



PROF. DR. MURAT FERMAN

Kişisel Bilgiler

Doğum Tarihi : 18 Haziran 1962
Medeni Durumu : Evli, Bir Çocuklu
Yabancı Dil : İngilizce (çok iyi), Almanca (orta)

Eğitim Durumu

Doktora(PhD) İşletme Politika ve Stratejileri, İstanbul Üniversitesi, 1987
M.S.B.A. International Marketing, Virginia Tech University, 1986
M.Sc. Pazarlama ve Pazarlama Araştırmaları, İstanbul Üniversitesi, 1984
B.B.A. İşletme Yönetimi, İşletme Fakültesi, İstanbul Üniversitesi, 1983
Lise F.M.V.Nişantaşı Işık Lisesi, İstanbul, 1979

Profesyonel Deneyim

1990 - 1997 : Başkanlık Danışmanı, İstanbul Ticaret Odası (İTO)
1988 - 1990 : Genel Müdür Yardımcısı ve Genel Müdür Vekili, Güneş Gazetesi
1987 - 1988 : Ticaret Dairesi Başkanı, İstanbul Sanayi Odası (İSO)
1986 - 1987 : Pazarlama Danışmanı, Anadolu Endüstri Holding (AEH)
1983 - 1984 : Pazarlama Uzmanı, Anadolu Endüstri Holding (AEH)

Akademik Deneyim

2014-halen : Profesör Öğretim Üyesi, İşletme Bölümü, Işık Üniversitesi
2012-2013 : Müdür, Sosyal Bilimler Enstitüsü, Işık Üniversitesi
2011-2012 : Rektör Yardımcısı, Işık Üniversitesi

- 2009-2011** : Müdür, Sosyal Bilimler Enstitüsü, Işık Üniversitesi
- 2007-2009** : Profesör Öğretim Üyesi, İşletme Bölümü, Işık Üniversitesi
- 2006-2007** : Professor, College of Business and Economics, Radford University, ABD (Sabbatical)
- 2005-2006** : Profesör Öğretim Üyesi, İşletme Bölümü, Işık Üniversitesi
- 1999-2005** : Dekan, İktisadi ve İdari Bilimler Fakültesi, Işık Üniversitesi
- 1999-2004** : Bölüm Başkanı V., İşletme Bölümü, Işık Üniversitesi
- 2001-2004** : Müdür V., Sosyal Bilimler Enstitüsü, Işık Üniversitesi
- 1997-1999** : Profesör, Anabilim Dalı Başkanı, Üretim Yönetimi ve Pazarlama Anabilim Dalı, Siyasal Bilgiler Fakültesi, İstanbul Üniversitesi
- 1992-1997** : Doçent, Anabilim Dalı Başkanı, Üretim Yönetimi ve Pazarlama Anabilim Dalı, Siyasal Bilgiler Fakültesi, İstanbul Üniversitesi
- 1993-1996** : Doçent, Yarı Zamanlı Öğretim Üyesi, İİBF, Boğaziçi Üniversitesi
- 1990-1992** : Doçent Öğretim Üyesi, Siyasal Bilgiler Fakültesi, İstanbul Üniversitesi
- 1989-1990** : Doçent, Yarı Zamanlı Öğretim Üyesi, İşletme İktisadi Enstitüsü, İstanbul Üniversitesi
- 1987-1989** : Doktor, Yarı Zamanlı Öğretim Görevlisi, İşletme İktisadi Enstitüsü, İstanbul Üniversitesi
- 1993-2010** : Profesör, Yarı Zamanlı Öğretim Üyesi, Deniz Harp Okulu (DHO)
- 2010-2016** : Profesör, Yarı Zamanlı Öğretim Üyesi, Harp Akademileri
- 2014-2016** : Profesör, Yarı Zamanlı Öğretim Üyesi, Genelkurmay Yüksek Sevk ve İdare Enstitüsü
- 2000-2004** : Üniversitelerarası Kurul Üyesi

Verilen Dersler (Tematik Seçilmiş)

Lisans Düzeyi

Işık Üniversitesi: Introduction to Business, Principles of Management, Marketing Research, New Product Development, Marketing Management, International Marketing, Business Ethics, Sales Management.

