# **Ali Riza Apil**

**EDUCATION**

**Phd:** Tbilisi State University, Faculty of Business and Economics, Department of Marketing -2008, Tbilisi / GEORGIA

**MA:** Kutaisi Technical University, Institue of Economics and Administrative Sciences, Management, 2001 Kutaisi / GEORGIA

**BA:** Erciyes University, Faculty of Economics and Administrative Sciences, Economics, 1992 Kayseri / TURKEY

**ACADEMIC EXPERIENCE**

**Lecturer**, Department of Business Administration, International Black Sea University, 01.02.2001-30.06.2009

**Assisst.Prof**.**Dr.** Department of Business Administration, International Black Sea University, 23.02.2006

**Head of Department of Business Administration**, International Black Sea University 06.03.2006- 15.07.2007.

**Assoc.Prof**.**Dr.** Department of Business Administration, International Black Sea University, 18.06.2009- 30.06.2009

**PROFESSIONAL EXPERIENCE**

President, New Palm Services LLC, dba Palm Construction, dba Palm Building Care, 08.08.2009-

Regional President- Central Texas, Texas Turkish-American Chamber of Commerce, 07.03.2011-

**TEACHING INTERESTS**

Principles of Marketing,

Marketing Management,

Internatonal Marketing Management,

Consumer Behavior,

Marketing of Financial Services,

International Busines Management,

Strategic Management

**RESEARCH ACTIVITIES**

**Marketing Environment in Georgia**

**Country of Origin Effect and Ethnocentric Behavior in Georgia**

Shopping Habits of Georgian Consumers

Cultural Content of Web Pages of Multinational Companies

Consumers Time Orientation and Attitudes toward Advertising

Consumer Attitudes toward GSM Services in Georgia

**Estimating Tourism Potential of Georgia (Delphi Study)**

**Marketing Orientation of Georgian Banks**

**Perception Banking Practices**

**ACADEMIC SERVICES**

**Local Director and Co-Track Chair for** 18th Annual World Business Congress, Tbilisi, 1-5 July 2009.

**Reviewer for** 18th Annual World Business Congress, Tbilisi, 1-5 July 2009

**Co-Track Chair for** 17th Annual World Business Congress, Paramaribo, 18-22 June 2008.

**Reviewer for** 51th Annual Conference of Academy of International Business, San Diego, 27-30 June, 2009.

**Reviewer for** 50th Annual Conference of Academy of International Business, Milan, June 30- July 3, 2008.

**Reviewer for Journal of** International Black Sea University

Editorial Board Member and Reviewer, Eurasia Journal of Business and Economics

Reviewer, Journal of International Food and Agribusiness Marketing

**AWARDS**

2.000.- TL Mansion award, “Consumers Perception of Participatort Banking System in Turkey / Türkiye Örneğinde Katılım Bankacılığına Müşteri Yaklaşımları”, PROJECT COMPETITION: “Katılım Bankacılığının Finans Sektörüne Getirdiği Yenilik ve Açılımlar” Scienstific Research Competition for the memory of Prof. Dr. Sabahattin ZAİM, (Organization; **TÜRKİYE KATILIM BANKALARI BİRLİĞİ, Başvuru:06.10.2008, Ödül Töreni:**16 Mayis 2009).

**PUBLICATIONS**

“Pattern of similarities/differences in time orientation and advertising attitudes: A cross-cultural comparison of Georgian and Macau consumers”, [*Asia Pacific Journal of Marketing and Logistics*](http://www.emeraldinsight.com/journals.htm?issn=1355-5855),2013, Volume: 25 [Issue: 4](http://www.emeraldinsight.com/journals.htm?issn=1355-5855&volume=25&issue=4) ( Co-Authored with Erdener Kaynak, Ali Kara, Clement S.F. Chow)

“An Investigation of People's Time Orientation, Attitudes, and Behavior Toward Advertising in an International”, *Journal of Global Marketing,*2011, Issue 5,( Co-authored with Erdener Kaynak and Kara, Ali) Cited 1

“Culture And Localization On The Web: Evidence From Multinationals In Russia And Turkey”, *Journal of Electronic Commerce and Research*, 2011, Volume 12, Number 1, Yalcin, Serkan, Nitish Singh, Yogesh K. Dwivedi, Ali Riza Apil, and Salavat Seyfullin, Cited 1

"Culture and Marketing Communications on the Web: A Cross-Cultural Analysis," *Journal of Euromarketing,* 2010, 19(2), Yalcin, Serkan, Nitish Singh, Ali Riza Apil, Salavat Seyfullin, and Karin Staub., Forthcoming

