

## Prof. BİLGE AYKOL

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: Q-1346-2019

ScopusID: 55308068000

Yoksis Researcher ID: 42684

### Education Information

Doctorate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), Turkey 2004 - 2009

Postgraduate, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), Turkey 2002 - 2004

Undergraduate, Dokuz Eylul University, İşletme Fakültesi, İşletme Bölümü, Turkey 1997 - 2002

### Foreign Languages

English, C1 Advanced

German, C1 Advanced

### Dissertations

Doctorate, İhracat pazarlama karması kararları için bilgi ihtiyaçlarının belirlenmesi: Kuru incir ihracatçıları üzerinde bir uygulama, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İşletme (Dr), 2009

Postgraduate, İhracatçı firmaların Avrupa Birliği'xxnde pazar bölümlenme stratejisi uygulamalarının değerlendirilmesi: Tariş uygulaması, Dokuz Eylul University, Sosyal Bilimler Enstitüsü, İngilizce İşletme Yönetimi (YI) (Tezli), 2004

### Research Areas

Marketing

### Academic Titles / Tasks

Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2023 - Continues

Associate Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2014 - 2023

Assistant Professor, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2011 - 2014

Lecturer PhD, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2011 - 2011

## Academic and Administrative Experience

Adaptation/Exemption Committee Member, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2020 - Continues

Internship Committee Member, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2014 - Continues

Head of Department, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2021 - 2023

Erasmus Program Department Coordinator, Dokuz Eylul University, İşletme Fakültesi, İngilizce İşletme Bölümü, 2012 - 2019

## Courses

Industrial Marketing, Postgraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2017 - 2018, 2016 - 2017, 2014 - 2015, 2012 - 2013

Field study, Postgraduate, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017

Thesis, Postgraduate, 2021 - 2022, 2020 - 2021, 2018 - 2019, 2017 - 2018, 2016 - 2017

Field study, Doctorate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Thesis, Doctorate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017

Business-to-Business Markets, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013, 2011 - 2012

Services Marketing, Undergraduate, 2021 - 2022, 2020 - 2021, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014, 2012 - 2013

Marketing Theory, Doctorate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019

Seminar in Marketing Trends, Doctorate, 2021 - 2022, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Principles of Marketing, Undergraduate, 2021 - 2022, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2012 - 2013

Stakeholder Relationship Management, Undergraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019, 2017 - 2018, 2016 - 2017, 2015 - 2016, 2014 - 2015

Seminar in International Marketing, Doctorate, 2021 - 2022, 2016 - 2017, 2015 - 2016, 2014 - 2015, 2013 - 2014

Marketing Decision Making, Undergraduate, 2018 - 2019

Strategic Marketing Management, Postgraduate, 2016 - 2017, 2015 - 2016, 2014 - 2015

Marketing in the Digital Age, Postgraduate, 2013 - 2014

Advertising Management, Undergraduate, 2013 - 2014, 2012 - 2013, 2011 - 2012

Business Policy , Undergraduate, 2011 - 2012

Social Responsibility Project , Undergraduate, 2011 - 2012, 2010 - 2011

Consumer Behavior, Undergraduate, 2011 - 2012

Export Marketing and the Firm's Decision Process, Undergraduate, 2011 - 2012

Principles of Business Administration , Undergraduate, 2012 - 2013, 2011 - 2012

Global Market Analysis, Undergraduate, 2012 - 2013

Communication Skills , Undergraduate, 2011 - 2012

Temel İşletme, Undergraduate, 2011 - 2012

International Logistics and Supply Chain Management , Undergraduate, 2011 - 2012

## Advising Theses

Aykol B., Country Image as a Tool for Building Successful International Relationships for Turkish Exporters: The Case of Turkish Textile and Apparel Industry, Doctorate, Ç.Önsal(Student), 2024

Aykol B., Antecedents and Outcomes of Consumer Country of Origin Perceptions Within The Service Industry, Doctorate, I.CEREN(Student), 2023

