

Asst. Prof. Mahmut Selami AKIN

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: D-3137-2019

ScopusID: 57207848133

Yoksis Researcher ID: 256991

Education Information

Doctorate, Istanbul University, Sosyal Bilimler Enstitüsü, Pazarlama (Dr), Turkey 2015 - 2022

Postgraduate, Sakarya University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (YI) (Tezli), Turkey 2010 - 2014

Undergraduate, Sakarya University, İktisadi Ve İdari Bilimler Fakültesi, İşletme Bölümü, Turkey 2005 - 2009

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Özel sağlık kuruluşlarında hizmet karşılığlarının hasta tatmini ve davranışsal niyete etkisi, Istanbul University, Sosyal Bilimler Enstitüsü, Pazarlama (Dr), 2022

Postgraduate, Pazarlama araştırmacıları perspektifinden nöropazarlama: Keşifsel bir araştırma, Sakarya University, Sosyal Bilimler Enstitüsü, Üretim Yönetimi Ve Pazarlama (YI) (Tezli), 2014

Research Areas

Marketing

Courses

PRODUCTION MANAGEMENT, Undergraduate, 2023 - 2024

STATISTICAL ANALYSIS AND DECISION MAKING, Postgraduate, 2023 - 2024

Neuromarketing, Undergraduate, 2023 - 2024

Pazarlama Yönetimi, Undergraduate, 2022 - 2023

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The impact of plasma-rich platelet injection to perianal sphincters on incontinence and quality of life in patients with rectal cancer after low anterior or intersphincteric resection: a prospective cohort study**
HAKSAL M. C., AKIN M. S., Karagoz E., KOÇAK M., KORKUT E., Shahhosseini R., Gögenur I., ÖNCEL M.
Techniques in Coloproctology, vol.28, no.1, 2024 (SCI-Expanded)
- II. **Creating value for patients through service encounter experiences: evidence from Turkey**
AKIN M. S., OKUMUŞ A.
Asia Pacific Journal of Marketing and Logistics, vol.35, no.4, pp.828-848, 2023 (SSCI)

Articles Published in Other Journals

- I. **New Trend in Online Shopping L-commerce (Live stream commerce) and A Model Proposal for Consumer Adoption**
Akn M. S.
Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi, vol.19, no.2, pp.474-488, 2024 (ESCI)
- II. **A unified theory of acceptance and use of technology and fuzzy artificial intelligence model for electric vehicle demand analysis**
Aysan A. F., Yüksel S., Eti S., Dinçer H., Akın M. S., Kalkavan H., Mikhaylov A.
Decision Analytics Journal, pp.1-2, 2024 (Scopus)
- III. **Turkish gen Z players' in-game purchase intention: does gender difference matter?**
Akn M. S.
YOUNG CONSUMERS, vol.24, no.6, pp.721-741, 2023 (ESCI)
- IV. **Benlik Kurgusu ve Materyalizmin Gösterişçi Tüketim Eğilimine Etkisi**
AKIN M. S.
Doğuş Üniversitesi Dergisi, vol.22, no.1, pp.219-239, 2021 (Peer-Reviewed Journal)
- V. **Çevrimiçi İkinci El Alışveriş Motivasyonları: Ölçek Uyarlama Çalışması**
AKIN M. S.
Uygulamalı Sosyal Bilimler Dergisi, vol.4, no.2, pp.74-88, 2020 (Peer-Reviewed Journal)
- VI. **Shaping the consumers' attitudes towards Halal food products in Turkey**
AKIN M. S., OKUMUŞ A.
Journal of Islamic Marketing, vol.12, no.6, pp.1081-1096, 2020 (ESCI)
- VII. **Tüketici Etnosentrizmi, Kozmopolitlik, Satın Alma Tarzı, İlgilenim ve Algılanan Riskin Yerli Giyim Ürünü Satın Alma Niyetine Etkisi**
AKIN M. S., BALOĞLU S., OKUMUŞ A., ÖZTÜRK S.
Tüketici ve Tüketim Araştırmaları Dergisi, vol.9, no.2, pp.257-296, 2017 (Peer-Reviewed Journal)
- VIII. **The Relationship Between Hotel Brand Personality And Customer Loyalty**
YAŞIN B., Jamontaite K., Ahmedova S., AKIN M. S.
JOURNAL OF TOURISMOLOGY, vol.3, no.1, pp.14-33, 2017 (Peer-Reviewed Journal)
- IX. **İKLİM DEĞİŞİKLİĞİ BAĞLAMINDA KYOTO PROTOKOLÜ, PARİS ANLAŞMASI VE PAZARLAMA ALANINA DAİR ÇIKARIMLAR**
AKIN M. S.
TURKISH JOURNAL OF MARKETING, vol.1, no.1, 2016 (Peer-Reviewed Journal)
- X. **NÖROPAZARLAMA ve UYGULAYICILARIN PERSPEKTİFİYLE ETİK YÖNÜ**
AKIN M. S., SÜTÜTEMİZ N.
Business and Management Studies: An International Journal, vol.2, no.1, pp.67-83, 2014 (Peer-Reviewed Journal)

