

## Assoc. Prof. UMUT KUBAT DOKUMACI

### Personal Information

**Email:** umutkubat@akdeniz.edu.tr

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### International Researcher IDs

ORCID: 0000-0002-2299-9199

Publons / Web Of Science ResearcherID: I-9766-2017

Yoksis Researcher ID: 108102

### Education Information

Doctorate, Akdeniz University, Institute of Social Sciences, İşletme, Turkey 2007 - 2013

Postgraduate, Akdeniz University, Institute of Social Sciences, İşletme, Turkey 2004 - 2007

Postgraduate, Akdeniz University, Institute of Science, Gıda Mühendisliği, Turkey 2001 - 2004

Undergraduate, Ege University, Faculty Of Engineering, Gıda Mühendisliği, Turkey 1997 - 2001

### Dissertations

Doctorate, Çift kültürlülerde kültürleşme, kültürel açıdan simgesel markalar ve marka tutumu arasındaki ilişkinin incelenmesinde reklam dilinin rolü, Akdeniz University, Institute of Social Sciences, İşletme, 2013

Postgraduate, İmalat sektöründe iş değerleri ile kişilik özellikleri arasındaki ilişkinin incelenmesi, Akdeniz University, Institute of Social Sciences, İşletme, 2007

### Research Areas

Social Sciences and Humanities, Management, Marketing

### Academic Titles / Tasks

Assistant Professor, Akdeniz University, Faculty of Economics and Administrative Sciences, İşletme, 2018 - 2019

Assistant Professor, Akdeniz University, Faculty of Economics and Administrative Sciences, İşletme, 2017 - 2018

Assistant Professor, Ankara Yıldırım Beyazıt University, İşletme Fakültesi, İşletme, 2014 - 2017

Research Assistant PhD, Koc University, Institute Of Business Management, İşletme, 2014 - 2014

Research Assistant, Akdeniz University, Institute of Science, Gıda Mühendisliği, 2002 - 2005

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

- I. How streamer credibility affects viewers' willingness to pay for online games: a social identity perspective**  
KUBAT DOKUMACI U.  
International Journal of Sports Marketing and Sponsorship, 2024 (SSCI)
- II. Crossing the cultural divide through bilingual advertising: The moderating role of brand cultural**

## **symbolism**

Kubat U., Swaminathan V.

INTERNATIONAL JOURNAL OF RESEARCH IN MARKETING, vol.32, no.4, pp.354-362, 2015 (SSCI)

### **III. How, When, and Why Do Attribute-Complementary versus Attribute-Similar Cobrands Affect Brand Evaluations: A Concept Combination Perspective**

Swaminathan V., Gurhan-Canli Z., Kubat U., Hayran C.

JOURNAL OF CONSUMER RESEARCH, vol.42, no.1, pp.45-58, 2015 (SSCI)

## **Articles Published in Other Journals**

### **I. THE EFFECTS OF SOCIAL POWER AND ANTHROPOMORPHISM ON VALUATION OF POSSESSIONS**

Dokumaci E. U. K.

Pazarlama ve Pazarlama Arařtırmaları Dergisi, vol.15, no.3, pp.747-772, 2022 (Peer-Reviewed Journal)

### **II. Acculturation to Global Consumer Culture and Personal Aspirations: Evidence from Young Adults**

Dokumaci E. U. K., Yaras E.

Pazarlama ve Pazarlama Arařtırmaları Dergisi, vol.15, no.1, pp.1-28, 2022 (Peer-Reviewed Journal)

### **III. Do all, or only some personality types engage in spreading negative WOM? An experimental study of negative WOM, big 5 personality traits and brand personality**

Swaminathan V., KUBAT DOKUMACI U.

JOURNAL OF GLOBAL SCHOLARS OF MARKETING SCIENCE, vol.31, no.3, pp.260-272, 2021 (ESCI)

### **IV. Sosyal Medyada Pazarlama abalarının Tüketici Tarafından Algılanmasının Marka İliřkilerine ve Ödeme İstekliliğine Etkisi**

MOHAMED R., KUBAT U.

Tüketici ve Tüketim Arařtırmaları Dergisi, 2021 (Peer-Reviewed Journal)

### **V. The Effects of Consumer Self-referencing and Brand Type on Brand Attitude In Online Advertising**

KUBAT U., Abubakar Ahmed İ.

Tüketici ve Tüketim Arařtırmaları Dergisi, vol.12, no.2, pp.343-366, 2020 (Peer-Reviewed Journal)

### **VI. Digital Possessions, Extrinsic Aspirations, and the Role of Gender**

KUBAT U.

Journal of Internet Applications and Management, vol.9, no.1, pp.5-18, 2018 (Peer-Reviewed Journal)

### **VII. Attitudes towards a Socially Responsible Brand: Effects of Product Type, Anticipated Guilt, and The Role of Gender Identity**

KUBAT U.

Tüketici ve Tüketim Arařtırmaları Dergisi, 2017 (Peer-Reviewed Journal)

### **VIII. An Examination of the Relationship Among Personal Values, Perceived Value of Education and Satisfaction**

KUBAT U.

International Journal of Business and Management Studies, vol.3, no.1, pp.407-420, 2011 (Peer-Reviewed Journal)

### **IX. İş Deęerleri İle Kiřilik Özellikleri Arasındaki İliřkini İncelenmesi: Bir Yapısal Denklem Modelleme Yaklaşımı**

KUBAT U., Kuruüzüm A.

