

## 1. Personal Information

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<https://scholar.google.com/citations?user=N1Vk0iEAAAAJ> (Google Scholar)

Social Media: <https://www.linkedin.com/in/arasalkis>

E-mail address: aras.alkis@tedu.edu.tr

## 2. Academic Position

Assistant Professor, 02.2023 - , Department of Business Administration, Faculty of Economics and Administrative Sciences, TED University, Ankara, Türkiye

## 3. Academic Degrees

- ✓ Doctor of Business Administration/ Doctor of Philosophy (PhD) in Marketing with Master of Arts, 06.2015, Koç University Graduate School of Business, İstanbul, Türkiye, Triple-crown GSB: AACSB International, EQUIS and AMBA accredited, Full scholarship
- ✓ Master's in Business Administration (MBA) with triple majors in Management, Marketing and International Business, 04.2007, Crummer Graduate School of Business, Winter Park, Florida, USA, Triple-crown GSB: AACSB, EQUIS and AMBA accredited, Full scholarship
- ✓ Bachelor of Science with a major in Mechanical Engineering, 06.2005, Koç University Faculty of Engineering, İstanbul, Türkiye, Full scholarship

## 4. Knowledge Products

*Publications: Original Research and Scholarly Articles*

1. Alkış, Aras and Tekin Köse, 2022, "Privacy Concerns in Consumer E-Commerce Activities and Response to Social Media Advertising: Empirical Evidence from Europe," Computers in Human Behavior, 137, <https://doi.org/10.1016/j.chb.2022.107412>, CiteScore: Highest 1%
2. Alkış, Aras, 2022, "E-Commerce Purposes and Types from the Perspective of Transaction Cost Economics," In Annmarie Hanlon and Tracy Tuten (Eds.), The SAGE Handbook of Digital Marketing. SAGE Publications Ltd.

*Courses: Learning Experiences at the University Level*

1. Strategic Brand Management: 40 Learners, MKTG551, Koç University
2. Innovation Management: 56 Learners, MKTG404, Koç University
3. Graduation Projects
  - a. Business Administration Capstone - Marketing Module: 257 Learners, BUSA499, Koç University
  - b. Graduation Paper and Seminar: 15 Learners, BA402, TEDU, 1 Learner, ECON402, TEDU
4. Digital Marketing for Higher Education: 14 Learners, MEI505, TEDU
5. Social Media Marketing: 125 Learners, BA465, TEDU
6. Brand Management: 330 Learners, BA464, TEDU
7. New Product Development: 265 Learners, BA462, TEDU
8. Research Methods: 80 Learners, BA401-ECON401-PSIR401, TEDU
9. Marketing Research: 138 Learners, MKTG301-MAVA301, Koç University
10. Production and Operations Management: 31 Learners, BA305, TEDU

11. Principles of Marketing: 197 Learners, BA301, TEDU
12. Vertically Integrated Projects: 5 Learners, VIP200-VIP300, TEDU

*Digital Products: Miscellaneous*

- ✓ <https://answers.one>, 2025
- ✓ <https://leanbrands.org>, 2024
- ✓ <https://learners.love>, 2020
- ✓ <https://fastpredict.com>, 2015

## 5. Research Areas

Product innovations, brand management, dynamic capabilities, managerial capabilities, organizational learning, regulatory focus, self-regulation, pricing, crowd-sourcing

## 6. Previous Academic Positions

- ✦ Visiting Assistant Professor
  - Full research focus, Department of Marketing, IE Business School, Madrid, Spain, 09.2021 - 02.2022
- ✦ Lecturer
  - College of Administrative Sciences and Economics, Koç University, İstanbul, Türkiye, 09.2024 - 08.2025
  - Department of Business Administration, TEDU, Ankara, Türkiye, 01.2020 - 02.2023
  - Hourly-paid, Department of Business Administration, TEDU, Ankara, Türkiye, 09.2017 - 12.2019
- ✦ Graduate Assistant
  - Koç University Graduate School of Business, İstanbul, Türkiye, 2009 - 2014
  - University of Central Florida Business School, Orlando, FL., USA, 2008 - 2009
  - Crummer Graduate School of Business, Winter Park, FL., USA, 2006 - 2007

