

March, 2025

**Volkan Yeniaras**  
[volkan.yeniaras@ozyegin.edu.tr](mailto:volkan.yeniaras@ozyegin.edu.tr)  
**+905325268015**  
**Ozyegin University Campus AB2-335**

## **Education**

Ph.D. Marketing, Swansea University UK, Graduated in 2013  
M.Sc. Marketing, University of Wales, Swansea Graduated in 2008  
B.Sc. Economics, Koc University, Istanbul Graduated in 2007  
French Baccalaureate Saint-Joseph, Istanbul 1993 – 2001

## **Academic Appointments and Work Experience**

Ozyegin University, **Associate Professor of Marketing, Head of Department – International Business and Trade**, 2023-present  
University of Sussex: **Associate Professor**, 2022-2023  
Ozyegin University, **Assistant Professor** 2020-present  
American University of Sharjah, UAE: **Assistant Professor**, 2017- 2020  
University of Sharjah, UAE: **Assistant Professor**, 2016- 2017  
Kadir Has University, Istanbul: **Assistant Professor**, 2013–2016

## **Research and Publications**

### **Research Interests**

Strategic Marketing; Industrial Marketing; Sales Management; Services Marketing

**Google Scholar Citations – 898; H Index – 16; i10 Index – 22**

### **SSCI Indexed Journal Articles**

1. Seigyoung A., Menguc, B., Uslu, A. & **Yeniaras, V.** (2025) “The Transmission of Technology-Induced Workload from Managers to Frontline Employees and Its Impact on Customer Sabotage”, *Journal of Service Research* (Accepted manuscript).
2. **Yeniaras, V.**, Kaya, I. I. & Kaya, O. (2024) “Unlocking Product Complexity: Elevating Emotional Exhaustion and Customer Relationship Performance through Strategic Ties”, *Quality & Quantity*, <https://doi.org/10.1007/s11135-024-01963-1>

- 3. Yeniaras, V., Kaya, I., & Maden Eyiusta, C. (2024).** Cross-selling challenges and opportunities: navigating managerial expectations, emotional exhaustion, and sales performance. *Journal of Marketing Theory and Practice*, 1–33.  
<https://doi.org/10.1080/10696679.2024.2411673>
- 4. Ismail Golgeci, Kurt, Y., Vashchillo-Mollett K, Goduscheit, R, Arslan, A., & Yeniaras, V. (2024)** “Understanding the Role of Serial Acquisition and Subsidiary Autonomy in Providing Value Within Servitizing Industrial Networks”, *Journal of Business & Industrial Marketing*, 39(7), 1582-1599.
- 5. Yeniaras, V., Golgeci, I. & Kaya, I. (2024)** “Exploring the Dark Side of Managerial Upselling Expectations: Exploratory and Exploitative Learning’s Moderating Roles in Salesperson Emotional Exhaustion and Performance”, *Industrial Marketing Management*, 117, 238-252.
- 6. Yeniaras, V. & Golgeci, I. (2023)** “When does boundary-spanner burnout connect participation and customer relationship performance? The role of the firm's network centrality and network density”, *Industrial Marketing Management*, 112, 1-13. (Lead paper).
- 7. Yeniaras, V & Kaya, I. (2022)** “Customer prioritization, product complexity and business ties: Implications for job stress and customer service performance”, *Journal of Business & Industrial Marketing*, 37(2), 417-432.
- 8. Yeniaras, V, Di Benedetto, A., & Dayan, M. (2021)** “Effects of relational ties paradox on financial and non-financial consequences of servitization: Roles of organizational flexibility and improvisation”, *Industrial Marketing Management*, 99, 54-68.
- 9. Yeniaras, V., Kaya, I., Di Benedetto, A. & Dayan, M. (2021)** “Relational ties, organizational unlearning and SME innovation capabilities, *Journal of Business & Industrial Marketing* 36(3), 469-492.
- 10. Yeniaras, V. & Kaya, I. (2021)** “Relational governance, strategic planning and firm performance”, *Marketing Intelligence & Planning* 39(8), 1104-1120.
- 11. Yeniaras, V., Kaya, I. & Dayan, M. (2020)** “Mixed effects of business and political ties in planning flexibility: Insights from Turkey”, *Industrial Marketing Management*, 87, 208-224.
- 12. Yeniaras V., Kaya, I., & Ashill, N (2020)** “Social ties, innovation behaviour and new product performance: Understanding the role of institutional and market environments”, *Journal of Business & Industrial Marketing*, 34(4), 699-719.
- 13. Ndubisi, N. O., Dayan, M., Yeniaras, V. & Al-Hawari, M. (2019).** “The effects of complementarity of knowledge and capabilities on joint innovation capabilities and service

innovation: The role of competitive intensity and demand uncertainty”, *Industrial Marketing Management*, 89(August), 196-208.

**14. Menguc, B., Auh, S., Yeniaras, V., & Katsikeas, C. (2017).** “The role of climate: implications for service employee engagement and customer service performance”, *Journal of the Academy of Marketing Science*, 45(3), 428-451.

