

**Aras Alkış**  
Curriculum Vitae

## 1. Personal Information

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**Researcher:** AAE-4254-2022 (ResearcherID), <https://orcid.org/0000-0002-8991-2748> (ORCID), <https://scholar.google.com/citations?user=N1Vk0iEAAAAJ> (Google Scholar)

**Social Media:** <https://www.linkedin.com/in/arasalkis>, **E-mail:** aras.alkis@tedu.edu.tr

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

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

## 2. Academic Position

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**Assistant Professor**, 02.2023 – Present, Department of Business Administration, Faculty of Economics and Administrative Sciences, TED University (TEDU), Ankara, Türkiye

## 3. Degrees

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- + **Doctor of Business Administration** (PhD in Marketing with a Master of Arts, MA), 06.2015, Koç University Graduate School of Business, İstanbul, Türkiye. Triple-crown graduate school: AACSB International, EQUIS and AMBA. Full scholarship.  
Doctorate Supervisors: Prof. Dr. Koen Pauwels, Assoc. Prof. Dr. Berk Ataman  
Thesis Committee: Koen Pauwels, Berk Ataman, Stefan Wuyts, Skander Esseghaier
- + **PhD in Business Administration** (Marketing Track) 2008–2009, University of Central Florida College of Business Administration, Orlando, FL, USA. AACSB International. Full scholarship.
- + **Master 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 graduate school: AACSB, EQUIS and AMBA. 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

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### 4.1 Publications

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.

### 4.2 Courses

1. Strategic Brand Management: 40 Learners, MKTG551 (MBA), Koç University
2. Brand Management: 330 Learners (across all semesters), BA464, TEDU
3. Innovation Management: 56 Learners, MKTG404, Koç University
4. New Product Development: 292 Learners (across all semesters), BA462, TEDU
5. Graduation Projects
  1. Business Administration Capstone – Marketing Module: 257 Learners, BUSA499, Koç University
  2. Graduation Paper and Seminar: 15 Learners, BA402, TEDU; 1 Learner, ECON402, TEDU

6. Marketing Research: 138 Learners, MKTG301-MAVA301, Koç University
7. Research Methods: 80 Learners (across all semesters), BA401-ECON401-PSIR401, TEDU
8. Social Media Marketing: 172 Learners (across all semesters), BA465, TEDU
9. Digital Marketing for Higher Education: 14 Learners, MEI505, TEDU
10. Production and Operations Management: 31 Learners, BA305, TEDU
11. Principles of Marketing: 212 Learners (across all semesters), BA301, TEDU
12. Vertically Integrated Projects: 5 Learners, VIP200-VIP300, TEDU

### 4.3 Websites

1. <https://leanbrands.org>, 2024
2. <https://learners.love>, 2020
3. <https://fastpredict.com>, 2015

## 5. Research Areas

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Product Innovations; Strategic Brand Management; Dynamic Managerial Capabilities; Organizational Learning; Regulatory Focus, Pricing, Crowd-sourcing

## 6. Previous Academic Positions

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### 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
- Faculty of Economics and Administrative Sciences, TEDU, 01.2020 – 02.2023
- Faculty of Economics and Administrative Sciences, TEDU, 09.2017 – 12.2019 (Hourly-paid)

### 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

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**Research:** Theoretical and empirical papers (collaborations and individual papers) — Brand pricing, new product development, marketing strategy

**Teaching:** A case study (a collaboration) — Brand management, social media marketing

## 8. Presentations and Talks

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- ◇ 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

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Türk Eğitim Derneği – Turkish Education Association, 2026–2027  
American Marketing Association, 2015–2016, 2022–2026  
British Academy of Management, 2022–2023

## 10. Research Supervision and Leadership

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### 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

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University	Years	Courses	Rating	Students	Evaluated by
TEDU	2025-2026	3	4.73	89	26
Koç University	2024-2025	4	4.28	491	51
TEDU	2017-2024	10	4.62	1066	375

*(Detailed course evaluation tables spanning 2017–2026 across TED University and Koç University are available upon request.)*

### Teaching Innovations:

- Designed and offered VIP200 and VIP300 as the first Vertically Integrated Projects course in Türkiye in 2023 Spring.
- Integrated Coursera to BA462 as a university-wide pilot study in 2023 Spring.
- Developed <https://learners.love> to stream videos with highest respect to learner privacy, during the pandemic, and used it as a platform to enhance active learning after 2023 Fall.

## 12. Service

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## To professional and academic organizations

- ◇ Referee, American Marketing Association Winter Conference, 2021, 2022, 2024, 2025, 2026
- ◇ Referee, American Marketing Association Summer Conference, 2019, 2020, 2022, 2023
- ◇ Referee, Journal of Business Research, 2020, 2021, 2023, 2025, 2026
- ◇ Referee, Journal of Retailing and Consumer Services, 2022, 2023, 2024
- ◇ Referee, Central Bank Review, 2022
- ◇ Referee, ISMD Conference, Resilience, 2021

## To university

- ◇ Student Club Supervisor, Model United Nations (MUN) at TEDU, 2022, 2023, 2024, 2026
- ◇ Acting Chair of Department of Business Administration, TEDU, 2025 October 16–17; 27–28
- ◇ Quality Nominee and Academic Board Member, Pearson BTEC HNC/HND, Department of Business Administration, TEDU, September 2019–2024
- ◇ Internships Coordinator at the Department of Business Administration, TEDU, 2019–2024
- ◇ New course designed at TEDU: Digital Marketing for Education Institutions (MEI505, Fall 2020–2021) and contributed to Business Data Analytics (BA417, Fall 2022–2023)
- ◇ Reopened course, after a ten year break at Koç University, Innovation Management (MKTG404, Fall 2024–2025)
- ◇ Leader, Master of Science in Marketing Curriculum Committee, TEDU, Spring 2021–2022
- ◇ Member, HNC/HND Steering Committee, TEDU, Spring 2021–2022
- ◇ Institutional Communications Framework Design Committee Member, TEDU, March–June, 2020
- ◇ Course offered first time at TEDU: Social Media Marketing (BA465, Fall 2017–2018); Brand Management (BA464, Spring 2018–2019) and New Product Development (BA462, Spring 2019–2020)
- ◇ Member, Research Committee and Social Media Committee, Faculty of Economics and Administrative Sciences, TEDU, 2017–2019

## 13. Career Breaks

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Developed <https://fastpredict.com> as a prototype to democratize data-driven decision making and traveled between 2016 and 2017. It allows users to run regression and machine learning analyses.

## 14. Other Experience

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- Non-executive Member, Board of Directors, SEM Transformatör A.Ş., Ankara, Türkiye, 2020 – present
- Consultant, SEM Transformatör A.Ş. for strategic investments in engineering design and business development in Norway and Finland, 09.2013 – 09.2015
- PhD Student, 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

## 15. References

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1. **Koen Pauwels**, k.pauwels@northeastern.edu  
Distinguished Professor of Marketing, Northeastern University, Boston, MA, USA  
Doctorate in Marketing from University of California in Los Angeles, California, USA  
President of the Academic Council of the American Marketing Association, 2022–2023
2. **Berk Ataman**, berk.ataman@ozyegin.edu.tr  
Associate Professor of Marketing, Özyeğin University, İstanbul, Türkiye  
Doctorate in Marketing from Tilburg University, the Netherlands
3. **İbrahim Ünalmiş**, ibrahim.unalmis@ou.bau.edu.tr  
Professor, Bahçeşehir University, İstanbul, Türkiye  
Doctorate in Economics from University of York, United Kingdom

## 16. Doctoral Coursework

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

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