## 7. Work in Progress

1. "Business Cycle Asymmetry in Prices", single author
2. "Strategic Planning Capabilities in the Era of Pro-environment Policies" with İbrahim Ünalımsı
3. "Feeling Safe, Feeling Lucky? How Regulatory Focus Explains Sales Price Response Asymmetry" with Koen Pauwels and Berk Ataman
4. "Temporary vs. Permanent Price Reductions" with Erdem Başçı
5. "Learning Effects in Complex Products" with Alexa Burmester
6. "Analyses of Crowdfunding Campaign Success" with Eda Sayın, Yegyu Han and Jeanne Kim
7. "Silk of Hatay - A Teaching Case Study" with Nazlı Wasti Pamuksuz and Ozlem Atay Ozkanlı

## 8. Conference Presentations and Talks

- ✦ Alkış, Aras and Tekin Köse, 2022, January 12, "Privacy Concerns in Consumer E-commerce Participation and Response to Social Media Advertising: Empirical Evidence from Europe," IE Business School Research Seminar Series, Invited Talk, Madrid, Spain

- Alkış, Aras and Tekin Köse, 2022, May 13, "Privacy Concerns in Consumer E-commerce Participation and Response to Social Media Advertising: Empirical Evidence from Europe," The Sixth Anadolu International Conference on Economics
- Alkış, Aras, Koen Pauwels and Berk Ataman, 2019, November 5, "Feeling Safe? How Regulatory Focus Explains the Brand Sales Price Response Asymmetry," Research Seminar, Universidad de los Andes, Bogotá, Colombia
- Alkış, Aras, Koen Pauwels and Berk Ataman, 2019, August 10, "Feeling Safe? How Regulatory Focus Explains the Brand Sales Price Response Asymmetry," American Marketing Association Summer Conference, Chicago, USA
- Alkış, Aras and Koen Pauwels, 2013 July 12, "How Consumer Response To Changing Prices Vary With Regulatory Foci: Loyals vs 'Loyals'," Marketing Science Conference, İstanbul, Türkiye (Presented "Asymmetric Price Elasticities")
- Alkış, Aras and Koen Pauwels, 2012, August 24, "Asymmetric Price Elasticities," Marketing Dynamics Conference, Tilburg, Netherlands
- Alkış, Aras and Koen Pauwels, 2012, "Asymmetric Price Elasticities," EMAC Doctoral Colloquium, Lisbon, Portugal
- Alkış, Aras and Koen Pauwels, 2012, "Asymmetric Price Elasticities," Koç-Özyeğin-Sabancı Marketing Research Camp, İstanbul, Türkiye

## 9. Professional Affiliations

American Marketing Association, 2015-2016, 2022-2026

British Academy of Management, 2022-2023

## 10. Research Supervision and Leadership

College of Administrative Sciences and Economics, Koç University

✓ Independent Research, MKTG495 (Undergraduate, English, Mandatory)

✓ Marketing Research, MKTG301 (Undergraduate, English, Elective)

Faculty of Economics and Administrative Sciences, TED University

✓ Vertically Integrated Projects, VIP, Project No.1 (Undergraduate, English, Elective)

✓ Senior/ Graduation Projects (Undergraduate, English, Mandatory)

- in Business Administration, BA402

- in Economics, ECON402

✓ Research Methods (Undergraduate, English, Mandatory)

- in Business Administration, BA401

- in Economics, ECON401

- in Political Science and International Relations, PSIR401

## 11. Course Evaluations

Faculty of Economics and Administrative Sciences, TED University (2025 - 2026)

*New Product Development (BA462), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
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Fall - I, 2025-2026	1	-	30	0	0.00%
<i>Social Media Marketing (BA465), Elective, 100% English, On-campus</i>					
Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2025-2026	1	-	48	0	0.00%
<i>Principles of Marketing (BA301), Mandatory, 100% English, On-campus</i>					
Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2025-2026	1	-	15	0	0.00%
<b>3 Courses</b>					

*College of Administrative Sciences and Economics & Graduate School of Business, Koç University (2024 - 2025)*

*Strategic Brand Management (MKTG551), Elective, 100% English, On-campus, MBA*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2024-2025	1	4.80	40	5	13%

