

Asst. Prof. AYDIN BEYHAN, Ph.D.

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ACADEMIC BACKGROUND

- 2007 : Marmara University, Institute of Social Sciences, Ph.D. İstanbul, Turkey
Marketing Management, Marketing Ethics, International Marketing, Business Ethics
Doctoral Thesis: “The Role of Corporate Ethics Management System in Ethical Decision Making: An Empirical Study on Marketing and Sales Professionals”
- 1998 : Gazi University, Graduate School of Social Sciences, M.B.A. Ankara, Turkey
Group Dynamics in Organizations, Organizational Development, Marketing Research
Thesis: An Application of Strategic Tourism Marketing Concept to Yacht Chartering Firms in Turkey.
- 1993 : Michigan State University, East Lansing, College of Business, School of Hotel, Restaurant and Institutional Management, B.A. MI, USA
Real Estate and Investment Finance, Statistical Analysis, Managerial and Financial Accounting, F&B Management & Cost Control
- June 1991 : New York University, School of Continues Education and The Real Estate Institute; Certification of satisfactory completion of the New York Real Estate Sales Person's Course N.Y., N.Y., USA
Real Estate Law & Real Estate Finance
- 1990-1991 : Klare Honours Scholarship, MSU
- 1986 : TED Ankara College, Ankara, Turkey

WORK EXPERIENCE

- 2009-present : Özyeğin University, Çekmeköy, İstanbul, Turkey
Deputy Director of School of Applied Sciences, (since October 2017)
Department Head of Hotel Management Program, (since October 2011)
Key Responsibilities:
- Preparing and managing the departmental budget

- Develop and manage relationships with the industry
- Represent the department in the University wide committees
- Coordinate the development of the departmental web site and brochures
- Actively participate in recruitment, selecting and hiring academic staff
- Monitor and guide academic staff performance
- Coordinate and guide curriculum development
- Coordinate the student affairs with the relevant departments

Full-Time Assistant Professor in the School of Applied Sciences

Courses Taught:

- Tourism Industry
- Services Marketing
- Digital Marketing & New Media Management for Hospitality

2002-2009 : Yeditepe University, Kayışdağı, İstanbul, Turkey.

Full-Time Instructor in the Faculty of Trade

Courses Taught (MBA Program):

- Marketing Management
- Sales Management
- Benchmarking
- Marketing Ethics
- Advanced Sales Skills

Courses Taught (Faculty of Trade):

- Marketing Management
- Introduction to Tourism Industry
- Services Marketing
- Hospitality Operations Management
- Business Ethics
- International Sales Management
- Communications Skills
- Food & Beverage Management

2004-2009 : Ernst & Young Human Resources Consultancy A.S., Istanbul, Turkey.

Free Lance Corporate Training Consultant,

Designing & conducting corporate training seminars on “General Management” and “Sales & Marketing” subjects. (Pls. refer the next page for details)

2002-2010 : SERVUS Hotel Development & Management A.Ş., Istanbul Turkey.

Free Lance Training & Management Consultant

Designing & conducting training seminars on Hospitality Management Issues and participating in Hospitality Management Projects (Pls. refer the next page for details)

2000-2002 : USEH – Uluslararası Satış ve Eğitim Hizmetleri. Çiftelavuzlar, İstanbul,

Founding Partner – Manager

A consulting firm which specialized in organizing international internship exchange programs and educational guidance to university students and recent graduates.

1999-2000 : Educational Institute - American Hotel & Motel Association, Ankara,
Turkish Representative: Bilsit Sistemleri Ltd.Şti.,

Educational Programs Coordinator

Key Responsibilities

- Coordinate and guide curriculum development with the Head Office
- Coordinate the development of program web site and brochures
- Actively participate in recruitment, selecting and hiring academic staff
- Monitor and guide academic staff performance
- Search and develop new markets for the educational programs

1998-1999 : Kenan Evren Kışlası, Küçükyalı, İstanbul Mandatory Military Obligation