AYKOL B., Tüketicilerin sahip olduğu ülke menşee algısının öncülleri ve sonuçlarının hizmet endüstrisi çerçevesinde incelenmesi, Doctorate, I.CEREN(Student), 2023

Aykol B., ANTECEDENTS AND OUTCOMES OF "WASTA" WITHIN THE CONTEXT OF ARAB INTERNATIONAL BUSINESS RELATIONSHIPS, Doctorate, M.Orra(Student), 2022

AYKOL B., Aracılığın Arap uluslararası iş ilişkileri bağlamında öncülleri ve sonuçları, Doctorate, M.ORRA(Student), 2022

AYKOL B., Hizmet kalitesinin kültürle ilgili öncülleri: Otel endüstrisinde görgül bir çalışma, Postgraduate, E.HABİF(Student), 2017

AYKOL B., İhracat operasyonlarının sonlandırılması: Nedenler, süreç ve sonuçlar, Postgraduate, S.BAKIŞ(Student), 2016

## **Advising Graduates (Non-Thesis)**

Aykol B., INTERNATIONALIZATION PROCESS IN SMALL AND MEDIUM SIZED FAMILY BUSINESSES: AN IN-DEPTH CASE STUDY, Masters (Non-Thesis), H.Erdem(Student), 2024

## **Published journal articles indexed by SCI, SSCI, and AHCI**

- I. **Research on country-of-origin perceptions: review, critical assessment, and the path forward**  
Samiee S., Leonidou L. C., Katsikeas C. S., Aykol B.  
JOURNAL OF INTERNATIONAL BUSINESS STUDIES, vol.55, pp.285-302, 2024 (SSCI)
- II. **Being creative under the Covid-19 pandemic crisis: the role of effective inter-organizational relationship management**  
Leonidou L. C., Aykol B., Fotiadis T. A., Marinova S., Christodoulides P.  
INTERNATIONAL MARKETING REVIEW, vol.40, no.5, pp.981-1011, 2023 (SSCI)
- III. **Hindrances and outcomes of social bonding in exporter-importer relationships: The moderating role of formal contracting and ethical climate**  
Leonidou L. C., AYKOL B., Fotiadis T. A., Christodoulides P.  
INDUSTRIAL MARKETING MANAGEMENT, vol.114, pp.1-13, 2023 (SSCI)
- IV. **A Meta-analysis of the Antecedents and Outcomes of Consumer Foreign Country Image Perceptions: The Moderating Role of Macro-level Country Differences**  
Leonidou L. C., AYKOL B., Samiee S., Korfiatis N.  
MANAGEMENT INTERNATIONAL REVIEW, vol.62, no.5, pp.741-784, 2022 (SSCI)
- V. **Effective Small and Medium-Sized Enterprise Import Strategy: Its Drivers, Moderators, and Outcomes**  
Leonidou L. C., Paliawadana D., Aykol B., Christodoulides P.  
JOURNAL OF INTERNATIONAL MARKETING, vol.30, no.1, pp.18-39, 2022 (SSCI)
- VI. **TV series adaptations and their repercussions on consumers: insights from two complementary qualitative analyses**  
AYKOL B., İPEK İ., BIÇAKCIOĞLU PEYNİRCİ N.  
JOURNAL OF MARKETING MANAGEMENT, vol.38, no.3-4, pp.183-218, 2022 (SSCI)
- VII. **Unveiling the infidelity problem in exclusive manufacturer-distributor relationships: A dyadic perspective**  
Leonidou L. C., Aykol B., Hadjimarcou J., Paliawadana D.  
PSYCHOLOGY & MARKETING, vol.38, no.11, pp.2122-2141, 2021 (SSCI)
- VIII. **Enhancing International Buyer-Seller Relationship Quality and Long-Term Orientation Using Emotional Intelligence: The Moderating Role of Foreign Culture**  
Leonidou L. C., Aykol B., Larimo J., Kyrgidou L., Christodoulides P.  
MANAGEMENT INTERNATIONAL REVIEW, vol.61, no.3, pp.365-402, 2021 (SSCI)
- IX. **AUTHENTICITY AS A CONTRIBUTOR TO SATISFACTION WITH ARTS EVENTS: THE MODERATING ROLE OF INVOLVEMENT**  
AYKOL B., AKSATAN KAPLANSEREN M., İPEK İ.  
ATMOSPHERIC TURN IN CULTURE AND TOURISM: PLACE, DESIGN AND PROCESS IMPACTS ON CUSTOMER BEHAVIOUR, MARKETING AND BRANDING, vol.16, pp.259-275, 2020 (SSCI)