Radford University: Marketing Management.

Deniz Harp Okulu: Üretim Yönetimi ve Planlaması, Toplam Kalite Yönetimi

İstanbul Üniversitesi : Pazarlama Yönetimi, Üretim Yönetimi, Araştırma Yöntembilimi

Lisansüstü Düzeyi

i) Yüksek Lisans:

Işık Üniversitesi: Strategic Marketing Management, Research for Business, Sales Management, New Product Development, Contemporary Business

Deniz Harp Okulu: Strategic Marketing Management

Harp Akademileri: Değişim Yönetimi, Kurumsal İtibar Yönetimi

Genelkurmay Yüksek Sevk ve İdare Enstitüsü ., Kurumsal İtibar ve İmaj Yönetimi

İstanbul Üniversitesi: Pazarlama Yönetimi, Üretim Yönetimi, Uluslararası İşletmecilik, AB'ye Uyumda Yönetim Sorunları, AB Ticaret Politikaları ve Türkiye

Boğaziçi Üniversitesi New Product Development

Marmara Üniversitesi :Pazarlama İlkeleri

ii) Doktora:

Işık Üniversitesi: Contemporary Marketing, Advanced Issues in Research and Methodology, Doctorate Seminars

İstanbul Üniversitesi:Pazarlamada Çağdaş Trendler, Üretim Yönetiminde İleri Teknikler, Araştırma Yöntembilimi, , Tahminleme Teori ve Uygulamaları

Akademik Çalışma-İlgi Alanları

- International-Comparative Marketing
- International Business-Management
- New Product Development
- Marketing of Higher Education
- Competitive Advantage in Theory & Practice
- Program-Curriculum Development & Administration
- Case Study/Analysis as an Educational Tool
- Evolution of Marketing; Past and Future Perspectives
- Ethical Dimensions in Marketing Practices (special emphasize on Consumer Protection)

Sürdürülen Araştırmalar

- "Global Brand from Turkey; Just a Wishful Thinking or a Realistic Target"
- "Retail Streets vs. Shopping Centers in Turkey: A Growth-Share Matrix Perspective"
- "Customer Retention Strategies in Use; A Survey Over Ready-Made Apparels Industry (Data Collection Phase)"

Seçilmiş Yayınlar

Kitaplar:

'Çağdaş İşletme Yönetimi' (*Contemporary Business-Management*), Isık Uzem Ders Notu, İstanbul, 2009, 2011, 2014.

'Stratejik Pazarlama Yönetimi' (*Strategic Marketing Management*), Isık Uzem Ders Notu, İstanbul, 2008,,2011,2015.

'Çağdaş İşletme-Yönetim Dinamikleri ve Biz' (*Contemporary Dynamics in Business-Management and Us*), Mart Matbaacılık Sanatları Ltd.Şti., İstanbul, 2004, ISBN 975-288-989-1.

‘Türkmenistan İhracat Pazar Araştırması’ (*An Analysis of Turkmenistan Export Market*), İstanbul Ticaret Odası Yayınları, yayın no:1995-29, İstanbul, 1995.

‘Baltık Ülkeleri:Estonya, Letonya, Litvanya’ (*An Analysis of Baltic States Export Market*), Z. Mumcu ile ortak çalışma. İstanbul Ticaret Odası Yayınları, yayın no: 1994-6, İstanbul, 1994.

‘Tüketicinin Korunması Meselesine Gelişimci Bir Yaklaşım’(*An Evolutionary Approach to the Issue of Consumer Protection*), İstanbul Ticaret Odası Yayınları, yayın no:1993-17, İstanbul, 1993.

‘International Management’, Lecture Textbook, Institute of Business Administration, University of İstanbul, İmaj Grafik İşliđi, İstanbul, 1989.

‘Türk Sanayinde Pazarlama Ađırlıklı Konular ve AET’ye Uyum Sorunları’ (*A Comprehensive Analysis of Turkish Industry from Marketing Perspective and Orientation Problems with the EU*), İstanbul Sanayi Odası, İstanbul, 1988.

Seçilmiş Makaleler

“A Comparative Analysis of User Insights for E-Health Development Challenges in Turkey, Kingdom of Saudi Arabia, Egypt and United Arab Emirates “ - Journal of Management, Marketing and Logistics - JMML, Year:2016, Volume:3, Issue:2.

