

Prof. ŞAFAK AKSOY

Personal Information

Office Phone: [+90 242 310 1846](tel:+902423101846)

Email: safak@akdeniz.edu.tr

Web: <https://avesis.akdeniz.edu.tr/safak>

International Researcher IDs

ORCID: 0000-0002-9350-9804

Publons / Web Of Science ResearcherID: C-2206-2016

Yoksis Researcher ID: 4117

Education Information

Doctorate, University of Bath, School Of Biological Sciences, Horticultural Marketing , United Kingdom 1988 - 1992

Postgraduate, Trakya University, Fen Bilimleri Enstitüsü, Tarım Ekonomisi, Turkey 1985 - 1987

Undergraduate, Ankara University, Ziraat Fakültesi, Tarım Ekonomisi, Turkey 1978 - 1982

Foreign Languages

English, C1 Advanced

Dissertations

Doctorate, Marketing Management in the Exporting of Fresh Fruit and Vegetables to the EC., University of Bath, School Of Biological Sciences, Horticultural Marketing, 1992

Postgraduate, Trakya Bölgesinde Bitkisel Yağ Sanayiinin Ekonomik Yapısı, Trakya University, Fen Bilimleri Enstitüsü, Tarım Ekonomisi, 1987

Research Areas

Social Sciences and Humanities, Management, Marketing

Academic Titles / Tasks

Professor, Akdeniz University, Faculty of Economics and Administrative Sciences, İşletme, 2000 - Continues

Advising Theses

AKSOY Ş., Antalya'da spor turizmi : mevcut durumun tespiti, Postgraduate, M.Yeşil(Student), 2015

AKSOY Ş., Schmucker S., The effect of corporate social responsibility on brand image -A comarison between Europe and Turkey, Postgraduate, M.Günay(Student), 2014

AKSOY Ş., Otel işletmelerinde dolaylı dağıtım kanalı kullanma oranının işletme performansına etkisi: Antalya örneği,

Postgraduate, İ.Canlı(Student), 2014

AKSOY Ş., Swaminathan V., Çift kültürülerde kültürleşme, kültürel açıdan simgesel markalar ve marka tutumu arasındaki ilişkinin incelenmesinde reklam dilinin rolü, Doctorate, U.Kubat(Student), 2013

AKSOY Ş., Müşteri yönlü konaklama işletmelerinde pazarlama departmanı örgütlenme yapısı, Postgraduate, H.Kader(Student), 2012

AKSOY Ş., İhracat pazarlamasında hedef pazara yönelik bilgi kullanımı ve gereksinim düzeyinin ihracat performansına etkisi : Türkiye genelinde bir uygulama, Postgraduate, A.Aslan(Student), 2005

AKSOY Ş., Marka değeri belirleyicilerinin uluslararası analizi, Doctorate, E.Atılğan(Student), 2005

AKSOY Ş., Niş pazarlama : Türkiye'de ortopedik destek ürünleri pazarının incelenmesi, Postgraduate, T.Albayrak(Student), 2004

AKSOY Ş., Türkiye'de dondurulmuş gıda sektörü : Yapı, davranış, performans analizi, Postgraduate, T.Yönlü(Student), 2004

AKSOY Ş., Beş yıldızlı otel ve tatil köylerinde gıda ve gıda maddeleri satın alma davranışını etkileyen faktörler, Postgraduate, M.Kemal(Student), 2004

AKSOY Ş., Turizm işletmelerinde gıda güvenliği ve HACCP : kavramlar ve bir uygulama, Postgraduate, S.Vatan(Student), 2004

AKSOY Ş., Kalite fonksiyonunun Türkiye'de baklagil dış satımına etkileri, Postgraduate, F.Uysal(Student), 2002

AKSOY Ş., Türkiye'de gıda sanayiinde kalite ve güvenlik standartları : Kavramlar, mevzuat ve uygulamalar, Postgraduate, E.Halaç(Student), 2002

AKSOY Ş., Elektronik ticarete pazarlama stratejileri ve bir uygulama, Postgraduate, S.Akıncı(Student), 2002

