**AKIN KOCAK (Ph.D.)**

Professor of Marketing

Faculty of Political Science

Ankara University

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**ACADEMIC CREDENTIALS AND PROFESSIONAL DESIGNATIONS**

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| --- | --- |
| Ph. D. (1997) | Ankara University, Institute of Social Science, Department of Business Administration |
| M. A. (1991) | Ankara University, Institute of Social Science, Department of Business Administration |
| B.Sc. (1986) | Ankara University, Faculty of Political Sciences, Department of Business Administration |

**ACADEMIC POSITIONS**

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| --- | --- |
| Professor (2013- present) | Ankara University, Faculty of Political Science, Department of Business Administration- Marketing |
| Associate Professor (2008-2013) | Ankara University, Faculty of Political Science, Department of Business Administration- Marketing |
| Assistant Professor (1999-2008) | Ankara University, Faculty of Political Science, Department of Business Administration- Marketing |

**SPECIAL INTERESTS**

Entrepreneurial Marketing, Entrepreneurial and Market Orientation, Entrepreneurship/Marketing interface, Innovation, Business Modeling, and Business Analytics.

PUBLICATIONS

Books and book chapters : 4

Refereed Journal Articles : 34

Refereed Conference Proceedings : 32

Number of Citation (google scholar) : 1032 (h-index: 11, i10-index: 12)

### JOURNAL PUBLICATIONS

Journals indexed in SSCI

1. Kocak, A., A. Carsrud, and S. Oflazoglu (2017) “Market, Entrepreneurial, and Technology Orientation: Impact on Innovation and Firm Performance”, Management Decision, 55(2), 248-270.
2. Karatepe, O. M., A. Kocak, and M. Uner (2016) “Investigating the Impact of Customer Orientation on Innovativeness: Evidence from Born-Global Firms in Turkey”, Economic Research Journal (Ekonomska Istrazivanja), 29(1), 721-734.
3. Sabah, S., A. Carsrud, and A. Kocak (2014) "The Impact of Cultural Openness, Religion, and Nationalism on Entrepreneurial Intensity: Six Prototypical Cases of Turkish Family Firms", Journal of Small Business Management, 52(2), 306-324.
4. Uner, M. M., A. Kocak, E. Cavusgil, and S. T. Cavusgil (2013) "Do barriers to export vary for born globals and across stages of internationalization? An empirical inquiry in the emerging market of Turkey", International Business Review, 22(5), 800-813.
5. Aktepe, C., M. Uner, and A. Kocak (2011), “The antecedents of born global firms: A qualitative research on information technology intensive firms in Turkey”, Iktisat Isletme ve Finans Dergisi, 26(301), 21-43.
6. Kocak, A. and T. Abimbola, (2009) “The effects of entrepreneurial marketing on born global performance”, International Marketing Review, 26 (4/5), 439-452.
7. Schindehute, M., M. Morris and A. Kocak, (2008), “Understanding Market-Driving Behavior: The Role of Entrepreneurship”, Journal of Small Business Management, 48(1), 4-26.

The other refereed journals

1. Kocak, A and Ruzgar, N. (2017), " Antecedents of Brand Preference: Symbolic or Functional," Journal of Economics, Business and Management 5 (10), 331-335.
2. Dolarslan, E. S., Kocak, A. and Ozer, A. (2017), “Bats are blind?” cognitive biases in risk perception of entrepreneurs”, Journal of Developmental Entrepreneurship, 22 (3), 1-13.
3. Bucktowar, R., A. Kocak, and K. Padachi (2015) "Entrepreneurial Orientation, Market Orientation and Networking: Impact on Innovation and Firm Performance", Journal of Developmental Entrepreneurship, 20(4), 1-22.
4. Ruzgar, N, A. Kocak, B. Ruzgar (2015) "Moderating Role of Competitive Intensity on Market and Entrepreneurial Orientation", WSEAS Transactions on Business and Economics, 12, 55-64.
5. Kocak, A., A. T. Phan, and V. Edwards (2013) "Role of social capital and self–efficacy in opportunity recognition of female entrepreneurs: insights from Turkey and Vietnam", International Journal of Entrepreneurship and Small Business, 18(2), 211-228.
6. Ciftci S. and A. Kocak (2012), The Impact of Brand Positivity on the Relationship Between Corporate Image and Consumers’ Attitudes Toward Brand Extension in Service Businesses", Corporate Reputation Review, 15(2), 105-118.
7. Buttar H. and A. Kocak (2011), "The relationship between entrepreneurial orientation dynamic capabilities and firm performance: an exploratory study of small Turkish firms", International Journal of Business and Globalisation, 7(3), 351-366.
8. Kocak, A., M. Morris, H. Buttar, and S. Cifci, (2010), “Entrepreneurial Exit and Re-Entry of Entrepreneurs: An Exploratory Study of Turkish Entrepreneurs”, Journal of Developmental Entrepreneurship, 15 (4), 439-459.
9. Abimbola, T. and A. Kocak, (2007), “Brand, Organization Identity and Reputation: SME as Expressive Organizations: A Resources Based Perspective”, Qualitative Market Research: An International Journal, 10(4), 416-430.
10. Morris, M., A. Kocak and A. Ozer, (2007), “Coopetition as a Small Business Strategy: Implications for Performance”, Journal of Small Business Strategy, 18(1), 35-55.
11. Kocak, A., T. Abimbola and A. Ozer, (2007), “Consumer Brand Equity in a Cross-Cultural Replication: An Evaluation of a Scale”, Journal of Marketing Management, 23, 157-173.
12. Ozer, A., A. Kocak and O. Celik, (2006) “Determinants of Market Orientation in Accounting Firms”, Marketing Intelligence and Planning, 24 (6), 591-607.
13. Kocak, A. and V. Edwards, (2005), “Independence and Cooperation Among Small Business: The Case of the Turkish Shotgun Industry in a Period of Recession”, International Journal of Entrepreneurship Behavior and Research, 11(3), 186-200.
14. Edwards, V., A. Kocak and G. Lee (1999), “The Challenge of New Markets- Some Experiences of British, Canadian and Turkish Entrepreneurs in Central and Eastern Europe and the Former Soviet Union”, Journal of Euromarketing, 8(2), 1-26.

