

MERVE GÜL BARUT

September 2023

Contact & Personal Details

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Date of birth: 26.06.1988
Gender: Female
Nationality: Turkish
Civil status: Married

Education

September 2019 - **PhD in Management**
(*expected 2024*) Università della Svizzera italiana (USI) / Lugano

September 2014 **MSc in Science and Technology Policy Studies**
Middle East Technical University (METU) / Ankara

June 2011 **BSc in Business Administration**
Hacettepe University /Ankara

September 2009 - **Erasmus exchange scholar in Business Administration**
March 2010 University of Bradford / UK

Research interests

Organization theory, organizational sociology, ecology, market categories, creative industries, tradition, craft.

Dissertation

Exploring the Evolution of Markets within Traditional Industries

In my research, I leverage theories of organizational sociology, ecology and categories to examine the construction and reconstruction of markets within long-standing industries, with a focus on the key actors and traditions that characterize them. I use inductive approach and qualitative methods to explore these dynamics in the context of the *Turkish Cymbal*, a revered industry at the heart of modern-day cymbal making and an essential component of contemporary drum kits.

Committee: Filippo Carlo Wezel, Stefan Arora-Jonsson, Gianluca Colombo

Manuscripts in submission

Barut, M. G., Wezel, F. C., & Arora-Jonsson, S. Singulare Tantum: Valorization of traditionalist products through singularization. First submission to *Administrative Science Quarterly*.

Manuscripts in progress

A movement for absolute uniqueness: The emergence of traditionalist cymbal smiths as a new organizational form in the cymbal industry (working paper). In preparation for submission to *Administrative Science Quarterly*.

Radical interpretation of tradition: The case of cymbal stacks (Data collection stage)

Conference proceedings & other publications

Barut, M.G., Wezel, F.C., & Arora-Jonsson, S. (2023). Singulare tantum: Product valorization in the emergence of oppositional identities. *Academy of Management Proceedings*
<https://doi.org/10.5465/AMPROC.2023.11283abstract>

Barut, M.G. (2021). Aile işletmelerinde girişimcilik eğilimi: Dünya ve Türkiye literatürü üzerine bir inceleme. (EN: Entrepreneurial orientation in family firms: A review of literature in the world and Turkey) In I. S. Akçomak, B. Beyhan, D. Çetindamar, V. S. Tandoğan (eds.). *Türkiye’de Yenilik Tabanlı Girişimcilik*: 131-156. İstanbul: Bilgi üniversitesi Yayınları.
<https://bilgiyay.com/kitap/turkiyede-yenilik-tabanli-girisimcilik/>

Selected conference & workshop presentations

83rd Annual Meeting of the Academy of Management (AoM)

Paper presentation: “Singulare tantum: Product valorization in the emergence of oppositional identities” with Wezel, F. C., & Arora-Jonsson, S.

39th EGOS Colloquium, Vienna, Austria, July 2023

Paper presentation: “Singulare tantum: Product valorization in the emergence of oppositional identities” with Wezel, F. C., & Arora-Jonsson, S

Pre-Colloquium PhD Workshop: Presentation and discussion of dissertation

Organization Studies PDW in Organization and Management Studies, Palermo, Italy, April 2023

Paper presentation & discussion: “Singulare tantum: Product meaning reconstruction through singularization” (Discussants: Santi Furnari & Claudia Gabbioneta)

38th EGOS Colloquium, Vienna, Austria, July 2022

Paper presentation: “Replication, distinction and legitimation: Category creation by a spinoff entrant within Turkish Cymbal market” (*Nominated for the Best Student Paper Award*)

50th Anniversary Conference of Science Policy Research Unit at University of Sussex, Brighton, UK, September 2016

Paper presentation: “Intergenerational succession and family business innovation: Case of machinery manufacturing sector in Ankara” with Akcomak, I. S., & Topal, C.

Teaching interests

Entrepreneurship, Corporate entrepreneurship, New business development

Teaching activity

USI – Master in Management Program (Teaching assistant for Prof. Colombo)

2020 – 2023 Entrepreneurship Theory and Practice

2020 – 2023 Writing Business Plans

2020 – 2022 Management of SME in the Tourism and Hospitality Businesses

USI – Executive MBA (Teaching assistant for Prof. Colombo)

2020 Corporate Entrepreneurship

Service

Reviewer, Academy of Management, 83rd Annual Meeting, 2023

Coordinator of USI Institute of Management MORSe Review Club, aiming to improve PhD/PostDoc students' reviewing skills through review of articles presented in the MORSe Seminar Series, since February 2023

Professional experience

March 2012 - **Consultant / Project Manager**
October 2018 MAKRO Management Development Consulting Ltd., Ankara
(A boutique company active in SME consulting and EU projects with entrepreneurship theme)

Languages

Turkish (native speaker), English (fluent)

References

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