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **The impact of service recovery evaluation on word-of-mouth intention: A moderated mediation model of overall satisfaction, household income and gender**
AKINCI S., AKSOY Ş.
TOURISM MANAGEMENT PERSPECTIVES, vol.31, pp.184-194, 2019 (SSCI)
- II. **Multiple criteria decision making in hotel location: Does it relate to postpurchase consumer evaluations?**
AKSOY Ş., Yetkin Ozbuk M.
TOURISM MANAGEMENT PERSPECTIVES, vol.22, pp.73-81, 2017 (SSCI)
- III. **Re-assessment of E-S-Qual and E-RecS-Qual in a pure service setting**
AKINCI S., Atılğan-Inan E., AKSOY Ş.
JOURNAL OF BUSINESS RESEARCH, vol.63, no.3, pp.232-240, 2010 (SSCI)
- IV. **Adoption of internet banking among sophisticated consumer segments in an advanced developing country**
Akıncı S., Aksoy Ş., Atılğan E.
INTERNATIONAL JOURNAL OF BANK MARKETING, vol.22, no.3, pp.212-232, 2004 (SSCI)
- V. **Airline services marketing by domestic and foreign firms: differences from the customers' viewpoint**
Aksoy S., Atılğan E., Akıncı S.
JOURNAL OF AIR TRANSPORT MANAGEMENT, vol.9, no.6, pp.343-351, 2003 (SSCI)
- VI. **Mapping service quality in the tourism industry**
Atılğan E., AKINCI S., AKSOY Ş.
Managing Service Quality: An International Journal, vol.13, no.5, pp.412-422, 2003 (SSCI)

Articles Published in Other Journals

- I. **APPLYING ANSOFF'S GROWTH STRATEGY MATRIX TO INNOVATION CLASSIFICATION**
YENİDOĞAN T., AKSOY Ş.

INTERNATIONAL JOURNAL OF INNOVATION MANAGEMENT, vol.22, no.4, 2018 (ESCI)

- II. **Elektronik ağızdan ağıza iletişimin pazarlama literatüründeki önemi**
Yetkin Özbük R. M., Aksoy Ş.
Akdeniz İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.17, no.35, pp.81-100, 2017 (Peer-Reviewed Journal)
- III. **Why Are People Still Using Fixed Phones? The Case of Turk Telekom**
AKSOY Ş., AYDIN ÜNAL D., AKINCI S., Verimli S.
International Journal of Social Science and Humanity, vol.5, pp.496-500, 2015 (Peer-Reviewed Journal)
- IV. **The effect of environmental concern and scepticism on green purchase behaviour**
ALBAYRAK T., AKSOY Ş., CABER M.
Marketing Intelligence and Planning, vol.31, no.1, pp.27-39, 2013 (Scopus)
- V. **Clustering Consumers According to their Environmental Concerns and Scepticisms**
ALBAYRAK T., CABER M., AKSOY Ş.
International Journal of Trade, Economics, and Finance, vol.1, no.1, pp.84-88, 2010 (Peer-Reviewed Journal)
- VI. **Relationships of the Tangible and Intangible Elements of Tourism Products with Overall Customer Satisfaction**
ALBAYRAK T., CABER M., AKSOY Ş.
International Journal of Trade, Economics, and Finance, vol.1, no.2, pp.140-143, 2010 (Peer-Reviewed Journal)
- VII. **Pazarlama literatüründe hizmet kalitesi kavramının dünü ve bugünü**
AKINCI S., Atılğan İnan E., AKSOY Ş., KIYMALIOĞLU A.
Hacettepe Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.27, no.2, pp.61-82, 2009 (Peer-Reviewed Journal)
- VIII. **Customer-based brand equity for global brands: A multinational approach**
ATILGAN E., AKINCI S., AKSOY Ş., Kaynak E.
Journal of Euromarketing, vol.18, no.2, pp.115-132, 2009 (Scopus)
- IX. **Pazarlama Literatüründe Hizmet Kalitesi Kavramının Dünü ve Bugünü**
Akıncı S., Atılğan E., Aksoy Ş., Büyükkupcu A.
Hacettepe Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.27, no.2, pp.61-82, 2009 (Peer-Reviewed Journal)
- X. **Measuring and mapping customers expectations and perceptions for airlines the Sunexpress case with the gaps model**
ATILGAN İNAN E., AKINCI S., AKSOY Ş.
Journal of Global Strategic Management, vol.3, pp.68-78, 2008 (Peer-Reviewed Journal)
- XI. **Tüketici Davranışında Temel Yaklaşımlar**
ALBAYRAK T., AKSOY Ş.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.1, pp.1-19, 2008 (Peer-Reviewed Journal)
- XII. **Mapping service quality in the tourism industry**
ATILGAN İNAN E., AKINCI S., AKSOY Ş.
MANAGING SERVICE QUALITY, vol.13, no.5, pp.413-422, 2005 (Peer-Reviewed Journal)
- XIII. **Probing Integrated Marketing Communications (IMC) in Turkey**
EBREN F., KITCHEN P., AKSOY Ş., KAYNAK E.
Journal of Promotion Management, vol.11, no.3, pp.127-151, 2005 (Scopus)
- XIV. **Determinants of the brand equity: A verification approach in the beverage industry in Turkey**
ATILGAN E., AKSOY Ş., AKINCI S.
MARKETING INTELLIGENCE & PLANNING, vol.23, no.3, pp.237-248, 2005 (Scopus)
- XV. **The Oilseed Market in Turkey Measuring the Impact of Policies on Consumption and Trade Pattern**
KOÇ A. A., AKSOY Ş., Dölekoğlu T.
Journal of International Food and Agribusiness Marketing, vol.17, no.2, pp.39-63, 2005 (Peer-Reviewed Journal)
- XVI. **Müşteri İlişkileri Yönetimindeki Temel Boyutlar ve Tıbbi Malzeme Lojistiği Üzerine Bir Uygulama**
UYSAL F., AKSOY Ş.
Akdeniz İktisadi ve İdari Bilimler Fakültesi Dergisi, vol.4, no.7, pp.129-144, 2004 (Peer-Reviewed Journal)
- XVII. **Export behaviour of fresh produce marketers: towards a co-ordination with general theory of**