- X. **The Role of Exporters' Emotional Intelligence in Building Foreign Customer Relationships**  
Leonidou L. C., Aykol B., Fotiadis T. A., Zeriti A., Christodoulides P.  
JOURNAL OF INTERNATIONAL MARKETING, vol.27, no.4, pp.58-80, 2019 (SSCI)
- XI. **The power roots and drivers of infidelity in international business relationships**  
Leonidou L. C., Aykol B., Spyropoulou S., Christodoulides P.  
INDUSTRIAL MARKETING MANAGEMENT, vol.78, pp.198-212, 2019 (SSCI)
- XII. **Exporter-importer business relationships: Past empirical research and future directions**  
Aykol B., Leonidou L. C.  
INTERNATIONAL BUSINESS REVIEW, vol.27, no.5, pp.1007-1021, 2018 (SSCI)
- XIII. **Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies**  
Leonidou L. C., Aykol B., Hadjimarcou J., Palihawadana D.  
PSYCHOLOGY & MARKETING, vol.35, no.5, pp.341-356, 2018 (SSCI)
- XIV. **Betrayal intention in exporter-importer working relationships: Drivers, outcomes, and moderating effects**  
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.  
INTERNATIONAL BUSINESS REVIEW, vol.27, no.1, pp.246-258, 2018 (SSCI)
- XV. **Flow within theatrical consumption: The relevance of authenticity**  
Aykol B., Aksatan Kaplanseren M., İpek İ.  
JOURNAL OF CONSUMER BEHAVIOUR, vol.16, no.3, pp.254-264, 2017 (SSCI)
- XVI. **Antecedents and Consequences of Infidelity in Cross-Border Business Relationships**  
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.  
JOURNAL OF INTERNATIONAL MARKETING, vol.25, no.1, pp.46-71, 2017 (SSCI)
- XVII. **Betrayal in international buyer-seller relationships: Its drivers and performance implications**  
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P., Zeriti A.  
JOURNAL OF WORLD BUSINESS, vol.52, no.1, pp.28-44, 2017 (SSCI)
- XVIII. **Dynamic capabilities driving an eco-based advantage and performance in global hotel chains: The moderating effect of international strategy**  
Leonidou L. C., Leonidou C. N., Fotiadis T. A., Aykol B.  
TOURISM MANAGEMENT, vol.50, pp.268-280, 2015 (SSCI)
- XIX. **Researching the Green Practices of Smaller Service Firms: A Theoretical, Methodological, and Empirical Assessment**  
Aykol B., Leonidou L. C.  
JOURNAL OF SMALL BUSINESS MANAGEMENT, vol.53, no.4, pp.1264-1288, 2015 (SSCI)
- XX. **Exploring the theoretical foundations of the exporter-importer relationship research**  
Samiee S., Leonidou L. C., Aykol B.  
RESEARCH HANDBOOK ON EXPORT MARKETING, pp.405-430, 2014 (SSCI)
- XXI. **Antecedents and Outcomes of Exporter-Importer Relationship Quality: Synthesis, Meta-Analysis, and Directions for Further Research**  
Leonidou L. C., Samiee S., Aykol B., Talias M. A.  
JOURNAL OF INTERNATIONAL MARKETING, vol.22, no.2, pp.21-46, 2014 (SSCI)
- XXII. **Research on the Import Activities of Firms 1960-2010 Review, Assessment, and Future Directions**  
Aykol B., Palihawadana D., Leonidou L. C.  
MANAGEMENT INTERNATIONAL REVIEW, vol.53, no.2, pp.215-250, 2013 (SSCI)
- XXIII. **Setting the Theoretical Foundations of Importing Research: Past Evaluation and Future Perspectives**  
Aykol B., Leonidou L. C., Zeriti A.  
JOURNAL OF INTERNATIONAL MARKETING, vol.20, no.2, pp.1-24, 2012 (SSCI)

