

Asst. Prof. FORREST WATSON

Personal Information

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Education Information

Doctorate, Ihsan Dogramaci Bilkent University, Faculty Of Business Administration, Department Of Business, Turkey
2012 - 2017

Postgraduate, Ihsan Dogramaci Bilkent University, Faculty Of Economics And Administrative Sciences, 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 Business Administration, Department Of Business, 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. **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 (Journal Indexed in SSCI)

- II. **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 (Journal Indexed in SSCI)

- III. **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 (Journal Indexed in SSCI)

- IV. **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 (Journal Indexed in SSCI)

- V. **A model of consumer life-satisfaction amidst the COVID-19 pandemic: Evidence and policy implications**

Ekici A., Watson F.

Journal of Consumer Affairs, 2021 (Journal Indexed in SSCI)

- VI. **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, 2021 (Journal Indexed in SSCI)

- VII. **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 (Journal Indexed in SSCI)

- VIII. **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 (Journal Indexed in 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, 2021 (Journal Indexed in ESCI)

Citations

Total Citations (WOS):10

h-index (WOS):2