

ISMAIL KARABAS

Management, Marketing, BA and LSC
Arthur J. Bauernfeind College of Business
Murray State University
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EDUCATION

PhD, Marketing Washington State University Pullman, WA	May 2018
MA, Logistics Management Izmir University of Economics Izmir, Turkey <i>Thesis</i> : “Modeling Customer Service Quality: The Case of Bottled Water Distribution”	June 2013
BA, Business Administration & BS, Logistics Management Izmir University of Economics Izmir, Turkey	June 2011

POSITIONS HELD

Assistant Professor of Marketing, Murray State University	August 2018 - present
Teaching & Research Assistant, Washington State University	2013 - 2018
Teaching & Research Assistant, Izmir University of Economics	2011 – 2013

PUBLICATIONS (PEER-REVIEWED) (* denotes undergraduate student)

O'Donnell, Nicole, **Ismail Karabas**, and Aloni Hill (2022). “Reducing Food Waste during COVID-19: Testing Role Model Stories as a Strategy for Promoting Conservation Behaviors.” *Frontiers in Communication*, 7.

Swift, Amanda*, **Ismail Karabas**, and Sky King (2022). “Consumer Response to Foundations and Firms When Firms Own or Sponsor a Foundation.” *Journal of Nonprofit & Public Sector Marketing*, 34 (5), 572-589.

Gilbertz, Susan, Brittany Wood, Craig, Chris, **Ismail Karabas**, Elizabeth Petrun Sayers, and Benjamin McCormick* (2022). “Integrating and Evaluating Interdisciplinary Sustainability and STEM Curriculum in Geographical Education: A Case of Three Teaching Modalities.” *Journal of Geography*, 121 (2), 77-85.

Craig, Chris, Susan Gilbertz, Elizabeth Petrun Sayers, and **Ismail Karabas** (2022) “The Development and Evaluation of Interdisciplinary STEM, Sustainability, and Management Curriculum.” *The International Journal of Management Education*, 20 (2), 1-14.

Karabas, Ismail, Ioannis Kareklas, T.J. Weber, and Darrel Muehling (2021). “The Impact of Review Valence and Awareness of Deceptive Practices on Consumers’ Responses to Online Product Ratings and Reviews.” *Journal of Marketing Communication*, 27 (7), 685-715.

Karabas, Ismail, Nik Nikolov, and Brittany Wood (2021). “The Effect of eWOM from Identity and Non-identity Social Media on Movie Sales.” *Journal of Managerial Issues*, 33 (3), 289-304.

Craig, Chris, Siyao Ma, **Ismail Karabas**, and Song Feng (2021). “Camping, Weather, and Disasters: Extending the Construal Level Theory.” *Journal of Hospitality and Tourism Management*, 49, 353-363.

Craig, Chris, Siyao Ma, and **Ismail Karabas** (2021). "COVID-19, Camping, and Construal Level Theory." *Current Issues in Tourism*, 24 (20), 2855-2859.

Craig, Chris and **Ismail Karabas** (2021). "Glamping after the Coronavirus Pandemic." *Tourism and Hospitality Research*, 21 (2), 251-256.

Karabas, Ismail and Jeff Joireman (2020). "The Role of Blocked Gratitude in Non-Voluntary Tipping." *Journal of Services Marketing*, 34 (7), 983-997.

Karabas, Ismail, Marissa Orlowski, and Sarah Lefebvre (2020). "What am I Tipping you for? Customer Response to Tipping at Limited Service Restaurants." *International Journal of Contemporary Hospitality Management*, 32 (5), 2007-2026.

King, Sky, **Ismail Karabas**, and Anthony Allred (2020). "Nintendo's Next Move." *The Case Journal*, 16 (3).

Karabas, Ismail, Jeff Joireman, and Shinhye Kim (2019). "Why and When Witnessing Uncivil Behavior Leads Observers to Punish Frontline Employees and Leave the Firm." *International Journal of Hospitality Management*, 82, 91-100.

Yurt, Oznur and **Ismail Karabas** (2016). "Internationalization Process of a Worldwide Leading Company - Get More Electronics: A Teaching Case Study." *International Journal of Teaching and Case Studies*, 7 (1), 1-14.

