

CURRICULUM VITAE

PERSONAL INFORMATION

Name: Peren Özturan
Gender: Female
Date of birth: 09-07-1977
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EDUCATION

2008 - 2013 Ph.D. in Business Administration (Marketing), Koç University, Turkey, 2013
Dissertation title: “Marketing Strategy in Tough Economic Times”
Advisor: *Ayşegül Özsoyer*
Dissertation committee:
Koen Pauwels (Northeastern University, USA)
Nükhet Harmancıoğlu (Koç University, Turkey)
Rik Pieters (Tilburg University, the Netherlands)
Stefan Wuyts (Pennsylvania State University, USA)
2009 - 2010 University of Michigan, Ross School of Business, Visiting Scholar
2005 - 2006 Executive MBA, Koç University, Turkey
1994 - 1998 B.Sc. in Management, Middle East Technical University, Turkey

ACADEMIC EXPERIENCE

2020 - present Özyeğin University, Faculty of Business
Assistant Professor of Marketing, Turkey
2013 - 2019 Vrije Universiteit Amsterdam, School of Business and Economics
Assistant Professor of Marketing, the Netherlands
2007 - 2008 Koç University, College of Administrative Sciences and Economics
Teaching/Research Assistant, Turkey

ACADEMIC PUBLICATIONS

Harmancıoğlu, Nükhet, Stefan Wuyts, and Peren Özturan (2020) “Governance Implications of Modularity in Sourcing Relationships,” forthcoming at the *Journal of the Academy of Marketing Science*.
Eelen, Jiska, Peren Özturan, and Peeter W. J. Verlegh (2017), “The Differential Impact of Brand Loyalty on Traditional and Online Word of Mouth: The Moderating Roles of Self-Brand Connection and the Desire to Help the Brand,” *International Journal of Research in Marketing*, 34(4), 872-891.
Özturan, Peren, Ayşegül Özsoyer, and Rik Pieters (2014), “The Role of Market Orientation in Advertising Spending during Economic Collapse: The Case of Turkey in 2001,” *Journal of Marketing Research*, 51(2), 139-152.

ACADEMIC RESEARCH IN PROGRESS

“Can the Marketing Function Benefit from Socially Responsible Marketing? The Role of Legitimacy and Customers’ Interest in Social Responsibility” with Amir Grinstein, invited for 2nd round of review at *European Journal of Marketing*.
“Impact of Global Brand CMOs’ Digital Corporate Social Responsibility Communications on Twitter,” with Amir Grinstein, under review at *Journal of International Marketing*.
“Brand Competition across Economic Cycles,” with Barbara Deleersnyder and Ayşegül Özsoyer, under review at *International Journal of Research in Marketing*.
“A Tale of Two Worlds: Marketing-R&D Integration in New Product Development,” with Ken Matsuno and Ayşegül Özsoyer.
“Global and Local Brands: Distinguishing Perceptions from Origin,” with Ayşegül Özsoyer.

INVITED TALKS

University of Amsterdam, the Netherlands, July 2019

Özyeğin University, Turkey, December 2018

Middle East Technical University, Turkey, December 2018

Amsterdam School of International Business, CEDIS Research Lab Symposium, June 2018

Koç University, Turkey, Changing Economic Conditions Workshop, January 2015

Vrije Universiteit Amsterdam, the Netherlands, November 2012

University of Groningen, the Netherlands, November 2012

Erasmus School of Economics, Erasmus University, the Netherlands, September 2012

HONORS AND AWARDS

- Marketing Science Institute Seed Funding, with Amir Grinstein, worth \$2500, 2016
- University Teaching Qualification, Amsterdam 2014
- Koç University Graduate School of Business Graduate Studies Excellence Award, 2013
- Inaugural AIM - AMA Sheth Foundation Doctoral Consortium Fellow, Bangalore 2012
- 25th EMAC Doctoral Colloquium Student Fellow, Lisbon 2012
- Ph.D. Scholarship, Koç University, 2008 - 2013
- Central Bank of the Republic of Turkey Scholarship, 1994 - 1998

CONFERENCE AND OTHER PRESENTATIONS

Can the Marketing Function Benefit from Socially Responsible Marketing?

- EMAC 49th Annual Conference, Proceedings (64376), 2020
- Young Emerging Scholars Conference, Frankfurt, August 2019
- 2018 AMA Summer Academic Conference, Boston, MA. August 2018*.
- 40th ISMS Marketing Science Conference, Philadelphia, PA. June 2018*.
- Marketing and Public Policy Conference, Columbus, OH. June 2018.

Brand Competition across Economic Cycles

- EMAC 47th Annual Conference, Glasgow. June 2018.
- Academy of Marketing Science World Marketing Congress, Bari, Italy. July 2015.
- 35th ISMS Marketing Science Conference, Istanbul. July 2013.
- EMAC 42nd Annual Conference, Istanbul. June 2013.
- 9th Marketing Dynamics Conference, Tilburg University, the Netherlands. August 2012.
- EMAC 25th Doctoral Colloquium, ISCTE, Lisbon. May 2012.

The Differential Impact of Brand Loyalty on Traditional and Online Word of Mouth: The Moderating Roles of Self-Brand Connection and the Desire to Help the Brand

- Koç-Özyeğin-Sabancı (KOS) Marketing Research Camp, Istanbul. December 2017*.
- 16th ICORIA Conference, Gent. July 2017. Selected as the *best conference paper**.
- SWOCC Symposium 2017, Amsterdam. June 2017*.