1997-1998 : Başkent University, Ankara, Turkey

Full-Time Instructor in the Vocational School of Tourism and Hotel Management

Course Taught

- Principles of Marketing
- Introduction to Business
- Introduction to Tourism Industry
- Strategic Marketing Tourism Operations

1993-1997 : Bilkent University, Ankara, Turkey

Full-Time Instructor in the School of Tourism and Hotel Management

Courses Taught

- Principles of Marketing
- Introduction to Business
- Food and Beverage Cost Control
- Hospitality Industry Accounting

Mar.-Aug. 1991 : Hospitality Valuation Services, Mineola, N.Y., USA

Consulting and Valuation Intern

PROFESSIONAL TRAINING (SEMINARS) GIVEN:

International Trainings			
<i>Date</i>	<i>Subject</i>	<i>Client</i>	<i>Organized By</i>
October 4-5, 2008	Leadership Skills (Senior Managers)	Kanal-D Romania	ADS Partners

July 5-6, 2007 & July 13-14, 2007	Leadership Skills (Managers & Senior Managers)	Ernst & Young, Athens - Greece	Ernst & Young
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Non-Hospitality Industry Trainings (partial list)			
<i>Date</i>	<i>Subject</i>	<i>Client</i>	<i>Organized By</i>
January 2017 (2 groups)	Conflict Management and Negotiation Skills	Evyapport	Dilek Sağlık & Asso.
December 2016	Guest Relations Std. & Professional Telephone Skills	ENKA Fundation	Aydın Beyhan, Ph.D
July 2015 (10 groups of 15 participants)	Psychology of Selling	Finansbank	Kırmızı Merdiven
June 2015 (2 groups of 15 participates)	Negotiation and Conflict Management	Ernst & Young, İstanbul	Kırmızı Merdiven
January – May 2015 (20 group of 15 participants)	Affective Guest Communication	Kanyon AVM (Eczacıbaşı)	Dilek Sağlık & Asso.
September 2010 – 2014 (90 groups of 15 participants)	Persuasion in Professional Sales	İş Bankası	Dilek Sağlık & Asso.
February 2011	International Marketing Techniques	Open Seminar	Ayyıldız Consulting
March – May 2009 (12 grups of 15 professionals)	Professional Telephone Skills	İş Bankası	Dilek Sağlık & Asso.
Since 2008, 4 grubs have been trained	Sales Techniques of International Trade (International Trade Certificate Program)	Open Seminar	Expertexim
July 2009	Sales Techniques with Customer Focus	Elastron, Conta,	Aydın Beyhan, Ph.D
June 2008	Sales Planning and Control Processes	Tata - Turkey	Dilek Sağlık & Asso.
May 2008	Active Sales Skills	ToyotaSa	PEP Consultancy
June 2007	Negotiation Skills for Marketers	TUBİTAK / Mam.	Ernst & Young
June 2007 (3 groups of 2 Day Seminars)	Team Work in Building Client Relations	TUBİTAK / Mam.	Ernst & Young

December 2006	Building Negotiation Skills	JC Penney	Ernst & Young
November 2006	Building Management Skills	JC Penney	Ernst & Young
November 25-26, 2006	Interpersonal and Interdepartmental Communication & Team Building	İSMMMO	Ernst & Young
June 2006	Negotiation Skills for Marketers	TUBİTAK /Mam.	Ernst & Young
Aug 2005 – Sept 2007 (10 groups of 2 Day Seminar)	Communication Skills & Team Work	Gefco - Turkey	Ernst & Young
November 2005 (5 groups of 2 Day Seminars)	Team Work in Building Client Relations	TUBİTAK / MAM	Ernst & Young
April – May 2005 (3 groups of 2 Day Seminars)	Building Management Skills	Legrand - Turkey	Ernst & Young
December 2004	Decision Making & Problem Solving	Mercedes Türk	Ernst & Young
November 2004	Negotiation Skills	Yaz Yazılım	Ernst & Young
May 2004 & June 2004 (3 Two Day Seminars)	1. Coaching 2. Management Development	Hyundai-Assan	Ernst & Young
March 1998	Communicating with Customers, Basic Sales Skills	Open Bank – Garanti Bank	Humanitas - Kalsis
February 1998	1. Management Development 2. Team Development	Çukurova Group	Intercon
December – November 1997	Customer Based Banking	Osmanlı Bank	Kalsis
March 8-9, 1997	Interpersonal and Interdepartmental Communication	İş Leasing	Kalsis

