

Assoc. Prof. Dr. Huseyin A. KANIBIR

Balikesir University, Faculty of Business / Turkey
International Balkan University (IBU) , Skopje / Macedonia
EPOKA University , Tirana / Albania



PERSONAL

Name : Huseyin A. Kanibir

Work Address : Balikesir University Faculty of Business Administration,
Department of Business, Bandirma, Turkey

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EMPLOYMENT

1993 - 1999	Research Assistant, Kocatepe University, Faculty of Business Administration, Turkey
1999 - 2000	Visiting Researcher, Eastern Mediterranean University (EMU), Cyprus, Faculty of Economics and Business Administration
2001 - 2007	Assistant Professor Dr. Balikesir University, Faculty of Business Administration, Turkey Department of Business
2007 - 2008	Assistant Professor Dr. International Balkan University, Skopje / Macedonia
2008	Visiting Researcher City University , London, UK Cass Business School
2008 - 2009	Visiting Professor EPOKA University, Tirana / Albania
2009 - 2010	Associate Prof.Dr. EPOKA University & International Balkan University, Macedonia and Albania

ACADEMIC and PROFESSIONAL INTEREST AREA

Research Methods in Social Sciences

Public Services and Quality of Life for Citizens as Customers of the State

Statistical Processes in Analyzing Data

Preparing Special Types of Questionnaire

<i>Official Trainer</i>	YoungVision consultancy firm located in Istanbul	Customer Relationship Management programs Citizen Relationship Management in Public Institutions.
<i>Official Expert for TUBITAK</i>	Located in Ankara	On Project Evaluation
<i>Official Expert of EADA* for Project Evaluation</i>	Located in Van	On project Evaluation

* EADA; Eastern Anatolia Development Agency under Prime Ministry

TEACHING EXPERIENCE

Balikesir University / Turkey

Level	Course
MBA	Research Methodology in Social Sciences
MBA	Strategic Marketing for Not- for- Profit Organizations
MBA	Marketing Management
Undergraduate	Marketing Research

International Balkan University, Skopje / Macedonia

Level	Course
Undergraduate	Not-for-Profit Organizations
Undergraduate	Process Management
Undergraduate	Business Communication
Undergraduate	Quality Management

EPOKA University , Tirana / Albania

Level	Course
MBA	Not – for – profit organizations and Their Functions
MBA	Project Management
MBA	Research Methodology in Social Sciences
MBA	Strategic Marketing
Undergraduate	Introduction to Business

PUBLICATIONS

A) Articles in International Journals

- 1 **Kanibir, H.** and Nart, S., (2009), “Drivers of Choice Behavior: The Interaction between Corporate Reputation, Image, Trust, and Perceived Risk”, *Journal of Global Strategic Management*, v:3, iss: 1, pp. 121 -134
- 2 Nart, S. and **Kanibir, H.** (2009), “Toward an Understanding of e-marketing in Turkish and Greek SMEs Against Global Competition: The Relationship Between Marketing Philosophy and Entrepreneurship Vision” , *Journal of Global Strategic Management*, v: 2, iss: 2, pp. 108 – 122
- 3 Saydan, R., **Kanibir, H.** (2008), “The Effect of Differentiation Strategies Developed in Fuel Market on Consumer Behaviors” , *İktisat İşletme ve Finans*, v: 23, iss: 265, pp.68 – 90. (in SSCI)
4. **Kanibir, H.**, Saydan, R. and Nart, S., (2008), “*Image Management: The Root Of Effectiveness in Destination Marketing*”, *Journal of Travel and Tourism Marketing*, (Hong Kong, PolyTechnic University), *in review process.*

