

ISMAIL KARABAS

Management, Marketing, BA and LSC
Arthur J. Bauernfeind College of Business
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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

Associate Professor of Marketing, Murray State University	2024 – present
Assistant Professor of Marketing, Murray State University	2018 – 2024
Teaching & Research Assistant, Washington State University	2013 – 2018
Teaching & Research Assistant, Izmir University of Economics	2011 – 2013

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

1. Joireman, J.^a, **Karabas, I.^a**, & Munaganti, P. (2024). Customer Backlash against Pandemic Surcharges: The Mediating Role of Inferred Negative Motives and Implications for the “Surcharge Economy.” *Journal of Business Research*, 184, 114881 (^a equal contribution).
2. Evans, R., **Karabas, I.**, Andonova, Y., & Nochebuena-Evans, L. (2024). Let's Not Talk About Men: When Meaningful Female-to-Female Interaction and Dialogue Drive Higher Box Office Sales. *Journal of Global Scholars of Marketing Science*, 34(1), 57-70.
3. King, S., & **Karabas, I.** (2024). The Role of Team Identification and Self-Construal on Attitudes Toward Player Resting. *Journal of Sports Behavior*, 47(1), 56-73.
4. **Karabas, I.**, & Craig, C. (2024). Double-Edged Sword: To Keep or Abandon the Tip Request? *Sage Business Cases* (forthcoming).
5. McCormick, B.^{*}, Craig, C., Gilbertz, S., Wood, B., & **Karabas, I.** (2024). Assessing the Influence of Traditional In-Seat, Online, and Emergency Remote Teaching (ERT) Modalities on Sustainability Learning in Human Geography. *Journal of Geography in Higher Education* (forthcoming).
6. O'Donnell, N., **Karabas, I.**, & Hill, A. (2022). Reducing Food Waste during COVID-19: Testing Role Model Stories as a Strategy for Promoting Conservation Behaviors. *Frontiers in Communication*, 7.

7. Swift, A.*, **Karabas, I.**, & King, S. (2022). Consumer Response to Foundations and Firms When Firms Own or Sponsor a Foundation. *Journal of Nonprofit & Public Sector Marketing*, 34(5), 572-589.
8. Gilbertz, S., Wood, B., Craig, C., **Karabas, I.**, Petrun Sayers, E., & McCormick, B.* (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.
9. Craig, C., Gilbertz, S., Petrun Sayers, E., & **Karabas, I.** (2022). The Development and Evaluation of Interdisciplinary STEM, Sustainability, and Management Curriculum. *The International Journal of Management Education*, 20(2), 1-14.
10. **Karabas, I.**, Kareklas, I., Weber, T. J., & Muehling, D. (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.
11. **Karabas, I.**, Nikolov, N., & Wood, B. (2021). The Effect of eWOM from Identity and Non-identity Social Media on Movie Sales. *Journal of Managerial Issues*, 33(3), 289-304.
12. Craig, C., Ma, S., **Karabas, I.**, & Feng, S. (2021). Camping, Weather, and Disasters: Extending the Construal Level Theory. *Journal of Hospitality and Tourism Management*, 49, 353-363.
13. Craig, C., Ma, S., & **Karabas, I.** (2021). COVID-19, Camping, and Construal Level Theory. *Current Issues in Tourism*, 24(20), 2855-2859.
14. Craig, C., & **Karabas, I.** (2021). Glamping after the Coronavirus Pandemic. *Tourism and Hospitality Research*, 21(2), 251-256.
15. **Karabas, I.**, & Joireman, J. (2020). The Role of Blocked Gratitude in Non-Voluntary Tipping. *Journal of Services Marketing*, 34(7), 983-997.
16. **Karabas, I.**, Orlowski, M., & Lefebvre, S. (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.
17. King, S., **Karabas, I.**, & Allred, A. (2020). Nintendo's Next Move. *The Case Journal*, 16(3).
18. **Karabas, I.**, Joireman, J., & Kim, S. (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.
19. Yurt, O., & **Karabas, I.** (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

Board of Regents Teaching Excellence Award Murray State University	2024
Teaching Excellence Award Department of Management, Marketing, BA, and LSC at MSU	2024
Top Paper in Track Association of Marketing Theory and Practice	2023
2022 Outstanding COB Journal Article Award Arthur J. Bauernfeind College of Business, MSU	2023

<i>Teach Abroad with Kentucky Institute for International Studies (KIIS)</i> Maya Mexico, The Netherlands, and Turkey Programs	2022 – present
<i>Emerging Scholar Award</i> Murray State University	2022
<i>Research Excellence Award</i> Department of Management, Marketing, BA, and LSC at MSU	2022
<i>Lana Porter Open Access Initiatives Award</i> Murray State University	2021
<i>Teaching Excellence Award</i> Department of Management, Marketing, BA, and LSC at MSU	2021
<i>Department's Nominee for BOR Teaching Excellence Award</i> Department of Management, Marketing, BA, and LSC at MSU	2021
<i>Teach Abroad with Kentucky Institute for International Studies (KIIS)</i> 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)

Wood, B., **Karabas, I.**, & Bourke, B. (2024). "Welcome to Class!!! Exploring the Effects of Excessive Punctuation in Communication between Faculty and Students." Presented at the Southern Political Science Association (SPSA), New Orleans, Louisiana.

