

NIMET URAY
July,2021

Kadir Has University Faculty of
Management Kadir Has Caddesi Cibali
Istanbul 34083, Turkey
Tel +90-(0)212-5336532
Email: nimet.uray@khas.edu.tr

EDUCATION

1992	<i>PhD in Marketing</i> , Bogazici University
1985	<i>Master of Science</i> in Management Engineering, Istanbul Technical University
1983	<i>Bachelor of Science</i> in Management Engineering, Istanbul Technical University

ACADEMIC APPOINTMENTS AND WORK EXPERIENCE

2018/01 - present	<i>Professor of Marketing and Head of Business Administration Department</i> Kadir Has University, Faculty of Management
2003-2018/01	<i>Professor of Marketing</i> Istanbul Technical University, Department of Management Engineering
1996-2003	<i>Associate Professor of Marketing</i> Istanbul Technical University, Department of Management Engineering
1993-1996	<i>Assistant Professor of Marketing</i> Istanbul Technical University, Department of Management Engineering

RESEARCH AND PUBLICATIONS

Refereed Journal Articles

Tosun P, Sezgin S. and Uray N., Consumer Complaining Behavior in Hospitality Management”, *Journal of Hospitality Marketing and Management*, 06.June.2021, (with P.Tosun & S.Sezgin), **(Forthcoming) (SSCI)**

Aydin G, **Uray N**, Silahtaroglu G. How to Engage Consumers through Effective Social Media Use—Guidelines for Consumer Goods Companies from an Emerging Market. *Journal of Theoretical and Applied Electronic Commerce Research*. 2021; 16(4):768-790. <https://doi.org/10.3390/jtaer16040044> **(SSCI)**

Petek Tosun, Merve Yanar, Selime Sezgin & **Nimet Uray** (2020) Meat Substitutes in Sustainability Context: A Content Analysis of Consumer Attitudes, *Journal of International Food & Agribusiness Marketing*, DOI: [10.1080/08974438.2020.1840475](https://doi.org/10.1080/08974438.2020.1840475)

Can Akkan; Melis Almula Karadayi; Yeliz Ekinci; Füsün Ülengin; **Nimet Uray**; Elif Karaosmanoğlu (2020), Efficiency analysis of emergency departments in metropolitan areas, *Socio-Economic Planning Sciences*, 69, 100679 (**SSCI**)

Tosun, P, Sezgin, S, **Uray, N.** (2018). MOOD, CONSUMER INTERACTION STYLES, AND PERCEIVED RISK IN CONSUMER COMPLAINING BEHAVIOR. *Journal of Business Economics and Finance*, 7 (1), 30-43.

Duran, C, **Uray, N .** (2018). MANAGING AND MEASURING CUSTOMER EXPERIENCE: A LITERATUR REVIEW. *Research Journal of Business and Management*, 5 (1), 63-72.

Akdogan, C, **Uray, N** , Ulengin, B . (2018). DETERMINING THE RIGHT MARKETING-RELATED METRICS TO MAXIMIZE PROFITABILITY IN BANKING. *Journal of Business Economics and Finance*, 7 (1), 44-63. DOI: 10.17261/Pressacademia.2018.794

Ekinci, Y., **N. Uray**, F. Ülengin, & C. Duran (2018), “A Segmentation Based Analysis for Measuring Customer Satisfaction in Maritime Transportation,” *Transport*,33 (1), 104-118. (**SCI**)

Nacar, R. & **N. Uray** (2015), “Assessing International Market Segmentation Approaches: Related Literature at a Glance and Suggestions for Global Companies,” *Journal of Management, Marketing, and Logistics*, 2 (4), 337-358.

Kılıç, A. S. & **N. Uray** (2015), “Electricity Supplier Switching: A Conceptual Model Based On Migration Theory,” *Journal of Business, Economics, and Finance*, 4 (3), 568-599.

