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**Abstract**

In this chapter, the author draws a sociological portrait of a new academic type, the ‘yuppie academic’ or professor-entrepreneur, first observed in the advanced capitalist societies before being successfully ‘imported’ into Turkish academia. With a constant dialogue between philosophy, sociology, social theory and literature, and with a particular emphasis on the neoliberalization of academic everyday life in Turkey, the author analyzes current tensions and disjunctions between today’s university, academic ethos and academic morality. The aim is to interrogate the intersection between the questions of ‘what is happening to academics’ and ‘what is happening to academic ethos and academic morality’ under these new conditions, in which universities are being turned into commercial enterprises. This text is an extended and revised version of a manuscript in Turkish, entitled ‘The Problem of “Ethos” and “Morality” beyond Modern Architecture,’ prepared for The Second Symposium on Architecture and Philosophy: Ethics-Aesthetics, October 31–November 1, 2002. The first revised version, entitled ‘Who [What] Is the Ersatz Yuppie Academic?’ was presented

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(HRK / Abstract übernommen)

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