*Innovation Management (MKTG404), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2024-2025	1	4.70	56	10	19%

*Marketing Research (MKTG301 & MAVA301), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2024-2025	1	4.20	49	10	21%
Fall - I, 2024-2025	1	3.38	41	8	17%
Fall - I, 2024-2025	2	4.33	48	3	8%

*Business Administration Capstone Course (BUSA499), Mandatory, 100% English, On-campus with professors from Strategy and Operations Management*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2024-2025	1	4.20	30	5	17%
	2	4.50	77	2	2%
	3	-	62	-	-
Fall - I, 2024-2025	2	4.75	40	4	10%
Fall - I, 2024-2025	3	4.00	48	4	8%
<b>4 Courses</b>		<b>4.28</b>	<b>491</b>	<b>51</b>	<b>10.39%</b>

*Faculty of Economics and Administrative Sciences, TED University (2017 - 2024)*

*Vertically Integrated Project No. 1 (VIP200-VIP300), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
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Fall - I, 2024-2025	1	-	3	-	-
Spring - II, 2023-2024	1	-	5	-	-

*Brand Management (BA464), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2023-2024	1	4.87	39	3	7.69%
Spring - II, 2022-2023	1	3.67	46	7	15.22%
Spring - II, 2021-2022	1	5.00	32	6	18.75%
Spring - II, 2021-2022	2	4.89	33	8	24.24%
Spring - II, 2020-2021	1	4.98	50	16	32.00%
Fall - I, 2020-2021	1	4.86	40	14	35.00%
Spring - II, 2019-2020	1	4.90	43	17	39.53%
Fall - I, 2019-2020	1	4.87	10	7	70.00%
Spring - II, 2018-2019	1	4.79	37	22	59.46%

*New Product Development (BA462), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2023-2024	1	4.88	33	4	12.12%
Fall - I, 2023-2024	1	4.07	40	13	32.50%
Spring - II, 2022-2023	1	2.61	45	16	35.56%
Fall - I, 2022-2023	1	4.78	42	13	30.95%
Spring - II, 2021-2022	1	4.42	40	2	5.00%
Spring - II, 2020-2021	1	4.73	47	11	23.40%
Spring - II, 2019-2020	1	4.62	18	12	66.67%

*Senior Project and Seminar in Economics (ECON402), Mandatory, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2022-2023	1	-	1	-	

*Research Methods (BA401), Mandatory, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2021-2022	1	5	5	1	20.00%
Spring - II, 2019-2020	1	4.73	28	11	39.29%
Spring - II, 2018-2019	1	4.82	9	6	66.67%
Fall - I, 2018-2019	1	4.06	31	9	29.03%
Summer, III, 2017-2018	1	4.84	7	4	57.14%

*Social Media Marketing (BA465), Elective, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
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Fall - I, 2020-2021	1	4.85	40	15	37.50%
Fall - I, 2019-2020	1	4.43	18	10	55.56%
Fall - I, 2018-2019	1	4.56	15	5	33.33%
Spring - II, 2017-2018	1	4.81	30	13	43.33%
Fall - I, 2017-2018	1	4.47	22	17	77.27%

*Principles of Marketing (BA301), Mandatory, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2023-2024	1	4.98	33	7	21.21%
Fall - I, 2022-2023	1	4.76	49	12	24.49%
Fall - I, 2020-2021	2	4.93	45	22	48.89%
Spring - II, 2019-2020	1	4.92	41	12	29.27%
Fall - I, 2019-2020	3	4.77	29	19	65.52%

*Production and Operations Management (BA305), Mandatory, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2017-2018	1	4.63	31	21	67.74%

*Eğitim Kurumları için Dijital Pazarlama (MEI505), Elective, 100% Turkish, Online*

Semester	Section	Rating	Class size	Evaluated by	%
Fall - I, 2020-2021	1	4.89	14	10	71.43%

*Senior Project and Seminar in Business Administration (BA402), Mandatory, 100% English, On-campus*

Semester	Section	Rating	Class size	Evaluated by	%
Spring - II, 2018-2019	1	4.81	5	3	60.00%
Spring - II, 2017-2018	4	3.81	5	3	60.00%
Spring - II, 2017-2018	5	3.78	2	1	50.00%
Fall - I, 2017-2018	3	4.67	3	3	100.00%

10 Courses	4.62	1063	375	35.28%
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- Summer Practice I, BA300 (10 semesters)
- Summer Practice II, BA400 (15 semesters)
- I was a guest professor for new product development in a professional Doctorate in Business Administration degree (DBA) session, IE Business School, 2022, December 8.