Ekinci, Y., **N. Uray**, & F. Ulengin (2014), “A Customer Lifetime Value Model for the Banking Industry: A Guide to Marketing Actions,” *European Journal of Marketing*, 48 (3/4), 17-17. (**SSCI**)

Ekinci, Y., F. Ulengin, **N. Uray**, & B. Ulengin (2014), “Analysis of Customer Lifetime Value and Marketing Expenditure Decisions through a Markovian-Based Model,” *European Journal of Operational Research*, 237 (1), 278-288. (**SSCI**)

Ekinci, Y., F. Ulengin, & **N. Uray** (2014), “Using Customer Lifetime Value to Plan Optimal Promotions,” *Service Industries Journal*, 34 (2), 103-22. (**SSCI**)

Tokman, Mert, A.Banu Elmadag, **N. Uray**, & Richey R. Glenn, (2007), “Exploring the Development of Supply Chain International Joint Ventures,” *International Journal of Physical Distribution and Logistics Management*, 37 (6), 442-453. (**SSCI**)

Uray, N. & F. Ülengin (2005), “Adoption of Information Technology in Supply Chain Management: Experiences of Turkish Firms,” *Journal of Transnational Management*, 10 (2), (Scopus)

Uray, N. & F. Ülengin (2004), “Logistics Organization Dilemma: Turkish Managers’ Perspectives,” *Journal of Euromarketing*, 13 (1), 27-50.

Uray, N. & S. Burnaz (2003), “An Analysis Of The Portrayal Of Gender Roles In Turkish TV Advertisements,” *Sex Roles: A Journal of Research*, 48 (1/2), 77-88. (**SSCI**)

Ülengin, F. & N. Uray (1999), “Current Perspectives in Logistics: Turkey as a Case Study,” *International Journal of Physical Distribution and Logistics Management*, 29, 22-49. (**SSCI**)

Uray, N. & A. Dedeoğlu (1997), “Identifying Fashion Clothing Innovators by Self-Report Method,” *Journal of Euromarketing*, 6 (3), 27-46.

Uray, N. & B. Menguc (1996), “Testing the Cross-Cultural Generalizability of the Scale of Attitudes Toward Marketing and Consumerism,” *Journal of International Consumer Marketing*, 9 (2), 65-92. (**Scopus**)

Refereed Book Chapters (International)

Nacar, R. & N. Uray (2016), “The Challenge of International Market Segmentation in Emerging Markets,” *Handbook of Research on International Business and Political Dynamics on Global Economy*, IGI Global, 42-61.

Nacar, R., S. Burnaz, & N. Uray (2013). “Culture and Websites Interaction: Issues and Perspectives,” In B. Christiansen, E. Turkina, and N. Williams (Eds.), *Cultural and Technological Influences on Global Business* Hershey, PA., 316-351.

Uray, N., N. Vardar, & R. Nacar (2012), “International Marketing Related Outward FDI Motives: Turkish MNCs’ Experience in the EU,” *Emerald Series: Progress in International Business Research*

Sezgin, S., N. Uray, & S. Burnaz (2000), “Marketing Practices and Performance of The Turkish Clothing Industry Firms Exporting to the European Union,” *Advances in International Marketing*, Atilla Yaprak and Hülya Tütek (Eds.), 163-190.

Journal Articles (National)

Tosun, P., Sezgin, S. & Uray, N., (2019). Pazarlama biliminde duygu ve duygu durumu kavramları için baz alınmış teoriler, *Elektronik Sosyal Bilimler Dergisi*, 18 (72), ss. 1832-1851. (Ulakbim)

Tosun P., S. Sezgin & N. Uray, (2018), Duygu Durumunun Tüketici Şikayet Davranışına Etkisi Hakkında Bir Pilot Çalışma A Pilot Study about the Effect of Mood on Consumer Complaining Behavior, (2018), *İşletme Araştırmaları Dergisi*, DOI: 0.20491/isarder.2018.448 (Ebsco, Ulakbim)

Karaosmanoğlu, E., R. Nacar, & N. Uray (2016), “Websiteleri Firmalara Ne Kazandırabilir? Websitesi Kalitesi, Tüketici-Odaklı Marka Değeri ve Satınalma Eğilimi Arasındaki İlişki,” *Anadolu Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi*, 16 (1), 159-173.

Nacar, R. & N. Uray (2015), “Küresel ve Yerel Tüketici Kimliğinin Küresel Tüketim Eğilimine Etkisi,” *Tüketici ve Tüketim Araştırmaları Dergisi*, 7 (2), 166-188.

