

İFFET ÖYKÜ AKYOL

EDUCATION

- **2013 - 2019 Marmara University, İstanbul**
Ph.D. Marketing
Brand Management Production Management
Philosophy of Science Integrated Marketing Communication Theories
Consumer Behavior Theory Digital Marketing
Thesis: The Effect of Electronic Word of Mouth, Attitude Towards Country, Destination and Gastronomy Image on Tourists' Intention to Visit: Case Of Turkey
- **2016 – 2017 Culinary Arts Academy**
Restaurant Management and Professional Culinary
- **2009 - 2013 Yeditepe University, İstanbul**
MBA
Classes Included:
Advertising Management Sales Management
Social Media Marketing Consumer Behavior
Thesis: Effectiveness of product placement: Impact on memory and choice
- **2003 - 2007 Marmara University, İstanbul**
Labor Economics and Industrial Relations
Classes Included:
Management Industrial Relations
Macro Economics Micro Economics
Financial Accounting Business Law
Thesis: Comparative Literature Review of Turkey and UK Tax Law

WORK EXPERIENCE

- **Jan. 2022- Rosa Gümrük Müşavirliği Ltd Şti.**
Customer relationship manager.
- **Ducasse Paris Jan 2020 – Jan 2022**
Instructor Chef
- **June 2017 – June 2019 Culinary Arts Academy**
Assistant Lecturer at the Food and Beverage Management Program
- **Jan. 2013 – Jan. 2016 Yeditepe University**
Research Assistant
I was assigned to assist Research in Business, Consumer Behavior and Marketing classes.
- **Feb. 2007- Nov. 2011 Uzak Ltd. Co.**
- Far east client manager for trade transactions.
- **June 2004 – Sept. 2004 Önaysan A.Ş.**
Trainee in sales.

SKILLS

- **Languages**
English: Advanced. | **French:** Intermediate | **Italian:** Intermediate
- **Computing**
MS Office programs | SPSS | Amos | Adobe Illustrator

PUBLICATIONS

- A., Öykü & Y., Elif (2013). Effectiveness of Product Placement: An Experimental Study in Turkey. *Journal of Canadian Social Sciences*, 10 (1), 56-63

Abstract

This experimental research conducted in Turkey aims to investigate the effects of product placement on consumer choice and memory by combining explicit and implicit measures. Results of the present study support the overall impact of placements on memory and choice. According to the results prominent product placements were recalled and recognized more than subtle product placements, whereas centrality had no reliable effect on brand choice. Effect of modality also differed for memory and choice results where audiovisual placements were the most recalled and recognized.

CONFERENCE PROCEEDINGS

- Akyol., Öykü & Uslu, Aypar (2014), “Television Sponsorship: Effects On Awareness, Brand Image, And Purchase Intention.” Ulusal İşletmecilik annual conference, Antalya

Abstract

Sponsorship, which became a significant component of communication mix, is being widely used by the practitioners. Firms invest in sponsorships to increase the brand awareness and to strengthen the brand image. This paper aims to find out the effectiveness of sponsorship to accomplish the organizational goals. Brand awareness, brand image, and purchase intention are used as the relevant variables of the study. This paper presents that being a sponsor to television programs does not contribute much to recall the sponsor brand by the consumers on the other hand regardless of being an audience of the sponsored program; sponsorship increases the consumers' recognition of the brand. Besides, it is concluded that television program sponsorships has positive impacts on strengthening the brand personality and brand attitude. Additionally, purchase intention to sponsor brand is higher among the audience of the sponsored program. Furthermore, it is found that there is a positive relationship between brand personality and brand attitude.

- Akyol, Öykü, Uslu, Aypar (2019) “Gastronomy as a Destination Attraction.” MIRDEC, Rome

Abstract

Gastronomy tourism is a rising trend in travel since local food experience is a path to discover the culture and traditions of a destination (Long, 2004). With the increased interest in local food by tourists, many destinations started focusing on gastronomy as their core tourism product (Miryala, Gade, 2016). Thus, it is vital to set the attributes gastronomic identity in the means of creating a distinctive and attractive destination image (Lai, Khoo-Lattimore, & Wang, 2018, p.68). While communicating the gastronomic image, electronic word-of-mouth (eWOM) is one of the effective tools for tourists to evaluate an unfamiliar destination. The purpose of this study focuses on the extent to which eWOM and the image of Turkey's gastronomy influences tourists' intentions.