Boman, L., & **Karabas, I.** (2023). "I Tipped, So I'll Be Back!: How Pre-Service Tipping Impacts Anticipated Taste and Repatronage Intentions." Presented at the Association for Consumer Research (ACR), Seattle, Washington.

Wilcox, D.*, **Karabas, I.**, & Andonova, Y. (October, 2023). "When Known Brands Should Think Twice About Disabling Comments." Presented at the Association for Consumer Research (ACR), Seattle, Washington.

Nolin, G.*, & **Karabas, I.** (2023). "Does Real-Life Location Matter in the Online World? How New eSports Fans Choose What Team to Support." Presented at the Association of Marketing Theory and Practice (AMTP), Hilton Head, South Carolina.

Nolin, G.*, & **Karabas, I.** (2023). "Does Real-Life Location Matter in the Online World? How New eSports Fans Choose What Team to Support." Presented at the Sports Science Forum, Bowling Green, Kentucky.

Wilcox, D.*, **Karabas, I.**, & Andonova, Y. (2023). "Don't Shut Us Down! Audience Response to Disabling Comments in Online Content." Presented at the American Marketing Association (Winter AMA), Nashville, Tennessee.

Munaganti, P., **Karabas, I.**, & Joireman, J. (2022). "Deciding Servers' Pay One Customer at a Time: Tipping." Presented at the Society for Consumer Psychology (SCP) – Virtual.

Munaganti, P., **Karabas, I.**, & Joireman, J. (2022). "Deciding Servers' Pay One Customer at a Time: Tipping." Presented at the American Marketing Association (Winter AMA), Las Vegas, Nevada.

Perry, M.*, & **Karabas, I.** (2021). "Consumer Perceptions of Social Media Stars and Celebrity Influencers: The Moderating Role of Product Type." Presented at the Society for Marketing Advances (SMA), Orlando, Florida.

Elmadag, B., Wang, W., Yaoyuneyong, G., **Karabas, I.**, & Andonova, Y. (2021). "Challenges as International Scholars in Ph.D. & Early Career." Panel at the Society for Marketing Advances (SMA), Orlando, Florida.

Wilcox, D.*, & **Karabas, I.** (2021). "The Effect of Profanity and Quality on Perceived Review Helpfulness and Purchase Intentions." Presented at the Association of Marketing Theory and Practice (AMTP) - Virtual.

O'Donnell, N., **Karabas, I.**, & Hill, A. (2020). "'Reducing Food Waste is Easy and Worth It': Analyzing the Efficacy of Role Model Stories in an Environmental Context." Presented at the National Communication Association (NCA) - Virtual.

Swift, A.*, & **Karabas, I.** (2020). "Consumer Response to Foundations and Firms When Firms Own or Sponsor a Foundation." Presented at the Association of Marketing Theory and Practice (AMTP) - Virtual.

Karabas, I., Orlowski, M., & Lefebvre, S. (2019). "'What am I Tipping you for?' Customer Response to Tipping at Limited Service Restaurants." Presented at the Society for Marketing Advances (SMA), New Orleans, Louisiana.

Karabas, I., & Joireman, J. (2019). "'Tipping Required': Development of a Model to Understand Customer Reactions to Non-Voluntary Tipping Systems." Presented at the Association for Consumer Research (ACR), Atlanta, Georgia.

Nikolov, N., & **Karabas, I.** (2019). "Social Media WOM: How Social is Your Social Media?" Presented at the Atlantic Marketing Association (AtMA), Asheville, North Carolina.

Karabas, I., & Joireman, J. (2019). "'Tipping Required': Development of a Model to Understand Customer Reactions to Non-Voluntary Tipping Systems." Presented at the Association of Marketing Theory and Practice (AMTP), Mt. Pleasant, South Carolina.

Karabas, I., & King, S. (2018). "Managing Online Consumer Reviews: Improving Review Quality." Presented at the Association of Marketing Theory and Practice (AMTP), Ponte Vedra Beach, Florida.

Karabas, I., Kareklas, I., Weber, T. J., & Muehling, D. (2017). "Suspiciously Positive: Consumer Reactions to Exceedingly Positive Reviews." Presented at the American Academy of Advertising (AAA), Boston, Massachusetts.

