

## **Dr. Murad Canbulut**

Altınbaş University, Faculty of Business Administration  
Buyukdere Caddesi No: 147 Gayrettepe-Istanbul

### **ACADEMIC APPOINTMENTS**

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2010-2016	Research Assistant, Izmir University of Economics
2016 – present	Assistant Professor, Altınbaş University

### **EDUCATION**

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2010 - 2016	Ph.D., Izmir University of Economics
2008 - 2010	M.B.A, Izmir University of Economics
2004 - 2008	B.A., Celal Bayar University

### **ADMINISTRATIVE APPOINTMENTS**

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2018-2021	Department Chair-Business Administration (Altınbaş University)
2018-2021	Chair-Graduate School Programs (Altınbaş University)
2017 – present	ERAMUS and Exchange Programs Departmental Coordinator
2019 – present	Disability Committee Faculty Representative
2021 – present	Curriculum Committee Faculty Representative
2021 – present	Sustainability Committee Faculty Representative

### **PUBLICATIONS**

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#### **Articles & Book Chapters**

- Mason, M.J, J. F. Tanner, M. Piacentini, D. Freeman, T. Anastasia, W. Batat, W. Boland, M. Canbulut, J. Drenten, A. Hamby, P. Rangan, Z. Yang (2011), Youth and risky consumption: Moving toward a transformative approach, *Journal of Research for Consumers*, 19, 1-8.
- Mason, M.J, J. F. Tanner, M. Piacentini, D. Freeman, T. Anastasia, W. Batat, W. Boland, M. Canbulut, J. Drenten, A. Hamby, P. Rangan, Z. Yang (2013), Advancing a participatory approach for youth risk behavior: Foundations, distinctions, and research directions, *Journal of Business Research*, 66 (8), 1235-1241.
- Chan, S. S., M. Van Solt, R. E Cruz, M. Philp, S. Bahl, N. Serin, N. B. Amaral, R. Schindler, A. Bartosiak, S. Kumar, M. Canbulut (2022), Social media and mindfulness: From the fear of missing out (FOMO) to the joy of missing out (JOMO), *Journal of Consumer Affairs*, 56 (3), 1312-1331.
- Canbulut, M. ve D. Atik (2016), “Modern Toplumda Etiketlenme: Engelli Bireyler ve Pazarlama (Labeling in Modern Society: People with Disabilities and Marketing)” *TUPADEM Tüketici Yazıları V*, 150-162.
- Canbulut, M. (2019), “Eğitim Sektörüne Genel Bir Bakış (An Overview of the Education Sector)”, in *Yükseköğretimde Tutundurma ve Strateji* ed. A. Ercan Gegez. Altınbaş Üniversitesi Yayınları.
- Canbulut, M. (2022), “Sosyal Girişimcilik (Social Entrepreneurship)”, in *Dijital Girişimcilik, Yenilikçilik ve Ar-Ge Çalışmaları* ed. K. Kürşat Demiryürek, Ali Kahramanoğlu ve Nur İlkay Abacı. Efe Akademi Yayınları.

### Conference Proceedings

- Canbulut, M. And D. Atik (2015), Consumer Vulnerability: What can Marketing do to Improve Individuals' Well-Being Labeled as Disabled?, Annual Macromarketing Conference, 54. 25-28 June 2015.
- Canbulut, M. And D. Atik (2016), Is it Possible to Improve The Quality of Life of "Labeled As Disabled (LAD)" People Through Marketing? 21st Marketing Congress.
- Canbulut, M. (2017), Understanding Labeled as Disabled (Lad) Through Interviews: Experiences of an Able-Bodied Researcher, 2017 Manchester Ethnography Symposium, 29 August-1 September 2017.
- Canbulut, M. And R. Bayer (2017), "İdeal Benlikten İdeal Çiftlere ve İdeal Ailelere: Türkiye'de Aile ve Zengin Çocuklar Instagram Hesaplarının Karşılaştırmalı Analizi", 22nd Marketing Conference, 28-30 September 2017.
- Canbulut, M. And A. Esen (2018), "To engage or not to engage: The case of a failed attempt to establish a social innovation lab", Social Enterprise World Forum Academic Symposium 2018: Advancing Social Enterprise Research, Teaching and Engagement, 10-11 September 2018.
- Canbulut, M. (2018), "Who defines the norms? Is marketing the new norm setter?", 9th Lancaster Disability Studies Conference, 11-13 September 2018.
- Canbulut, M. (2019), Tüketiciler Her Zaman Özgür Müdür? Foucault'nun Büyük Kapatılması ve Tüketici Özgürlüğü Arasındaki İlişki, PPAD Pazarlama Kongresi, 1-4 May 2019.
- Canbulut, M. (2019), Social Entrepreneurship Projects for Multiple Vulnerable Individuals: The Case of Turkey, ISIRC2019, 2-4 September 2019.
- Canbulut, M. (2021), Social Media & Mindfulness: From the Fear of Missing Out (FOMO) Towards the Joy of Missing Out (JOMO), Transformative Consumer Research Conference 2021, 28-29 June 2021.
- Serin, N., S. Sewak, T. Haderlie, M. Canbulut, N. Lewis, A. F. Muldrow, J. Sinha. The Emerging Role of Higher Education Institutions in Advancing Diversity, Equity and Inclusion (DEI) Initiatives, Society for Marketing Advances (SMA 2023), November 8-11, 2023 (Accepted).

### PROJECTS

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2022- 2023	Canbulut, M. (2022-present), The Place of People with Disabilities in Higher Education: Barrier-Free Master's Program for the Visually Impaired Individuals, Altinbas University.
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### GRANTS / AWARDS

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2011	TCR Conference Travel Grant -Waco Texas/USA (Baylor University and ACR)
2016	Scientific and Technological Research Council of Turkey (TÜBİTAK) Post Doc Research Grant
2022	Amaral, N., S. Bahl, A. Bartosiak, M. Canbulut, S. Chan, R. Cruz, S. Kumar, M. Philp, R. Schindler, N. Serin ve M. van Solt (2022). From FOMO to JOMO: Understanding the Effects of the Fear of Missing Out and Mindfulness on Social Media, Best Social Media & Digital Marketing Track Paper Award (Sponsored by MBTN Academy)AMA Higher Education SIG Doctoral Student Grant

### MEMBERSHIPS

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2011 – present	Transformative Consumer Research (TCR)
2011 – present	Macromarketing Society
2011 – present	Association for Consumer Research (ACR)
2013 – present	Pazarlama ve Pazarlama Araştırmaları Derneği (PPAD)
2019 – present	Türkiye Araştırmacılar Derneği (TÜAD)

## **LANGUAGES**

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**Turkish:** Native

**English:** Fluent