Nacar, R. & N. Uray (2014), “Küresel Tüketici Kültürü Kavramıyla Birlikte Değişen Pazar Bölümlendirme Yaklaşımları: Uluslararası Pazarlama Literatürüne Bakış,” *Yalova Üniversitesi, Sosyal Bilimler Enstitüsü Dergisi*, 8.,

Uray, N. & F. Ülengin (1999), “Lojistik ve Teknoloji Etkileşiminin Ulaştırma ve Taşımacılık Faaliyetleri Üzerindeki Etkisi: Türkiye Gerçeği,” *İktisat Dergisi*, Kasım, 28-38.

Sezgin, S., N. Uray, & S. Burnaz (1995), “Hedef Pazar Olarak Kadınların Aile İçi Satın Alma Karar Yapısı ve Yaşam Biçimi Bölümlenmesi,” *Anadolu Üniversitesi Açık Öğretim Fakültesi Dergisi*, 1 (2), 117-135.

Uray, N. (1993), “The Impact of Technology on Bank Marketing,” *The Journal of Contemporary Management*, 6, 135-145.

Uray, N. (1993), “Banka Hizmetlerinin Dağıtımında Aracıların Yeri,” *Pazarlama Dünyası*, Mart-Nisan, 23-28.

Uray, N. (1993), “İş Tatminini Etkileyen Faktörler: Üniversite Öğretim Elemanları Üzerine Bir Araştırma,” *Pazarlama Dünyası*, Kasım-Aralık, 27-33.

Books/Book Chapters (National)

Burnaz, Ş. & N. Uray (2011), “İlişkisel Pazarlamada Müşteri ile İletişimin Değişen Yapısı: Sosyal Medyanın Rolu Üzerine Bir Değerlendirme,” *Pazarlama, İşletme Yönetimi ve Eğitiminde Seçilmiş Yazılar – Prof. Dr. Selime Sezgin’e Armağan*, (Editörler : N. Uray, Ş. Burnaz, E. Karaosmanoğlu, B. Elmadağ Baş, G. Ulubaşoğlu, C. Aktan, M. Demiray), Beta Basım A.Ş., Yayın No: 2576, Armağan Dizisi: 12, İstanbul.

Uray, N. & S. Burnaz (2007), “Pazarlama ile Üretim-Araştırma/Geliştirme-Tasarım Etkileşimi: Rekabet Üstünlüğü’ne Giden Yol,” *Prof. Dr. Sıtkı Gözlü’ye Armağan*, Çağlayan Basımevi, İstanbul.

Orbay, B. & **N. Uray** (2006), “Firmaların Reklam Türü Seçimi: Oyun Kuramsal Bir Yaklaşım,” *Prof. Dr. Yücel Candemir’e Armağan*, Cenkler Matbaacılık, İstanbul.

Uray, N. & S. Burnaz (2001), “Reklamcılıkta Content (İçerik) Analizinin Yeri: Kadın ve Erkek Karakterlerin Profili,” *Nezih Neyzi: Anı Kitap*, Pazarlama ve Kamuoyu Araştırmacıları Derneği, 220-231.

Sezgin, S., **N. Uray**, B. Elmadağ, A. Başar, & E. Karaosmanoğlu (2000), “Süpermarketlerden Alışveriş Davranışı ve Mağaza İçi Promosyonun Etkisi: Carrefour Örneği,” *Ayhan Toraman’a Armağan Kitabı*, 167-190.

Özkale, L., S. Sezgin, **N. Uray**, & F. Ülengin (1991), *Pazarlama Stratejileri ve Karar Alma Mekanizmaları*, İletişim Yayıncılık, İstanbul.

Refereed Conference Papers (International)

N. Uray, G. Aydın, G. Silahtaroglu, M. Anitsal, How To Shine Through The Masses On Social Media: A Content Analysis Of Posts In Online Brand Communities, *48th Emac 2019*, Hamburg, 28.05.2019 - 31.05.2019.

Ekinci, Y., & **N. Uray** (2016), “The Role Of Technology Transfer Offices in Innovation Success of Organizations : Perceptions of The Stakeholders”, *The Symposium on Production Research with International Participation: UAS 2016*, Istanbul, Turkey, October 12-14.

Börekci, E., S. Sezgin, G. G. Salman, & **N. Uray** (2015), “Strategic Insights for the Global Companies: A Study on Consumer Attitudes Towards Counterfeits of Luxury Fashion Goods,” *2015 Global Fashion Management Conference*, Florence, Italy, June 25-28, 2015.