Refereed journals in Turkish

1. Kocak, A. (2012) "Rethinking Marketing for Sustainable Competitive Advantages", Cankırı Karatekin Universitesi Iktisadi ve Idari Bilimler Fakultesi Dergisi, 2(2), 61-84.
2. Ozdemir M. and A. Kocak (2012), "Brand Loyalty Formation in the Context of Relationship Marketing and A Model Proposal", Ankara Universitesi SBF Dergisi, 67(2), 127-156
3. Ciftci, S., A. Ozer and A. Kocak (2011), “The Effect of Mall Environment on Mall Image: The Mediating Role of Customer Emotions and Perceived Quality", Marmara Universitesi SBE Oneri Dergisi, 36(9), 29-38.
4. Cifci, S. and A. Kocak, (2009), “Active-Passive Word-of- Mouth and the Study of Factors Affecting Active Word-of-Mount”, Journal of the Faculty of Political Science, 64(4), 101-116.
5. Balıkcioglu B., A. Kocak and A. Ozer, (2007), “Process of Indirect Consumer Boycott as a non-Violence Movement and Evaluation for Turkey, Ankara Universitesi SBF Dergisi, 62(3).
6. Kocak, A., A. Ozer and E. Gurel, (2005), “Resource Based View and Marketing Capabilities”, Journal of Economic and Administrative Science, 23(1), 179-201.
7. Kocak, A. (1997), “Experimentation of export decision process model for Turkish firms”, The Faculty of Political Science Review, 52(1-4).

The other Journals

1. Kocak, A. and A. Ozer, (2005), “How Do Small Businesses Approach to Marketing” Pazarlama ve Iletisim Kulturu Dergisi, 4 (5).
2. Ozer, A. and A. Kocak, (2004) “Timing of Product Introduction and Product Line Extension” Pazarlama ve Iletisim Kulturu Dergisi, 3(7).
3. Kocak, A. (2003), “Marketing and Entrepreneurship Interface-Entrepreneurial Marketing”, Pazarlama ve Iletisim Kulturu Dergisi, 2(5).
4. Kocak, A. (2002), “Green Marketing: Critical View”, Pazarlama ve Iletisim Kulturu Dergisi, 1(3).
5. Kocak, A. (1999), “Determining the Behavior of Small and Medium Sized Business Attended International Trade Shows”, Journal of Foreign Trade, October.
6. Kocak, A. (1991), “A Small Business Model in Turkey: Huglu”, Dunya newspapers.