HONORS & AWARDS

Emerging Scholar Award Murray State University	2022
Research Excellence Award Department of Management, Marketing, BA, and LSC at MSU	2022
Lana Porter Open Access Initiatives Award Murray State University	2021
Teaching Excellence Award Department of Management, Marketing, BA, and LSC at MSU	2021
Department's Nominee for BOR Teaching Excellence Award Department of Management, Marketing, BA, and LSC at MSU	2021
Teach Abroad with Kentucky Institute for International Studies (KIIS) Maya Mexico Winter Program, 12/26/2022 – 1/7/2023	2021
<i>First Place in Research Presentation</i> Graduate & Professional Student Association - Research Expo	2018
<i>Outstanding Graduate Student Teaching Award</i> Carson College of Business, WSU	2017
<i>Best Student Paper Award</i> Association of Marketing Theory and Practice Conference (AMTP)	2017
<i>First Place in Research Presentation</i> Graduate & Professional Student Association - Research Expo	2017
<i>Honorable Mention</i> WSU Marketing Club for Dedication to Students and Research	2017

<i>Teaching Assistant Excellence Award</i> Graduate & Professional Student Association	2015
<i>Second Place in Research Presentation</i> Wiley Research Exposition Scholarship	2015
<i>Rod Church Graduate Fellowship Scholarship</i> Carson College of Business, WSU	2013
<i>Graduate Scholarship</i> Izmir University of Economics – Izmir, Turkey	2011
<i>Erasmus Student Exchange Grant</i> Izmir University of Economics – Izmir, Turkey	2009
<i>Bachelor Scholarship</i> Izmir University of Economics – Izmir, Turkey	2006

ACADEMIC CONFERENCES (* denotes undergraduate student)

Nolin, Gavin*, **Ismail Karabas**. (March 15-18, 2023). “Does Real-Life Location Matter in the Online World? How New eSports Fans Choose What Team to Support.” *Association of Marketing Theory and Practice (AMTP)*, Hilton Head, South Carolina.

Nolin, Gavin*, **Ismail Karabas**. (February 24-25, 2023). “Does Real-Life Location Matter in the Online World? How New eSports Fans Choose What Team to Support.” *Sports Science Forum*, Bowling Green, Kentucky.

Wilcox, Dustin*, **Ismail Karabas**, and Yana Andonova. (February 10-12, 2023). “Don’t Shut Us Down! Audience Response to Disabling Comments in Online Content.” *American Marketing Association (Winter AMA)*, Nashville, Tennessee.

Munaganti, Pavan, **Ismail Karabas**, and Jeff Joireman. (2022). “Deciding Servers’ Pay One Customer at a Time: Tipping.” *Society for Consumer Psychology (SCP)* – Virtual.

Munaganti, Pavan, **Ismail Karabas**, and Jeff Joireman. (2022). “Deciding Servers’ Pay One Customer at a Time: Tipping.” *American Marketing Association (Winter AMA)*, Las Vegas, Nevada.

Perry, Mackenzie* and **Ismail Karabas** (2021). “Consumer Perceptions of Social Media Stars and Celebrity Influencers: The Moderating Role of Product Type.” *Society for Marketing Advances (SMA)*, Orlando, Florida.

Elmadag, Banu, Wei Wang, Gallayanee Yaoyuneyong, **Ismail Karabas**, and Yana Andonova (2021). “Challenges as International Scholars in Ph.D. & Early Career.” *Panel at Society for Marketing Advances (SMA)*, Orlando, Florida.

Wilcox, Dustin* and **Ismail Karabas** (2021). “The Effect of Profanity and Quality on Perceived Review Helpfulness and Purchase Intentions.” *Association of Marketing Theory and Practice (AMTP)* - Virtual.

O’Donnell, Nicole, **Ismail Karabas**, and Aloni Hill (2020). “Reducing Food Waste is Easy and Worth It: Analyzing the Efficacy of Role Model Stories in an Environmental Context.” *National Communication Association (NCA)* - Virtual.

Swift, Amanda* and **Ismail Karabas** (2020). “Consumer Response to Foundations and Firms When Firms Own or Sponsor a Foundation.” *Association of Marketing Theory and Practice (AMTP)* - Virtual.

Karabas, Ismail, Marissa Orlowski, and Sarah Lefebvre (2019). “What am I Tipping you for? Customer Response to Tipping at Limited Service Restaurants.” *Society for Marketing Advances (SMA)*, New Orleans, Louisiana.

Karabas, Ismail and Jeff Joireman (2019). “‘Tipping Required’: Development of a Model to Understand Customer Reactions to Non-Voluntary Tipping Systems.” *Association for Consumer Research (ACR)*, Atlanta, Georgia.

Nikolov, Nik and **Ismail Karabas** (2019). “Social Media WOM: How Social is Your Social Media?” *Atlantic Marketing Association (AtMA)*, Asheville, North Carolina.

Karabas, Ismail and Jeff Joireman (2019). “‘Tipping Required’: Development of a Model to Understand Customer Reactions to Non-Voluntary Tipping Systems.” *Association of Marketing Theory and Practice (AMTP)*, Mt. Pleasant, South Carolina.

Karabas, Ismail and Sky King (2018). “Managing Online Consumer Reviews: Improving Review Quality.” *Association of Marketing Theory and Practice (AMTP)*, Ponte Vedra Beach, Florida.

