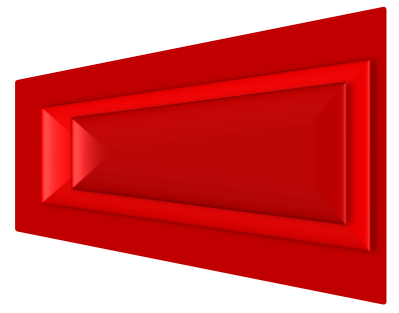




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EDUCATION

Universita di Pisa, Economia di Aziendale, Postdoctoral Fellow, Italy

Gazi University, Ph.D. in Business Administration

University of Wisconsin-Madison, M.Sc. International Business, USA

Gazi University, Master of Business Administration

Hacettepe University, B.S. in Business Administration

TED Ankara College, Primary, Secondary & High Schools

ACADEMIC POSITIONS

2017-TODAY	Professor of Marketing & International Business Atılım University School of Business
2000-2017	Professor of Marketing Gazi University School of Economics and Administrative Sciences
1998-2000	Associate Professor of Marketing Gazi University Master of Business Administration
1996-2000	Associate Professor of Marketing Gazi University School of Commerce & Tourism
1994-1996	Assistant Professor of Marketing Gazi University School of Commerce of Tourism
1991-1994	Lecturer, Gazi University School of Commerce of Tourism

1991-1991	Lecturer, Gazi University School of Vocational Education
1984-1991	Research Assistant, Gazi University Graduate School of Business

SELECTED ADMINISTRATIVE POSITIONS

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

RESEARCH INTERESTS

▪ Strategic Marketing Decisions-Marketing Strategies ▪ Export Behavior of Firms ▪ Internationalization-Market Entry Strategies ▪ Born Global Firms ▪ Services Marketing-Tourism Marketing ▪ Political Marketing ▪ Higher Education
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SELECTED PUBLICATIONS

▪ Belbağ Güngördü, A., Deligonul, Z. S., Üner, M.M. ve Cavusgil, S. T. (2025). The Trickle-Across Phenomenon: Consumption-Mimicking in Emerging Markets in a Stress Environment, <i>International Journal of Emerging Markets</i>, Yayınlanmak Üzere Kabul Edilen Çalışma. [SSCI].
▪ Yorulmaz, A.C., Üner, M.M., Rescalvo-Martin, E., Karatepe, T., Saydam, M. B. ve Karatepe, O.M. (2025). “Is Green Servant Leadership a Stronger Predictor of Green Work Engagement and Task-Related Proactive Behaviour Compared to Green Transformational Leadership?” <i>Current Issues in Tourism</i>, 08 Sep 2025. [SSCI & SCOPUS].
▪ Üner, M.M., Omay, T. ve Çamalan, Ö. (2025). “URAP Sıralamasında Uluslararası Bilimsel Yayın Sayısını Etkileyen Faktörler”, <i>Yükseköğretim Dergisi</i>, Yayınlanmak Üzere Kabul Edilmiş Çalışma. [ESCI].
▪ Üner, M.M., Aslan, M., Barut, E.E. ve Karatepe, O.M. (2025). Alice in Türkiye: Turkish tourism promotion and development agency’s state-of-the-art marketing intelligence system, <i>Rutgers Business Review</i>, Yayınlanmak Üzere Kabul Edilen Çalışma. [SCOPUS].
▪ Aytaç, A.İ.; Eşiyok, E.; Üner M.M. (2024). “Internationalization of Turkish TV Soap Operas: A Case Study” <i>Rutgers Business Review</i>, 9 (2). [SCOPUS].
▪ Karatepe, T.; Rescavo-Martin, E.; Kim, T. T.; Üner, M.M.; Oztüren, A.; Karatepe, O.M. (2024). “Test of a Moderated Serial Mediation Model of Management Commitment to the Ecological Environment”, <i>International Journal of Hospitality Management</i>, 120 (July). [SSCI & SCOPUS].
▪ Yavuz, O.; Üner, M. M.; Okumus, F.; Karatepe, O.M. (2023). “Industry 4.0 Technologies, Sustainable Operations Practices and Their Impact on Sustainable Performance”, <i>Journal of Cleaner Production</i>, 387 (13591). [SCI & SCOPUS]
▪ Yalçın, A.; Üner, M. M.; Karatepe, O.M.; Aboramadan (2023). “Investigating Student Churn Among Business Schools in Higher Education”, <i>TÜBA Yükseköğretim Dergisi</i>, 13(2), 301-313. [ESCI]
▪ Üner, M.M.; Karatepe, Osman M.; Cavusgil S.T. ve Küçükergin, K.G. (2023). “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>, 6(3),1169-1187. [ESCI & SCOPUS]
▪ Karatepe, T; Oztüren, A.; Karatepe, O.M.; Üner, 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>International Journal of Contemporary Hospitality Management</i> , 34(8), 3084-3112. [SSCI]
▪ Üner, M. M.: Cetin, B.; Eroglu, S.; Cavusgil, S. T. (2022). Internationalization Journey of Healthcare Providers: The Case of Turkish Acibadem Healthcare Group. <i>Thunderbird International Business Review</i>, 64(1), 5-12. [ESCI & SCOPUS]
▪ Üner, 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/.
▪ Eslamlou, A.; Karatepe, O.M.; Üner, 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]
▪ Üner, 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), 1-11. [SSCI]
▪ Üner, M. M., Güven,F. & Çavuşgil, S.T. (2020). Churn and Loyalty Behavior of Turkish Digital Natives, <i>Telecommunications Policy</i>, 14 (4), 1-14. [SSCI]
▪ Belbağ, A. G., Üner, 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]
▪ Üner, 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]
▪ Üner, 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]
▪ Karatepe, O. M., Üner, 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]
▪ Üner, 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]
▪ Sökmen, A., Bitmiş, M. G., & Üner, M.M. (2015). The Mediating Role of Person Organization Fit in Supportive Leadership-Outcome Relationships. <i>Economia a Management</i>, 18 (3), 62-71. [SSCI]
▪ Sümer, S. I., & Üner, M.M. (2014). Türkiye ile Orta Asya Türk Cumhuriyetleri Arasındaki Psikolojik Mesafe. <i>Bilig</i>, (69), 239-262. [SSCI]