Some Selected Articles in National Academic Journals

- 1 **Kanibir, H.** and Nart, S., (2008), “*Industrial Customer Loyalty: The Relationship Between Perceived Value of Customers and Firms’ Value Orientation (A Case Study in GSM Industry)*”, The Journal of Marmara University, Vol.10, No. 29.
- 2 Eroglu H., **Kanibir H.** and Eker, N. (2008), “A Study on Determining the Factors Affecting Distribution Channel Selection Decisions of Industrial Companies”, Journal of Suleyman Demirel University, vol: 13, no:1
- 3 **Kanibir, H.** and Saydan, R., (2007), “The Perceptions of University Students on Green Consumption and the Reflections on Their Market Experiences”, The Journal of Hacettepe University, vol: 25, no:2.
- 4 Saydan, R., **Kanibir, H.** (2007), “The Importance of the Differences in Various Societal Cultures for Global Marketing Success : The Examples From Local Cultures And International Corporations”, e-sos-der (electronic journal), vol: 22
- 5 **Kanibir, H.**, Saydan, R. and Nart, S. (2006), “*Care Labels as a Functional Instrument in Marketing and Perceptions by Female Consumers*”, Atatürk University Journal of Economics and Administrative Science, Vol.20, No.2.
- 6 **Kanibir, H.**, Saydan, R. (2006), “A Seek of Well-informed Consumers in the Era of Information: A Research on the Law of Consumer Protection and Information Level of Housewives”, Journal of Suleyman Demirel University, vol: 11, no:2

Referred International Conference Papers

- 1 Kaya, H., **Kanibir, H.** (2008), “Information Search for FDI:The Effect of Firm Age, Size, and the Sector”, 4th International Strategic Management Conference, Sarajevo, Bosnia-Herzegovina.
- 2 **Kanibir, H.**, Saydan, R. (2006), “*The Terror Risk Perceived By Foreign Tourists in Choosing Destination: The Case of the Eastern Region of Turkey*”, International Tourism Conference: New Perspectives and Values in World Tourism&Tourism Management in the Future. Alanya/TURKEY.
- 3 Saydan, R., **Kanibir, H.** (2006), “ *The Potential Role of Golf Tourism in Competitive Development of Turkey Destination*”, International Tourism Conference: New Perspectives and Values in World Tourism&Tourism Management in the Future. Alanya/TURKEY.
- 4 **Kanibir, H.**, Saydan, R. and Nart, S.,(2005), “*The Image of Turkey From Strategic Marketing Perspective*”, International Tourism Conference, Perspectives in Tourism Marketing, Mugla University, Mugla- Turkey, May 20-22.

- 5 **Kanibir, H.**, Aydin, G., (2005), “*Health Tourism as a Diversification Strategy for Turkey Destination: a view of sustainability in competitiveness*”, International Tourism Conference, Perspectives in Tourism Marketing, Mugla University, Mugla-Turkey, May 20-22.
- 6 **Kanibir, H.**, Saydan, R. and Nart, S., (2005), “*The Role of the CRM Approach in the Restructuring of Competitive Power: The Case of Turkcell*”, International Strategic Management Conference, Canakkale, Turkey, June 23-25.
- 7 **Kanibir, H.** and Nart, S.,(2004), “*The Competitiveness Of The Turkish Textile Industry and a Suggestion for Global Branding Strategy*’’, The Competition Power Of The European Union After The Enlargement, Canakkale, Turkey, May 27 – 28.

Referred National Conference Papers

- 1 **Kanibir, H.** (2007), “Does Relationship Marketing Effect the Loyalty of Industrial Customers: Evidence from Industrial Customers from Banking Industry”, 12th National Marketing Conference, Sakarya University, Oct 18-20, Turkey.
- 2 **Kanibir, H.**, and Nart. S., (2006), “ Value Creation Activities of Service Providers in Industrial Markets and Perceptions by the Industrial Customers: An Investigation on GSM Services”, 11th National Marketing Conference, 9 Eylül University, İzmir, Turkey, Nov 1-3.
- 3 **Kanibir, H.**, Aydın,G., Nart. S., (2003), “Determining the Profiles of Consumers Based on Usage Types of Banking Services within Technologic Innovations”, 8. National Marketing Conference, Erciyes University, Turkey, Oct 16-19.

Chapters in National Academic Books

- 1 **Kanibir, H.** (2008), “The Strategy of Franchising: A win-win Approach”, (in: *Contemporary Marketing Approaches*, eds: I. Varinli and K.Catı), Detay Publishing.
- 2 **Kanibir, H.**, Kasli, M. (2007), “Faith Tourism in Turkey Destination for Competitiveness” , (in: *Tourism Industry for Sustainable Competitive Advantage*, Eds: M. Bulu and H.Eraslan), URAK Publication, Istanbul.