Refereed Congress / Symposium Publications in Proceedings

- I. **Artificial Intelligence in Marketing: Content Analysis of Web of Science Indexed Papers**

Akın M. S.

8TH INTERNATIONAL SCIENTIFIC CONFERENCE ON TELECOMMUNICATIONS, INFORMATICS, ENERGY AND MANAGEMENT (TIEM), Balıkesir, Turkey, 1 - 03 December 2023, pp.404-415

II. The Effect of Brand-Relationship Quality on Positive Word-of-Mouth Intention

AKIN M. S., Dogan O.

4th European International Conference on Industrial Engineering and Operations Management, IEOM 2021, Virtual, Online, 2 - 05 August 2021, pp.43-52

III. Benlik Kurgusu ve Gösterişçi Tüketim Eğilimine Etkisi: Bir Vakıf Üniversitesi Öğrencileri Üzerine Araştırma

AKIN M. S.

PPAD 24. Ulusal Pazarlama Kongresi, Aydın, Turkey, 1 - 04 May 2019

IV. Examining the attitude toward halal food products: The case of a private university

AKIN M. S., OKUMUŞ A.

32nd International Business Information Management Association Conference, IBIMA 2018, Sevilla, Spain, 15 - 16 November 2018, pp.4200-4206

V. Retail Brands, Consumer Psychographics and a Model Proposal

BALOĞLU S., AKIN M. S.

VI. International Balkan and Near Eastern Social Sciences Congress Series - Ohrid / Macedonia, Ohrid, Macedonia, 28 - 29 October 2017, pp.672-673

Scientific Refereeing

Uluslararası Yönetim İktisat ve İşletme Dergisi, National Scientific Refreed Journal, February 2024

Ekonomi İşletme ve Maliye Araştırmaları Dergisi, National Scientific Refreed Journal, February 2024

JOURNAL OF ISLAMIC MARKETING, Journal Indexed in ESCI, January 2024

ASIA PACIFIC JOURNAL OF MARKETING AND LOGISTICS, Journal Indexed in SSCI, January 2024

COMPUTERS IN HUMAN BEHAVIOR, Journal Indexed in SSCI, December 2023

R&S - Research Studies Anatolia Journal, National Scientific Refreed Journal, July 2023

INTERNATIONAL JOURNAL OF MODELLING AND SIMULATION, Journal Indexed in ESCI, January 2022

Pamukkale Üniversitesi Sosyal Bilimler Enstitüsü Dergisi, National Scientific Refreed Journal, November 2021

Congress and Symposium Activities

PPAD 27. Ulusal Pazarlama Kongresi , Attendee, Erzurum, Turkey, 2024

8TH INTERNATIONAL SCIENTIFIC CONFERENCE ON TELECOMMUNICATIONS, INFORMATICS, ENERGY AND MANAGEMENT (TIEM), Attendee, Balıkesir, Turkey, 2023

4th European Conference on Industrial Engineering and Operations Management, Attendee, Rome, Italy, 2021

PPAD 24. Ulusal Pazarlama Kongresi, Attendee, İstanbul, Turkey, 2020

32nd International Business Information Management Association Conference (IBIMA), Attendee, Sevilla, Spain, 2018