

Ayşegül Toker

Curriculum Vitae

Dean
Faculty of Economics and Administrative Sciences

Professor
Department of Management

Boğaziçi University
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Education

1994 - Ph.D.

Department of Industrial Engineering, M.E.T.U., Ankara, Turkey
Thesis: *Common Cycle Multi-Stage Economic Lot Scheduling Problem*

1988 - M.S.

Department of Industrial Engineering, M.E.T.U., Ankara, Turkey
Thesis: *Jobshop Scheduling Under Nonrenewable Resource Constraint*

1985 - B.S.

Department of Industrial Engineering, M.E.T.U., Ankara, Turkey

Research Interests

Digitalization Strategies
Social Networks and Media
Location-based Marketing
Mobile Marketing
Technology Adoption
E-commerce and E-business
Customer Relationship Management
Data-mining Applications
Customer Knowledge Management and Customer-focused Strategies

Teaching Areas

Digital Marketing
E-Commerce
Management Information Systems
Customer Relationship Management
Database Marketing and Data-Mining Applications

Professional Experience

Professor Department of Management Boğaziçi University, İstanbul, Turkey	August, 2007 -
Visiting Professor Department of Industrial Engineering Georgia Institute of Technology, Atlanta, USA.	September, 2001 - June, 2002
Associate Professor Department of Management Boğaziçi University, İstanbul, Turkey	November, 2000 - July, 2007
Assistant Professor Department of Management Boğaziçi University, İstanbul, Turkey	January, 1997 - October, 2000
Research Fellow Department of Management The Hong Kong Polytechnic University, Hong Kong.	February, 1995 - July, 1996
Research and Teaching Assistant Department of Industrial Engineering Middle East Technical University, Ankara, Turkey	October, 1986 - January, 1995
Research Assistant System Sciences Research Center Middle East Technical University, Ankara, Turkey	October, 1985 - September, 1986

Academic Services

Dean Boğaziçi University Faculty of Economics and Administrative Sciences	March 2012 -
Board Member Boğaziçi University Revolving Funds Executive Board	March 2012 -
Deputy Dean Boğaziçi University Faculty of Economics and Administrative Sciences	January 2012 - March 2012
Independent Board Member Boğaziçi University Executive Board	March 2010 - March 2012
Consultant to the Rector Boğaziçi University Consultant (Strategy, Budgeting, and Control)	August 2008 - August 2012
Department Chair Boğaziçi University Department of Management	March 2008 - March 2012

Publications

Books

Varnali, K., Toker, A. and Yilmaz, C. (2010). *Mobile Marketing: Fundamentals and Strategy*. New York: McGraw-Hill.

Journal Articles

Açar, M. and Toker, A. (2019). Predicting Consumer Personality Traits in the Sharing Economy: The Case of Airbnb. *Applied Marketing Analytics*, 5, 1, 83-91.

Çalışkan, S., Toker, A. and Nasır, A. (2018). Determinants of Consumers' Personal Health Technology Usage Intentions. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 22, 155-170.

Toker, A., Seraj, M., Kuscu, A., Yavuz, R., Koch, S. and Bisson, C. (2016). Social Media Adoption: A Process-based Approach. *Journal of Organizational Computing and Electronic Commerce (SCI)*, 26, 4, 344-363.

Varnali, K. and Toker, A. (2015). Self-Disclosure on Social Networking Sites. *Social Behavior and Personality (SSCI)*, 43, 1, 1-14.

Yavuz, R. and Toker, A. (2014). Location Sharing on Social Networks: Implications for Marketing. *Marketing Intelligence and Planning*, 32, 5, 552-566.

Varnali, K., Yilmaz, C. and Toker, A. (2012). Predictors of Attitudinal and Behavioral Outcomes in Mobile Advertising: A Field Experiment. *Electronic Commerce Research and Applications (SSCI)*, 11, 6, 570-581.

Ata, Z. and Toker, A. (2012). The Effect of Customer Relationship Management Adoption in Business-to-Business Markets. *Journal of Business and Industrial Marketing (SSCI)*, 27, 6, 497-507.

Koch, S., Toker, A. and Brulez, P. (2011). Extending the Technology Acceptance Model with Perceived Community Characteristics. *Information Research (SSCI)*, 16, 2 paper 478. [Available at <http://InformationR.net/ir/16-2/paper478.html>]

Toker, A., Varnali, K. and Yilmaz, C. (2011). Mobile Marketing at Turkcell: Turkey's Leading Mobile Operator. *Emerald Emerging Markets Case Studies*, 1, 1, 1-9.