exporting

AKSOY Ş., KAYNAK E.

INTERNATIONAL MARKETING REVIEW, vol.11, no.2, pp.16-32, 1994 (Scopus)

Books & Book Chapters

- I. **Untangling the Innovativeness-Performance Puzzle**
YENİDOĞAN T., AKSOY Ş.
in: Analyzing the Relationship Between Innovation, Value Creation, and Entrepreneurship, Miguel-Ángel Galindo-Martín, María-Soledad Castaño-Martínez, Editor, Igi Global, Hershey, Pennsylvania, pp.85-103, 2020
- II. **İknanın Ayrıntılı İnceleme Olasılığı Modeli**
KUBAT U., AKSOY Ş.
in: Pazarlama Teorileri, Yagci İ., Cabuk S., Editor, Mediacat, İstanbul, pp.499-528, 2014
- III. **Uluslararası Pazarlarda Ürün**
ATILGAN İNAN E., KIYMALIOĞLU A., AKSOY Ş.
in: Uluslararası Pazarlama, Aksoy, Ş., Barış, G., Editor, Anadolu Üniversitesi Yayınevi, Eskişehir, pp.92-108, 2013
- IV. **Uluslararası Pazarlama: Kavramlar ve Kapsam**
AKSOY Ş.
in: Uluslararası Pazarlama, PROF. DR. ŞAFAK AKSOY, DOÇ. DR. GÜLFİDAN BARIŞ, Editor, T.C. Anadolu Üniversitesi, Ankara, pp.1-22, 2013
- V. **Restructuring of Agrifood Chains in Turkey: National and Local Mezo Study**
KOÇ A. A., j m c., tekelioglu y., lemeilleur s., tozanlı s., AKSOY Ş., bignebat c., demirer r., mencet n.
Akdeniz Üniversitesi, 2007

Refereed Congress / Symposium Publications in Proceedings

- I. **Examining the relationship between innovativeness and financial performance: Mediating role of market effectiveness and production efficiency**
YENİDOĞAN T., AKSOY Ş.
22nd EBES Conference, Roma, Italy, 24 - 26 May 2017, pp.86-87
- II. **Examining the Relationship between Innovativeness and Financial Performance: The Mediating Role of Market Effectiveness and Production Efficiency**
YENİDOĞAN T., AKSOY Ş.
22nd EBES Conference, 24 - 26 May 2017
- III. **The Impact of Innovation Capacity on Firm Performance: Evidence from the Turkish Industrial Clusters**
YENİDOĞAN T., AKSOY Ş.
Annual Vietnam Academic Research Conference on Global Business, Economics, Finance & Social Sciences, Hanoi, Vietnam, 7 - 09 August 2016, pp.1-16
- IV. **Innovation strategy for corporate growth: an empirical test of its performance implications**
YENİDOĞAN T., AKSOY Ş.
International Academic Conference on Management, Economics and Marketing (IAC-MEM 2016), Budapeşte, Hungary, 8 - 09 July 2016, pp.126-134
- V. **"Developing A Situation Analysis Framework For Five-Star Resort Hotels"**
YENİDOĞAN T., ÇİZEL B., ÖZDEMİR B., AKSOY Ş.
The 4th International Symposium on Business and Social Sciences, Hokkaido, Japan, 20 - 22 July 2015, pp.246-254
- VI. **Developing a Situation Analysis Framework for Five-Star Resort Hotels**
YENİDOĞAN T., ÇİZEL B., ÖZDEMİR B., AKSOY Ş.
The 4th International Symposium on Business and Social Sciences, Hokkaido, Japan, 20 - 22 July 2015, pp.246-254