**Teaching Innovations:**

- I developed <https://learners.love> to stream videos during the pandemic, and used it as an platform to enhance active learning after 2023 Fall.
- BA462 a Coursera integrated pilot course in 2023 Spring. VIP200, VIP300 is the first Vertically Integrated Projects course in Türkiye and one of the earliest ones in Europe.

## 12. Service

To university

- Student Club Advisor, Model United Nations (MUN) at TEDU, 2022-2024, 2025-2026
- Quality Nominee and Academic Board Member, Pearson Business and Technology Education Council (BTEC) Higher Nationals Certificate/ Diploma (HNC/ HND), Department of Business Administration, TEDU, September 2019-2024
- Internship Coordinator at the Department of Business Administration, TEDU, 2019 - 2024
- New course design, TEDU: Digital Marketing for Education Institutions (MEI505, Fall 2020-2021) and contributed to Business Data Analytics (BA417, Fall 2022-2023) and Marketing Management for Executive MBA (BA5XX, Fall 202X)
- Offered at the university after a long time, Koç University: Innovation Management (MKTG404, Fall 2024-2025)
- First time offered at the university, TEDU: Social Media Marketing (BA465, Fall 2017-2018), Brand Management (BA464, Spring 2018-2019) and New Product Development (BA462, Spring 2019-2020)
- Leader, Master of Science in Marketing Curriculum Committee, TEDU, Spring 2021-2022
- Member, Higher Nationals Certificate/ Diploma (HNC/ HND) Steering Committee, TEDU, Spring 2021-2022
- Institutional Communications Framework Design (KGP-A-PR03-Marka ve İletişim) Committee Member, TEDU, March - June, 2020
- Member, Research Committee, Faculty of Economics and Administrative Sciences, TEDU, 2017 - 2019
- Member, Social Media Committee, Faculty of Economics and Administrative Sciences, TEDU, 2017 - 2019

*To professional and academic organizations*

- Referee, American Marketing Association Summer Conference, 2019, 2020, 2022, 2023
- Referee, American Marketing Association Winter Conference, 2021, 2022, 2024, 2025
- Referee, Journal of Retailing and Consumer Services, 2022, 2023, 2024
- Referee, Journal of Business Research, 2020, 2021, 2023, 2025
- Referee, Central Bank Review, 2022
- Referee, ISMD Conference, Resilience, 2021

### **13. Other Experience**

- Non-executive Member, Board of Directors, SEM Transformatör A.Ş., Ankara, Türkiye, 2020 -
- Consultant, SEM Transformatör A.Ş. for strategic investments in engineering design and business development in Norway and Finland. 09.2013 - 09.2015
- PhD First year, University of Central Florida Business School, Orlando, FL., USA, 08.2008 - 06.2009
- MBA Intern, Bright House Networks Florida Group Office, Orlando, FL., USA, 01.2007 - 08.2007
- MBA Exchange, Växjö Universitet (now Linnaeus University), Växjö, Sweden, Summer 2006
- Recognition of Leadership Awards, Crummer Graduate School of Business, 2006, 2007
- Disney Style Leadership Development Program Participant, Disney Institute, 2006
- Team Member, MBA Consulting Practicum: Electronic Arts (EA) Studio Tiburon, FL. USA, 2006

- Volunteer, Junior Achievement, Orlando, FL., USA, 2005
- "A Leader in Social Life" Commencement Recognition, 2005
- Marketing Intern, Volkswagen-Doğuş Finance Europcar Fleet Services A.Ş., İstanbul, Türkiye, 2004
- Intern at the Investments Department, Aygaz A.Ş., İstanbul, Türkiye, 2004
- Engineering Intern at Manufacturing Plants, Arçelik A.Ş., Ankara, Türkiye, 2003;
- Engineering Intern at Ford Otosan A.Ş., Kocaeli, Türkiye 2003
- President of Koç University Media Club, 2004 - 2005
- DJ at Radio Koç, 2000 - 2005
- Residence Assistant at Koç University Dormitories, 2004 - 2005
- Member of the Koç University Rowing Crew, 2003 - 2004
- Koç University Student Council Member, 2003 - 2004
- Koç University Student Mentor, 2002 - 2004

#### 14. Career Breaks

I developed <https://fastpredict.com> as a prototype to democratize data-driven decision making between 2016 and 2017. It is a pioneering self-service online platform that allows users to conduct regression and machine learning based predictions.