“Factors Affecting Understanding and Applications of Branded Housing Project Marketing Around the İstanbul Metropolitan Area”, Journal of Management,Marketing and Logistics-JMML,Year:2015,Volume:2,Issue:1.

2013 Ekonomisi ve İSO 500 Büyük Sanayi Kuruluşlarının Oransal Deđişimler Temelinde Deđerlendirilmesi”(*A Performance Analysis of 500 Leading Industrial Firms*), İ.S.O. Dergisi , Özel Sayı ,Haziran 2014.

“Büyümede İmalat Sanayisinin Katkısı”, (*Contribution of Production Sector to Economic Growth*) Para Dergisi ,Sayı.2014/25 ,Haziran 2014.

Business Ethics: Exploring the Differences About Perceptions of Business Ethics Among Selected Turkish Financial Specialists”, *Journal of Marketing Development and Competitiveness*, Volume 6(4), 2012.

“Global Trends and Tendencies in Professional Management Training and Development: A Critical Approach and a Proposed Agenda for the Future”, SAM International Conference, March 25-28, 2007, Las Vegas, Nevada.

“Eliminating Roadblocks and Taking Care of Potential Conflict Factors One-At-A-Time; A Generalist Approach to Highly Effective/Mutually Beneficiary New Product Development (NPD) Process” SAM International Conference, March 25-28, 2007, Las Vegas, Nevada.

'A Competency Approach to Human Resources Management Outcomes and Contributions in a Turkish Cultural Context.' Resource Development Review(HRDR), March 2006, Sage Periodicals Press, California, USA.

'The Relationship Between Leadership and Emotional Intelligence: A Proposed Development Model for Enhancing Leadership Qualities', Journal of Naval Science and Engineering, Volume 3, Number 2, July 2005, ISSN 1304-2005.

'National Competitiveness: A Conceptual Framework and Its Application to Turkey', Paper presented at the 32nd International Conference on Academy of International Business: Innovation, Change, Competition in International Business, Bath University, April 2005, Bath,UK.

'A Case Analysis of A New Strategic Alliances Attempt from the IT Sector of an Up and Coming Market; Turkey', The Second IASTED International Conference on Alliances, Mergers, and Acquisitions, November 2004, Cambridge, MA, USA.

'Sales Orientation and Customer Orientation (SOCO) of Sales Representatives: A Survey on Sales Reps of a Leading Textile Manufacturer in Turkey', Eleventh Annual International Business Conference, Northern State University, October, 2004, Aberdeen, South Dakota.

'Determinants of Influence Strategies in Distribution Channels: An Examination of Dealer and Manufacturer Related Power in the PVC Pipe Industry in Turkey' Proceeding, Academy of Marketing Science, AMS Cultural Perspectives on Marketing Conference (CPM 2004), September 2004, Puebla, Mexico.

'Türk İhracatının Rekabet Gücü ve Sürdürülebilirliği: Avrupa Birliği Pazarında Türkiye ve Rakip Ülkeler Açısından Bir Değerlendirme' (*Export Competitiveness of Turkey in the European Union Market*), Türkiye İktisat Kongresi(Economic Summit of Turkey), Gelişme Stratejileri ve Makroekonomik Politikalar Bildiriler Kitabı, DPT Yayını, May 2004, İzmir, Turkey.

'An Inventory of Shopping Malls in Turkey and Exploratory Study on Shopping Mall Customers of Istanbul', Retailing 2003: Strategic Planning in Uncertain Times, Academy of Marketing Science and American Collegiate Retailing Association, Special Conference Series Volume X 2003, November 2003, Columbus, Ohio.

'A Study on Business Curriculums and Marketing Management: Textbook Contents as a Tool of Enhancing Sense of Ethics', The 10th Annual International Conference Promoting Business Ethics, St. John's University, October 2003, New York, USA.

'Designing a Competent Graduate MIS Curriculum in the Wake of ICT Skills Gap', INET-TR 2002, 8th Internet Conference, Internet in Turkey, December 2002, Istanbul, Turkey.

