

Asst. Prof. CANSU YILDIRIM

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: HJP-9779-2023

Yoksis Researcher ID: 118389

Education Information

Doctorate, Izmir University Of Economics, Institute Of Business Management, İşletme (Dr), Turkey 2011 - 2015

Postgraduate, University Of Manchester {England}, Operasyon, Proje Ve Tedarik Zinciri Yönetimi, United Kingdom 2009 - 2010

Undergraduate, Izmir University Of Economics, Faculty Of Business Administration, Department Of Business, Turkey 2004 - 2009

Foreign Languages

English, C2 Mastery

Dissertations

Doctorate, Service supply chain approach for service failure and recovery, Izmir University Of Economics, İşletme Enstitüsü, İşletme (Dr), 2015

Postgraduate, CREATING SUSTAINABLE COMPETITIVE ADVANTAGE THROUGH SERVICIZATION, University Of Manchester {England}, Operasyon, Proje Ve Tedarik Zinciri Yönetimi, 2010

Research Areas

Social Sciences and Humanities, Marketing

Academic Titles / Tasks

Research Assistant, Izmir University Of Economics, Faculty Of Business Administration, Department Of Logistics Management, 2012 - 2015

Academic and Administrative Experience

Deputy Head of Department, Dokuz Eylul University, Fen Bilimleri Enstitüsü, 2018 - 2021

Courses

Tez (Uygulama), Postgraduate, 2020 - 2021, 2019 - 2020, 2018 - 2019
Int. Marketing, Undergraduate, 2019 - 2020
Diploma Project (Uygulama), Undergraduate, 2019 - 2020
Logistics Management , Undergraduate, 2019 - 2020
International Marketing , Undergraduate, 2019 - 2020
RES. METHOD. IN SOCIAL SCIENCES , Undergraduate, 2019 - 2020
Logistics Management (Uygulama), Undergraduate, 2019 - 2020
International Logistics and Supply Chain Management , Undergraduate, 2019 - 2020
Diploma Project, Undergraduate, 2018 - 2019
Uzmanlık Alanı (Teorik), Postgraduate, 2019 - 2020
International Logistics and Supply Chain Management , Undergraduate, 2018 - 2019
Techniques of Scientific Research And Publication Ethics, Postgraduate, 2019 - 2020
Supply Chain Management , Undergraduate, 2019 - 2020
Research Project , Undergraduate, 2019 - 2020
Research Methodologies in Social Sciences , Undergraduate, 2018 - 2019
Uzmanlık Alanı (Teorik), Postgraduate, 2018 - 2019
Seminer (Uygulama), Postgraduate, 2018 - 2019
International Marketing , Undergraduate, 2018 - 2019
Ulaştırma, Lojistik ve Tedarik Zinciri Yönetimi, Postgraduate, 2019 - 2020
Supply Chain Management, Undergraduate, 2018 - 2019, 2017 - 2018
Transportation, Logistics and Supply Chain Management, Postgraduate, 2018 - 2019, 2017 - 2018
Introduction to Business and Supply Chain Management, Undergraduate, 2018 - 2019, 2017 - 2018
BİLİMSEL ARAŞTIRMA TEKNİKLERİ VE YAYIN ETİĞİ, Postgraduate, 2018 - 2019, 2017 - 2018
Research Project, Undergraduate, 2018 - 2019, 2017 - 2018
International Logistics and Supply Chain Mangement, Undergraduate, 2017 - 2018
RESEARCH METHODOLOGIES IN SOCIAL SCIENCES, Undergraduate, 2017 - 2018
World Regional Geopgraphy, Undergraduate, 2017 - 2018
International Marketing, Undergraduate, 2017 - 2018

Advising Theses

YILDIRIM C., DEVECİ D. A., Hizmet sunumunda müşteri katılımı: Marinalar üzerine bir çalışma, Doctorate, E.KOÇ(Student), 2021
YILDIRIM C., Space exploration logistics, Postgraduate, C.SOYLU(Student), 2019