#### 15. References

1. *Koen Pauwels*, k.pauwels@northeastern.edu
  - i. Relation: PhD advisor, Co-author
  - ii. Distinguished Professor of Marketing, Northeastern University, Boston, MA, USA
  - iii. Doctorate degree from University of California in Los Angeles, California, USA
  - iv. Editor in Chief, International Journal of Research in Marketing, 2025; President of the Academic Council of the American Marketing Association, 2022 - 2023
2. *Berk Ataman*, berk.ataman@ozyegin.edu.tr
  - i. Relation: PhD advisor, Co-author
  - ii. Associate Professor of Marketing, Özyeğin University, İstanbul, Türkiye
  - iii. Doctorate degree from Tilburg University, the Netherlands
3. *İbrahim Ünalmış*, ibrahim.unalmis@ou.bau.edu.tr
  - i. Relation: Department Chair at TEDU, Co-author
  - ii. Professor of Economics, Bahçeşehir University, İstanbul, Türkiye; Director, Finance Research Center, Bahçeşehir University
  - iii. Doctorate degree from University of York, United Kingdom
4. *Tekin Köse*, t.kose@brighton.ac.uk
  - i. Relation: Colleague at TEDU, Co-author
  - ii. Lecturer of Economics, University of Brighton; Research Fellow, University of Aberdeen
  - iii. Doctorate degree from University of Pittsburgh, USA



## 16. Doctoral Coursework (Reverse Temporal Order)

Department (University)	Course Name	Scholar	Degree from
18. Economics (Koç University)	Experimental economics	Seda Ertaç	University of California, Los Angeles (UCLA)
17. Business Administration (Özyeğin University)	Econometric and time series analysis in marketing	Koen Pauwels	UCLA
16. Business Administration (Koç University)	Independent study	Berk Ataman	Tilburg University
15. Business Administration (Özyeğin University)	Strategy	Erik den Hartigh	Erasmus University Rotterdam
14. Business Administration (Özyeğin University)	Addressing marketing problems with empirical research	Koen Pauwels	UCLA
13. Business Administration (Koç University)	Selected topics in marketing: Survey methodology	Rik Pieters	University of Leiden
12. Business Administration (Koç University)	Quantitative seminar in marketing II	Skander Esseghaier	Columbia University, New York
11. Business Administration (Koç University)	Applied multivariate statistics	Skander Esseghaier	Columbia University, New York
10. Economics (Koç University)	Graduate level time series econometrics	Mika Meitz	Stockholm School of Economics (SSE)
9. Business Administration (Koç University)	Research methods in business	Stefan Wuyts	Erasmus University Rotterdam
8. Business Administration (Koç University)	Behavioral seminar in marketing I	Zeynep Gurhan-Canlı	New York University (NYU)
7. Economics (Koç University)	Macroeconomics II (Non-credit)	Sumru Altuğ	Carnegie-Mellon University
6. Economics (Koç University)	Graduate level econometrics II	Mika Meitz	SSE
5. Business Administration (Koç University)	Quantitative seminar in marketing I	Skander Esseghaier	Columbia University, NY
4. Business Administration (Koç University)	Marketing strategy	Ayşegül Özsoyer	Michigan State University
3. Economics (Koç University)	Economics of information and contracts	Levent Koçkesen	NYU
2. Business Administration (Koç University)	Behavioral seminar in marketing II	Serdar Sayman	University of Pennsylvania
1. Economics (Koç University)	Graduate level microeconomics I	Özgür Yılmaz	University of Rochester

## 17. Additional Information

Languages: Turkish (Native), English (Fluent), Italian (Basic), German (Basic), R (Advanced)

Year of Birth: 1982, Nationality: Turkish, Civil Status: Married