

Asst. Prof. Aras Alkış

Personal Information

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International Researcher IDs

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Biography

Aras Alkis completed his doctorate studies at Koc University with a specialization on empirical modeling in marketing through co-supervision of Distinguished Professor of Marketing Koen Pauwels and Associate Professor of Marketing Berk Ataman. Dr. Alkis has gained solid teaching experience at TED University in Ankara, founded by the Turkish Education Association. He is specialized on teaching brand management, new product development, research methods and social media marketing. He supervised fifteen graduation projects and served as a research committee member. Dr. Alkis has a Master's in Business Administration (MBA) degree with triple majors, in Management, Marketing and International Business from Crummer Graduate School of Business in Florida, USA, and a Bachelor of Science in Mechanical Engineering degree from Koc University College of Engineering, and earned all degrees via full scholarships.

Education Information

Undergraduate, Koc University, Mechanical Engineering, Turkey Continues

Rollins College, United States Of America Continues

Doctorate, Koc University, Turkey Continues

Foreign Languages

English

Turkish

Academic Titles / Tasks

Lecturer PhD, TED University, Faculty of Econ. and Administ. Sciences, Department of Business Administration, 2019 - Continues

Lecturer, 2019 - Continues

Academic and Administrative Experience

Business Administration Department BTEC HND/HNC, 2020 - Continues

Lecturer, Faculty of Economics and Administrative Sciences, Business Administration, 2020 - Continues
KGP-A-PR03-Marka ve İletişim, 2020 - 2020
Part-time Instructor, Faculty of Economics and Administrative Sciences, Business Administration, 2017 - 2019

Courses

Graduation Paper and Seminar, Undergraduate
New Product Development, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020
Summer Practice II, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020
Summer Practice I, Undergraduate, 2022 - 2023, 2021 - 2022, 2020 - 2021, 2019 - 2020
Brand Management, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019
Principles of Marketing, Undergraduate, 2022 - 2023, 2020 - 2021, 2019 - 2020
Summer Practice, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018
Social Media Marketing, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018
Research Methods, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018
Research Methods, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018
Digital Marketing for Educational Instit, Postgraduate, 2020 - 2021
Research Methods, Undergraduate, 2019 - 2020
Research Methods, Undergraduate, 2019 - 2020, 2018 - 2019, 2017 - 2018
Senior Project and Seminar, Undergraduate, 2018 - 2019, 2017 - 2018
Production and Operations Management, Undergraduate, 2017 - 2018

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Privacy concerns in consumer E-commerce activities and response to social media advertising: Empirical evidence from Europe**
Alkış A., Köse T.
Computers in Human Behavior, vol.137, 2022 (SSCI)

Books & Book Chapters

- I. **Ecommerce Purposes and Types from the Perspective of Transaction Cost Economics**
Alkış A.
in: Ecommerce Purposes and Types from the Perspective of Transaction Cost Economics, Annmarie Hanlon, Tracy Tuten, Editor, Sage, London/New Delhi , London, pp.213-237, 2022

Scientific Refereeing

American Marketing Association Summer Academic Conference, Conference Paper (Full Text), August 2023
JOURNAL OF RETAILING AND CONSUMER SERVICES, SCI Journal, March 2023
ELECTRONIC COMMERCE RESEARCH AND APPLICATIONS, SCI Journal, February 2023
JOURNAL OF RETAILING AND CONSUMER SERVICES, SCI Journal, January 2023
JOURNAL OF RETAILING AND CONSUMER SERVICES, SCI Journal, October 2022
JOURNAL OF RETAILING AND CONSUMER SERVICES, SCI Journal, August 2022
American Marketing Association Summer Academic Conference, Conference Paper (Full Text), August 2022
JOURNAL OF RETAILING AND CONSUMER SERVICES, SCI Journal, March 2022
American Marketing Association Winter Academic Conference, Conference Paper (Full Text), February 2022
ISMD 2021, Conference Paper (Abstract), December 2021

JOURNAL OF BUSINESS RESEARCH, SCI Journal, October 2021

Central Bank Review, National Scientific Refreed Journal, October 2021

JOURNAL OF BUSINESS RESEARCH, SCI Journal, September 2020

American Marketing Association Winter Academic Conference, Conference Paper (Full Text), August 2020

American Marketing Association Summer Academic Conference, Conference Paper (Full Text), March 2020

American Marketing Association Summer Academic Conference, Conference Paper (Full Text), February 2019