

Burcu Kantarciođlu
Lecturer, Department of Business Administration

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EDUCATION

Graduate 2007-2008	University of Texas at Dallas/TX/USA MBA/ Brand Management and Marketing
Under Graduate 1996-2000	Hacettepe University Economics (English)

ACADEMIC EMPLOYMENT

Öđretim Görevlisi 2016 -	ANTALYA BİLİM UNIVERSITY Department of Business Administration
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PROFESSIONAL EMPLOYMENT

Consultant 2016 -	Data Securities LLC /Texas/USA
Export Marketing Manager 2014-2015	AGT A.Ş./Antalya/TURKEY
Product Marketing Manager 2007-2009	SABRE Holding (American Airlines)/Dallas/Texas/USA
Marketing and Sales Manager 2004-2006	Akbank T.A.Ş. Kurumsal Şube/Antalya/ TURKEY
MT (Marketing) 2014-2015	Akbank T.A.Ş. Genel Müdürlük/İstanbul/ TURKEY
Intern 1998-1999	Dış Ticaret Müsteşarlığı/Ankara/ TURKEY
Intern 1997-1998	İş Bankası T.A.Ş. Antalya// TURKEY

TEACHING AND ADVISING

Lectures given by the Instructor

	Under Graduate		Graduate		PHD	
	Courses	Language	Courses	Language	Courses	Language
2017-2018	Introduction To Marketing	English				
	Brand Management	English				
	Entrepreneurship	English				
	Consumer Behavior	English				
	Services Marketing	English				
	Business Communications	English				
	Entrepreneurship and SocioCultural Activities	English				
	2016-2017	Introduction To Marketing	English			
Brand Management		English				
Entrepreneurship		English				
Consumer Behavior		English				
Services Marketing		English				
Business Communications		English				
Entrepreneurship and SocioCultural Activities		English				
Marketing for Hospitality		English				

PUBLICATIONS

Book Chapter

The Impact of Social Media Ads over Consumers' Buying Behaviour for Operational Decisions in Advertising, (forthcoming book chapter)

Referee Duty

BOEING Airpreneurs, Juri Üyesi Antalya Türkiye

Other Academic Activities

Courses and Lectures

Brand and Marketing Workshop, ABU Sürekli Eğitim Merkezi (SEM) 2018

Brand Workshop, KOC HOLDİNG İstanbul (2017)

Brand Workshop, ABU MBA Antalya (2017, 2018)