## Articles Published in Other Journals

- I. **The Profile of Research on Exporter-Importer Relationships: A Chronological Analysis**

AYKOL B.

Journal of Global Marketing, vol.32, no.3, pp.177-199, 2019 (Scopus)

- II. **Akış Teorisinin Müze Ziyaretlerine Uygulanabilirliğine Dair Kavramsal Bir Model ve Araştırma Önerileri**  
Aykol B., Aksatan M.  
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.6, no.12, pp.69-90, 2013 (Peer-Reviewed Journal)
- III. **İHRACAT PAZARLAMA KARMASI KARARLARI İÇİN BİLGİ GEREKLİLİKLERİ: KURU İNCİR İHRACATÇILARI ÜZERİNDE BİR UYGULAMA**  
Aykol B., Tanyeri M.  
Ankara Üniversitesi SBF Dergisi, vol.66, no.2, pp.35-71, 2011 (Peer-Reviewed Journal)
- IV. **AVRUPA BİRLİĞİ PAZARININ KURU İNCİR İÇİN BÖLÜMLENMESİ:ÖRNEK OLAY ANALİZİ**  
AYKOL B.  
EGE ACADEMIC REVIEW, vol.9, no.2, pp.539-557, 2009 (ESCI)
- V. **lise öğrencilerinin alışveriş merkezi gereksinimlerinin kano modeli ile sınıflandırılması izmir ili uygulaması**  
İLTER B., ÖZGEN Ö., AYKOL B.  
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, no.8/2/141-162/2007, pp.2007, 2009 (Peer-Reviewed Journal)
- VI. **Attitudes towards Purchasing from Foreign Apparel Retailers The Effects of Age and Foreign Country Visits**  
İLTER B., AYKOL B., ÖZGEN Ö.  
EGE ACADEMIC REVIEW, no.9/1/43-60/2009, pp.2009, 2009 (ESCI)
- VII. **15 19 Yaş Grubundaki Tüketiciler Alışveriş Merkezlerini Nasıl Algılıyor İzmir İlinde Bir Uygulama**  
İLTER B., ÖZGEN Ö., AYKOL B.  
İktisat İşletme Ve Finans, vol.23, no.266, pp.51-69, 2008 (Peer-Reviewed Journal)
- VIII. **15 19 yaş grubundaki tüketiciler alışveriş merkezlerini nasıl algılıyor İzmir ilinde bir uygulama**  
İLTER B., ÖZGEN Ö., AYKOL B.  
İKTİSAT İŞLETME VE FİNANS DERGİSİ, no.23/266/51-68/2008, pp.8, 2008 (Peer-Reviewed Journal)
- IX. **Lise Öğrencilerinin Alışveriş Merkezi Gereksinimlerinin Kano Modeli ile Sınıflandırılması İzmir İli Uygulaması**  
İlter B., Özgen Ö., Aykol B.  
Dokuz Eylül Üniversitesi İşletme Fakültesi Dergisi, vol.8, no.2, pp.141-162, 2007 (Peer-Reviewed Journal)
- X. **5W s and 1H for Shopping Malls Gender Effect and Teenagers**  
İLTER B., ÖZGEN Ö., AYKOL B.  
D.E.Ü., Sosyal Bilimler Enstitüsü Dergisi, no.9/1/474-495/2007, pp.2007, 2007 (Peer-Reviewed Journal)
- XI. **High School Girls Shopping Mall Experiences Perceptions and Expectations A Qualitative Study**  
İLTER B., ÖZGEN Ö., AYKOL B.  
EGE ACADEMIC REVIEW, vol.6, no.1, pp.107-120, 2006 (ESCI)
- XII. **Süpermarket İmaj Kriterlerinin Değerlendirmesi İzmir İli Uygulaması**  
İlter B., Özgen Ö., Aykol B.  
Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi, vol.10, no.1, pp.131-148, 2005 (Peer-Reviewed Journal)