Varnali, K. and Toker, A. (2010). Mobile Marketing Research: The-state-of-the-art. *International Journal of Information Management (SSCI)*, 30, 2, 144-151.

Toker, A. and Varnalı K. (2009). A Framework for E-potential Assessment in Online Markets. *Journal of Internet Business*, 6, 81-110.

İşeri-Say, A., Toker, A. and Kantur, D. (2008). Do Popular Management Techniques Improve Performance? Evidence from Large Businesses in Turkey. *Journal of Management Development*, 27, 7, 660-677.

Öz, Ö. and Toker, A. (2008). Crafting Strategy in Not-For-Profit Organizations: The Experience of an Alumni Organisation, BÜMED. *International Journal of Nonprofit and Voluntary Sector Marketing*, 13, 167-175.

Aleskerov, F., İşeri-Say, A., Toker, A., Akın, L. and Altay, G. (2005). A Cluster Based Decision Support System for Estimating Earthquake Damage and Casualties. *Disasters (SSCI)*, 29, 3, 255-276.

Meek G.E., Özgür, C., Toker, A. and Teong, L.K. (2003). Awareness and Usage of Quality Tools/Concepts in Emerging Economies: Malaysia and Turkey. *Boğaziçi Journal*, 17, 2, 95-107.

Özgür, C., Meek, G.E. and Toker, A. (2002). The Impact of ISO certification on the Levels of Awareness and Usage of Quality Tools and Concepts: A survey in Turkish Manufacturing Companies. *Quality Management Journal*, 9, 2, 57-69.

Cheng, T.C.E., Lin, B.M.T. and Toker, A. (2000). Makespan Minimization in the Two-Machine Flowshop Batch Scheduling Problem. *Naval Research Logistics (SCI)*, 47, 128-144.

Toker, A., Kondakci, S and Erkip, N. (1994). Jobshop Scheduling Under a Nonrenewable Resource Constraint. *Journal of Operational Research Society (SSCI)*, 45, 8, 942-947.

Toker, A., Kondakci, S and Erkip, N. (1991). Scheduling Under Nonrenewable Resource Constraint. *Journal of Operational Research Society (SSCI)*, 42, 9, 811-814.

Book Chapters

Seraj, M. and Toker, A. (2012). Social Network Citizenship in M.M. Cruz-Cunha, G.D. Putnik, N. Lopes, P. Gonçalves and E. Miranda (Eds.), *Handbook of Research on Business Social Networking: Organizational, Managerial, and Technological Dimensions*. IGI Global.

Toker, A., İşeri-Say, A. and Çolak-Erol, N. (2007). Cember.net in J.A. Medina-Garrido, S. Martinez-Fierro, and J. Ruiz-Navarro (Eds.), *Cases on Information Technology Entrepreneurship*. IGI Publishing, Hershey, 206-220.

Proceedings / Conference Presentations

Acar, M. and Toker, A. (2019). *Personality Analysis of Sharing Economy Consumers: An Application of Text Mining*. European Marketing Association Conference (EMAC) 2019, Hamburg, Germany.

Oc, Y. and Toker, A. (2019). *The Effect of Context-Awareness on New Product Diffusions*. European Marketing Association Conference (EMAC) 2019, Hamburg, Germany.

Senceylan, E. and Toker, A. (2019). *Motivations Behind Social Media Use by Elderly People*. European Marketing Association Conference (EMAC) 2019, Hamburg, Germany.

Oc, Y. and Toker, A. (2019). *The Effect of Context-Awareness on New Product Adoption*. MMRA Marketing Congress, Aydın, Turkey.

Oc, Y. and Toker, A. (2019). *Diffusion of Context-Aware Innovations: An Empirical Study of Sports Technologies*. AMA Winter Conference, Austin, USA.

Acar, M. and Toker, A. (2018). *A Perceived Service Quality Model in Sharing Economy: The Case of Airbnb*. Global Marketing Conference 2018, Tokyo, Japan.

Yavuz, R. and Toker, A. (2017). *Investigating the Role of Optimum Stimulation Level and Innovativeness on Customer Engagement and Word of Mouth: A Mediation Analysis*. MMRA Marketing Congress, Trabzon, Turkey.

Çalışkan, S., Toker, A. and Nasır, A. (2017). *Determinants of Consumers' personal Health Technology Usage Intentions*. MMRA Marketing Congress, Trabzon, Turkey.