### PROCEEDINGS

International Conference

1. Kocak, A. and Ruzgar N. (2017), “Antecedents of Brand Preference  
   Symbolic or Functional”, 4th International Conference on Economics,  
   Society and Management (ICESM), September 10-12, Toronto, Canada.
2. Kocak, A. and A. Bas, “The Effect of Organizational Capabilities on Co-Creation of Value”, 3rd International Colloquium of Design, Branding and Marketing (ICDBM) Bournemouth, UK, 5-6 April 2017.
3. Kocak, A. and L. Howard, "Are Born Globals More Innovative? Evidence from GEM Data”, CCSBE Conference, Guelph, ON, Canada, 25-27 May, 2016.
4. Dolarslan, E. S., A. Kocak and A. Ozer, “Bats are Blind? Cognitive Biases of Risk Perception”, of Entrepreneurs, In [Proceedings 21st International Academy of Management and Business Conference (IAMB), Montreal, QC, Canada, 18-20 May, 2016.](http://sites.ieee.org/isc2/)
5. Lak, P., A. Kocak, P. Pralat, A. Bener, and A. Samarikhalaj, “[Towards Dynamic Pricing for Digital Billboard Advertising Network in Smart Cities](http://www.math.ryerson.ca/~pralat/papers/Billboards.pdf)”, [Proceedings of the 1st IEEE International Smart Cities Conference (ISC2-2015)](http://sites.ieee.org/isc2/), Mexico, 25-28 October, 20015.
6. Lin, H. and A. Kocak, "Intention for Venture Creation: How Economic Development and Culture Matter", Academy of Management Conference, Vancouver, BC, Canada, August 7-11, 2015.
7. Kocak, A. and L. Howard, "Impact of Social Capital and Human Capital on Gender-Entrepreneurship Nexus", CCSBE Conference, Edmonton, Alberta, Canada, 27-29 May, 2015.
8. Lin, H., A. Kocak, M. Brännback, R. Mauer, C. Albornoz, "To Do It or Not to Do It, It All Depends: Cross-Cultural Differences in The Effect of Achievement Motivation on Entrepreneurial Intention", Babson College Entrepreneurship Research Conference (BCERC), London, Ontario, Canada, 4-7 June, 2014.
9. Carsrud, A., A. Kocak, H. Lin, M. Brännback, R. Mauer, "From Parental Role Models to Entrepreneurial Intention: Cross National Comparisons on The Mediating Effects of Self-Efficacy and Social Capital", United States Association for Small Business and Entrepreneurship-USASBE, January, 9-12, 2014.
10. Lin, H., A. Carsrud, M. Brännback, and A. Kocak, “From Parental Role Models to Entrepreneurial Intention: Key Mediating Factors Across Three Cultures”, Babson College Entrepreneurship Research Conference (BCERC), Lyon, France, 5-8 June 2013.
11. Sabah Kiyan, S., A. Kocak, and A. Ozer, “The Impact Of Cognition On New Value Creation Within The Institutional Theory Perspective”, Babson College Entrepreneurship Research Conference (BCERC), Lyon, France, 5-8 June 2013.
12. Ozer, A., E. Dolarslan, and A. Kocak, "The Impact of Political Animosity on Consumers’ Willingness to Buy Foreign Products", EMAC-European Marketing Academy, 42nd Annual Conference, Istanbul, 4-7 June, 2013.
13. Sabah Kiyan, S., M. Schindehutte, and A. Kocak, “Shifting the Boundaries with Entrepreneurial Activities: New Market Creation, Research Symposium on Marketing, Entrepreneurship and Entrepreneurship Education, Rio de Janeiro – Brazil, 10-12 August, 2011.
14. Kocak, A. and H. Buttar, “Relationship Between Entrepreneurial Orientation Dynamic Capabilities and Firm Performance: An Exploratory Study of Small Turkish Firms”, International Conference on Innovation and Entrepreneurship, Izmir, Turkey, November 11-12, 2010.
15. Kocak, A., A. Phan, and V. Edwards, “Role of Social Capital and Self-Efficacy in Opportunity Recognition of Female Entrepreneurs: Insight from Turkey and Vietnam, Babson College Entrepreneurship Research Conference (BCERC), Lausanne, Switzerland, June 9-12, 2010.
16. Kocak, A. and T. Abimbola, “Born Global SMEs at the Interface between Marketing and Entrepreneurship”, Proc. 22. University of Illinois at Chicago Research Symposium on Marketing and Entrepreneurship, Stockholm, Sweden, 2009.
17. Balikcıoglu, B, C. Yukselen and A. Kocak, “The Impact of Religious Orientation, Cultural Openness, Nationalism and Patriotism on Consumer Ethnocentrism”, EMAC 38th Conference-Nantes, France, 2009.
18. Kocak, A. and T. Abimbola “Sustaining Competitive Advantages: Conceptualising and Measuring the Impact of Market Orientation and Entrepreneurial Orientation on Innovation”, RENT XX - Research in Entrepreneurship and Small Business, Brussels, Belgium, November 23-24, 2006.
19. Kocak, A., A. Ozer and M. Morris “Developing and Validating a Coopetition Scale for Turkish Small Business”, 2nd Workshop on Coopetition Strategy”, Milan-Italy 14-15 September 2006.
20. Schindehute, M., M. Morris, and A. Kocak, “Entrepreneurship as a Factor in a Firm’s Approach to the Market: A Trajectories Perspective”, 2nd Annual Office Depot Small Business Research Forum, Florida, USA, 18th of March, 2006.
21. Kocak, A., T. Abimbola and A. Ozer, “Determinants of Brand Equity Scale”, First International Annual Brand Colloquium: ’Critical Issues in Brand Management’, Birmingham. UK, April 11 2005.
22. Kocak, A, “The interaction effects of marketing capability and entrepreneurial orientations on small firms’ performance” Academy of Marketing Special Interest Group on Entrepreneurial and Small Business Marketing 10th Annual Research Symposium, Southampton, UK, 5-7 January 2005.
23. Kocak, A, **“**An Evaluation of a Consumer-Based Brand Equity Scale”, 38th Academy of Marketing Conference, Cheltenham, UK, 6-9 July 2004.
24. Kocak, A. and A. Ozer, **“**Determination of Brand Equity Scale”, 9th National Marketing Conference, Ankara, Turkey, 7-8 October 2004.
25. Kocak, A, **“**Developing and Validating a Scale for Entrepreneurial Marketing”, University of Chicago at Illinois Research Symposium, Metz, France, 30 June-2 July 2004.
26. Collyer, J., A. Kocak, D. Ariton, G. Lee and V. Edwards “E-business in Emerging Economies: A Comparison of Turkish and Romanian Multimedia Companies", The E-Business and E-Work Conference, Venice, Italy, 17-19 October 2001.
27. Lee, G., V. Edwards, A. Kocak, Collyer, J. and D. Ariton, “Competitive Strategies of Turkish and Romanian multimedia companies”, GREEB Conference, Buchinghamshire, UK, 17-18 September 2001.

