



**Mehmet Mithat Üner, Ph.D.**  
**Professor of Marketing & International Business**

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**PERSONAL**

<b>Date of Birth</b>	1959
<b>Place of Birth</b>	Ankara

**EDUCATION**

	Universita di Pisa, Economia di Aziendale, Postdoctoral Fellow
	Gazi University, Business Administration , Ph.D.
	University of Wisconsin-Madison, International Business, M.Sc.
	Gazi University, Master of Business Administration
	Hacettepe University, B.S. in Business Administration
	TED Ankara College, Primary-Secondary and High Schools

**ACADEMIC POSITIONS**

<b>2017-Today</b>	Professor of Marketing & International Business Atılım University, School of Business, Turkey
<b>2000-2017</b>	Professor of Marketing Gazi University School of Economics and Administrative Sciences, Turkey
<b>1998-2000</b>	Associate Professor of Marketing Gazi University School of Economics and Administrative Sciences, Turkey
<b>1996-2000</b>	Associate Professor of Marketing Gazi University School of Commerce and Tourism, Turkey
<b>1994-1996</b>	Assistant Professor of Marketing Gazi University School of Commerce and Tourism, Turkey
<b>1991-1994</b>	Lecturer, Gazi University School of Commerce and Tourism, Turkey
<b>1991-1991</b>	Lecturer, Gazi University Vocational Education Faculty, Turkey
<b>1984-1991</b>	Research Assistant, Gazi University Graduate School of Business Turkey

## SELECTED ADMINISTRATIVE DUTIES

2017-Today	Dean, School of Business Atilim University, Turkey
2012-2015	Dean, School of Economics and Administrative Sciences Gazi University, Turkey
2000-2005	Dean, School of Commerce and Tourism Education Gazi University, Turkey
1996-2008	Coordinator, American Hotel and Lodging Association, International Tourism Programs, Gazi University Foundation, Turkey
2000-2007	Editor-in-Chief, Journal of Tourism Academic, Turkey
2000-2005	Board Member, Gazi University Foundation, Turkey
2002-2004, 2008-2012	Gazi University-Director of Foreign Relations

## RESEARCH INTERESTS

1	Strategic Marketing Decisions
2	Export Behavior of Firms
3	Marketing Strategies
4	Internationalization and Born Global Firms
5	Services Marketing

## SELECTED PUBLICATIONS

1.	Eslamlou, A.; Karatepe, O.M.; <b>Uner, M. M.</b> (2021). Does Job Embeddedness Mediate the Effect of Resilience on Cabin Attendants' Career Satisfaction and Creative Performance? <i>Sustainability</i> , 13, 5104. <a href="https://doi.org/10.3390/su13095104">https://doi.org/10.3390/su13095104</a> . (SSCI)
2.	<b>Uner, M. M.</b> , Çetin, B & Çavuşgil, S.T. (2020). On the Internationalization of Turkish Hospital Chains: A Dynamic Capabilities Perspective, <i>International Business Review</i> , 29 (3). (SSCI)
3.	<b>Uner, M. M.</b> , Güven,F. & Çavuşgil, S.T. (2020). Churn and Loyalty Behavior of Turkish Digital Natives, <i>Telecommunications Policy</i> , 14 (4). (SSCI)
4.	Belbağ, A. G., <b>Uner, M. M.</b> , Cavusgil, E., & Cavusgil, S. T. (2019). The New Middle Class in Emerging Markets: How Values and Demographics Influence Discretionary Consumption, <i>Thunderbird International Business Review</i> , 61 (2), 325-337.(SCOPUS)
5.	<b>Uner, M. M.</b> , Çavuşgil, E., & Çavuşgil, S. T. (2018). Build-Operate-Transfer Projects as a Hybrid Mode of Market Entry: The case of Yavuz Sultan Selim Bridge in Istanbul. <i>International Business Review</i> , 27(4), 797-802. (SSCI)