▪ Konaklioglu, E., & Üner, 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]
▪ Üner, M.M.; Kocak, A.; Cavusgil, E. ve Cavusgil, S.T. (2013), “Do Barriers to Export Vary for Born Globals and Across Stages of Internationalization? An Empirical Inquiry in the Emerging Market Context”, <i>International Business Review</i>, 22 (5). [SSCI & SCOPUS].
▪ Üner, M. M., & Armutlu, C. (2012). <i>Understanding the Antecedents of Destination Identification: Linkage Between Perceived Quality-of-Life, Self Congruity, and Destination Identification</i>, in Handbook of Tourism and Quality-of-Life Research (pp. 251-261). Springer, Dordrecht. [BKCI]
▪ Aktepe, C; Üner, M.M. ve Koçak, A. (2008), “Küresel Doğan İşletmelerin Öncülleri: Türkiye’de Bilgi Teknolojisi Yoğun İşletmeler Üzerinde Nitel Bir Araştırma”, <i>İktisat İşletme ve Finans</i>, 26 (301). [SSCI].
▪ Üner, M.M.; Kose,N.; Okan, P. ve Gokten, S. (2008), "Financial and Economic Factors Affecting the Lignite Prices in Turkey: An Analysis of Soma and Can Lignites", <i>Resources Policy Journal</i>, 33 (4). [SSCI].
▪ Üner, M.M., Kose, N. ve Gokten, S. (2008), “An Econometric Model of Tourism Demand and Room Rates: A Study in Belek, Antalya”, <i>Anatolia: An International Journal of Tourism and Hospitality Research</i>, 4(1). [SCOPUS].

BOOKS & BOOK CHAPTERS

▪ “<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.
▪ Zengin, A.Y.; Üner, M.M., “<i>Yükselen Pazarlarda İhracat Performansı: Yenilikçiliğin Etkisi</i>”, Detay Yayıncılık, Ankara, 2017.
▪ “<i>İşletmecilik İlkeleri</i>”, Detay Anatolia Akademik Yayıncılık, 2. Baskı, Ankara, 2015 (Editör).
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▪ 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).
▪ Tatar, T ve Üner, M.M., “<i>İşletmecilik İlkeleri</i>”, Gazi Büro, Ankara, 1992.

COURSES TAUGHT

- Introduction to Marketing
- Marketing Management
- Strategic Marketing Decisions
- International Business
- International Marketing
- Marketing Theory