

Dr. MERYEM AKIN

E-Mail: makin@cardiffmet.ac.uk

Phone: 07378128008

Address: 96 Northcote Road, Mangotsfield/Bristol. BS16 9DF

Education:

PhD Business Management (2018 -2021) Bath Spa University Business School,
Bath,England

Thesis Title: Examining Governance Of Collaborations In The Bristol
And Bath Creative Industries

**PhD Marketing
(2015- 2020 January):** Istanbul Gelisim University - Institute of Social Sciences , Istanbul,
Turkey.

Thesis Title: Examining Customers' Impulse Buying Behaviours in
Bristol and Istanbul according to Behavioural Perspective Model

Master (2014): University of the West of England - Bristol - Bristol Business School
/ International Management, UK

Dissertation: Innovation and Leadership in Organisations: a Thematic Analysis
(Distinction) - September 2014, Supervisor: Dr. Rebecca Casbeard

**Bachelor Degree (2007-
2011):** Kocaeli University- Faculty Of Science Literature / English Language
and Literature, Turkey

Kocaeli University- Teaching English as Second Language- Teacher
Training Education. 2011-2012

Vocational School (2010-2012): Anadolu University - Faculty of Economics and
Administrative Sciences - Foreign Trade Association Degree

Experience:

Lecturer in Strategic Management- Cardiff Metropolitan University

Associate Lecturer Bath Business School /**Bath Spa University (September 2019- March 2021)** I delivered Business Environment and Organisational Behaviour Seminars for Level 4 students 9 hours per week.

Bath Spa University PhD Business Management Researcher (February 2018- 2021) I started my PhD research degree in February 2018 in Bath Business School /UK

Interpreter (June 2018 – September 2019) Part-time Interpreter for Language Empire.

Lecturer and Vice-Principal of School of Foreign Languages (September 2015- January 2018): Istanbul Gelisim University, School of Foreign Languages

I was teaching Academic English 24 hours per week, to University students at a university which is Internationally accredited. I taught all levels from Elementary to Advanced. Also, I was teaching undergraduate students in the Business School.

Membership:

***Advisory Board Member:** Metropolitan Social Review / Metropolitan University Karachi

***External Examiner:** Shah Abdul Latif University Khaipur Sindh, Pakistan

External Examiner: University of Management and Technology, Lahore

Lectures Delivered 2015-2018	Language	Hours Weekly
Consumer Behaviour	English	3
Leadership	English	3
International Marketing	English	3
Consumer Psychology	English	3
Principles of Marketing	English	3
Vocational English (Civil Aviation)	English	3

Marketing English- Faculty of Administrative Sciences

English Teacher (September 2015- January 2018): Lifelong Education Center - Istanbul Gelişim University

I was teaching Academic English to University level students and adults at the weekends or in the evenings.

English Instructor (2014-2015): Istanbul Avcilar Municipality Istanbul/Turkey

I was teaching English to teenagers and children.

Assistant Manager (2013-2014): Whitbread PLC, Bristol/ UK

During my master study in UWE Bristol, I worked as Assistant Manager in Costa coffee.

English Instructor (2011-2013): International Dilko English Language School, Istanbul/Turkey

I was teaching Academic English to students who want to take IELTS Examination.

Also, I was teaching English to students, from Elementary to Advanced Level of English.

Administrative Duties:

Vice-Principal of Foreign language school (2015- 2018), Istanbul Gelisim University

Bologna Member of Commission (2015- 2018.), Istanbul Gelisim University

Advisory Board:

Metropolitan Social Review journals.metro-research.com Metropolitan University Karachi

External Examiner: Shah Abdul Latif University, Khaipur, Pakistan

University of Management and Technology, Lahore

Project Management:

Project Coordinator: 01/10/2016 -01.10.2017)

I was Project Coordinator coordinating all administrative paper work of the Project about Gifted and Talented teenagers at 20 states choools in Istanbul.

Certificates:

TESOL Certificate of Teaching English as a Second Language- Arizona State University

Düğü Dünyası (2016), (TÜSiAD - This is a youth supporting organization - 6th from 1229 projects.)

TÜSiAD Entrepreneurship Training (30 hours)

Certificates and Trainings

- 14.01.2014 Team Leadership National Vocational Qualification Level 2- City of Bristol College
- 26.02.2011 Seminar of Human Resources Management
- 21.02.2011 Seminar of Body Language and Impressive Communication

- 11.07.2010 Training of Import and Export
- 12.06.2010 Seminar of The Problems in Foreign Trade
- 19-20.12.2009 AIESEC Seminar of Career Academy
- 02-03.05.2009 AIESEC Seminar of Youth Improvement
- 18.02.2009 Seminar of Cultural Diversity in Business Life and International Companies
- 2008 Pre-Accountancy Course (ETA)

Books Published:

1-) Innovation and Leadership in Organisations: a Thematic Analysis

Publications:

1-) Vezir Oğuz, G. & Akin M. (2017). "The Effect of Viral Marketing over Brand Value in Social Media" Journal of Social and Humanities Sciences Research.

2-) Akin et. al. (2015) Investigation of Airway Loyalty Programs' Effect of Maintaining Trust, Loyalty and Relationship on Passengers

3-)Akin, I., et. al (2015) The Relationship Between Credit Risks And The Profitability of European Banks: Before And After The Crisis, (International Economics Management And Market Research)

Reference

Prof. Dr. Izzet Gumus Istanbul Gelisim University- Director of the institute of Social Sciences.
E-mail: igumus@gelisim.edu.tr

Prof.Dr. Vikas Kumar- University of the West of England, Director of Research and Professor of Operations and Supply Chain Management
e-mail: vikas.kumar@uwe.ac.uk