



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

Atılım University
Department of Management
06830 İncek, Gölbaşı, Ankara/TURKEY
mithat.uner@atilim.edu.tr
Tel: +90 312 586 8600

PERSONAL

Date of Birth	1959
Place of Birth	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

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

SELECTED ADMINISTRATIVE POSITIONS

2017-Today	Dean, School of Business Atılım 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-Marketing Strategies
2.	Export Behavior of Firms
3.	Internationalization-Market Entry Strategies
4.	Born Global Firms
5.	Services Marketing

SELECTED PUBLICATIONS

1.	Uner, M.M. ; Çiğdemoğlu, C.; Yalçın, A.; Wang, Y. ve Çavuşgil, S.T. (2022). "A Review of the Evolving Conceptualization of Internationalization from a Global Value Chain Context", <i>Review of International Business and Strategy</i> , Yayınlanmak Üzere Kabul Edilmiş Çalışma. (ESCI & SCOPUS).
2.	Uner, M.M. ; Karatepe, Osman M.; Cavusgil S.T. ve Küçükergin, K.G. (2022). "Does a Highly Standardized International Advertising Campaign Contribute to the Enhancement of Destination Image? Evidence from Turkey", <i>Journal of Hospitality and Tourism Insights</i> ", Yayınlanmak Üzere Kabul Edilmiş Çalışma. (ESCI & SCOPUS).
3.	Karatepe, T; Oztüren, A.; Karatepe, O.M.; Uner, M.M. ; Kim, T.T. (2022). Management Commitment to the Ecological Environment, Green Work Engagement and Their Effects on Hotel Employees' Green Work

	Outcomes" <i>Journal of Contemporary Hospitality Management</i> , https://www.emerald.com/insight/0959-6119.htm . (SSCI)
4.	Uner, M. M. ; Cetin, B.; Eroglu, S.; Cavusgil, S. T. (2022). Internationalization Journey of Healthcare Providers: The Case of Turkish Acıbadem Healthcare Group. <i>Thunderbird International Business Review</i> , 64(1), 5–12. https://doi.org/10.1002/tie.22242 (ESCI & SCOPUS)
5.	Uner, M.M. ; Evirgen, C.; Çavuşgil, S.T. (2021). "Getir: A Remarkable Example of a Digital Disrupter from An Emerging Market" <i>California Management Review Insights</i> , https://cmr.berkeley.edu/2021/09/ .
6.	Eslamlou, A.; Karatepe, O.M.; Uner, M. M. (2021). Does Job Embeddedness Mediate the Effect of Resilience on Cabin Attendants' Career Satisfaction and Creative Performance? <i>Sustainability</i> , 13, 5104. https://doi.org/10.3390/su13095104 . (SSCI)
7.	Uner, M. M. , 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)
8.	Uner, M. M. , Güven,F. & Çavuşgil, S.T. (2020). Churn and Loyalty Behavior of Turkish Digital Natives, <i>Telecommunications Policy</i> , 14 (4). (SSCI)
9.	Belbağ, A. G., Uner, M. M. , 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)
10.	Uner, M. M. , 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)
11.	Uner, M. M. , & 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)
12.	Karatepe, O. M., Uner, M. M. , & 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)
13.	Uner, M. M. , 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)
14.	Sökmen, A., Bitmiş, M. G., & Uner, M.M. (2015). The Mediating Role of PersonOrganization Fit in the Supportive Leadership-Outcome Relationships. <i>Economia a Management</i> , 18 (3), 62-71. (SSCI)
15.	Sümer, S. I., & Uner, M.M. (2014). Türkiye ile Orta Asya Türk Cumhuriyetleri Arasındaki Psikolojik Mesafe. <i>Bilig</i> , (69), 239-262. (SSCI)
16.	Konaklioglu, E., & Uner, M.M. (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)

17.	Uner, M. M. , 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)
18.	Şahne, B. S., Yeğenoğlu, S., Uner, M. M. , & 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
19.	Aktepe, C., Uner, M.M , & 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)
20.	Uner, M.M. , 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)
21.	Uner, M. M. , 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.	" <i>Temel İşletmecilik</i> ", Atılım Üniversitesi Yayınları No:67, İşletme Fakültesi Yayınları No:9, Detay Anatolia Akademik Yayıncılık, Ankara, 2022 (Editör) ve İşletmeciliğe Giriş ve Uluslararası İşletmecilik Bölümleri.
2.	Zengin, A.Y.; Üner, M.M. , " <i>Yükselen Pazarlarda İhracat Performansı: Yenilikçiliğin Etkisi</i> ", Detay Yayıncılık, Ankara, 2017.
3.	" <i>İşletmecilik İlkeleri</i> ", Detay Anatolia Akademik Yayıncılık, 2. Baskı, Ankara, 2015 (Editör).
4.	Uner, M. M. , & Armutlu, C. (2012). <i>Understanding the Antecedents of Destination Identification: Linkage Between Perceived Quality-of-Life, SelfCongruity, and Destination Identification</i> , in Handbook of Tourism and Quality-of-Life Research (pp. 251-261). Springer, Dordrecht.
5.	Çavusgil, S.T., Knight, G.A. & Üner, M.M. , " <i>Türkiye'de Küresel Doğan İşletmeler</i> ", Detay Anatolia Akademik Yayıncılık , Ankara, 2011.
6.	Arpacı, T., Doğan Y.A., Böge, E., Tuncer, D. & Üner, M.M. , " <i>Pazarlama</i> ", Gazi Büro, 2. Baskı, Ankara, 1992 (Fiyatlandırma ve Uluslararası Pazarlama Bölümleri) .
7.	Tatar, T; Üner, M.M. , " <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