Karabas, I., Joireman, J., & Kim, S. (2017). "How Third Party Observers Respond to Overheard Service Failures: Implications for Frontline Service Employees and the Firm." Presented at the Association of Marketing Theory and Practice (AMTP), Myrtle Beach, South Carolina.

Karabas, I., & Weber, T. J. (2015). "Measuring New Phenomena: A Review of Consumer Behavior Scale Development." Presented at the Academy of Marketing Science (AMS), Denver, Colorado.

Karabas, I. (2012). "Global Sourcing and Supply Chain Risk Management." Presented at the 8th International Student Conference: Empirical Studies in Social Sciences, Izmir, Turkey.

INVITED TALK & SELECT MEDIA

Fox Business (2024): "Tipflation' explained: Professor explains explosion of tipping prompts at restaurants, cafes and businesses." Link [here](#).

Associated Press (2023): "Is Tipping Getting out of Control? Many Consumers Say Yes." Link [here](#).

New York Times (2023): "Tip a Self-Service Kiosk? How to Deal With the Many Requests for Tips." Link [here](#).

Fox News Podcast with Laurent Simonetti (2023): "Tipping Gone Wild! Marketing Expert On When It's OK To Not Tip For a Good Or Service." Link [here](#).

Interview with Loeke de Waal from Europe Financial Times on Tipping Culture in the US (2023). Link soon.

Radio Segment with Chris Witting at InfoTrak (2023): "Tip Requests in Unexpected Places and How to Avoid Burnout-Tip Requests in Unexpected Places" Link [here](#).

Interview on Tipping at Quick Service Restaurants with Associated Press (AP) on December, 2022. Link [here](#).

Virtual Presentation at Restaurant Finance Week (2020): "Automatic Gratuities: Should You Implement Them?" Link [here](#).

TEACHING EXPERIENCE

Murray State University, Arthur J. Bauernfeind College of Business Summer 2018 - present
Each semester a selection of 3-5 of the following courses/sections, 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) at Western Kentucky University

Study abroad in the Netherlands Summer Program – International Marketing

May - June 2024

Study abroad in Maya Mexico Winter Program – International Marketing

December 2022 – January 2023

Washington State University, Carson College of Business (Undergraduate)

Summer 2015 – Summer 2018

International Marketing, International Business (online), Consumer Behavior, Principles of Marketing, Marketing Research

OTHER PRESENTATIONS

Karabas, I. (2021). “My Academic Journey from High School to being a Professor.” Presented at the IUE Alumni Sessions.**Karabas, I.**, Joireman, J., & Kim, S. (2017). “Overheard Service Failures: Why Witnessing Negative Recoveries Leads Observers to Punish Frontline Employees and Leave the Firm.” Presented at the Oregon Marketing Research Symposium, Eugene, Oregon.**Karabas, I.**, Kareklas, I., Weber, T. J., & Muehling, D. (2017). “Review-fixing Programs and e-Retailer-driven Consumer Skepticism.” Presented at the WSU Research Expo, Pullman, Washington.**Karabas, I.**, Joireman, J., & Kim, S. (2016). “Negative Open Loop Exchange Spirals: How Third Party Observers Respond to Overheard Service Failures.” Presented at the Robert A. Mittelstaedt Doctoral Symposium, Lincoln, Nebraska.**Karabas, I.**, Joireman, J., & Kareklas, I. (2015). “Healing the Self: Parental Gift Giving as a Function of Past Childhood Deprivation.” Presented at the Wiley Research Exposition, Pullman, Washington.**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 – 2023

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

COB Faculty Development Committee Member

2019 - 2020

Chair, Academic Appeals Committee

2023 - 2024

Academic Appeals Committee Member

2021 - 2023

BOR Teaching Excellence Award Committee Member

Spring 2022

Chair, University Distinguished Mentor Award

2019 - 2021

ORCA Advisory Board Member

2019 - present

Undergraduate Academic Advisor	Fall 2019 - present
DECA Judge	2019 – present
FBLA Judge	2019 - present
Soccer Coach in MCC Soccer Association (volunteer)	Spring 2022 – Spring 2023
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 – Fall 2022
Summer Orientation	Summer 2019
<u>To the Profession:</u>	
Associate Editor The Case Journal	2023 – present
Editorial Review Board Member Journal of Applied Marketing Theory	2022 – present
Ad-hoc Reviewer:	
-Journal of Hospitality and Tourism Management	2024
-Journal of Business Research	2022, 2023, 2024
-Psychology & Marketing	2023
-International Journal of Contemporary Hospitality Management	2019 – present
-Journal of Marketing Communications	2023, 2024
-Journal of Global Scholars of Marketing Science	2023
-Current Psychology	2022 – present
-The CASE Journal	2020 - present
-Journal of Service Research	2021, 2022
-Journal of Decision Systems	2022
-Frontiers in Public Health	2022
-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 - 2022