# YEŞİM UZUN

**Academic Title :** Lecturer, Full Time Teaching Assistant, Istanbul Aydın University**,** Anadolu Bil Professional School of Higher Education

**EDUCATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **Degree** | **Field** | **Univesity** | **Year** |
| **Undergraduate Degree** | Economics | Marmara University | 1988-1992 |
| **Graduate Degree** | Marketing | Marmara University, Social Sciences Institute | 1995-2002 |
| **PhD Doctorate Degree** | Business Administration | Istanbul Aydın Universtity, Social Sciences Institute | 2011- |

**ATENDED OTHER EDUCATION**

Marmara University : 1992-1994 Contemporaray Mangemnent

**WORK EXPERIENCES**

2008- İstanbul Aydın Universitesi

Lecturer

2000- 2008 Demirdokum Service

Service Manager

1997 – 2000 Turk Ekonimi Bank Audit Department, İstanbul

Auditor

1995 – 1997 Türk Ticaret Bank Head Office, İstanbul

Foreign Trade Department, Assistant manager

1994 –1995 Türkiye Vakıflar Bankası Mecidiyeköy Branch, İstanbul

Accounting Department

**PUBLICATIONS**

**Published Book**

“Being Brand”, 2009, Beta

# ARTICLE

* Pazarlama Dünyası : September-October 2004

“The Role of Associations on Brand Extension*”*

* Doğuş Üniversity “Doğuş Üniversitesi Dergisi” : July- 2004

*“The Effects of Product Similarity on Brand Extension and an Aplication on Three Brands”*

# CONGRESS PRESENTATION AND PUBLICATION

# 8. National Marketing Congress : October-2003, Kayseri

# *“The Effects of Consumer Evaluation on Brand Extension Strategies and an Application on Chosen Brands”*

## FOREIGN LANGUAGE : English

**COMPUTER KNOWLEDGE :** MS Windows, Microsoft Excel, Word, Power Point