

Prof. EMİNEGÜL KARABABA

Personal Information

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International Researcher IDs

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Publons / Web Of Science ResearcherID: D-5280-2013

ScopusID: 36809972200

Yoksis Researcher ID: 182122

Education Information

Undergraduate, Middle East Technical University, Faculty of Engineering, Department of Chemical Engineering, Turkey
1988 - 1999

Postgraduate, Ihsan Dogramaci Bilkent University, Institute Of Economy And Social Sciences, İşletme (YI) (Tezli), Turkey
1993 - 1996

Postgraduate, Middle East Technical University, Graduate School of Natural and Applied Sciences, Polimer Bilimi Ve
Teknolojisi (YI) (Tezli), Turkey 1992 - 1996

Foreign Languages

English, C1 Advanced

Academic Titles / Tasks

Professor, Middle East Technical University, Faculty Of Economic And Administrative Sciences, Department Of Business
Administration, 2024 - Continues

Associate Professor, Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of
Business Administration, 2014 - Continues

Assistant Professor, Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of
Business Administration, 2012 - 2014

Associate Professor, Syddansk Universitet, Faculty Of Business And Social Sciences, Department Of Marketing And
Management, 2011 - 2012

Assistant Professor, University of Exeter, Business School, Management, 2006 - 2011

Academic and Administrative Experience

Institute Board Member, Middle East Technical University, Graduate School Of Social Sciences, 2024 - Continues

Faculty Board Member, Middle East Technical University, Faculty Of Economic And Administrative Sciences, Department
Of Business Administration, 2021 - 2024

Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of Business

Administration, 2013 - 2014

Courses

Principles of Marketing, Undergraduate, 2024 - 2025
Marketing Management, Postgraduate, 2024 - 2025
Marketing Management, Postgraduate, 2021 - 2022
MARKETING AND CULTURE, Undergraduate, 2020 - 2021
CONSUMER BEHAVIOR, Undergraduate, 2020 - 2021, 2019 - 2020
CONSUMER BEHAVIOR, Postgraduate, 2019 - 2020
PRINCIPLES OF MARKETING, Undergraduate, 2018 - 2019
HONORS SEMINAR, Undergraduate, 2018 - 2019, 2017 - 2018
Global and Intercultural Marketing, Undergraduate, 2012 - 2013

Advising Theses

Karababa E., EXPLORING CONSUMER VALUE TYPES IN THE CONTEXT OF TURKISH INSTAGRAM FASHION INFLUENCERS, Postgraduate, D.ÇAVDAR(Student), 2021
Karababa E., UNDERSTANDING HOW WOMEN DEFINE AND CREATE THEIR PERSONAL SARTORIAL STYLE USING THE AESTHETIC, MATERIAL, ECONOMIC AND SYMBOLIC ATTRIBUTES OF CLOTHING, Postgraduate, M.ALPAŞLAN(Student), 2021
Karababa E., The role of repetition (frequency of exposure) in advertising. How does it influence consumer responses? What kind of factors moderate the effects of repetition?, Postgraduate, A.ABBASZADE(Student), 2021
Karababa E., COMPARISON OF HIGH CULTURAL CAPITAL AND LOW CULTURAL CAPITAL PICTORIAL HOUSEHOLD ARTWORK CONSUMERS IN THE UPPER MIDDLE CLASS IN ANKARA, Postgraduate, D.DEMİRCİOĞLU(Student), 2020
Karababa E., New family identity formation process of middle-class families in Turkey in the context of modernization and urbanization , Postgraduate, S.Öz(Student), 2019
Karababa E., Saluting the sun under the shadow of neoliberalism: an ethnographic study of yoga teacher training course attendees and yoga teachers, Postgraduate, P.Aydıner(Student), 2019
Karababa E., Co-creation of value in a social enterprise of amateur runners in Turkey: charity run with adim adim, Postgraduate, M.Biroğlu(Student), 2019
KARABABA E., Adjusting the global communications strategies to the local context: A case of a non-profit international organization in Turkey, Postgraduate, C.MEHMETANOĞLU(Student), 2018
KARABABA E., Identifying design factors for personal digital calendars in relation with consumer lifestyles, Postgraduate, U.ÇİVELEK(Student), 2016
KARABABA E., Domestic arrangements of middle class Turkish families reproduced through home furnishing consumption practices, Postgraduate, E.YILDIZ(Student), 2015
KARABABA E., Understanding brand building processes in an emerging market context: The interplay between Turquality program and the Turkish jewellery companies, Postgraduate, İ.YARAN(Student), 2014

Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Ripping through a storified place: an exercise in critical breaking**
Kravets O., Karababa E.
Journal of Marketing Management, vol.38, no.15-16, pp.1672-1690, 2022 (SSCI)
- II. **Value in marketing Toward sociocultural perspectives**
Karababa E., Kjeldgaard D.
MARKETING THEORY, vol.14, pp.119-127, 2014 (SSCI)