Hospitality Industry Trainings (partial list)			
<i>Date</i>	<i>Subject</i>	<i>Client</i>	<i>Organized By</i>
April 2008	Basic Process Management in Hospitality Properties	Hapimag Resort Sea Garden - Bodrum	SERVUS
February – March 2008	Process Management and Mapping in Hospitality Properties	Sungate Port Royal Resort Hotel	Aydın Beyhan, Ph.D.
February 2007	Contemporary Marketing	Small Hotels Ass.	Accor Academy
June 2005	Up-Selling Techniques	Grand Zorlu Hotel, Trabzon	SERVUS
April – May 2005 (Ten groups of 1 day seminars)	1. Dealing with Guest Complaints 2. Guest Communications Standards	BTA- Catering (Food Service Provider of Istanbul Int. Airport)	SERVUS
March – 2005 (Two groups of 1 day seminar)	Body Language for Hospitality Professionals	Çırağan Saray Kempinsky Hotel	SERVUS
March – 2005	1. Sprit of Hospitality (AH&LM Based Seminar) 2. Guest Communications 3. Train the Trainer	SODEXHO - Turkey	* Bilsit (* Negotiations and planning conducted by Aydın Beyhan)
February –2005 (One Day Seminar)	Professional Telephone Skills	Çırağan Saray Kempinsky Hotel	SERVUS
May – September 2003	Organizational Reconstructing & Management Development Training	Nurol Club Salima, Antalya,	SERVUS
November, 2002	Revenue Management to GMs and Financial	Corintia Hotels, Antalya, Turkey	SERVUS
May – September, 2002	Communications Training for the whole Staff and Supervisors	Lares Hotel, Antalya, Turkey	SERVUS

CONSULTING & OTHER EXPERIENCES

May 1997 : Assisted Sonar Consulting in the development stage of the organizational chart

and job descriptions for the Favori Aqua Resort and Natureland complex in Kemer,
Antalya

September 1994 : Presented a paper on Cost Analysis in the Purchasing Department in Hospitality
Industry in Henkel Cost Analysis in the Hospitality Industry Panel in Falez, Antalya

ACADEMIC RESEARCH & PUBLICATIONS:

Published Article			
Title	Co-Authors	Journal	Publishing Date
1. Market efficiency and international diversification: Evidence from India	1. Mehmet F. Dicle 2. Lee J. Yao	International Review of Economics & Finance	April 2010
Conference Preceding			
Title	Co-Authors	Conference	Date & Place
1. Country of origin's role in brand personality: Evidence from quick service restaurant customers in Turkey	1. Katrin Yiğitbaş 2. Murat Yücelen	Advances in Hospitality and Tourism Marketing and Management	June 2011
2. Within the context of global economic crisis, consumers' perception of fairness in pricing: the effect of 'SCT" reduction on Turkish Auto. Brands	1. Dilek Sağlık	9 th International Conference Marketing Trends	January 2010; Venice, Italy
3. Formulation of comprehensive competitive strategies within the Turkish Automotive industry	1. Dilek Sağlık	9 th International Conference Marketing Trends	January 2010; Venice, Italy

SKILLS & ABILITIES

Computer Skills Excel, Word, Power Point and other Windows Applications.

Certification Certification of Tourism Information Counselor, (English), Turkish
Ministry of Tourism, 1995

ORGANIZATIONS

1993-1994 : **Michigan State University Alumni Association-Turkish Chapter;**
Member of the Board of Directors; Co-responsible for social events

INTERESTS

Enjoy riding motorcycles, domestic and foreign travel, listening to jazz and surfing Internet.