**15. Yeniaras, V., & Akkemik, K. A. (2017).** Materialism and fashion consciousness: The moderating role of status consumption tendencies and religiosity. *Journal for the Scientific Study of Religion*, 56(3), 498-513.

**16. Yeniaras, V., Sener, P. & Unver, S. (2017)** “Is Market Learning the Missing Link Between Family Involvement – Firm Performance Relationship? A Resource-Based Perspective, *International Entrepreneurship and Management Journal*, 13(2), 575-604.

**17. Yeniaras, V. (2016)** “Uncovering the Relationship between Materialism, Status Consumption and Impulsive Buying: Newfound Status of Islamists in Turkey”, *Journal for the Study of Religions and Ideologies*, 44(25), 153-177.

**18. Yeniaras, V. & Unver, S (2016)** “Revisiting the Mediating Effect of Entrepreneurial Behaviour on Proactiveness – Performance Relationship: The Role of Business Ties and Competitive Intensity”, *European Management Review*, 13(4), 291-306.

**19. Yeniaras, V. & Akkemik A. & Yucel E. (2016)** “Re-considering the linkage between the antecedents and consequences of happiness”, *Journal of Economic Psychology*, 56(October), 176-191.

**20. Yeniaras, V. & Akarsu, T.N. (2016)** “Religiosity and life satisfaction: A multi-dimensional approach,” *Journal of Happiness Studies*, 18(6), 1815-1840.

**21. Simintiras, A., Yeniaras, V., Oney, E., & Tajinder B. (2014)** “Redefining Confidence for Consumer Behaviour Research,” *Psychology & Marketing*, 31(6), 426-439.

### **SCOPUS Indexed Journal Articles**

**1. Kaya I., Yeniaras, V. & Kaya, O. (2020)** "Dimensions of religiosity, altruism, and life satisfaction" *Review of Social Economy*, 9(4), 717-748.

**2. Yeniaras, V. (2016).** Unpacking the relationship between materialism, status consumption and attitude to debt: the role of Islamic religiosity. *Journal of Islamic Marketing*, 7(2), 232-247.

**3. Yeniaras, V., & Akarsu, T. N. (2017).** Frugal doesn't mean ordinary: a religious perspective. *Journal of Islamic Marketing*, 8(2), 204-217.

## Articles in Turkish Journals

1. **Yeniaras, V., & Altiniğne, N. (2023).** Techno-Insecurity, Emotional Exhaustion and Job Performance: A Recommended Theoretical Framework. *Sosyal Mucit Academic Review*, 4(3), 410-433.
2. **Yeniaras, V. (2023)** “Contractual and relational governance, supplier integration and new product performance: Moderating roles of supplier dependence and supplier-specific investment”, *Pazarlama ve Pazarlama Arastirmalari Dergisi*, 16(1), 83-116.
3. **Yeniaras, V. (2023)** “The relationship between supplier specific investment and new product performance: The moderating effects of output and process control, *Pazarlama ve Pazarlama Arastirmalari Dergisi*, 16(2), 451-472.
4. **Yeniaras, V. (2016)** “Postmaterialism and Altruism: A Cross National Comparison” *Journal of Economics, Business, Politics and International Relations*, 2(1), 87-110.
5. **Yeniaras, V. & Akarsu, N. T. (2014)** "The Relationship between Muslim Religiosity, Price-Value Consciousness Impulsive Buying Tendency and Regret: A Moderation Analysis," *Iktisat, İşletme ve Finans*, 29(243), 09-44.
6. **Yeniaras, V. & Kiymaz, H. (2015)** “Subjective Life Expectancy, Materialistic Values and Saving: A Cross-National Perspective,” *İktisat İşletme ve Finans*, 30(352), 9-28.
7. **Yeniaras, V. (2015)** “İslami Dindarlık, Tutumluluk ve Materyalizm: Bir Yapısal Eşitlik Modeli,” *Journal of Economics, Business, Politics and International Relations*, 1(1), 49-62.

## Refereed Book Chapters

1. **Yeniaras, V., Kaya, I. & Dayan, M. (2020)** The role of business and political ties and managerial talent: Implications for competitive strategies and customer capital *in* Academic Studies in Management and Strategy Sciences **ISBN: 978-9940-46-009-9.**
2. **Yeniaras, V. (2020)** Government favouritism of religion, social capital and consumer spending *in* Academic Studies in Management and Strategy Sciences **ISBN: 978-9940-46-008-2.**