Nacar, R. & **N. Uray** (2015), “Global Consumption Orientations of Turkish Consumers: An Identity Perspective,” *24th World Business Congress*, Famagusta, North Cyprus.

Demirbas, E., **N. Uray**, & G. G. Salman (2014), “An Integrative Model on the Factors Affecting Consumer’s Satisfaction, Trust and Repurchase Intention in Online Shopping,” *23rd Annual World Business Congress*, Ankara, Turkey, June 24-28 , 2014.

Nacar, R, B. Kaplan, **N. Uray**, & N. Vardar (2013), “The Moderating Role of Host Country Selection in EU for Direct Investment of Turkish MNCs,” *42nd Annual EMAC Conference*, 4-7 Temmuz 2013, İstanbul.

Vardar, N., **N. Uray**, & R. Nacar (2012), “Marketing Motives of Turkish MNCs with Outward FDI into EU: The Preliminary Results of an Empirical Research,” *EPI 2012 Conference*, June 18-19, University of Parma, Italy.

Vardar, N., **N. Uray**, & R. Nacar (2012), “An Empirical Study on Turkish EMNCs’ Outward FDI Motives into the EU and Their Marketing Related Underlying Dimensions,” *38th EIBA Annual Conference*, 8-10 December, University of Sussex, Brighton, United Kingdom.

Ulengin, F., Y. Ekinci, & **N. Uray** (2012), “How to Determine Optimum Promotions through CLV Maximization: A Case study in a Turkish Bank,” *Euro 2012*, 8-11 July 2012, Vilnius, Lithuania.

Ekinci, Y., **N. Uray**, & F. Ulengin (2012), “Modelling Customer Life Time Value in the Retail Banking Context,” *TUB-ITU Joint Conference*, 11-14 January 2012, Berlin.

Ulengin, F., Y. Ekinci, & **N. Uray** (2012), “How to Determine Optimum Promotions through CLV Maximization?: A Case Study in a Turkish Bank,” in *Proceedings of 25th European Conference on Operational Research*, 8-11 July, Vilnius, Lithuania, 122.

Uray, N., N. Vardar, R. Nacar, & C. Aktan (2011), “Do Turkish MNCs with Outward FDI into Europe Have Different Motives than Other EMNCs? - An International Marketing Focus,” *37th EIBA Annual Conference*, December, 8-10 2011, Academy of Economic Studies, Bucharest, Romania.

Ekinci, Y., **N. Uray**, & F. Ulengin (2011), “Determinants and Use of Customer Lifetime Value: The Case of Turkish Banking Industry,” *20th World Business Congress*, July 3-7, Poznan, Poland.

Eren, G., S. Burnaz, & **N. Uray** (2010), “Advertising Value of Mobile Marketing Activities and Consumer Attitudes,” *Global Marketing Conference*, 9-11 September 2010, Tokyo, Japan.

Nacar, R. & **N. Uray** (2010), “Personal and Product Related Antecedents of Consumers’ Intention to Generate Online Pirate Product: A Proposed Model,” *IMDA, 19th World Business Congress*, July 20-25, Konya- Turkey.

Dalkılıç, Çağla B., G. Ulubaşoğlu, & **N. Uray** (2010), “An Investigation of Consumer Decision-Making Styles of Young Consumers: Turkey versus Italy,” *IMDA, 19th World Business Congress*, July 20-25, Konya-Turkey.

Uray, N. & G. Ulubasoglu (2007), “Analysis of On line Information Source Usage: A Comparison of Light Users and Heavy Users,” *The 16th World Business Congress, IMDA*, Maastricht, July 4-8.

Uray, N., O. Eldas, & S. Burnaz (2007), “Content Analysis of Web Site as the Communication Medium: Does the Culture Matter?,” *The 16th World Business Congress, IMDA*, Maastricht, July 4-8.

Tokman, Mert, A. B. Elmadag, **N. Uray**, & R. Glenn Richey (2006), “Exploring the Development of Supply Chain International Joint Ventures,” *Society of Marketing Advances*,

Nashville, US, July. (*Runner-up winner for the Stern and El-Ansary Best paper Award at the Supply Chain Management and Industrial Distribution (SCMID) Symposium*)

Ulubasoglu, G., A. Egesoy, & **N. Uray** (2005), "The Impact of Internet As a Source of WOM on Buying Process of Consumers," *12th Biennial World Marketing Congress*, July 6-9, Munster-Germany.