Süleyman Demirel Üniversitesi İİBF Dergisi, vol.15, no.3, pp.487-505, 2010 (Peer-Reviewed Journal)

### **X. An Examination of the Relationship between Work Values and Personality Traits in Manufacturing Industry**

KUBAT U., Kuruüzüm A.

International Journal of Business and Management, vol.1, no.1, pp.37-48, 2009 (Peer-Reviewed Journal)

## Books

- I. **Uzay Turizmde Tutundurma Faaliyetleri**  
KUBAT DOKUMACI U.  
in: Uzay Turizmi, Apaydın Fahri, Editor, Nobel, pp.81-105, 2022
- II. **İlaç Pazarlaması**  
KUBAT U.  
in: Sektörlerde Stratejik Pazarlama, Apaydın,Fahri, Editor, Nobel, pp.103-126, 2021
- III. **Sosyal Medyada Şikayet Yönetimi**  
KUBAT U.  
in: Müşteri Şikayet Yönetimi, Fahri Apaydın, Editor, Nobel Akademik, pp.139-158, 2020
- IV. **Consumer – Brand Relationships in Turkey.**  
Merdin-Uygur E., KUBAT U., GURHAN CANLI Z.  
in: Marketing Management in Turkey, Öztürkcan A., Yolbulan-Okan E., Editor, Emerald Ink Publishing, Bingley, pp.143-164, 2018
- V. **The Impact of Brand Personality and Independence on Brand Evaluations among Biculturals**  
KUBAT U.  
in: Financial Environment and Business Development, Bilgin M.H., Danis H., Demir E., Can U., Editor, Springer-Verlag , Basel, pp.525-536, 2017
- VI. **İknanın Ayrıntılı İnceleme Olasılığı Modeli**  
KUBAT U., AKSOY Ş.  
in: Pazarlama Teorileri, Yagci İ., Cabuk S., Editor, Mediacat, İstanbul, pp.499-528, 2014

## Papers Published in Refereed Scientific Meetings

- I. **The Impact of Independence and Brand Personality on Brand Evaluations Among Biculturals**  
KUBAT U.  
FINANCIAL ENVIRONMENT AND BUSINESS DEVELOPMENT, 27 - 29 May 2015, vol.4, pp.525-536
- II. **Brand Interactions in Social Media, The Role of Personality Traits.**  
KUBAT U.  
21st Marketing Congress, Kütahya, Turkey, 6 - 08 October 2016, pp.207-215
- III. **Power, Self-Construal, and Brand Preferences**  
KUBAT U., Swaminathan V.  
West East Institute Barcelona Conference, Barselona, Spain, 7 - 09 March 2016, pp.1-12
- IV. **The Role of Cultural Identity on Energy Saving Behavior**  
KUBAT U., GURHAN CANLI Z.  
West East Institute Barcelona Conference, Barselona, Spain, 7 - 09 March 2016, pp.12-24
- V. **How Temporal Considerations Affect Pro-Environmental Behavior: The Role of Norms**  
KUBAT U.  
11th ICMIT Conference (International Conference on Management of Innovation and Technology, İstanbul, Turkey, 11 December 2015, pp.15-26
- VI. **The Impact of Brand Personality and Independence on Brand Evaluations among Biculturals**  
KUBAT U.  
16th EBES Conference, İstanbul, Turkey, 27 - 29 May 2015, pp.444-467
- VII. **Power and Product Preferences Examining the Role of Self-Construal and Consumption Setting on Purchase Behavior**  
KUBAT U., Swaminathan V.  
Winter AMA, San Antonio, United States Of America, 13 - 15 February 2015, pp.1-2
- VIII. **Putting Environmental Awareness into Consumer Attitudes and Behavior**  
KUBAT U., GURHAN CANLI Z.  
Association for Consumer Research, North American Conference, Baltimore, United States Of America, 23 - 26 October 2014, pp.1

- IX. Acculturation, Brand Cultural Symbolism and the Role of Advertising Language on Brand Evaluations**  
KUBAT U., Swaminathan V.  
35th ISMS Marketing Science Conference, İstanbul, Turkey, 11 - 13 July 2013, pp.11-12
- X. Biculturals and Brand Preferences**  
KUBAT U., Swaminathan V.  
Consumer Brand Relationships Conference, Boston, United States Of America, 15 - 17 May 2013, pp.1-2
- XI. Acculturation, Brand Personality and Brand Preferences**  
KUBAT U., Swaminathan V.  
Association for Consumer Research, North American Conference, Vancouver, Canada, 4 - 07 October 2012, pp.1-2

## **Metrics**

Publication: 32

Citation (WoS): 21

Citation (Scopus): 27

H-Index (WoS): 2

H-Index (Scopus): 2

## **Congress and Symposium Activities**

PAAYS, Invited Speaker, Antalya, Turkey, 2017

PAAYS 2017, Attendee, Antalya, Turkey, 2017

## **Scholarships**

Doktora Tezi Araştırma Bursu, Fulbright Program, 2011 - Continues

Öğrenim Bursu, European Commission, 2008 - Continues

## **Awards**

KUBAT DOKUMACI U., Best Paper Award, Academics World, December 2015