



# ŞAHİN KARASAR, Ph.D.

## Prof. Dr.

(Maltepe University, Rector)



sahinkarasar@maltepe.edu.tr



Istanbul, Turkey

### Profile

An executive with broad multinational experience in academic and business organizations. Analytical, result oriented and strong team player working in coordination with all stakeholders. Skilled at creating and implementing solutions for complex problems with innovative bent of mind. Able to manage multiple tasks simultaneously with a strong eye on details. Very good at getting to the core of the situation crisply and directly to control and manage the business effectively. Assertive and self assured, willing for professional challenges.

**Birthday:** 14 November 1965

**Nationality:** Turkish Republic

**Marital Status:** Married

### Education and Academic Titles

**Professor - 2007**

**Associate Professor - 2002**

**Doctor of Philosophy - 1999**

Communication Sciences

Anadolu University, Turkey

**Master's Degree - 1995**

TV Broadcast Management

Marquette University, Wisconsin, USA

**Bachelor's Degree - 1990**

Faculty of Communication Sciences

Anadolu University, Turkey

### Managerial Experiences

- 2014-present ● Maltepe University / Rector
- 2015-present ● Digitürk / Broadcast Consultant  
Olay TV / Board Member
- 2016-present ● Cihan Media / Trustee
- 2013-2014 ● Maltepe University / Vice Rector  
Faculty of Communication / Dean
- 2010-2013 ● Turkish Airlines / Senior Vice President  
(Responsible for Training)  
Turkish Aviation Academy / President
- 2005-2010 ● Maltepe University / Vice Rector  
Faculty of Fine Arts / Dean
- 1990-2005 ● Lecturer and manager in various universities in Turkey and Overseas  
(Anadolu University, Gazi University, Kyrgyzs Turkish Manas University, Eastern Mediterranean University)

### Trainings & Certificates

- "Situational Leadership II", Blanchard International, 2013.
- "Diploma in Leadership & Management with Specialty in Aviation", IATA & Harvard ManageMentor, 2013.
- "Air Transport Fundamentals", IATA & Harvard MM, 2013.
- "Stress Management", IATA & Harvard, 2013.
- "Coaching", IATA & Harvard, 2013.
- "Project Management", IATA & Harvard, 2013.
- "Strategic Thinking", IATA & Harvard, 2013.
- "Performance Measurement", IATA & Harvard, 2013.
- "Diversity", IATA & Harvard, 2013.
- "Career Management", IATA & Harvard, 2013.
- "Change Management", IATA & Harvard, 2013.
- "Crisis Management", IATA & Harvard, 2013.
- "Team Leadership", IATA & Harvard, 2013.
- "Training and Education Methodology", IATA Training and Development Institute, 2012.

## Professional and Academic Fields of Study

- Communication and media
- Management and leadership
- Aviation and aviation training
- Higher education management

## Memberships

- Educational Research Association
- Turkish Informatics Association
- IAA (International Advertising Association)
- TEGEP (Turkish Association of Educational and Development)

## Theses Supervised (Selected)

- 2016 ● Onur Aydın (Ph.D.), Frequent Flyer Programmes Transformation Into Profit Centres through Relationship Marketing and a Model Suggestion Based upon the Case of Miles&Smiles, Maltepe University.
- 2016 ● Erdem Koç (Ph.D.), A Model for Media Literacy Education in Turkey, Maltepe University.
- 2016 ● Ziya Taşkent (Ph.D.), The Role of Consumer Ethnocentrism upon the Impact of Sports Sponsorship on the Purchase Intention and the Brand Equity: The Sample of Turkish Airlines, Maltepe University.
- 2016 ● M. Hasan Uncular (Ph.D.), A Marketing Tool the Place of Customer Loyalty Programmes in Aviation and Gulf Alliance Model, Maltepe University.
- 2014 ● Onur Aydın (Master), Evolution of Customer Loyalty Programmes: Miles&Smiles, Maltepe University.
- 2014 ● Hasan Uncular (Master), Human Resources Politics in Aviation and the International Accreditations of Turkish Airlines, Maltepe University.
- 2013 ● Ömer F. Öztürk (Master), Global Distance Education Models in Management Trainee Programmes: Turkish Airlines, Maltepe University.

## Accomplishments at the University

- Implementation of business management principles into education management.
- Having insight of increasing the brand value of the University.
- Increase in the profitability of the University.
- Optimisation of resources and facilities.
- Increase in the number of students.
- Full occupancy rate.
- Increase in the success rate of the students who prefer the University.
- Qualitative and quantitative increase in the performance of the students.
- Kicking off reverse mentoring programme (students as mentors to the Rector, first in Turkey) and thus strengthening corporate image with a different Rector profile.

## Accomplishments at Turkish Airlines

- IATA Regional Training Partner License
- IATA Authorized Training Center License
- Issuing Turkish Aviation Academy Quarterly Journal
- Implementation of QR Code Applications
- Application for EASA 147 Basic Training School
- ICAO TrainAir Plus Accreditation
- Establishment of Turkish Airlines Management and Leadership Academy
- Edexcel Accreditation
- DYNED Approved Language Proficiency Testing Center

## Awards

- Anadolu University, Faculty of Communication Sciences, Best Performing Students Award, 1990 Graduation.
- Anadolu University, International Postgraduate Scholarship, 1993.
- Marquette University, High Honour Graduate Student, 1995.
- Kyrgyzstan Ministry of Culture, Award for Contribution to Kyrgyz History, 2007.