- VII. **Developing a Situation Analysis Framework for Five-Star Resort Hotels**
YENİDOĞAN T., ÇİZEL B., ÖZDEMİR B., AKSOY Ş.
The 4th International Symposium on Business and Social Sciences, Hokkaido, Japan, 20 - 22 July 2015, pp.246-254
- VIII. **"Developing A Situation Analysis Framework For Five-Star Resort Hotels"**
YENİDOĞAN T., ÇİZEL B., ÖZDEMİR B., AKSOY Ş.
The 4th International Symposium on Business and Social Sciences, Hokkaido, Japan, 20 - 22 July 2015, pp.246-254
- IX. **Customer Satisfaction in Airport Retailing**
AKSOY Ş., AKINCI S., KIYMALIOĞLU A., ÖZTÜRK B. N., AYDIN ÜNAL D.
International Research Conference on Business and Economics, Semarang, Indonesia, 28 - 30 June 2013, pp.44-54
- X. **Implementation of Services Marketing Strategies for Airlines: A Case Study**
AKSOY Ş., ATILGAN İNAN E., AYDIN ÜNAL D., AKINCI S.
International Conference on Social Science, Shanghai, China, 14 - 17 August 2012, pp.21-28
- XI. **The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**
AKINCI S., ATILGAN İNAN E., AKSOY Ş., ALBAYRAK T., CABER M.
International Conference on Business and Information, Bangkok, Thailand, 6 - 09 July 2011, pp.30-34
- XII. **The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**
AKINCI S., ATILGAN İNAN E., AKSOY Ş., ALBAYRAK T., CABER M.
International Conference on Business and Information, Bangkok, Thailand, 6 - 09 July 2011, pp.30-34
- XIII. **The Effects of Service Attributes on Customer Outcomes in All-Inclusive Package Tours**
AKINCI S., ATILGAN İNAN E., AKSOY Ş., ALBAYRAK T., CABER M.
International Conference on Business and Information, Bangkok, Thailand, 6 - 09 July 2011, pp.30-34
- XIV. **Russian and German Tourists' Evaluation of Brand Characteristics for Antalya**
AYDIN ÜNAL D., Aksoy Ş.
20th World Business Congress; Advances In Global Management Development, Poznan, Poland, 3 - 07 July 2011, pp.32-37
- XV. **Russian and German Tourists' Evaluation of Brand Characteristics for Antalya**
Aydin D., AKSOY Ş.
20th Annual World Business Congress of the International-Management-Development-Association, Poznan, Poland, 3 - 07 July 2011, vol.20, pp.32-37
- XVI. **Tangible and Intangible Elements of Tourism Products and their Relationships with Overall Customer Satisfaction: A Comparison of Six Countries**
CABER M., Albayrak T., Aksoy S.
2010 International Conference on Business, Economics and Tourism Management, Singapore, Singapore, 26 - 28 February 2010, pp.55-59
- XVII. **Diverse Roles of Environmental Concern and Scepticism on Environmentally Sensitive Consumer Behavior**
ALBAYRAK T., Caber M., Aksoy S.
2010 International Conference on Business, Economics and Tourism Management, Singapore, Singapore, 26 - 28 February 2010, pp.50-54
- XVIII. **Tecnik en economical aspects of turkey production in Turkey**
AKSOY T., AKSOY Ş.
XXI. Poultry Congress, Canada, 1 - 04 August 2004, pp.352-355
- XIX. **Havayolu Hizmetlerinde Yerli ve Yabancı Firmalar Açısından Müşteri Profilleri ve Beklentileri**
AKSOY Ş., ATILGAN E., AKINCI S.
7. Ulusal Pazarlama Kongresi, Afyonkarahisar, Turkey, 30 May - 02 June 2002, pp.95-113

Other Publications

- I. **Restructuring of agrifood chains in Turkey: The produce Sector (A)**
KOÇ A. A., Codron J., Tekelioğlu Y., Lemeilleur S., Tozanlı S., AKSOY Ş., Bignebat C., Demirer R., MENCET M. N.

Technical Report, pp.1-70, 2008

Supported Projects

AKSOY Ş., TUBİTAK Project, Trakya Bölgesi'nde Bitkisel Sıvı Yağ ve Margarin Sanayii Sektör Analizi: Ekonomik Yapı, Darboğazlar ve Çözümler, 1994 - 1996

Metrics

Publication: 48

Citation (WoS): 193

Citation (Scopus): 591

H-Index (WoS): 4

H-Index (Scopus): 7

Awards

AKSOY Ş., Barlas Küntay Turizm Araştırma Ödülü 2005, Türkiye Turizm Yatırımcıları Derneği, April 2006