Jury Memberships

Doctorate, Doctorate, İzmir Ekonomi Üniversitesi, January, 2024
Post Graduate, Post Graduate, İzmir Ekonomi Üniversitesi, July, 2023
Post Graduate, Post Graduate, İzmir Ekonomi Üniversitesi, July, 2023
Doctorate, Doctorate, İzmir Ekonomi Üniversitesi, June, 2023
Post Graduate, Post Graduate, İzmir Ekonomi Üniversitesi, January, 2023
Doctorate, Doctorate, İzmir Ekonomi Üniversitesi, July, 2022
PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, İzmir Ekonomi Üniversitesi, June, 2022
PhD Thesis Monitoring Committee Member, PhD Thesis Monitoring Committee Member, İzmir Ekonomi Üniversitesi, January, 2022

Doctorate, Doctorate, Dokuz Eylül Üniversitesi, March, 2021
Doctorate, Doctorate, Dokuz Eylül Üniversitesi, March, 2021
Doctoral Examination, Doctoral Examination, Dokuz Eylül Üniversitesi, November, 2020

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Exploring integrated solutions in the supply chain context: a dyadic perspective in an emerging economy setting**
Yurt O., YILDIRIM C.
PRODUCTION PLANNING & CONTROL, 2022 (SCI-Expanded)
- II. **The doer effect of failure and recovery in multi-agent cases: service supply chain perspective**
YILDIRIM C., Oflac B. S., Yurt O.
JOURNAL OF SERVICE THEORY AND PRACTICE, vol.28, no.3, pp.274-297, 2018 (SSCI)
- III. **Establishing an energy security framework for a fast-growing economy: Industry perspectives from Turkey**
BİRESSELİOĞLU M. E., YILDIRIM C., DEMİR M. H., Tokcaer S.
ENERGY RESEARCH & SOCIAL SCIENCE, vol.27, pp.151-162, 2017 (SSCI)
- IV. **I love to hate you: Loyalty for disliked brands and the role of nostalgia**
Demirbag-Kaplan M., Yildirim C., Gulden S., Aktan D.
JOURNAL OF BRAND MANAGEMENT, vol.22, no.2, pp.136-153, 2015 (SSCI)
- V. **Motivations behind acquiring tattoos and feelings of regret: Highlights from an Eastern Mediterranean context**
Atik D., Yildirim C.
JOURNAL OF CONSUMER BEHAVIOUR, vol.13, no.3, pp.212-223, 2014 (SSCI)

Articles Published in Other Journals

- I. **VALUE-ADDED SERVICES FROM A PORT CENTRIC LOGISTICS PERSPECTIVE: A LITERATURE REVIEW**
Kolcubaşı G. Y., Yıldırım C.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.17, no.1, pp.111-142, 2024 (Peer-Reviewed Journal)
- II. **Türkiye Binek Araç Üretiminde İstihdama İlişkin Cinsiyet Eşitsizliği**
YILDIRIM C., KOLCUBAŞI G. Y.
TOGU Career Research Journal, vol.4, no.2, pp.54-68, 2023 (Peer-Reviewed Journal)
- III. **No Wind is Favorable Unless the Sailor is Participative: Customer Participation in Marina Services**
Koç E., DEVECİ D. A., YILDIRIM C.
Journal of Eta Maritime Science, vol.11, no.1, pp.39-55, 2023 (ESCI)
- IV. **Classifying Online Customer Complaints: A Multi-Agent Perspective**
YILDIRIM C.
Journal of research in business (online), vol.7, no.1, pp.158-179, 2022 (Peer-Reviewed Journal)
- V. **Soğuk Zincirde İzlenebilirlik: Denizyolu Taşımacılığında Kullanılan Bir Teknoloji Örneği**
YILDIRIM C., Oya O.
Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, vol.12, no.1, pp.65-96, 2020 (Peer-Reviewed Journal)
- VI. **Deniz Turizminde Müşteri Katılımının Öncülleri ve Sonuçları**
KOÇ E., DEVECİ D. A., YILDIRIM C.
Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, vol.12, no.1, pp.123-158, 2020 (Peer-Reviewed Journal)
- VII. **Ulusal Pazarlama Kongresi Yayınlarında Stratejik Pazarlama Yazını Analizi**
YILDIRIM C., CERİT A. G.
Pazarlama ve Pazarlama Araştırmaları Dergisi, vol.13, no.2, pp.379-403, 2020 (Peer-Reviewed Journal)
- VIII. **Integration of Maritime Transportation to Supply Chains A Literature Review and Suggestions for**

Further Research

YILDIRIM C., DEVECİ D. A.

Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, vol.8, no.1, pp.63-81, 2016 (Peer-Reviewed Journal)

IX. AN EXPLORATORY STUDY ON ONLINE SHOPPING THE RELATED PERSONALITIES OF CUSTOMERS AND WEB SITES

Günerergin M., YILDIRIM C., Mete M.

European Journal of Business Research, vol.15, no.2, pp.19-26, 2015 (Peer-Reviewed Journal)

X. Effects of Moral Value Diversity on Team Composition and Team Cohesiveness

Günerergin M., Yıldırım C.

Academic Journal of Interdisciplinary Studies, vol.2, no.9, pp.56-61, 2013 (Scopus)

Books & Book Chapters

I. Anti-Consumption Behavior of Youngsters During the Covid-19 Pandemic

Yıldırım C., Denктаş Şakar G.

in: Pandemics and Consumer Behavior, Gresi Sanje, Enes Emre Başar, Editor, NOVA Science Publishers Inc. , New York, pp.1-30, 2022

II. An Integrated Framework for the Communication Processes between Digital Influencers and Brands

Yıldırım C., Denктаş Şakar G.

in: Paradigm Shifts within the Communication World, Enes Emre Başar, Editor, Science Publishers , New York, pp.181-204, 2021

III. Future of Customer Complaint Behaviour: A Multi-agent Perspective within e-Retailing Industry

YILDIRIM C., DENKTAŞ ŞAKAR G.

in: New Communication Approaches in the Digitalized World, Erciş, Mehmet Serdar, Başar, Enes Emre, Editor, Cambridge Scholars Publishing, Newcastle upon Tyne, pp.508-538, 2020

IV. Tedarik Zinciri İzlenebilirliğini Arttıran Teknolojiler ve Faydaları

YILDIRIM C., GİDENER N. G.

in: Küresel Ekonomiye Yön Veren Yeni Teknolojiler. Akçağ Basım Yayın Pazarlama, Bekir Pakdemirli, Necmi Gürsakal, Zülfikar Bayraktar, Sefa Takmaz, Editor, Akçağ Yayınları, pp.195-216, 2020

V. Marketing Planning, Implementation and Control

CERİT A. G., YILDIRIM C.

in: Marketing Management, Prof. Dr. Gülfidan Barış, Editor, Anadolu Üniversitesi, pp.179-193, 2019

VI. Strategic Management, Competition, and Marketing

CERİT A. G., YILDIRIM C.

in: Marketing Management, Prof. Dr. Gülfidan Barış, Editor, Anadolu Üniversitesi, pp.153-165, 2019

VII. LOJİSTİK HİZMET HATALARI: ELEKTRONİK TİCARETTE FAALİYET GÖSTEREN LOJİSTİK HİZMET SAĞLAYICILAR ÜZERİNE BİR ÇALIŞMA

YILDIRIM C., GİDENER N. G., Bülbül K.

in: TÜRKİYE İÇİN DENİZCİLİK STRATEJİLERİ, Doç. Dr. Didem Özer Çaylan, Editor, Nobel Yayıncılık, Ankara, pp.261-278, 2019

VIII. The Development of Servitization Concept in the Era of Industry 4.0 Through SCM Perspective

Tabaklar T., YILDIRIM C.

in: Handbook of Research on Strategic Fit and Design in Business Ecosystems, Umit Hacıoglu, Editor, IGI Global, pp.593-615, 2019

Refereed Congress / Symposium Publications in Proceedings

I. The Effect of Failure and Stability on Satisfaction, Negative WOM and Repurchase Intention: Insights from an Online Retailer's Service Failure

