

Prof. Dr. Melike Demirbag Kaplan



Professor of Marketing
Faculty of Management and Economic Sciences
Email: melike.demirbag@giu-berlin.de
Room: 2.05

[Google Scholar](#) • [ResearchGate](#)

Melike Demirbag-Kaplan is a Professor of Marketing and the Vice President for Quality and Outreach at German International University (GIU) in Berlin, Germany. Prior to this position, she held professorship positions at Victoria International University in Berlin, Izmir University of Economics and Yasar University in Turkey. In 2014, she was a visiting researcher at Schulich School of Business, York University, Canada. Her work has been published in recognized journals such as the European Journal of Marketing, the Service Industries Journal, the Journal of Brand Management, the Journal of Consumer Affairs, the Journal of Marketing Education, Convergence, the Design Journal, Energy Research & Social Science, the Journal of Public Health Policy and the Journal of Medical Marketing.

Education

BA, Business Administration, Bogazici University, 2000

Ph.D. (hons), Business Administration - Marketing, Izmir University of Economics, 2007

Research Interests

Her research mainly focuses on brand management and consumer behavior, with a particular focus on the power shift between consumers and corporations reflected in alternative forms of consumption such as sharing economies, sustainable consumption, etc. Her other research interests include consumption-related topics especially in the energy and digital context, including the smart consumer shift.

Selected Research

- Cavusoglu, L. & Demirbag-Kaplan, M. (2025). Unraveling the Threads of Marketplace Diversity. *Journal of Consumer Affairs*, 419.
- Biresselioglu, M. E., Demir, M. H., Demirbag Kaplan, M., & Solak, B. (2020). Individuals, collectives, and energy transition: Analysing the motivators and barriers of European decarbonisation. *Energy Research & Social Science*, 66, 101493.
- Demirbag-Kaplan, M. (2018). When Delights Turn Bitter: Consumer Resistance in Turkey. In Ozturkcan, S. and Yolbulan Okan, E., *Marketing Management in Turkey*. London, UK: Emerald.

- Demirbag-Kaplan, M., Kaplan-Oz, B. (2018) We beat the cops in GTA: Po(ludic)al Activism in the Age of Video Games, *Convergence*, 24(6), 623–647.
- Biresselioğlu, M.E., Demirbag-Kaplan, M., Yilmaz, B. K. (2018) Electric Mobility in Europe: Identification of Motivators and Barriers in Decision Making Processes, *Transportation Research Part A: Policy and Practice*, 109, 1-13.
- Cavusoglu, L., Demirbag-Kaplan, M., (2017) Health Commodified, Health Communified: Navigating Digital Consumptionscapes of Well-Being, *European Journal of Marketing*, 51 (11/12), 2054-2079.
- Demirbag-Kaplan, M., Yildirim, C., Gulden, S., Aktan, D. (2015) I love to hate you: Loyalty for Disliked Brands and the Role of Nostalgia, *Journal of Brand Management*, 22, 136– 153.
- Demirbag-Kaplan, M., Yurt, O., Guneri, B., Kurtulus, K. (2010) “Branding Places: Applying Brand Personality Concept to Cities”, *European Journal of Marketing*, Vol. 44, No. 9/10, 1286 - 1304.
- Baltacioglu, T., Ada, E., Demirbag-Kaplan, M., Yurt, O., Kaplan Y.C. (2007) “A New Framework for Service Supply Chains”, *Service Industries Journal*, Vol. 27, No. 2, 105-124.

Current Research

Current research includes *Consumer Participation in Circular Economies*, with the main objective of understanding how consumer behavior contributes to the success of circular economy models, particularly through reuse, repair, sharing, and non-ownership approaches that support sustainable market transformation, as well as *Marketplace Inclusion for Marginalized Consumers*, to identify and address structural barriers that limit access and representation in consumer markets.