**“**Marketing and Advertising Practices of Turkish Entrepreneurs in Transition Economies: Evidence from Georgia**”**,2009, *Journal of International Entrepreneurship,* Volume 7, Number 3, 190-214, DOI: 10.1007/s10843-009-0036-z. ( Co-authored with Erdener Kaynak and Serkan Yalçın). (Cited by 3)

“Georgian Consumers’ Evaluation of Products Sourced From European Union Member Countries“, *International Journal of Commerce and Management*, 2010, Vol. 20 Issue: 2, pp.167 - 187 ( Co-authored with Erdener Kaynak)Cited by 4

“Georgian Consumers Evaluation of Products Sourced from a Geographically Close Proximity Country”, *Journal of Euromarketing*, 2008, Volume 17, 3&4 issue, pages:199-218 Co-authored with Erdener Kaynak and Nugzar Todua). Cited 1

“Foreign Product Purchase Behavior in Transition Economies: An Empirical Analysis of Product Information Sources Among Georgian Consumers” *Journal of Promotion Management*, 2008, Volume 13, 3&4 issue, pages:321-337 (Co-authored with Erdener Kaynak and Serkan Yalçın). Cted by 2

“Georgian Consumers Attitudes toward Domestic Products and Marketing Practices” Sakartvelos Ekonomika, year: 2009, volume:1, ( *Co-Authored with Nugzar Todua*)

“Georgian Consumers Perceptions of Domestic and Foreign Products” Sakartvelos Ekonomika, year: 2008, Issues: 11 and 12, ( *Co-Authored with Nugzar Todua*)

“The Emerging Marketing Environment in Georgia as a Transition Economy”, *Journal of Academic Studies, (Akademik Araştırmalar Dergisi*), 2005, Year:7, Volume:25, Pages:73-90., (Co authored; with Ismail Ozsoy).

“Country of Origin Effects in The Emerging Market Econmomies of Bulgaria, Georgia and Uzbekistan”, Journal Socialuri Ekonomika, 2005,Year:7, volume 5, pages:60-71

“Foreign Product Information Source Preferences in Georgia”, 2006, Sakartvelos Ekonomika, year: 2006, volume: 1, pages: E 43-47

“The Impact of Business Environment on Consumers”, Journal Ekonomika, 2006, volume:1 pages:129-34.

“Foreign Product Perceptions and Country of Origin Analysis across Black Sea; Studies on Azerbaijan, Bulgaria, Georgia, Russia, and Turkey”, *Journal of International Black Sea University,* year:2006, No:1 Pages:24-40.

**PROCEEDINGS**

**PARTICIPATION IN SCIENSTIFIC MEETINGS**

"Pattern of Similarities/Differences in Time Orientation and Advertising Attitudes: A Cross-Cultural Comparison of Georgian and Macau Consumers", Asia Pacific Journal of Marketing and Logistics

“Consumers’ Use of Country-of-Origin Information**”,** IMDA *18th Annual World Business Congress*, Tbilisi, 1-5 July 2009

“Product Preference Differences of High and Low Ethnocentric Consumers”, IMDA *18th Annual World Business Congress*, Tbilisi, 1-5 July 2009 ( Co-authored with Erdener Kaynak and Nugzar Todua)

“Historical Backgrounds of Entrepreneurial Development in Georgia; An overview of Business Environment, Achievements and Challenges”, IMDA *18th Annual World Business Congress*, Tbilisi, 1-5 July 2009 ( Co-authored with Giuli Alasania)

“Do Multinationals Care about Culture on the Web? Evidence from Multinationals in Turkey”, *51th Annual Conference of Academy of International Business,* 2009 ( Co-authored with Serkan Yalçın and Salavat Sayfullin).

“Determining Consumer Ethnocentrism in Georgia”, First Annual International Conference on Current Challenges in Knowledge Management, Gori, 3-4 October 2008.( *Co-Authored with Nugzar Todua* )

“Foreign Product Purchase Behavior in Transition Economies: An Empirical Analysis of Product Information Sources among Georgian Consumers” *50th Annual Conference of Academy of International Business,* Milan, June 30- July 3, 2008 ( Co-authored with Erdener Kaynak and Serkan Yalçın).

“Do Multinationals Care about Culture on the Web? Evidence from Multinationals in Turkey”, *50th Annual Conference of Academy of International Business,* Milan, June 30- July 3, 2008 ( Co-authored with Serkan Yalçın and Salavat Sayfullin).

