

## Assoc. Prof. EMİNEGÜL KARABABA

### Personal Information

**Office Phone:** [+90 312 210 2012](tel:+903122102012)

**Email:** eminegul@metu.edu.tr

**Web:** <https://avesis.metu.edu.tr/eminegul>

### Education Information

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

Post Graduate, İhsan Doğramacı Bilkent Üniversitesi, Ekonomi Ve Sosyal Bilimler Enstitüsü, İşletme (YI) (Tezli), Turkey  
1993 - 1996

Post Graduate, 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

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, Organisation Studies, 2006 - 2011

### Professional Experience

Deputy Head of Department, Middle East Technical University, Faculty of Economic and Administrative Sciences,  
Department of Business Administration, 2013 - 2014

### Courses

MARKETING AND CULTURE, Under Graduate, 2019 - 2020

CONSUMER BEHAVIOR, Under Graduate, 2019 - 2020

CONSUMER BAHVIOR, Post Graduate, 2019 - 2020

### Advising Theses

KARABABA E., Adjusting the global communications strategies to the local context: A case of a non-profit international organization in Turkey, Post Graduate, C.MEHMETHANOĞLU(Student), 2018

KARABABA E., Identifying design factors for personal digital calendars in relation with consumer timestyles, Post Graduate, U.CİVELEK(Student), 2016

KARABABA E., Domestic arrangements of middle class Turkish families reproduced through home furnishing consumption practices, Post Graduate, 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, Post Graduate, İ.YARAN(Student), 2014

### Articles Published in Journals That Entered SCI, SSCI and AHCI Indexes

- **Value in marketing Toward sociocultural perspectives**  
Karababa E., Kjeldgaard D.  
MARKETING THEORY, vol.14, pp.119-127, 2014 (Journal Indexed in SSCI)
- **Partly primitive: Discursive constructions of the domestic surfer**  
Canniford R., Karababa E.  
Consumption Markets and Culture, vol.16, pp.119-144, 2013 (Journal Indexed in SSCI)
- **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 (Journal Indexed in SSCI)
- **Investigating early modern Ottoman consumer culture in the light of Bursa probate inventories**  
Karababa E.  
Economic History Review, vol.65, pp.194-219, 2012 (Journal Indexed in SSCI)
- **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 (Journal Indexed in SSCI)
- **The emergence of the posthuman consumer and the fusion of the virtual and the real: A critical analysis of Sony's ad for memory Stick (TM)**  
Venkatesh A., Karababa E., Ger G.  
ADVANCES IN CONSUMER RESEARCH, VOLUME XXIX, vol.29, pp.446-452, 2002 (Journal Indexed in SSCI)
- **Compatibility study of waste poly(ethylene terephthalate) with poly(vinyl chloride). II**  
Akovali G., Karababa E.  
JOURNAL OF APPLIED POLYMER SCIENCE, vol.68, pp.765-774, 1998 (Journal Indexed in SCI)

### Articles Published in Other Journals

- **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, pp.1-21, 2015 (Other Refereed National Journals)
- **Marketing and consuming flowers in the Ottoman Empire**  
Karababa E.  
JOURNAL OF HISTORICAL RESEARCH IN MARKETING, vol.7, pp.280-292, 2015 (Journal Indexed in ESCI)

### Books & Book Chapters

- **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 , Oxon, pp.158-164, 2018

● **Debunking the Myth of Globalization**

Karababa E., Ger G., Yencioğlu 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

● **Consumer-Produced Emergent and Hybrid Markets**

KARABABA E., Scaraboto D.

in: Consumer Culture Theory, Arnould Eric J, Thompson Craig J, Editor, Sage, Londrina, pp.107-125, 2018

● **Ethnicity**

KARABABA E.

in: A Cultural History of Dress and Fashion Volumes 1 6 The Cultural Histories Series, Elizabeth Currie, Editor, Bloomsbury, Londrina, pp.135-152, 2016

● **İşletme Öğrencileri İçin Yüksek Lisans Tez Yazımı**

KARABABA E.

Gazi Kitabevi, Ankara, 2015

## Other Publications

● **Energy Justice: A Social Sciences and Humanities Cross-cutting Theme Report**

Topal Ç., Sarı R., Voyvoda E., Karababa E., İslambay D., Lacey-Barnacle M.

Technical Report, pp.1-18, 2017

## Supported Projects

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

## Activities in Scientific Journals

Journal of Historical Research in Marketing, First Editor, 2017 - Continues

Consumption Markets & Culture, Assistant Editor, 2016 - Continues

## Citations

Total Citations (WOS):217

h-index (WOS):6