- Yıldırım C.
21st Annual International Conference on Marketing , Athens, Greece, 26 - 29 June 2023, pp.87-88
- II. **Reverse Logistics Applications: A Case of Izmir**
Yıldırım C.
3rd International Graduate Studies Congress, Balıkesir, Turkey, 14 - 17 June 2023, pp.964-965
- III. **CHOOSING A BRAND: LUXURY AND STANDARD BRANDS IN DEVELOPED VERSUS DEVELOPING MARKETS**
Sullivan U. Y., OFLAÇ B., YILDIRIM C., Aurand T. W.
Marketing Management Association 2022 Annual Fall Educators' Conference, Texas, United States Of America, 20 - 23 September 2022, pp.96
- IV. **Port Centric Logistics Criteria: A Literature Review**
Kolcubaşı G. Y., Yıldırım C.
26. Pazarlama Kongresi, Kırşehir, Turkey, 23 June 2022, pp.196-210
- V. **Deniz Turizminde Müşteri Katılımının Öncülleri ve Sonuçları: Bir Literatür Çalışması**
KOÇ E., DEVECİ D. A., YILDIRIM C.
5. Ulusal Deniz Turizmi Sempozyumu, İzmir, Turkey, Turkey, 28 February 2020 - 20 February 2019
- VI. **Ulusal Pazarlama Kongresi Yayınlarında Stratejik Pazarlama Yazını Analizi**
YILDIRIM C., CERİT A. G.
24. PPAD Pazarlama Kongresi, Kuşadası/AYDIN, Turkey, 1 - 04 May 2019, pp.814-836
- VII. **Technological Advancements and Innovation in Logistics Industry: Perspectives of Maritime Faculty Students**
GİDENER ÖZAYDIN N. G., YILDIRIM C.
III . Global Conference on Innovation in Marine Technology and the Future of Maritime Transportation-GMC 2019, Aydın, Turkey, 18 - 19 April 2019
- VIII. **Technological Advancements and Innovation in Logistics and Supply Chain Management: Perspectives of Undergraduate Students**
YILDIRIM C., GİDENER ÖZAYDIN N. G.
İzmir Uluslararası İktisadi İdari Bilimler Kongresi, 5 - 07 December 2018
- IX. **Elektronik Ticarete Faaliyet Gösteren Lojistik Hizmet Sağlayıcıların Hizmet Hatalarının Sınıflandırılması**
YILDIRIM C., Bülbül K.
23. Pazarlama Kongresi, Kocaeli, Turkey, 27 - 29 June 2018
- X. **Multi-Agent Service Failure Classification: Service Supply Chain Perspective**
YILDIRIM C., OFLAÇ B.
SERVSIG2018, Paris, France, 14 - 16 June 2018
- XI. **The effect of service failure on emotions, word-of-mouth and repurchase intentions: A case of failure in a tattoo parlour**
YILDIRIM C.
Global Conference on Services Management, 3 - 07 October 2017
- XII. **Service Failure Classification for Small Package Carriers**
YILDIRIM C.
22. Pazarlama Kongresi, Trabzon, Turkey, 28 - 30 September 2017
- XIII. **The Usage of Information Sources in Chartering of Ships by Charterers**
BAŞTUĞ S., DEVECİ D. A., YILDIRIM C.
International Logistics and Supply Chain Congress, İzmir, Turkey, 1 - 02 December 2016, pp.409-422
- XIV. **New Opportunities for 3PL Companies in Social Media**
YILDIRIM C., AYAZ İ. S., DEVECİ D. A.
XIV. International Logistics and Supply Chain Congress, İzmir, Turkey, 1 - 02 December 2016, pp.473-484
- XV. **The Evaluation of Online Shopping Behaviour of Generation Y**
Yıldırım C., Cerit A. G.
5. International Conference On Value Chain Sustainability, İzmir, Turkey, 13 - 15 December 2012

XVI. The Advantage of Servitized Products for Green Supply Chains

Yıldırım C., Tabaklar T.

International Conference On Value Chain Sustainability, Leuven, Belgium, 14 - 16 November 2011

Activities in Scientific Journals

AURUM Sosyal Bilimler Dergisi, Publication Committee Member, 2021 - Continues

Dokuz Eylül Üniversitesi Denizcilik Fakültesi Dergisi, Editor, 2021 - Continues

Scientific Refereeing

JOURNAL OF MULTIDISCIPLINARY ACADEMIC TOURISM, National Scientific Refreed Journal, July 2023

Pazarlama ve Pazarlama Araştırmaları Dergisi, Other Indexed Journal, December 2022

Pazarlama ve Pazarlama Araştırmaları Dergisi, National Scientific Refreed Journal, December 2022

INTERNATIONAL JOURNAL OF CONTEMPORARY ECONOMICS AND ADMINISTRATIVE SCIENCES, Journal Indexed in ESCI, September 2022

PRODUCTION PLANNING AND CONTROL, Journal Indexed in SSCI, June 2022

Metrics

Publication: 48

Citation (WoS): 69

Citation (Scopus): 35

H-Index (WoS): 4

H-Index (Scopus): 2