Seraj, M. and Toker, A. (2017). *Marka Savaşçıları ve Marka Toplulukları Arasındaki Çatışma*. MMRA Marketing Congress, Trabzon, Turkey

Yavuz, R. and Toker, A. (2017). *Place Engagement in Service Settings*. Frontiers in Service Conference, New York, USA.

Yavuz, R. and Toker, A. (2017). *Broadening Place Attachment in Service Settings: Place Engagement*. European Marketing Association Conference (EMAC) 2017, Groningen, Netherlands.

Yavuz, R. and Toker, A. (2016). *Impact of Social Media Tools on Brand Awareness and Attitude: An Exploratory Study*. MMRA Marketing Congress, Kütahya, Turkey.

Yavuz, R. and Toker, A. (2016). *From Place Attachment to Place Engagement*. 1st Consumer Research Summit: Place and Marketing in a Dynamic World, Bangor University, London, UK.

Seraj, M., Kozinets, R.V., and Toker, A. (2015). *Sharing Turns to Scaring: Explaining Apple Versus Android Brand Community Conflict*. ACR Conference, Special Session: Sharing on Social Media, New Orleans, USA.

Toker, A., Ozer, A. and Ayril, E. (2015). *Türkiye'de Stratejik Yetenek Yönetiminin Başlıca Esasları*. 23th National Management and Organization Conference, Muğla, Turkey.

Toker, A., Seraj, M., Kuscu, A., Yavuz, R., Koch, S., and Bisson, C. (2015). *Social Media Maturity and Social Media Usage Intention*. Emerging Markets 2015 Conference, Dubai, UAE.

Seraj, M. and Toker, A. (2013). *Social Media Marketing Trends in Turkey: A Profile Analysis of Turkish Corporations*. 35th Marketing Science Conference, Istanbul, Turkey.

Yavuz, R. and Toker, A. (2012). *Public Displays of Location*. Marcon 2012- 2nd International Marketing Conference, Calcutta, India.

Toker, A. and Seraj, M. (2012). *Social Media Adoption in Turkey: The Changing Role of Consumers*, ISMD 12th Biennial Conference, Casablanca, Morocco.

Ata, Z. and Toker, A. (2009). *The Effect of Customer Relationship Management Adoption on Organizational Performance in Business-to-Business Markets*. 9th International Conference of Relationship Marketing, Berlin, Germany.

Varnalı, K., Toker, A. and Yılmaz, C. (2009). *A Conceptual Model for Successful Mobile Marketing*. 12th International Conference of ASBSS, 100-115, London, UK.

Ata, Z. and Toker, A. (2008). *A Framework to Assess the Impact of CRM on Organizational Performance in a Business-to-Business Setting*. 3rd International Conference on Business Market Management, St. Gallen, Switzerland.

Toker, A. and Kankotan, E.İ. (2008). *Membership Relationship Management in Nonprofit Organizations: The Case of an Alumni Organization*. 7th International Marketing Trends Congress, Venice, Italy.

Öz, Ö. and Toker, A. (2007). *Linking Quality and Strategy in Not-For-Profit Organizations: The Case of BÜMED*. 2007 Oxford Business and Economics Conference (OBEC), Oxford, England.

Kantur, D., Toker, A. and İşeri-Say, A. (2006). *Management Techniques Adoption and Its Effects on Organizational Performance*, XIV. National Management and Organization Conference, Erzurum, Turkey.

Özgür, C., Meek, G.E. and Toker, A. (2002). *A Comparison of Levels of Awareness and Usage of Quality Tools and Concepts in Developing Nations: Malaysia and Turkey*, 2002 Annual Meeting of Asia-Pacific Decision Sciences Institute 2002 Conference.

Özgür, C., Meek, G.E. and Toker, A. (1999). *A Survey of the Level of Awareness and Usage of TQM Tools in Turkish Manufacturing Companies*, 30th Annual National Meeting of Decision Sciences Institute, Volume 3, p. 1363.

Cheng, T.C.E., Toker, A. and Lin, B.M.T. (1996). *Two-Machine Flowshop Batch Scheduling Problem of Makespan Minimization*, Proceedings of the Chinese Institute of Industrial Engineers National Conference, China.

Toker, A. and Erkip, N. (1993). *Multi Stage Economic Lot Scheduling Problem: Analysis of Simple Cases*, Second International Conference on Computer Integrated Manufacturing, ICCIM'93, Supplement 33-38, Singapore.

Toker, A. and Süral, H. (1991). *A Design Proposal for Waste Management System*, Seventh International Conference on Solid Waste Management and Secondary Materials, 2B, Philadelphia.