Karabas, Ismail, Ioannis Kareklas, T.J. Weber, and Darrel Muehling (2017). “Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews.” *American Academy of Advertising (AAA)*, Boston, Massachusetts.

Karabas, Ismail, Jeff Joireman, and Shinhye Kim (2017). “How Third Party Observers Respond to Overheard Service Failures: Implications for Frontline Service Employees and the Firm.” *Association of Marketing Theory and Practice (AMTP)*, Myrtle Beach, South Carolina.

Karabas, Ismail and T.J. Weber (2015). “Measuring New Phenomena: A Review of Consumer Behavior Scale Development.” *Academy of Marketing Science (AMS)*, Denver, Colorado.

Karabas, Ismail (2012). “Global Sourcing and Supply Chain Risk Management.” *8th International Student Conference: Empirical Studies in Social Sciences*, Izmir, Turkey.

INVITED TALK & MEDIA

Interview on Tipping at Quick Service Restaurants with Associated Press (AP) on December, 2022.
[Click here](#) for the news article

Karabas, Ismail (2020). “Automatic Gratuities: Should You Implement Them?” *Restaurant Finance Week*.
https://www.restfinance.com/restaurant_finance_week (Virtual)

TEACHING EXPERIENCE

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| Murray State University , Arthur J. Bauernfeind College of Business | Summer 2018 - present |
| Each semester a selection of 3-5 of the following courses, and 1-2 over the summers: Marketing Planning and Application (MBA; online and in-person), Integrated Marketing Communications (online, in-person, zoom), Principles of Marketing (online for Shandong program in China, in-person, zoom), Purchasing and Supply Chain Management (online) | |
| Kentucky Institute for International Studies (KIIS) | December 2022 – January 2023 |
| Study abroad in Maya Mexico Winter Program – International Marketing | |
| Washington State University , Carson College of Business (Undergraduate) | Summer 2015 – Summer 2018 |
| International Marketing, International Business (online), Consumer Behavior, Principles of Marketing, Marketing Research | |

SERVICE

To the University and Community:

Honors Thesis Research Mentor, Murray State University	
-Gavin Nolin	Spring & Fall 2022
-Mackenzie Perry	Fall 2020 & Spring 2021
-Dylan Doerr	Spring & Fall 2020
-Amanda Swift	Fall 2019 & Spring 2020
Master's Thesis Committee Member	2022 – present
Hakki Can Kingir, IUE	
Presidential Fellow Mentor, Murray State University	
-Dustin Wilcox	Fall 2019 – Fall 2022
-Madison Bowlin	Fall 2018 - Spring 2019
Honors Thesis Research Committee Member, Murray State University	
-Lindsey Falkner	Spring 2020
Graduate Business Curriculum and Assessment Committee	2021 – present
Arthur J. Bauernfeind College of Business, MSU	
Chair, COB Faculty Development Committee	Fall 2020 - present
Academic Appeals Committee Member	2021 - present
BOR Teaching Excellence Award Committee Member	Spring 2022
Chair, University Distinguished Mentor Award	2019 - 2021
ORCA Advisory Board Member	2019 - present
COB Faculty Development Committee Member	2019 - 2020
Undergraduate Academic Advisor	Fall 2019 - present
DECA Judge	2019 – present
FBLA Judge	2019 - present
Soccer Coach in MCC Soccer Association (volunteer)	Spring 2022 - present
Invited Movie Discussant for <i>Bliss</i> , a Turkish Movie	2021
-By Dr. Thérèse Saint Paul in D. of Global Languages and Theatre Arts	
Senior Interviews at Murray High School	2019
White Residential College Fellow	Fall 2018 - present
Summer Orientation	Summer 2019

To the Profession:

Associate Editor, The Case Journal	2023 – present
Editorial Review Board, Journal of Applied Marketing Theory	2022 - present
Ad-hoc Reviewer:	
-Journal of Business Research	2022, 2023
-Journal of Service Research	2021, 2022
-International Journal of Contemporary Hospitality Management	2019 – present
-Journal of Decision Systems	2022
-Current Psychology	2022 - present
-Frontiers in Public Health	2022

-The CASE Journal	2020 - present
-Journal of Consumer Behavior	2021
-Tourism and Hospitality Research	2021
-International Journal of Tourism Policy	2021
-Current Issues in Tourism	2021
-Journal of Air Transportation Management	2018
-Journal of Environmental Psychology	2018
Reviewer for Academic Conferences:	
-Association for Marketing Theory and Practice	2017 - present
-American Marketing Association (Winter & Summer)	2018 - present
-Society for Marketing Advances	2019
-American Academy of Advertising	2019
-Academy of Marketing Science	2017
Association for Marketing Theory and Practice (AMTP) Conference	
-Track Chair	2021 - present
-Proceedings Editor	2019 - present
Session Chair, Association for Consumer Research	2019