- III. **Partly primitive: Discursive constructions of the domestic surfer**
Canniford R., Karababa E.
Consumption Markets and Culture, vol.16, pp.119-144, 2013 (SSCI)
- IV. **Approaching non-western consumer cultures from a historical perspective: The case of early modern Ottoman consumer culture**
Karababa E.
Marketing Theory, vol.12, pp.13-25, 2012 (SSCI)
- V. **Investigating early modern Ottoman consumer culture in the light of Bursa probate inventories**
Karababa E.
Economic History Review, vol.65, pp.194-219, 2012 (SSCI)
- VI. **Early Modern Ottoman Coffeehouse Culture and the Formation of the Consumer Subject**
Karababa E., Ger G.
JOURNAL OF CONSUMER RESEARCH, vol.37, pp.737-760, 2011 (SSCI)
- VII. **Compatibility study of waste poly(ethylene terephthalate) with poly(vinyl chloride). II**
Akovali G., Karababa E.
JOURNAL OF APPLIED POLYMER SCIENCE, vol.68, no.5, pp.765-774, 1998 (SCI-Expanded)

Articles Published in Other Journals

- I. **Understanding the Complexity of Value and Its Co constitution in a Global Network Insights from a Global Fashion Brand Value Constitution Context**
Karababa E., Dannie K.
Tüketici ve Tüketim Araştırmaları Dergisi, vol.7, no.1, pp.1-21, 2015 (Peer-Reviewed Journal)
- II. **Marketing and consuming flowers in the Ottoman Empire**
Karababa E.
JOURNAL OF HISTORICAL RESEARCH IN MARKETING, vol.7, no.2, pp.280-292, 2015 (ESCI)

Books & Book Chapters

- I. **Qualitative Historical Research Methods in Marketing**
KARABABA E.
in: Handbook of Qualitative Research Methods in Marketing, Belk Russell W., Otnes Cele, Editor, Edward Elgar Publishing, Massachusetts, pp.173-184, 2024
- II. **The Self and Personality**
Karababa E.
in: Consumer Behavior, Barış, Gülfidan, Editor, T.C. ANADOLU UNIVERSITY, Eskişehir, pp.57-80, 2020
- III. **International Marketing and Production**
Karababa E.
in: International Business, Ozan Ağlargoöz, Editor, T.C. Anadolu University, Eskişehir, pp.152-178, 2020
- IV. **Debunking the Myth of Globalization**
Karababa E., Ger G., Yenicioğlu M. B., Ustuner T., Ture M., Kuruoğlu A.
in: The SAGE Handbook of Consumer Culture, Olga Kravets, Pauline Maclaren, Alladi Venkatesh, Steven Miles, Editor, Sage, London/New Delhi, London, pp.79-101, 2018
- V. **Braudel's Notions of time, capitalism and market**
Karababa E.
in: Canonical Authors in Consumption Theory, Soren Askegaard, Benoit Heilbrunn, Editor, Routledge, London/New York, London, pp.158-164, 2018
- VI. **Consumer-Produced Emergent and Hybrid Markets**
Karababa E., Scaraboto D.

in: Consumer Culture Theory, Arnould Eric J,Thompson Craig J, Editor, Sage, London/New Delhi , London, pp.107-125, 2018

VII. Ethnicity

Karababa E.

in: A Cultural History of Dress and Fashion in the Renaissance (Volume 3 of A Cultural History of Dress and Fashion Series), Elizabeth Currie, Editor, Bloomsbury Press, London, pp.135-151, 2017

VIII. İşletme Öğrencileri İçin Yüksek Lisans Tez Yazımı

Karababa E.

Gazi Yayın Dağıtım, Ankara, 2015

IX. E-Biz Comes to Turkey

Karababa E., Thompson D. N.

in: Marketing Management In Turkey: Cases and Challenges, Donald N. Thompson, Editor, Gazi Yayın Dağıtım, Ankara, pp.150-160, 2005

X. Türkiye’de Pazarlama ve Tüketici Davranışı’nın Gelişimi

Karababa E.

in: Türkiye’deki Pazarlama Vak’alari: Zorluklar ve Fırsatlar, Donald N. Thompson, Editor, Gazi Yayın Dağıtım, Ankara, pp.9-17, 2005