Konus, U. & **N. Uray** (2005), "Consumer Perceived Utility of the Product Attributes as a Tool in Strategic Marketing Decisions: An Implementation in Turkish Beer Market," *14th Annual World Business Congress*, July 14-18, Granada.

Konus, U. & **N. Uray** (2004), "Role of Different Analysis Methods in Segmenting Markets: The Case of Financial Services," *Thirteenth Annual World Business Congress, Global Business: Coping With Uncertainty*, July 14-18, Maastricht, The Netherlands.

Ulubasoglu, G., **N. Uray**, & S. Burnaz (2004), "Adoption of Internet Banking by Turkish Customers: Profile of Adopters vs Nonadopters," *4th Annual Conference in Atlantic City*, New Jersey, March 28-31.

Karaosmanoğlu, E., S. Sezgin, & **N. Uray** (2004), "The Role of Market Actors in Turkey with Respect to Consideration for Sustainable Environment," *American Marketing Association Marketing and Public Policy Conference*, University Park Marriot, South Lake
Burnaz, Ş, **N. Uray**, B. Ataman, & B. Elmadağ (2003), "Analysis of Advertising Content: A Cross Cultural Comparison of American, German and Turkish Advertisements," *Ninth Cross-Cultural Research Conference*, December 10-14.

Uray, N. & F. Ülengin (2002), "Integration versus Disintegration in Logistics Activities: Perspectives of Turkish Firms," *Proceedings of Eleventh World Business Congress*, Antalya, July 10-14, 887-894.

Orbay, B. & **N. Uray** (2001), "Advertising Choice of the Firms: A Game Theoretic Approach," *Proceedings of 10th Biennial Academy of Marketing Science World Marketing Congress*, June 28-July 11, Cardiff.

Uray, N. & S. Burnaz (2001), "Information Content in TV Advertising: A Comparative Analysis of German and Turkish TV Commercials," *Proceedings of 10th Biennial Academy of Marketing Science World Marketing Congress*, June 28-July 1, Cardiff.

Uray, N. (2001), "Export Market Research Orientation and Export Performance: The Case of Turkish Textile Industry," Joint Seminar: Berlin Technical University- Istanbul Technical University, March 9-13, Berlin-Germany.

Ülengin, F. & **N. Uray** (2001), "The Role of IT in Supply Chain Management: The Case of Turkey", *EURO 2001: European Conference on Operational Research*, July 9-11, Rotterdam, Holland.

Mengüç, B., G. Whitwell, & **N. Uray** (2000), "Effects of Environmental Uncertainty on Organizational Search Activity in High-Tech Markets," *Proceedings of ANZMAC 2000, Visionary Marketing for the 21st Century: Facing the Challenge*, November 28-Aralık 1, 816-822.

Ülengin, F. & **N. Uray** (2000),"The Role of Technology in Marketing and Supply Chain Management Interaction," *Proceedings of Third International Meeting for Research in Logistics*, May 9-11, Quebec-Canada.

Uray, N. & S. Burnaz (1999),"Sex Role Portrayals in Turkish TV Advertisements," *Joint Seminar: Berlin Technical University- Istanbul Technical University*, November 11-12, Istanbul-Turkey.

Menguc, B. & N. Uray (1999), "An Extended Model of Consumer Knowledge Assessment: A Cross- National Study," *Proceedings of the Ninth World Marketing Congress*, Vol.IX, June 23-26, Malta, 148-157.

Sezgin, S, **N. Uray**, & S. Burnaz (1998), "Marketing Strategies of the Turkish Clothing Firms Exporting to EU", *Proceedings of Globalization, The International Firm and Emerging Economies, Celal Bayar University, Michigan State University and Wayne State University*, May 27-31 ,1998, Çeşme-Turke.

Ülengin, F. & **N. Uray** (1998),"Logistics and its Functional Interfaces in Turkey," *Proceedings of the Second International Meeting for Research in Logistics & Second International Meeting for Research in Logistics*, January 27-28 , Marseille, France, 241-257.

