Asst. Prof. FORREST WATSON

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International Researcher IDs
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Education Information

Doctorate, Ihsan Dogramaci Bilkent University, Faculty Of Busıness Admınıstratıon, Department Of Busıness, Turkey 2012 - 2017
Postgraduate, Ihsan Dogramaci Bilkent University, Faculty Of Economıcs And Admınıstratıve Scıences, International Relations, Turkey 2005 - 2017
Undergraduate Double Major, Franklin & Marshall College, Business, Government, United States Of America 2000 - 2004

Foreign Languages

Spanish, A2 Elementary
Turkish, C1 Advanced

Dissertations

Doctorate, Reconnecting Food Producers and Consumers To Improve Community Well-Being, Ihsan Dogramaci Bilkent University, Faculty Of Busıness Admınıstratıon, Department Of Busıness, 2017

Academic Titles / Tasks

Assistant Professor, Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of Business Administration, 2017 - Continues

Courses

SOCIAL ENTREPRENEURSHIP, Undergraduate, 2018 - 2019

Advising Theses

WATSON F., Designing effective anti-smoking public service announcements based on the independent and

interdependent self-construals of smokers, Postgraduate, M.Önen(Student), 2019

Published journal articles indexed by SCI, SSCI, and AHCI

I. **Millennials' changing mobility preferences: A telecommuting case in Istanbul**
Erdogdu A. I., WATSON F.
JOURNAL OF CONSUMER BEHAVIOUR, vol.22, no.2, pp.483-495, 2023 (SSCI)

II. **The picture of smoking in my mind: a need for effective anti-smoking public service announcements based on the self-construals of smokers**
Önen M., Watson F.
Global Health Promotion, vol.29, no.2, pp.50-59, 2022 (SSCI)

III. **The Impact of Online Reviews on the Information Flows and Outcomes of Marketing Systems**
WATSON F., Wu Y.
JOURNAL OF MACROMARKETING, vol.42, no.1, pp.146-164, 2022 (SSCI)

IV. **A model of consumer life-satisfaction amidst the COVID-19 pandemic: Evidence and policy implications**
Ekici A., Watson F.
Journal of Consumer Affairs, vol.56, no.1, pp.158-179, 2022 (SSCI)

V. **Understanding the leaky pipeline system: behavioural ecological approach to the social marketing of women thriving in STEM careers**
Celik H., WATSON F.
JOURNAL OF SOCIAL MARKETING, vol.11, no.4, pp.616-632, 2021 (SSCI)

VI. **Trust-Driven Entrepreneurship for Community Well-Being of Refugees and Their Local Hosts**
Baktir Z., WATSON F.
JOURNAL OF MACROMARKETING, vol.41, no.2, pp.251-266, 2021 (SSCI)

VII. **Macromarketing Pedagogy: Empowering Students to Achieve a Sustainable World**
Shapiro S., Beninger S., Domegan C., Reppel A., Stanton J., WATSON F.
JOURNAL OF MACROMARKETING, vol.41, no.1, pp.104-115, 2021 (SSCI)

VIII. **Understanding the Dark Sides of Alternative Economies to Maximize Societal Benefit**
WATSON F., EKİCİ A.
JOURNAL OF MACROMARKETING, vol.40, no.2, pp.169-184, 2020 (SSCI)

IX. **Well-being in Alternative Economies: The Role of Shared Commitments in the Context of a Spatially-Extended Alternative Food Network**
Watson F., Ekici A.
Journal of Macromarketing, vol.37, no.2, pp.206-216, 2017 (SSCI)

Articles Published in Other Journals

I. **Teaching What Society Needs: "Hacking" an Introductory Marketing Course With Sustainability and Macromarketing**
WATSON F., Stanton J., Beninger S., Domegan C., Reppel A., Shapiro S.
JOURNAL OF MARKETING EDUCATION, vol.44, no.3, pp.375-389, 2022 (ESCI)

Metrics

Publication: 10
Citation (WoS): 33
Citation (Scopus): 2

H-Index (WoS): 3
H-Index (Scopus): 1