6.	<b>Uner, M. M.</b> , & Gungordu, A. (2016). The New Middle Class in Turkey: A Qualitative Study in a Dynamic Economy, <i>International Business Review</i> , 25 (3), 668-678. (SSCI)
7.	Karatepe, O. M., <b>Uner, M. M.</b> , & Kocak, A. (2016). Investigating the Impact of Customer Orientation on Innovativeness: Evidence from Born-Global Firms in Turkey. <i>Economic Research-Ekonomska Istraživanja</i> , 29 (1), 721-757. (SSCI)
8.	<b>Uner, M. M.</b> , Güven, F., & Cavusgil, S. T. (2015). Bundling of Telecom Offerings: An Empirical Investigation in the Turkish Market. <i>Telecommunications Policy</i> , 39 (1), 53-64. (SSCI)
9.	Sökmen, A., Bitmiş, M. G., & <b>Uner, M.M.</b> (2015). The Mediating Role of Person-Organization Fit in the Supportive Leadership-Outcome Relationships. <i>Economia a Management</i> , 18 (3), 62-71. (SSCI)
10.	Sümer, S. I., & <b>Uner, M.M.</b> (2014). Türkiye ile Orta Asya Türk Cumhuriyetleri Arasındaki Psikolojik Mesafe. <i>Bilig</i> , (69), 239-262. (SSCI)
11.	Konaklioglu, E., & <b>Uner, M.M.</b> (2014). A Taxonomy of Manager/Owner Characteristics: Case Study Research on Turkish Born Global firms. <i>International Journal of Business and Globalisation</i> , 12 (2), 218-236. (SCOPUS)
12.	<b>Uner, M. M.</b> , Kocak, A., Cavusgil, E., & Cavusgil, S. T. (2013). Do barriers to Export Vary for Born Globals and Across Stages of Internationalization? An Empirical Inquiry in the Emerging Market of Turkey. <i>International Business Review</i> , 22(5), 800-813. (SSCI)
13.	Şahne, B. S., Yeğenoğlu, S., <b>Uner, M. M.</b> , & Tokuçoğlu, T. Y. (2013). The Content Analysis of Drug Advertisements in Two Local Medical Journals, <i>Turkish Journal of Pharmaceutical Sciences</i> , 10 (2). SCOPUS
14.	<b>Uner, M. M.</b> , & Armutlu, C. (2012). Understanding the Antecedents of Destination Identification: Linkage Between Perceived Quality-of-Life, Self-Congruity, and Destination Identification. In <i>Handbook of Tourism and Quality-of-Life Research</i> (pp. 251-261). Springer, Dordrecht. (SSCI)
15.	Aktepe, C., <b>Uner, M.M.</b> , & Koçak, A. (2011). Küresel Doğan İşletmelerin Öncülleri: Türkiye'deki Bilgi Teknolojisi Yoğun İşletmeler Üzerinde Nitel Bir Araştırma. <i>Iktisat İşletme ve Finans</i> , 26(301), 59-90.(SSCI)
16.	<b>Uner, M.M.</b> , Kose, N., Gokten, S., & Okan, P. (2008). Financial and Economic Factors Affecting the Lignite Prices in Turkey: An Analysis of Soma and Can lignites. <i>Resources Policy</i> , 33(4), 230-239. (SSCI)
17.	<b>Uner, M. M.</b> , Kose, N., & Gokten, S. (2008). An Econometric Model of Tourism Demand and Room Rates: A Study in Belek, Antalya. <i>Anatolia</i> , 19(1), 41-50. (SCOPUS)

#### BOOKS & BOOK CHAPTERS

1	Zengin, A.Y. & <b>Üner, M.M.</b> , “ <i>Yükselen Pazarlarda İhracat Performansı: Yenilikçiliğin Etkisi</i> ”, Detay Yayıncılık, Ankara, 2017.
2	“ <i>İşletmecilik İlkeleri</i> ”, Detay Yayıncılık, Second Edition, Ankara, 2015 (Editor)
3	Çavusgil, S.T., Knight, G.A. & <b>Üner, M.M.</b> , “ <i>Türkiye’de Küresel Doğan İşletmeler</i> ”, Detay Yayıncılık, Ankara, 2011.
4	Arpacı, T., Doğan Y.A., Böge, E., Tuncer, D. & <b>Üner, M.M.</b> , “ <i>Pazarlama</i> ”, Gazi Büro, Second Edition, Ankara, 1992 ( Chapter: Pricing and International Marketing). .
5	Tatar Tevfik & <b>Üner, M.M.</b> , “ <i>İşletmecilik İlkeleri</i> ”, Gazi Büro, Ankara, 1992.

**COURSES TAUGHT**

1	Introduction to Business
2	International Marketing
3	International Business
4	Strategy and Business Policy
5	Strategic Marketing Management
6	Marketing Models
7	Marketing Theory