## Books & Book Chapters

- I. **Corporate social responsibility response strategies to COVID-19**  
Leonidou L. C., Aykol B., Eteokleous P., Voskou A.  
in: Covid-19 and International Business: Change of Era, M. Marinov,S. Marinova, Editor, Routledge, London/New York , New York, pp.237-256, 2021
- II. **Internal and external drivers of an ethical international marketing strategy: Implications on reputational advantage and performance**

Leonidou L. C., Aykol B., Eteokleous P.

in: The SAGE Handbook of Marketing Ethics, L. Eagle, S. Dahl, P. de Pelsmacker, R. Taylor, Editor, Sage, London/New Delhi, London, pp.20-40, 2021

III. **Authenticity as a Contributor to Satisfaction with Arts Events: The Moderating Role of Involvement**  
AYKOL B., AKSATAN KAPLANSEREN M., İPEK İ.

in: Atmospheric Turn in Culture and Tourism: Place, Design and Process Impacts on Customer Behaviour, Marketing and Branding, Volgger Michael, Pfister, Dieter, Editor, Emerald Publishing Limited, Bingley, pp.259-275, 2020

IV. **Advances in global marketing: A research anthology**

Leonidou L. C. (Editor), Katsikeas C. S. (Editor), Samiee S. (Editor), Aykol B. (Editor)  
Springer, London/Berlin, Zug, 2018

V. **International Marketing Research: A State-of-the-Art Review and the Way Forward**

Leonidou L. C., Katsikeas C. S., Samiee S., AYKOL B.

in: Advances in Global Marketing: A Research Anthology, Leonidou, Leonidas C., Katsikeas, Constantine S., Samiee, Saeed, Aykol, Bilge, Editor, Springer, pp.3-33, 2018

VI. **Exploring the theoretical foundations of exporter-importer relationship research**

Samiee S., Leonidou L. C., AYKOL B.

in: Research Handbook on Export Marketing, Julian Craig C, Editor, Edward Elgar Publishing, pp.405-430, 2014

## **Refereed Congress / Symposium Publications in Proceedings**

I. **DYNAMIC CAPABILITIES DRIVING IMPORT PLANNING EFFECTIVENESS AND PERFORMANCE CONSEQUENCES**

Leonidou L. C., Paliawadana D., Aykol B., Nilssen F., Christodoulides P.

49th European International Business Academy Conference, Lisbon, Portugal, 16 - 17 December 2023

II. **Dynamic Capabilities Research in International Marketing: Taxonomy and Nomological Networks of Three Pillars**

Dayanğan Ç., Aykol B.

AIB 2023 Warsaw Conference, Warszawa, Poland, 5 - 09 July 2023, pp.1

III. **Power Dynamics and Social Bonding in Exporter-Importer Relationships: The Moderating Role of Emotion Regulation**

Leonidou L. C., Aykol B., Nilssen F., Christodoulides P.

Academy of Marketing 2023 Conference, Birmingham, England, 3 - 06 July 2023

IV. **A systematic review of dynamic capabilities research in international marketing: Methodology, theory and nomological network**

Dayanğan Ç., Aykol B.

2023 EMAC Annual Conference, Odense, Denmark, 23 - 26 May 2023

V. **Emotional intelligence, power dynamics, and long-term orientation in exporter-importer relationships: The moderating role of interdependence and incompatibility**

Leonidou L. C., Aykol B., Christodoulides P.