Refereed Congress / Symposium Publications in Proceedings

- I. Capital Disruptions and Taste Negotiations in the Face of Hyperinflation” Consumer Culture Theory Conference, Lund, Sweden**
Coskuner-Balli G., KARABABA E.
Consumer Culture Theory Conference, Lund, Sweden, 27 June 2023
- II. Academic Communities of Practice as a Response to Institutional Tensions**
KARABABA E., ORAN A., WASTI PAMUKSUZ S. N., Andrews S.
British Academy of Management Conference, Manchester, England, 31 August 2022
- III. Assemblages of Denim: Transforming from Mundane to Remarkable Consumption Object**
KARABABA E., İŞLEK M. S., AY U.
2018 Association for Consumer Research Annual Conference, Dallas, United States Of America, 11 - 14 October 2018
- IV. Assembling the Ethnic Identity in the Early Modern Ottoman Society through Clothing Consumption**
KARABABA E.
Conference on Historical Analysis and Research in Marketing (CHARM), Liverpool, United Kingdom, 1 - 04 June 2017, pp.274-276
- V. Nitel Araştırma Yöntemleri**
KARABABA E.
Pazarlama Araştırmalarında Alternatif Yöntemler Sempozyumu V, İzmir, Turkey, 16 - 17 April 2015
- VI. Brand Formation in Emerging Markets**
KARABABA E., SANDIKCI TÜRKDOĞAN A. Ö.
Brand Camp -3 Workshop, University of Innsbruck, Obergurgl, Austria, 20 - 22 March 2015

Other Publications

- I. Energy Justice: A Social Sciences and Humanities Cross-cutting Theme Report**
Topal Ç., Sarı R., Voyvoda E., Karababa E., Islambay D., Lacey-Barnacle M.
Technical Report, pp.1-18, 2017

Supported Projects

Wasti Pamuksuz S. N., Andrews S., Karababa E., Oran A., Akın I., Gardner J., Bell R., Terzi H., British Council, CO-CREATION OF PARTICIPANT-CENTRED, SUSTAINABLE MANAGEMENT/ENTREPRENEURSHIP TRAINING VIA REAL-LIFE CASE STUDY DEVELOPMENT, 2021 - 2023

KARABABA E., AY U., Project Supported by Higher Education Institutions, Beğeni Rejimlerinin Işık ve Aydınlatma Tüketimini Şekillendirmesi, 2017 - 2022

Sarı R., Karababa E., EU Supported Other Project, Nature Based Solutions for re-naturing cities: knowledge diffusion and decision support platform through new collaborative models, 2016 - 2021

KARABABA E., Project Supported by Higher Education Institutions, 1980'ler Ankara'sında Tüketim Kültürünün Gelişimi, 2014 - 2016

Activities in Scientific Journals

MARKETING THEORY, Committee Member, 2023 - Continues

METU Studies in Development, Assistant Editor/Section Editor, 2023 - Continues

JOURNAL OF HISTORICAL RESEARCH IN MARKETING, Committee Member, 2022 - Continues

Journal of Italian Marketing, Committee Member, 2020 - Continues

JOURNAL OF HISTORICAL RESEARCH IN MARKETING, First Editor, 2018 - 2022

Consumption Markets & Culture, Assistant Editor/Section Editor, 2016 - 2020

Memberships / Tasks in Scientific Organizations

Consumer Culture Theory Consortium, Member, 2020 - 2024, United States Of America

Association of Consumer Research, Member, 2021 - 2023, United States Of America

Conference on Historical Analysis and Research in Marketing (CHARM) Association, Board Member, 2017 - 2023, United States Of America

British Academy of Marketing, Member, 2021 - 2022, England

Scientific Refereeing

BUSINESS HISTORY REVIEW, Journal Indexed in SSCI, October 2023

THE ECONOMIC HISTORY REVIEW, Journal Indexed in SSCI, August 2023

CONSUMPTION MARKETS CULTURE, Journal Indexed in SSCI, July 2023

Scientific Consultations

FWF Austrian Science Fund , Project Consultancy, Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of Business Administration, Turkey, 2022 - Continues

Tasks In Event Organizations

Orbay K., Karababa E., Early Modern Ottoman Studies Conference, Scientific Congress, Ankara, Turkey, Temmuz 2023

Karababa E., Ger G., Kravets O., Consumption Markets and Culture Theorization Doctoral Seminar, Workshop Organization, Turkey, Ağustos 2022

Karababa E., Ger G., Consumption Markets and Culture Theorization Doctoral Seminar, Workshop Organization, Ankara, Turkey, Haziran 2019

Karababa E., Ger G., Östberg J., Consumption Markets and Culture Theorization Doctoral Seminar, Workshop Organization, Stockholm, Sweden, Nisan 2017

Metrics

Publication: 29

Citation (WoS): 281

Citation (Scopus): 283

H-Index (WoS): 7

H-Index (Scopus): 5

Non Academic Experience

Business Establishment Private, Samur Hahları Sanayii ve Ticaret A.Ş., Dış Ticaret