Mengüç, B. & **N. Uray** (1998), "The Influence of Prior Experience on Amount of Search and Search Correlates: A Study for Computer Search Behavior of Industrial Firms," *Proceedings of the Annual Conference of the Academy of Marketing Science: Developments in Marketing Science*, May 27-30 Norfolk, Virginia, 481.

Ülengin, F. & **N. Uray** (1998), "Logistics and Its Interfaces: The Case of Turkey," *METU, International Conference on Economics*, September 9-12, Ankara-Turkey.

Uray, N. & B. Mengüç (1995),"Testing the Cross-Cultural Generalizability of the Scale of Attitudes Toward Marketing and Consumerism," *Proceedings of the Fourth Annual World Business Congress*, July13-16, Istanbul-Turkey, 132-140.

Uray, N. (1993), "Adopter-Nonadopter Categories for Automated Teller Machines," *Proceedings of the Sixth Bi-Annual International Conference of the Academy of Marketing Science*, July 15-19, 17-23.

Sezgin, S. & **N. Uray** (1993),"Brand Loyalty and Brand Switching Behavior in Margarine Sector of Turkey," *Proceedings of The Sixth Bi-Annual International Conference of the Academy of Marketing Science*, July 15-19, 24-29.

Sezgin, S. & **N. Uray** (1993), "The Problems Faced By Small and Medium Sized Firms in The Textile Sector of Turkey at the Gate of EEC," *Proceedings of The Sixth Bi-Annual International Conference of the Academy of Marketing Science*, July 15-19, 29-33.

Sezgin, S., **N. Uray**, & S. Kuruoğlu (1993), "The ATM's at the Start of the 21 st Century: A Productivity Paradox," *International Conference on Business and Economic Development in the Middle Eastern and Mediterranean Countries*, July 5-7, İstanbul.

Refereed Conference Papers (National)

Nacar, R. & **N. Uray** (2015), "Tüketici Kimliğinin Küresel Tüketime Etkisi," *20. Ulusal Pazarlama Kongresi*, 10-13 Haziran 2015, Eskişehir.

Nacar, R. & **N. Uray** (2015), "Global İşletmeler Pazarda Neyi, Nasıl Bölmeli? Artıları ve Eksileriyle Uluslararası Pazar Bölümlendirme Yaklaşımları," *Global İşletme Araştırmaları Kongresi*, Işık Üniversitesi, 4-5 Haziran, 2015.

Ekinci, Y., **N. Uray**, F. Ulengin, & C. Duran (2014), "Denizyolu Ulaşımında Müşteri Memnuniyet Analizi: İstanbul Örneği," *3. Ulusal Lojistik ve Tedarik Zinciri Yönetimi Kongresi*, 15-17 Mayıs 2014, Trabzon.

Ekinci, Y., **N. Uray**, & F. Ulengin (2011), "Müşteri Yaşamboyu Değeri Aracılığıyla Optimal Promosyon Kararlarının Belirlenmesi," *YAEM 2011*, Temmuz 4-6, Sakarya, Turkey.

Ulubasoğlu, G. & **N. Uray** (2008), "Organik Gıda Satın Alma Davranışının Altında Yatan Temel Güdüler: Değer Elde Etme Yaklaşımı," *13. Ulusal Pazarlama Kongresi*, Çukurova Üniversitesi, Adana, 261-271.

Uray, N. (2002), "Marketing Strategies and Export Performance," *New Trends for Business Excellence*, Joint Seminar: Istanbul Technical University-Berlin Technical University, October 10-11, İstanbul, 119-131.

Uray, N. & S. Burnaz (2000), "Reklamda Bilgi İçeriği ve Yaratıcı Strateji: Türkiye Almanya Karşılaştırması," *6. Ulusal Pazarlama Kongresi Bildiriler Kitabı*, 28 –30 Haziran, Erzurum, 303-313.

Uray, N. & S. Burnaz (2000), "Reklamda Kadın Erkek Rol Yapılarındaki Değişim: 1978-1997," *5. Ulusal Pazarlama Kongresi Bildiriler Kitabı*, 16-18 Kasım, 425-446. (**En iyi bildiri seçilmiştir**)

Sezgin, S., **N. Uray**, & S. Burnaz (1993), "Hedef Pazar Olarak Kadınların Aile İçi Satın Alma Karar Yapısı ve Yaşam Biçimi Bölümlenmesi," *3. Ulusal Yönetim Kongresi*, Eskişehir, 1993

Uray, N. (1987), "Reklamların Ekonomik ve Sosyal Etkileri," *XI. Ulusal Yöneylem Araştırması Kongresi Bildiri Kitabı*, No. VIII, 74-91.