“An Investigation of People’s Time Orientation And Their Attitudes And Behavior Toward Advertising In An International Context”, IMDA *17th Annual World Business Congress*, Parimaribo, 18-22 June 2008 ( Co-authored with Erdener Kaynak)

“Georgian Consumers’ Evaluation of Products Sourced From European Union Member Countries“, IMDA *16th Annual World Business Congress*, Maastricht, 4-8 July 2007 ( Co-authored with Erdener Kaynak)

**“**Marketing and Advertising Practices of Turkish Entrepreneurs in Transition Economies: Empirical Evidence From Georgia**”,** *49th**Annual Conference of Academy of International Business,* Indianopolis, 25-28 June,2007 ( Co-authored with Erdener Kaynak and Serkan Yalçın)

“Contemporary Approaches to Business Education”, *Fourth International Silk Road Symposium:New Trends in Education,* Tbilisi, 04-06 May 2007 ( Co-authored with A. İhsan Özdemir)

“The Role of Information Technology in Higher Education: Motivation and Enhancement of Student Learning”, *Fourth International Silk Road Symposium:New Trends in Education,* Tbilisi, 04-06 May 2007 (Co-authored with Cumhur Aksu, Kenneth M. Reynolds, Olcay Kursun)

“Georgian Consumers’ Evaluation of Products Sourced From Europe; Cases Of Germany, Italy and Poland”, *Third International Silk Road Symposium: European Union and Caucasus relations*, Tbilisi, 27-29. 10.2006.

“Understanding consumers preferences and the perception of country-of-origin in Georgia”,,saqonelmimoqcevis ekonomikisa da marketingis studentTa III respublikuri konferencia *( 3rd National Student Conference on Economics and marketing of Product Circulation ),* Marketing Research Centre, Tbilisi State University, Tbilisi. 10-11.05.2004.

**COURSES TAUGHT**

2008-2009 Spring Applied Marketing, BUS 202, Credit:3 / #of St:85

2008-2009 Spring Strategic Planning and Management, BUS 513, Credit:3 / #of St:24

2008-2009 Fall International Business Management, BUS 401, Credit:3 / #of St:25

2008-2009 Fall Fundamentals of Marketing , BUS 201, Credit:3 / #of St: 127

2007-2008 Spring Applied Marketing, BUS 202, Credit:3 / #of St: 23

2007-2008 Spring Strategic Management, BUS 402, Credit:3 / #of St: 105

2007-2008 Spring Marketing Strategy, BUS 308, Credit:3 / #of St: 78

2007-2008 Fall International Business Management, BUS 401, Credit:3 / #of St:25

2007-2008 Fall Fundamentals of Marketing , BUS 201, Credit:3 / #of St: 23

2006-2007 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 49

2006-2007 Spring Strategic Management, BUS 402, Credit:3 / #of St: 23

2006-2007 Fall Marketing of Financial Services, FIN 405, Credit:3 / #of St: 20

2006-2007 Fall International Marketing Management, BUS 309, Credit:3 / #of St: 35

2006-2007 Fall International Business Management, BUS 401, Credit:3 / #of St:32

2006-2007 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 40

2005-2006 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 65

2005-2006 Spring Strategic Management, BUS 402, Credit:3 / #of St: 10

2005-2006 Fall International Business Management, BUS 401, Credit:3 / #of St:32

2005-2006 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 65

2004-2005 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 18

2004-2005 Spring Strategic Management, BUS 402, Credit:3 / #of St: 11

2004-2005 Fall International Business Management, BUS 401, Credit:3 / #of St: 18

2004-2005 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 20

2003-2004 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 20

2003-2004 Spring Strategic Management, BUS 402, Credit:3 / #of St: 21

2003-2004 Fall International Business Management, BUS 401, Credit:3 / #of St: 32

2003-2004 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 17

2003-2004 Fall International Marketing Management, BUS 309, Credit:3 / #of St: 23

2002-2003 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 14

2002-2003 Spring Strategic Management, BUS 402, Credit:3 / #of St:36

2002-2003 Spring International Marketing Management, BA 610, Credit:3 / #of St: 7

2002-2003 Fall International Business Management, BUS 401, Credit:3 / #of St: 16

2002-2003 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 17

2002-2003 Fall Marketing of Financial Services, FIN 405, Credit:3 / #of St: 15

2001-2002 Spring Principles of Marketing II, BUS 202, Credit:3 / #of St: 25

2001-2002 Spring Marketing of Financial Services, FIN 405, Credit:3 / #of St: 13

2001-2002 Fall International Business Management, BUS 401, Credit:3 / #of St: 19

2001-2002 Fall Principles of Marketing I, BUS 201, Credit:3 / #of St: 25

2000-2001 Spring International Business Management, BUS 401, Credit:3 / #of St: 16

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