### **C. International books published, or chapters from a book**

1. Business A Changing World, Bölüm adı:(The Screening Process for Recruiting in a Startup Company: Alwaysfashion.com) (2014)., Enes Molu., Senem Göl Beser, Erdem, Yusuf Can. McGraw-Hill Education, Editör: Tanja Radivoevska, Basım sayısı:9, Sayfa Sayısı 630, ISBN:139780077159825, İngilizce (Bilimsel Kitap),
2. Global Issues in Health Care Systems Social, Legal, Economic, and Managerial Perspectives, Bölüm adı:(Direct-to-Consumer Advertising in Pharmaceutical Marketing and its Possible Effects on Turkish Pharmaceutical Sector) (2013)., Erdem Yusuf Can, Lambert Academic Publishing, Editör: Yard. Doç. Dr. Özlem Karabüber, Doç. Dr. M. Atilla Öner, Basım sayısı:1, Sayfa Sayısı 282, ISBN:978-3-659-51284-1, İngilizce (Bilimsel Kitap), (Kontrol No: 1174266

3. EBES 2014 ANTHOLOGY, Bölüm adı: (Direct-to-Consumer- Advertising in Pharmaceutical Marketing: Are the Turkish Consumers Ready for it?) (2015). Erdem, Yusuf Can, Sağlık Özçam Dilek, EBES Yayınları, Basım sayısı:1, ISBN:978-605-84468-0-9, İngilizce (Bilimsel Kitap),
4. “Customer Experience Management”. Tavşan, N. & Erdem, C. (2018). Tasora Books, MN, The USA.
5. “Anticipation in Marketing”, Erdem, Can (2019). Anticipation: Conceptual, Theoretical, and Empirical Issues. İstanbul, Yeditepe Press.
6. “Müşteri Deneyimi Yönetimi”. Erdem, Can & Tavşan, N. (2019). Beta Yayınları, İstanbul, Türkiye.
7. “The Sustainable Consumer Behavior “. Erdem, Y. Can. The Circular Economy”. (2022) Lexington Books. The UK.
8. “The Convergence of Digital Transformation and Sustainable Revolution”. Erdem, Y. Can. The Circular Economy”. (2023) Lexington Books. The UK.

#### **D. Articles published in national refereed journals**

1. “Ambush Marketing”, Erdem, Can (2012). Journal of Yeditepe University Faculty of Law, Essays in Honor of Prof. Dr. Erhan Adal, İstanbul.
2. “Sensing a City through Brands: Case of İstanbul and Branded Sensory Experiences”, Erdem, Can & Gürkaynak, Nilgun (2011). Selected Articles in Marketing, Management and Marketing Education, İstanbul
3. “Message Relevance in Permission Marketing as an Enabler CRM Strategies”, Ersoy, Begüm & Erdem, Can (2011)—Selected Articles in Marketing, Management and Marketing Education, İstanbul.
4. “Hile ile Mücadelede Muhasebe ve Pazarlama İşbirliği”. Erdem, Yusuf Can, Kaya, Can Tansel (2015). Akademik Sosyal Araştırmalar Dergisi (9), 260-267.
5. Durmuş Beril, Erdem Yusuf Can, Sağlık Özçam Dilek, Akgün Serkan (2015). Türk Giyim Sektöründe Yeni Bir e-Ticaret Modeli: Özel Alışveriş Siteleri. Öneri-Marmara Üniversitesi, 11(44)

#### **E. Assertions presented in national scientific congresses and published in the proceedings**

1. “The Potential of Virtual Communities in the Process of Cultural Marketing: The European Culture Capitals in Social Media”, Gürkaynak, Nilgün & Erdem, Can (2009). Bozok University, National Marketing Congress, Yozgat, Türkiye.
2. Okan Elif, Erdem, Y. Can (2015). “İşletme Öğrencilerinin Öğrenme Stilleri: Pazarlama Öğrencileri Farklı mı?”. 2015 Ulusal Pazarlama Kongresi, Türkiye