PROFESSIONAL SERVICES

Ad-hoc Reviewer (Journals)

Journal of International Marketing	SSCI
Journal of Service Management	SSCI
European Management Journal	SSCI
Sex Roles : A Research Journal	SSCI
Journal of Euromarketing	EBSCOhost Products; Emerald Management Reviews; vb.
Journal of Management, Marketing and Logistics	EBSCO, EconLit, ProQuest vb.
Pazarlama Teorisi ve Uygulamaları Dergisi	Asos Index, Eurasian Scientific Journal Index, SIS - Scientific Indexing Services
Boğaziçi Journal	Asos Index, EBSCOHost ve Elsevier Geo Abstracts
Doğuş Üniversitesi Dergisi	Ulakbim,Asos, Econlit,Ebscohost vb.
Ege Akademik Bakış	Ulakbim,EconLit,Ebscho vb.

Various Organizing Committees

Kadir Has University, Faculty of Management, Research Camp, April,5-6, 2018, Istanbul, Turkey

42nd Annual European Marketing Academy Conference, June 4-7 , 2013, Istanbul, Turkey

3rd. National Management Congress, May 1993, I.T.U Faculty of Management, Istanbul, Turkey.

Other

PROFESSIONAL ACTIVITIES

Sustainable Business Awards, Jury, 2019, 2020, 2021

Effie Turkey Award, Jury, 2015

Seminars on different topics at TUAD, 1997-2001

Baykush Awards, Jury, TUAD (Turkish Researchers Association), 2014, 2015, 2016

Seminar on Writing Research Proposal
TUAD, August, 2016

SCHOLARSHIPS AND GRANTS

Uray, N., Ulengin B.& Ulengin, F (2020 ---), “Pazarlama ve Tüketici Odaklı Faktörlerin Binek Otomobil Firmalarının Performansı Üzerindeki Dinamik Etkilerinin Analitik Modellerle İncelenmesi”, Tübitak-1001 (Coordinator)

Uray, N., N. Vardar, R. Nacar, & B. Kaplan (2010-2012),” Analyzing the Driving Factors and Motivations of Turkish Companies, Engaged in Foreign Direct Investment in the European Union: An International Business and Marketing View”, Tubitak - EU COST (European Cooperation in Science and Technology) Project IS0905: The Emergence of Southern Multinationals and Their Impact on Europe, (Coordinator)

Uray, N. & Y. Ekinici (2009-2011), Developing a Model for Customer Lifetime Value Measurement: An Application in the Finance Industry, San-tez Project (supported by Ministry of Industry and Trade, Republic of Turkey) with no. 0432.STZ.2009-2, (December 2009 -June 2011) (Coordinator)

Uray N.,& C.Duran., “ The Impact of Technology on Customer Experience : The Analysis of Multi-Channel Service Companies, Istanbul Technical University Scientific Research Project (2012) (Coordinator)

Uray, N., & S. A. Kılıç (2014), “Determinants of Electricity Supplier Switching Behaviour : A Model on B2B Customers” Istanbul Technical University Scientific Research Project (February 2014 -) (Coordinator)

Uray N & Y. Ekinici., Analysis of Customer Lifetime Value: Development of Alternative Models, Istanbul Technical University Scientific Research Project, No: 34228, (June 2009 – June 2011), (Coordinator)

Uray, N. & R. Nacar, “Cross-Cultural Market Segmentation Based on Cultural, Ethnic, and Consumption Related Factors,” Istanbul Technical University Scientific Research Project, 2012 (Coordinator)

Uray, N. & G. Ulubaşoğlu (2007-2008), “The Impact of Technological Advances On Consumer Information Search : A Model of Online Versus Offline Search Behavior” Istanbul Technical University Scientific Research Project, (Coordinator)

Uray, N. & A. Egesoy (2007-2008), “Bankacılıkta Kullanılan Teknolojilerin Bireysel Bankacılık Müşterilerinin Bankalarıyla Olan İlişkilerine Etkisinin Araştırılması,” İ.T.Ü Bilimsel Araştırma ve Geliştirme Destekleme Programı Projeleri (Yürütücü)

