

## **BELGIN ARISAN**

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Department of Management Bogazici University  
34342 Bebek, Istanbul, Turkey

e-mail: belgin.arisan@boun.edu.tr

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### **EDUCATION**

**Ph.D.** in Marketing, Georgia State University, Atlanta, U.S.A., 2011

**M.B.A.**, Bilkent University, Ankara, Turkey, 2005.

**B.S.** in Industrial Engineering, Bilkent University, Ankara, Turkey, 2003.

### **WORK EXPERIENCE**

**Assistant Professor** (April 2017- Present)

*Boğaziçi University*

**Part-Time Instructor** (Fall 2016 & Spring 2017)

*Boğaziçi University*

**Assistant Professor** (February 2012- August 2015)

*TED University*

**Part-Time Instructor** (Spring 2012)

*Bilkent University*

**Graduate Research Assistant** (2005-2007, 2011)

*Georgia State University*

**Graduate Teaching Assistant (Instructor)** (2008)

*Georgia State University*

### **PH.D. DISSERTATION**

- The Role of Dynamic Capabilities in Outsourcing Sales and Marketing Functions: A Resource Advantage Perspective in the Context of Consumer Packaged Goods, August 2011, completed under the supervision of Professor Naveen Donthu.

## **PUBLICATIONS**

Unal, Belgin and Naveen Donthu (2014), "Role of Absorptive Capabilities in Outsourcing the Headquarters Selling Task in the United States," *Industrial Marketing Management*, Vol: 43, Issue: 6, pp.1079-1084. (SSCI)

Donthu, Naveen and Belgin Unal (2014), "Identifying Escalation of Commitment in B2B New Product Development Projects Using Data Envelopment Analysis," *Journal of Business and Industrial Marketing*, Vol: 29, Issue: 3, pp. 209-214. (SSCI)

Donthu, Naveen and Belgin Unal (2012), "Collaboration Dynamics When Outsourcing: How CPG Companies Enhance Performance by Collaborating with their Sales and Marketing Agencies," ASMC Foundation, ISBN: 978-0- 615-66084-4, 16pp.

Moschis, George P. and Belgin Unal (2008), "Travel and Leisure Services Preferences and Patronage Motives of Older Consumers," *Journal of Travel and Tourism Marketing*, Vol: 24, Issue: 4, pp. 259-269. (SSCI)

## **CONFERENCES**

Unal, Belgin and Sevgin Eroglu (2013), "The Relationship between Store Environment Satisfaction and Job Outcomes: The Mediating Role of Social Interaction Among Store Managers," The 6<sup>th</sup> Latin American Retail Conference (CLAV-2013), Sao Paulo: Brazil.

Unal, Belgin and Naveen Donthu (2013), "The Relationship Dynamics in Outsourcing the Retail Services Task," 2013 International B2B Research Workshop: "B2B Research Across the Global Enterprise, Sao Paulo: Brazil.

Eroglu, Sevgin, Machleit, Karen, Unal, Belgin and Edward Rigdon (2010), "Retail Strategy Implications of Store Design: Considering Effects on Employee Performance," The European Institute of Retailing and Services Studies, Istanbul: Turkey.

Donthu, Naveen and Belgin Unal (2008), "Identifying Escalation of Commitment in New Product Development Projects Using Data Envelopment Analysis," American Marketing Association Summer Educators` Conference, San Diego: U.S.A.

Eroglu, Sevgin, Unal, Belgin and Karen Machleit (2008), "Impact of Physical Store Environment on Employee Performance," International Conference on Value Chain Sustainability: Integrating Design, Logistics and Branding for Sustainable Value Creation, Izmir: Turkey.

Bello, Daniel C., Unal, Belgin and Naveen Donthu (2007), "Outsourcing Marketing Functions in International Channels of Distribution: The Unexamined Role of Effectiveness," American Marketing Association Winter Educators` Conference, San Diego: U.S.A.

## **RESEARCH PROJECTS IN PROGRESS**

“Store Environment and Job Outcomes”

“Outsourcing Sales and Marketing Functions”

“The Effects of SAP Adoption Processes on the Efficiency and Brand Value of a Private Turkish University”

## **TEACHING EXPERIENCE**

Sales Management

Strategic Marketing Management

Research Methods

Buyer Behavior

Marketing Principles

Organizational Behavior

Fundamentals of Business

Management and Leadership in Educational Institutions

## **SERVICES**

- International Business Review- 2015, **Referee**
- Pazarlama ve Pazarlama Araştırmaları Dergisi (Journal of Marketing and Marketing Research, Turkey)- 2014, **Referee**
- 18. Ulusal Pazarlama Kongresi (18<sup>th</sup> National Marketing Convention; Turkey)- 2013, **Referee**
- 6<sup>th</sup> Latin American Retail Conference (Brazil)- 2013, **Referee**
- 2014-1-BİDEB 2214/A 2219 Marketing, TUBITAK SOBAG, 1001 & 3501 Projects, 2014, **Panelist**
- 2013-2-Management/Marketing Track, TUBITAK SOBAG, 1001 & 3501 Projects, 2013, **Panelist**
- Marketing Track, TUBITAK BİDEP Projects, 2013, **External Consultant**
- “Candidates of the Management in Educational Institutions Graduate Program”, TED University- 2013, **Jury**
- Promotion Committee, TED University (2012- 2015), **Member**
- Strategic Plan Committee, TED University (2012- 2015), **Member**
- Course Scheduling Committee, TED University (2012- 2014), **Member**
- Faculty Executive Board, FEAS, TED University, (2012- 2015), **Member**
- Survey Work Group, TED University, (2012- 2015), **Member**
- TEDU Dance Society, TED University, (2012-2014), **Co-advisor**
- Department of Business Administration, TED University, **Internship Coordinator** (2014-2015)

## **HONORS AND AWARDS**

Ph.D. Scholarship, Marketing Department, Robinson College of Business, Georgia State University, Atlanta, U.S.A.

Member of Alpha Lambda Chapter, Phi Beta Delta Honor Society for International Scholars.

**COMPUTER SKILLS**

SPSS

DEA

LISREL

smartPLS

Qualtrics

SAP

Microsoft Office Applications