CIMaR 29th Annual Conference, Bodo, Norway, 20 - 23 June 2022

VI. **Six Decades of Research on Consumer Country-of-Origin Perceptions: A Critical Review**

Leonidou L. C., Samiee S., Katsikeas C. S., Aykol B.

AMA Global Marketing SIG 2022 Conference, Hania, Greece, 31 May - 03 June 2022

VII. **Boosting Inter-Organizational Creativity in the Hotel Industry During the Coronavirus Crisis: The Role of Relational Factors**

Leonidou L. C., Aykol B., Fotiadis T. A., Marinova S., Christodoulides P.

AMA Global Marketing SIG 2022 Conference, Hania, Greece, 31 May - 03 June 2022

VIII. **THE ROLE OF ORGANIZATIONAL CAPABILITIES IN DRIVING STRATEGIC IMPORT PLANNING EFFECTIVENESS: PERFORMANCE CONSEQUENCES**

- Leonidou L. C., Palihawadana D., Aykol B., Christodoulides P.  
35th IMP Conference, Paris, France, 27 - 30 August 2019, pp.1-9
- IX. **Exporters' use of emotional intelligence to sustain quality relationships with foreign customers**  
Leonidou L. C., Aykol B., Larimo J., Kyrgidou L., Christodoulides P.  
15th Vaasa Conference on International Business, Vaasa, Finland, 19 - 21 August 2019, pp.41
- X. **Antecedents and outcomes of import strategy: The moderating role of competitive intensity and strategic pro-activeness**  
Leonidou L. C., Palihawadana D., Aykol B., Christodoulides P.  
34th IMP-conference, Amparai, Sri Lanka, 2 - 05 December 2018, pp.1-11
- XI. **Infidelity in inter-organizational marketing relationships: An application of the marital metaphor**  
Leonidou L. C., Aykol B., Hadjimarcou J., Palihawadana D.  
34th Annual Industrial Marketing Purchasing Conference, Marseille, France, 4 - 07 September 2018, pp.1-8
- XII. **A meta-analysis of power in buyer-seller relationships**  
Leonidou L. C., Katsikeas C. S., Aykol B., Korfiatis N.  
21st Academy of Marketing Science World Marketing Congress, Porto, Portugal, 27 - 29 June 2018
- XIII. **A meta-analysis of the link between power, conflict, opportunism, and satisfaction in business-to-business relationships**  
Leonidou L. C., Aykol B., Korfiatis N.  
47th EMAC Conference, Glasgow, United Kingdom, 29 May - 01 June 2018
- XIV. **Forty years of research on exporter-importer relationships: A review**  
Aykol B., Leonidou L. C.  
AMA Global Marketing SIG Conference, Zakynthos, Greece, 21 - 23 May 2018
- XV. **TV Series Adaptations and Their Repercussions on Consumers: A Qualitative Analysis**  
Aykol B., İpek İ., Bıçakcıoğlu N.  
AMA Global Marketing SIG Conference (2018), Zakynthos, Greece, 21 - 23 May 2018
- XVI. **Antecedents and outcomes of consumer country-of-origin perceptions: A meta-analysis**  
Leonidou L. C., Samiee S., Aykol B., Korfiatis N.  
AMA Global Marketing SIG Conference, Zakynthos, Greece, 21 - 23 May 2018
- XVII. **How Does Authenticity Influence The Tourist Flow State? An Empirical Study within a Heritage Visit Context**  
AYKOL B., AKSATAN M., SEL Z. G., İPEK İ.  
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017, pp.237-241
- XVIII. **Betrayal dynamics in buyer-seller relationships**  
Leonidou L. C., AYKOL B., Hadjimarcou J., Palihawadana D.  
33rd IMP-conference, Malaysia, 5 - 08 September 2017
- XIX. **The role of emotional intelligence in reducing infidelity incidents in exporter-importer relationships**  
Leonidou L. C., Aykol B., Larimo J., Christodoulides P.  
26th Annual CIMaR Conference Consortium for International Marketing Research, Florence, Italy, 20 - 23 July 2017
- XX. **Emotional intelligence as a facilitator of long-term orientation in exporter-importer relationships**  
Leonidou L. C., Aykol B., Fotiadis T., Christodoulides P.  
Academy of Marketing Conference, Leeds, England, 3 - 06 July 2017
- XXI. **Examining the interplay between the dark side and the bright side of the exporter-importer relationship: performance implications**  
Leonidou L. C., Aykol B., Christodoulides P.  
EMAC 2017 Conference, Groningen, Netherlands, 23 - 26 May 2017
- XXII. **Betrayal Intention in International Business Relationships: Temporal and Contractual Moderating Effects (An Abstract)**  
Leonidou L. C., Aykol B., Fotiadis T. A., Christodoulides P.  
19th Academy of Marketing Science World Marketing Congress, Paris, France, 19 - 23 July 2016, pp.37
- XXIII. **Audience in Flow: The Role of Authenticity (An Extended Abstract)**  
Aykol B., Aksatan M., İpek İ.