‘Digital Divide: A Disturbing Fact that Demands Further Exploration of Ethical Scope’, First International Conference on Business Ethics and Transitional Economies, St. John’s University-CMC Graduate School of Business, March 2002, Celakovice, Czech Republic.

‘Portals as Reference Bases and an Application from the Industry: teknolojim.com’, Akademik Bilişim 2002, Selçuk University, February 2002, Konya-Turkey.

‘SMEs and Digital Opportunities’, "Small and Medium Sized Enterprises in the 21. Century: Problems, Opportunities and Solutions" International Conference, Eastern Mediterranean University(EMU) January 2002, Cyprus.

‘KOBİ’lere Yönelik Bir “Pazarlama Etkinlik Semineri” Dizaynı’ (*A Proposed Design of Marketing Efficiency Seminar for SMEs*) , "Small and Medium Sized Enterprises in the 21. Century: Problems, Opportunities and Solutions" International Conference, Eastern Mediterranean University(EMU) January 2002, Cyprus.

‘An Evaluation of Current Approaches and Global Solutions to Digital Divide and Recommendations for Developing Countries’, European Conference on E-Commerce, 2001, Bucharest, Romania.

‘Klasik Pazarlama Teorisinin Yerleşik Bileşenler (4P) Modeline Bir Eleştiri’, (*A Critical Approach to Classical 4Ps Theory*), İ.Ü. Siyasal Bilgiler Dergisi, No:8, July, 1994.

‘The Multiple Factor Technique: A Feasible Technique to Estimate Foreign Potential’ Yapı-Kredi Economic Review, July, 1989.

‘A Review and Critical Analysis of International Forecasting Techniques’, Yapı Kredi Economic Review, July, 1988.

‘Special Concerns Related to International Forecasting’, Middle East Business&Banking, April, 1988, Volume:7, Number:4.

Konferans Sunum ve Tebliğler

“Reflections on Modern Management-Administration Dynamics on School Management” Conference Paper – XVth.Annual Educational Symposium of TPSA,28-30 January 2016, Antalya.

“Doing Business in Turkey-A Comprehensive Analysis”, Monterey Tech. Summer School-Işık Üniversitesi, 2016.

“Pazarlama ve Satışta Rekabet Stratejileri : Rekabetçi Model”(Competitive Strategies in Marketing), TİMDER Akademi Semineri, İstanbul, 15.09.2016.

“Recent Developments in Turkish Business Dynamics and A Proposed Model to Improve Business Presence in ASEAN Region”, T.C.Dış Ekonomik İlişkiler Konseyi-İstanbul,24.10.2016.

“Nobel 2015 Ekonomi Ödülü ve Tarihsel Gelişimi”, Alfred Nobel ve Nobel Ödülleri Konferansları Serisi-1,Feyziye Mektepleri Vakfı Kültür Konferansları,18.11.2015.

“Politischer Systemwechsel und Wirtschaftskrise in der Türkei”, Europäische Akademie Berlin,27.11.2015.

“Pazarlama Anlayış ve Uygulamalarında Güncel Yönelişler”, Koç Üniversitesi,Marketing Camp- 2015,14.2.2015.

“Global Markalaşma ve Türk Şirketleri” , Global İşletme Araştırmaları Kongresi Paneli- Işık Üniversitesi,Mayıs 2015.

“An Empirical Evaluation of Perception of General Managers of Leading Companies in Turkey on Dynamics of Designing and Implementing Effective Change”, 15th. Eurasia Business and Economics Society, 8-10 Jan.2015, Instituto Universitario, Lisboa.

“International Finance-Business Summer Camp, June 2015, İstanbul.

“Dynamics of Turkish Business Sector” , Monterrey Tech. Summer Business Programme, July 2014, İstanbul.

“The State-of-the-Art-of New Product Development Dynamics in Turkey”, Portland State University, 18.12.2014, Portland.

“Challenges of High-Tech NPD-Lessons Learned”, Sharp Labs. of America, 16.12.2014, Vancouver.

Competitive Advantage Model: An Approach Based on Business Economics, 5th International Summit of Istanbul Economists, October 31, 2014, İstanbul.

“Turkey’s Economic Performance and Cooperation”, The 3rd Joint Meeting between Thai-Turkish Business Council, November, 2013, Bangkok.