## **Presentations**

1. Dayan, M., Chaib, H., **Yeniaras, V.** & Elremeithi, E. (2023). “Impact of Business and Political Ties on Innovation Performance Through Internationalization, and Moderating Impact of Strategic Orientation Within SMEs in UAE”, *IEEE International Conference on Industrial Engineering and Engineering Management*
2. **Yeniaras, V.** (2020). “İlişkisel Bağlar, Örgütsel Esneklik Ve Doğaçlama: Türkiye’de Finansal Ve Finansal Olmayan Performans Üzerine Etkisi, *4<sup>th</sup> International Conference on Social & Human Sciences*.
3. **Yeniaras, V.** (2020). “Relational governance, organizational unlearning and learning: Implications for performance outcomes”, *5. Uluslararası EMI Girişimcilik ve Sosyal Bilimleri Kongresi*.
4. **Yeniaras, V.** w/Simintiras, A. & Balabanis, G. (2013). “The Development and Validation of a Consumer Confidence Scale”, *Academy of Marketing Science Conference (INFORMS)*
5. **Yeniaras, V.** w/ Simintiras, A. & Balabanis, G. (2013). “Consumer Confidence Re-Visited and Re-Measured”, *American Society of Business and Behavioral Sciences*.
6. **Yeniaras, V.** (2016). “Are Consumer Confidence Indices Moderated by the Life Expectancy Miscalibration?” *International Management Development Association (IMDA)*.
7. **Yeniaras, V.**, Di Benedetto, A & Dayan, M. (2020) Relational governance, organizational unlearning and learning: Implications for Entrepreneurial SMEs, *IEEE, TEMS*.

## **Manuscripts Under Review**

1. **Yeniaras, V.** with Menguc, B & Robson, M. “XXX”
2. **Yeniaras, V.** with Maden-Eyiusta, C. “XXX”
3. **Yeniaras, V.** with Cemali, M. & Altinigne, N. “XXX”
4. **Yeniaras V.** with Altinigne, N. & Acikgoz, F. “XXX”

## **Manuscripts in preparation**

1. **Yeniaras, V** with Menguc, B, & Seigyoung, A. Salesperson Price Negotiation Preparedness: When Does It Lead to Salesperson Performance?, *ready to be submitted*.

**2. Yeniaras, V.** Good luck – bad luck: Self-regulation in retail for higher sales performance – writing up started.

### **Professional Services & Editorships**

#### **Industrial Marketing Management (2022) Special Issue Co-editor**

<https://www.journals.elsevier.com/industrial-marketing-management/calls-for-papers/the-role-of-relational-governance-and-dynamic-capabilities>.

### **Academic Awards**

2016 recipient of the biannual best author award granted by the *Journal of Religions and Ideologies (AHCI-journal)*.

### **Research Grants**

American University of Sharjah EFRG (2018): 20.000 Euros

Kadir Has Üniversitesi Scientific Research Fund (2016): 27.600 Euros

Kadir Has Üniversitesi Scientific Research Fund (2014): 10.000 Euros

Kadir Has Üniversitesi Scientific Research Fund (2014): 8.800 Euros

PhD Scholarship, Swansea University (2009-2012)

### **Research Grant Applications**

British council International Collaboration Grants: Applied (2<sup>nd</sup> round **rejection**) – Collaboration with Berk Kucukaltan of Bradford University

TUBITAK 1002-A Saygısız Müşterilere Ek ve Çapraz Satış: Yönetmeliklerin ve Satış Yaklaşımlarının İkili Düzenleyici Rollerini – Project Lead (70.000TL)

TUBITAK 3501 Perakende Satışında Kabalığın Parlak Yönü: Kabaca Davranan Satış Elemanlarının Perakende Satışlarını Nasıl Etkilediğinin Keşfi – Project Lead (998.000TL)

### **Ad-hoc Reviewing**

Industrial Marketing Management

Journal of International Marketing

Journal of Consumer Marketing

Journal of Business Economics & Management

Technology Analysis & Strategic Management

Journal of Business and Industrial Marketing

European Management Review

International Marketing Review

Journal of Service Research

AMA Conferences

## **Courses Designed & Taught**

### **Undergraduate Level**

Principles of Marketing  
Marketing Strategy  
B2B Marketing  
Entrepreneurial Marketing  
Personal Selling and Sales Management

### **Postgraduate Level**

B2B Marketing  
Marketing Management  
Marketing Research  
Marketing Simulation

### **Executive Education**

Etisalat Mini MBA  
Sharjah Leadership Program

### **Administrative Duties**

Head of Department – Ozyegin University  
University of Sussex – Resource lead  
Ozyegin University – Faculty board of directors  
Ozyegin University – Faculty board  
Ozyegin University – Disciplinary committee  
American University of Sharjah – Strategic Planning Committee  
American University of Sharjah – SBA Assessment Committee  
American University of Sharjah – Curriculum Committee  
American University of Sharjah – Critical Thinking LERT  
American University of Sharjah – Writing LERT  
American University of Sharjah – Faculty Recruitment Committee  
Kadir Has University, Innovation and Entrepreneurship Office Board Member (Innovation and Entrepreneurship Office)

### **Postgraduate Training and Supervising**

Supervised, 11 MSc dissertations at the University of Sussex in 2022; supervised 6 MBA dissertations at Kadir Has University, Turkey between 2013-2016.