Conferences in Turkey

1. Yukselen, C., A. Kocak, and S. Oflazoglu, “New Approaches in Market Orientation: Entrepreneurial Perspectives”, 13. National Marketing Conference, Nevsehir, 25-29 October 2008.
2. Cifci, S. and A. Kocak, “Measurement of Socially responsible consumption”, 13. National Marketing Conference, Nevsehir, 25-29 October 2008.
3. Çalbudak, H. and A. Kocak (2008), “The Impact of Strategic Orientation on Innovation and Firm Performance”, VII. Anatolian Business Conference, Çorum.08-10 May 2008.
4. Ulas, D., A. Ozer and A. Kocak, “Competitive Analysis for Turkish Textile Industry”, 10th National Marketing Conference, Eastern Mediterranean University, Gazimagosa, Turkish Republic of Northern Cyprus, 16-19 December 2005.
5. Kocak, A., “Determining the Differences between Exporter and Non-Exporter Small and Medium Sized Business”, Paper submitted at 6. National Business Congress in Antalya, Turkey, 12-14 November 1998.

### BOOKS and BOOK CHAPTERS

1. Sabah, S. and Kocak, A., The Impact of Cognition on New Value Creation within the Institutional Theory Perspective, in Entrepreneurship: Practice-Oriented Perspectives. Ed. Mario Franco, InTech Publishing, 2016. DOI: 10.5772/65641. Available at: http://www.intechopen.com/books/entrepreneurship-practice-oriented-perspectives/the-impact-of-cognition-on-new-value-creation-within-the-institutional-theory-perspective
2. Kocak, A. and A. Ozer, Entrepreneurship and Proactive Market Orientation, Siyasal Publication, 2008, Ankara (In Turkish).
3. Bayazitli, E. and A. Kocak, Marketing for Turkish CPA, TESMER publication, no: 45, October 2002, Ankara (In Turkish).
4. Devrez G. and A. Kocak, Calculation Methods for Commercial Activities, Turhan Publications, September 1999, Ankara (In Turkish).

### PROFESSIONAL ACTIVITIES

* Editor of Marketing and Marketing Research Journal (2016 - present)
* Visiting Professor at Data Science Laboratory, Ryerson University (2014- 2015)
* Invited Lecture, Big Data, and Predictive Analytics in Marketing, Certificate in Data Analytics Program, Change School, Ryerson University (2014)
* Editorial Review Board Member-Journal of Small Business Management (2012- present)
* Visiting Scholar at Ryerson University, Ted Rogers School of Management (2011 - 2012)
* Graduate supervisor and external examiner at University of Technology Mauritius, School of Business (2014- present)
* Visiting Fulbright Scholar at Syracuse University, USA (2005 - 2006)

**AWARDS AND GRANTS**

The Science and Technological Research Council of Turkey, Research Grant (2014)

FULBRIGHT- International Exchange of Scholars (2005)

SASAKAWA- Young Leaders Fellowship (1994)

Runner up in the article competition of Dunya Newspaper (1991)