“EUA (European University Association) – Ranking Seminar”, June 2011, Bruxelles.

“International Higher Education Congress-New Trends and Issues”, May 27-29 2011, İstanbul.

“Local Responsiveness of HRD Practices in Foreign MNEs: An Analysis from Turkey”, The Second International Conference on Social Sciences, 2009, İzmir.

Foreign Trade Summit-2005, Keynote Speaker, November, 30, 2005, Istanbul

Turkish-Macedonian International Conference on Economic Development, Keynote Speaker, Macedonian Academy of Sciences, November, 15-18, 2005, Scopia, Macedonia.

Symposium Über Den EU Beitritt Der Türkei (Turkey-European Union Symposium), Co-Chairman-International Organization Committee and Session Chairman, May, 27-28, 2005, İstanbul.

European Academy Conference, ‘Wie geht es weiter? Das Verhältnis Türkei - Europäische Union’ (International Seminar on the Prospects of Turkish-EU Relations), Presenter, ‘Ausländische Direktinvestitionen in der Türkei: Standort und Wettbewerbsfähigkeit’, October, 28-30, 2004, Berlin.

Europäische Akademie Berlin, ‘Der EU-Beitrittskandidat Türkei: Wirtschaft der Türkei, Lageanalyse, Probleme, Trends’, ‘Managerial Implications of Turkey’s Integration to the EU: Prospects and Challenges”, Presenter, March 26-27, 2004, Berlin.

‘Students, Customers and Stakeholders in Higher Education’, DEAN(Deans’ European Academic Network) Annual Meeting, Track Chair, March 18-21, 2004, Le Havre University, Le Havre, France.

European Universities Association(EUA) Convention of European Higher Education Institutions, Country Representative, University of Graz, May 29-31, 2003, Graz.

International Conference on Higher Education Innovation, U.S. Department of State-Bureau of Educational and Cultural Affairs, Iowa State University-Nizhyn State Pedagogical University, Discussant, May 16-19 2003, Kiev, Ukraine.

‘The Restructuring of European Higher Education: Mergers, Integration and Associations’, DEAN(Deans’ European Academic Network), Annual Conference 2003, Szent Istvan University, Track Reporter, September, 21-24, 2003, Gödöllő, Budapest, Hungary.

Recruitment and Retention in European Higher Education, DEAN (Deans’ European Academic Network), Track Chair, University of Southern Denmark, April 11-13, 2003, Odense, Denmark.

The European Leadership Forum 2002, Business Week International, Invited Participant, December 2-3, 2002, Paris, France.

European Universities in Crisis, DEAN(Deans’ European Academic Network), Annual Conference 2002, Participant, September 9-11, 2002, Bosphorus University, Istanbul.

'Research Strategy&Management at the Faculty Level Trying to Predict the Future', DEAN(Deans' European Academic Network), University College Dublin, Participant, March 4-5, 2002, Belfield, Ireland.

IPRA(International Public Relations Association) International Conference, Participant, 17 October 2001, Berlin, Germany.

Summer Marketing Educators' Conference, American Marketing Association(AMA), Discussant, August 11-14, 2001, Washington, DC-USA.

The International Marketing Educators' Conference, American Marketing Association(AMA)-Universidad Torcuato di Tella, Discussant, June 28-July 1, 2001, Buenos Aires, Argentina.

Spring Meeting 2001, European Association of Turkish Academics (EATA), Keynote Speaker, 'European Union Dynamics and Turkey', June 16-17, 2001, Maastricht, Holland.

10th Annual Symposium for the Marketing of Higher Education, American Marketing Association(AMA), Discussant, November 7-10, 1999. New Orleans, LA-USA.

Summer Marketing Educators' Conference, American Marketing Association (AMA), Participant, August 7-10, 1999, San Francisco, CA-USA.

Seminari Turquia-Unio Europea, Consortium for the Commercial Promotion of Catalonia (COPCA), Presenter, 'A Comprehensive Approach to Turkish Economy and EU Prospects', November, 7th, 1995, Barcelona, Spain.

Black Sea Cooperation Forum, Hellenic Centre for European Studies, Presenter, 'Prospects for Future of the Black Sea Economic Community Based on Business Activities with an Emphasise on Consumer Goods-Foods and Beverages', November, 24-26, 1994, Thessaloniki, Greece.