Denizel, M., Karabakal, N., Saatçioğlu, Ö. and Toker, A. (1987). *Conceptual Design of Solid Waste Management Information System and Organizational Structure*, XI. National Operations Research Conference, pp. 54-68, Istanbul (in Turkish).

Erke, Y., Erkip, N., Karabakal, N., Kirca, N., Saatçioğlu, Ö., Süral, H. and Toker, A. (1987). *Waste Collection Vehicle Scheduling System Design and an Application*, XI. National Operations Research Conference, pp. 79-93, Istanbul (in Turkish).

Erkip, N., Süral, H. and Toker, A. (1987). *An Approach to Estimate Waste Generation and Application for Istanbul*, XI. National Operations Research Conference, pp. 69-78, Istanbul (in Turkish).

Süral H., Toker, A. and Saatçioğlu, Ö. (1987). *An Approach to the Design of Storage Subsystem of Solid Waste Management System and Its Application*, XI. National Operations Research Conference, pp. 148-165, İstanbul (in Turkish).

Applied Research Projects

Generation Y and Z Digital Media Consumption: Attitudes and Behavior (2018)
Institution: Nike Turkey
Project Coordinator: Prof. Dr. Ayşegül Toker

Accenture Digitization Index (2016)
Institution: Accenture Turkey, Vodafone Turkey and Türk Bilişim Vakfı
Project Coordinator: Accenture Turkey

Accenture Digitization Index (2015)
Institution: Accenture Turkey, Vodafone Turkey and Türk Bilişim Vakfı
Project Coordinator: Accenture Turkey

Digital Marketing- Turkey Project (2011)
Institution: Boğaziçi University & Egon Zehnder International
Project Coordinator: Prof. Dr. Ayşegül Toker and Burcu Bıçakçı (Egon Zehnder International)

Boğaziçi University Alumni Assoc. Data Analysis and Datamining Project (2004)
Institution: BUMED- Boğaziçi University
Project Coordinator: Assoc. Prof. Dr. Ayşegül Toker

A Market Research Study for the Turkish Prestige Perfume Market (2001)
Institution: L'oreal Cosmetics Inc.-Turkey
Project Coordinator: Assoc. Prof. Dr. Ayşegül Toker

Business Excellence and Electronic Commerce Strategies in Machine Manufacturers Sector (2000)
Institution: Association of Turkish Businessmen and Industrialists (TUSIAD) and Association of Machine Manufacturers (MİB)
Project Coordinator: Prof. Dr. Gündüz ULUSOY (Sabancı University)

Development of a Decision Support System for Disaster Management (2000)
Institution: Boğaziçi University
Project Coordinator: Prof. Dr. Fuad ALESKEROV (Boğaziçi University)

Benchmarking Competitive Strategies and Best Manufacturing Practices: A Study of White Goods Suppliers Sector (1999)
Institution: Association of Turkish Businessmen and Industrialists (TUSIAD) and Association of White Goods Suppliers (BEYSAD)
Project Coordinator: Prof. Dr. Gündüz ULUSOY (Boğaziçi University)

Project Management Automation System of the General Directorate of Construction of the Ministry of Public Works and Settlement (1994)
Institution: Republic of Turkey, Prime Ministry Housing Development Administration Project Coordination Unit
Project Coordinator: Prof. Dr. Ömer SAATÇIOĞLU (METU)

Solid Waste Management System for Ankara Metropolitan Municipality (1990)
Institution: Ankara Metropolitan Municipality
Project Coordinator: Prof. Dr. Ömer KIRCA (METU)

Prefabricated Building Element Factories System Analysis Project (1989)
Institution: General Directorate of Disaster Affairs of the Ministry of Public Works and Settlement
Project Coordinator: Prof. Dr. Nesim ERKİP (METU)

İstanbul Metropolitan Municipality Solid Waste Management System and Consultancy for Implementation Project (1987)
Institution: İstanbul Metropolitan Municipality
Project Coordinator: Prof. Dr. Ömer SAATÇIOĞLU (METU)

İstanbul Metropolitan Municipality Solid Waste Management System Design Project (1986)
Institution: İstanbul Metropolitan Municipality
Project Coordinator: Prof. Dr. Ömer SAATÇIOĞLU (METU)

Other Services

Member of Boğaziçi University Foundation Board of Trustees (2011 -)
Member of Boğaziçi University Foundation Executive Board (2008 -)
Boğaziçi University Social Media Coordinator (2011 - 2015)
National Productivity Center, TURKEY- Board Member (2001-2009)

Awards

Boğaziçi University Outstanding Young Researcher Award in 2000.