Uray N., S. Burnaz, & G. Ulubaşoğlu (2006),”Bimpaş Dağıtım Kanalı Üyelerinin Firma İle İlişkileri: Tatmin ve Beklentilerinin Ölçümü,” İ.T.Ü Döner Sermaye Projesi, (Yürütücü)

Uray, N., S. Burnaz, B. Elmadag, B. Ataman, & E. Karaosmanoğlu, “ The Typology of Turkish, German && American Advertisements : A Cross-Cultural Comparison , Istanbul Technical University Scientific Research Project, (2001-2003) (Coordinator)

Sezgin, S., N. Uray, & S. Burnaz, “ Marketing Stratetegies of the Turkish Clothing Firms Exporting to EU and the Impact of Custom Union Agreement”, Istanbul Technical University Scientific Research Project, (1998-1999) (Researcher)

Pepsi Tat Testi (Pepsi Taste test) , Collaboration between Pepsi International Co. & I.T.U,1996 (Researcher)

SUPERVISIONS

	Completed
Doctoral Dissertation	12
Master’s Thesis/Project	27

UNIVERSITY SERVICES

Kadir Has University

2018/01 - present	Head of Business Administration Department
2018/4 - present	Faculty of Management Senator
2018/4 - present	Ethics Committee Member
2018/5 - present	Kadir Has University, Research Committee member

Istanbul Technical University

2012- 2018	I.T.U Ethics Committee Member
2014-2018	I.T.U IRB member (Research on Social and Human Sciences)
2014- 2018	I.T.U Faculty of Management Faculty Board Member
2008- 2018	I.T.U Faculty of Management, University & Industry Relations Committee Member
2001- 2018	I.T.U Faculty of Management, Management Engineering Department Accreditation Committee Member
2000-2001 2006-2008	I.T.U Faculty of Management Faculty Board Member

2002- 2006	I.T.U Social Science Institute, MBA Program Coordinator
2002-2007	I.T.U Faculty of Management, Management Engineering Department, Vice Head
2003-2007	I.T.U Faculty of Management, Management Engineering Department Head of Operation Management and Marketing Division
1994-1997	I.T.U. Department of Foreign Languages, Vice Head
1995-1996	I.T.U Faculty of Management Faculty Board Member
1999-2001	I.T.U Faculty of Management Faculty, Publicity and Promotion Committee

Kadir Has University

2015- 2018	Kadir Has University, Faculty of Management, Administrative and Social Sciences, Business Department, External Member of Assessment Committee of Bologna Process
------------	--

TEACHING (Courses Developed and Taught)

Kadir Has University (2018-)

Undergraduate	Marketing Strategy Research Methods
Masters	Seminar
PhD	Selected Topics in Strategic Marketing Multivariate Data Analysis (coordinator) Seminar

Istanbul Technical University (1992-2018)

Undergraduate	Research Methods for the Social Sciences, Marketing Research (SUNY-İşletme), Quantitative Research & Data Analysis Pazarlama İlkeleri, Pazarlama Araştırması, Uluslararası Pazarlama, İşletme Mühendisliği Tasarımı, Bütünleşik Sistem Tasarımı,
---------------	---

Masters/PhD Pazarlama Araştırma Teknikleri, Pazarlama ve Teknoloji Etkileşiminde İleri Konular, İleri Pazarlama Araştırması, Teknoloji ve Pazarlama
Marketing Management, Marketing Research, Strategic Marketing

Sabancı University (2002)

MBA Marketing Research

Bahcesehir University (2007-2011)

Masters Araştırma Yöntemleri, Global Pazarlama, Qualitative Marketing Research,
PhD Marketing Research

Dogus University

Undergrad. Pazarlama Araştırması, Uluslararası Pazarlama, Ürün ve Sistem Tasarımı

Bilgi University (2013-2015)

PhD Quantitative Research Methods, Marketing Research

Okan University (2015)

Masters Marketing

PROFESSIONAL AND HONOR SOCIETY MEMBERSHIP

Academy of Marketing Science
European International Business Academy
European Marketing Academy

TUAD – **Turkish Researchers' Association**
(Honorary Member)