- 19th Academy of Marketing Science World Marketing Congress, Paris, France, 19 - 23 July 2016, pp.519-524
- XXIV. **Kültürel Miras Alanı Ziyaretinde Kaçış Ziyaretçilerin Eğitim ve Kaçış Deneyimlerinin Etkileri**  
Aykol B., Aksatan M., Sel Z. G., İpek İ.  
21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016, vol.2, pp.493-497
- XXV. **Deneyimsel Bir Ürünün Kültürel Uyarlaması Türkiye deki Amerikan Televizyon Dizileri Üzerine Bir Vaka Çalışması**  
Aykol B., İpek İ., Aşkın N.  
21. Pazarlama Kongresi, Kütahya, Turkey, 6 - 08 October 2016, vol.2, pp.554-557
- XXVI. **Education but not familiarity enhances flow in heritage attraction Results from a study in Ephesus**  
Aykol B., Aksatan M., Sel Z. G., İpek İ.  
6th International Conference on Tourism Management and Tourism Related Issues, Krakow, Poland, 22 - 23 September 2016
- XXVII. **The role of exercised power in causing infidelity in international buyer seller relationships**  
Leonidou L. C., Aykol B., Katsikeas C. S., Christodoulides P.  
32nd Annual IMP Conference, Poznan, Poland, 30 August - 03 September 2016, pp.50
- XXVIII. **Audience in Flow The Role of Authenticity**  
Aykol B., Aksatan M., İpek İ.  
19th AMS World Marketing Congress, Paris, France, 19 - 23 July 2016, pp.519-524
- XXIX. **Drivers and outcomes of macro and micro country image**  
Samiee S., Aykol B., Leonidou L. C., Fotiadis T. A., Christodoulides P.  
EMAC2016, Oslo, Norway, 24 - 27 May 2016, pp.135
- XXX. **Adaptation from an advanced economy to an emerging market The case of American TV series in Turkey**  
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Aykol B.

10. Ulusal Pazarlama Kongresi, Gazimagusa, Cyprus (Kkct), 16 - 19 November 2005

## Activities in Scientific Journals

JOURNAL OF BUSINESS RESEARCH, Committee Member, 2023 - Continues

Journal Of International Marketing, Committee Member, 2021 - Continues

Management International Review, Committee Member, 2020 - Continues

International Journal of Export Marketing, Committee Member, 2015 - Continues

## Metrics

Publication: 91

Citation (WoS): 463

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## Scholarships

Doktora sonrası araştırma bursu, YOK, 2010 - 2010

## Awards

Leonidou L. C., Aykol B., Christodoulides P., S. Tamer Cavusgil Best Paper Award , Consortium For International Marketing Research, June 2022

Leonidou L. C., Samiee S., Aykol B., Talias M., Hans B. Thorelli Award, American Marketing Association Foundation , March 2020

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