Med Campus International Program for Cooperation in Higher Education Projects, Country Representative, October, 13-15, 1994, Marrakech, Morocco.

International Programs Committee Activities, Virginia Tech. University, Pamplin College of Business, Presenter, 'International Marketing-Marketing Understanding and Applications around the Globe', April, 8th, 1993, Blacksburg, USA.

Uluslararası Üniversitelerde Misafir Öğretim Üyeliği

School of International Business, Le Havre University, Normandy, France, June-July 2003 (Attended and given conferences/workshops on graduate business programs in information sciences under the sponsorship of European Commission).

Guanghua School of Management, Peking University, China, May 2002, (Attended and conducted conferences/workshops with the theme of enhancing international perspective/elements of graduate programs in business)

Pamplin College of Business, Virginia Tech., 1993, 1999, 2003, (Delivered Lectures and conducted case discussions at undergraduate and graduate level, prepared and finalized an institutional exchange agreement, worked on joint curriculum development)

Business School, South Bank University ,England, 1999, (Worked on current curriculum- undergraduate and MBA- development, prepared and signed institutional co-operation agreement)

Management School, Sheffield University, England, 1992, (Conducted research on developing MBA programmes as well as producing a departmental paper entitled 'An Evaluation of Two Key Factors; Using Business Practitioners and Internationalization in the Search for Better MBA Programs with an Emphasis on the Sheffield Experience')

CERIS (Centre for European Studies), Universite Libre des Bruxelles, Belgium, 1994 -1997, (Attended and given conferences/lectures on international trade policies, competitive strategies and MNC practices, coordinated joint work with the theme of increasing cooperation in the area of higher education; resulting with the completion of presentation paper entitled 'Prospects for Cooperation Between the EU and NMCs (Non-member Countries) in the Area of Higher Education')

Seçili Editör ve Hakemlikler

Journal of Consumer and Consumption Research (2009 -)

Pazarlama Dünyası (Marketing World) (1987-2010)

İ.Ü.S.B.F.Dergisi (University of Istanbul Journal) (2007 -)

9 Eylül University Journal, (2008 -)

Atatürk Üniversitesi İ.İ.B.F. Dergisi (2009 -)

Boğaziçi Journal (2009 -)

Çukurova Üniversitesi Sosyal Bilimler Enstitüsü Dergisi(2001-2004)

Anadolu Üniversitesi İİBF Dergisi.(2009 -)

Academic Conference Board Member of Annual Turkish Marketing Congresses 8-19

Mesleki Kurum Üyelikleri

Academy of Marketing Science

American Marketing Association

DEAN(European Network of Deans)

Türkiye Pazarlama Derneği(Turkish Marketing Association)

Pazarlama ve Pazarlama Araştırmaları Derneği

İktisadi Araştırmalar Vakfı(Economic Research Foundation)

Yeminli Mali Müşavirler Odası

Bilimin Kamuya Yayılması Faaliyetleri

İşletme Yönetimi alanında Türk basınında ilk düzenli sayfa editörlük-yazarlığını üstlenerek, 1990-1992 yılları arasında Dünya Gazetesi İşletme-Yönetim sayfasında; yetmişten fazla haftalık makale ve beşyüze yakın yorum ve değerlendirmeye imza atılmıştır. Ulusal ve uluslararası birçok kamu ve özel sektör kuruluşlarında nitelikli eğitim programları gerçekleştirilmiş, gene çok sayıda panel,seminer ve toplantıya konuşmacı ve yönetici olarak destek verilmiştir.

1998-2001 yılları arasında TRT radyolarında, 'Ekonomi Gündemi'(Economic Agenda) programının yapımcı ve sunuculuğu gerçekleştirilmiştir.2003 yılından itibaren NTV Radyo 'Halkın Sesi' programının düzenli konukları arasında yer alınmıştır.

Günümüze kadar gelen süreçte BloombergHT, TRT, NTV, TGRTHaber, Habertürk, CNBCe-başta olmak üzere ulusal ve uluslararası radyo ve televizyon kanallarında bilimin kamuya yayılması faaliyetlerinde bulunmaktadır.