

## Res. Asst. UTKU AY

### Personal Information

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### International Researcher IDs

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Publons / Web Of Science ResearcherID: ABB-7480-2020

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### Research Areas

Marketing, Industrial Design

### Academic Titles / Tasks

Research Assistant, Middle East Technical University, Faculty of Economic and Administrative Sciences, Department of Business Administration, 2015 - Continues

### Published journal articles indexed by SCI, SSCI, and AHCI

- I. **Autonomy or loyalty? Community-within-community interactions of a local football fandom group**  
Ay U., Kaygan H.  
Journal Of Consumer Culture, vol.0, no.0, pp.1-19, 2021 (AHCI)

### Refereed Congress / Symposium Publications in Proceedings

- I. **Authority over One's Work: Perspectives of Industrial Designers in Entrepreneurial Careers**  
DİLEK İ., YANPAR Z. D., AYSEL K., KAYGAN P., AY U.  
13th International Design and Design History Symposium: Design and Authority, 2 - 04 May 2019
- II. **Marketing Meets Design Anthropology**  
Ferreira M. C., Figueiredo B., Scaraboto D., Brito E. P. Z., Fillis I., Chelekis J., AY U., KAYGAN H.  
Academy of Marketing: Marketing the Brave, Sterling, İSKOÇYA, 3 - 05 July 2018
- III. **Beyond Fandom as Loyalty: Designing, Making and Consuming Fandom Products**  
AY U., KAYGAN H.  
Academy of Marketing - Marketing the Brave, Stirling, Canada, 3 - 06 July 2018
- IV. **Between Loyalty and Autonomy: Design, Making and Consumption of Fan-Made Fandom Products**  
Ay U., Kaygan H.  
Consumer Culture Theory Conference, Odense, Denmark, 28 June - 01 July 2018, pp.57-58
- V. **Türkiye'de tüketicilerin tasarım farkındalığı**  
AY U., KAYGAN P.  
UTAK 2016 2. Ulusal Tasarım Araştırmaları Konferansı, Ankara, Turkey, 21 - 23 September 2016, pp.3-16

## Metrics

Publication: 6