A Tale of Two Worlds: Marketing-R&D Integration in New Product Development

- 38th ISMS Marketing Science Conference, Shanghai, China. June 2016.

Managing Crisis - The Role of Organizational Learning and International Dependence

- Academy of Marketing Science World Marketing Congress, Bari, Italy. July 2015.
- EMAC 43rd Annual Conference, Valencia, Spain. June 2014.
- AMA Winter Marketing Educators' Conference, Las Vegas, NV. February 2013.
- The International Conference on Marketing in Emerging Economies: An Agenda for the Next Decade, Amritsar, India. December 2012.
- 34th ISMS Marketing Science Conference, Boston, MA. June 2012.

The Role of Market Orientation in Advertising Spending during Economic Collapse: The Case of Turkey in 2001

- FaDo Lunch Seminar, Vrije Universiteit Amsterdam. April 2014.
- KOS Marketing Research Camp, Özyeğin University, Istanbul. December 2011.
- AMA Summer Marketing Educators' Conference, San Francisco, CA. August 2011.
- 33rd ISMS Marketing Science Conference, Houston, TX. June 2011.

* denotes presentation by a co-author.

TEACHING

- Marketing Strategy (B.A. in Business Administration) 2020 - *present*
- Marketing Research (B.A. in Business Administration) 2020 - *present*
- Thesis Supervision (Master of Science in Marketing) 2013 - *present*
- Marketing Strategy (Master of Science in Marketing) 2013 - 2017
- Marketing in Emerging Economies (B.Sc. International Business Administration) 2016 - 2019
- Creativity and Innovation (Amsterdam Summer School) 2016 -2018
- Academic Seminar (Master of Science in Marketing) 2014 - 2015

PROFESSIONAL SERVICE

External Service

Ad hoc reviewer for Industrial Marketing Management, European Journal of Marketing, European Marketing Academy Conference, Winter American Marketing Association Conference

University Service

Member of the Academic Advising Committee 2020 - present

Faculty Library Committee Member, 2014 - 2019

Master of Science in Marketing Program Committee Member, 2014 - 2019

Thesis Coordinator (Master of Science in Marketing), 2015 - 2016

PROFESSIONAL AFFILIATIONS

American Marketing Association

European Marketing Academy

INDUSTRY EXPERIENCE

2020 - present Succeed With Joy

Founder, the Netherlands

- Training, research, and consultancy services

2006 - 2007 Akbank, Retail Banking Marketing Department

Assistant Product Manager, Turkey

- Within the Investment Products and Liabilities team of 5, was responsible for designing, implementing, and evaluating the marketing plan of the bank's investment funds and brokerage services e.g., ran campaigns for clients and sales teams, set targets, and prepared presentations for board meetings,
- Worked in coordination with multiple stakeholders e.g., Ak Investment, Ak Asset Management, Capital Markets Board of Turkey, and segment, channel management teams of the bank.

2000 - 2006 Isbank, Capital Markets Department

Investment Analyst, Turkey

- First, within a team of 3, designed a financial website www.isteyatirim.com.tr. Acquired an in-depth understanding of the Turkish financial sector and got accustomed to the IT terminology since the project was pursued in collaboration with the bank's IT team and an outsourcing firm. Arranged the legal issues like patent agreements, information distribution contracts etc. Line of responsibility after launch included the content management of the website e.g., writing articles to inform investors about financial instruments, and the market dynamics.
- Later, with a team of 12, was responsible for the marketing, operational services, book-keeping, and reporting of the bank's investment and pension funds.
- Developed and delivered staff trainings and workshops, in both roles.

1999 - 2000 Isbank, Economic Research and Planning Department

Assistant Economist, Turkey

- Wrote micro- and macro-economic reports on Turkish and global economy that were published in-house for credit issuance and strategic decisions. Acquired basic skills and knowledge necessary for any successful business project i.e., a thorough research/planning and a solid economic foundation.
- Developed and delivered staff trainings and workshops.

OTHER PUBLICATIONS AND RECOGNITIONS

- Özturan, Peren (2020), “E-Ticaret ve Paydaş Yönetimi,” in *Ticarette Dijital Dönüşüm ve E-Ticaret*, edited by Sema Ay and Hilal Yıldırım Keser, Değişim Publications: Istanbul. ISBN: 978-605-2083-65-9.
- How the Corona Crisis is Impacting Marketing in Turkey (2020), Adformatie, <https://www.youtube.com/watch?v=N9AXaW2-JU0> .
- Özturan, Peren and Amir Grinstein (2017), “The Socially Responsible CMO,” *Marketing Science Institute Working Paper Series*, 17-110 <http://www.msi.org/reports/the-socially-responsible-cmo/>.
- Verlegh, Peeter W. J., Jiska Eelen, and Peren Özturan (2017), “Merktrouw Leidt tot Word-of-Mouth, maar Online (Meestal) Niet,” *Tijdschrift voor Marketing*, 51(10), 44-47 <https://www.adformatie.nl/interne-communicatie/merktrouw-leidt-tot-word-mouth-maar-online-meestal-nie> .
- Özturan, Peren (2011), “Corporate Social Responsibility Case Study Analysis: Examination of 5 Corporations and 5 NGOs in Turkey,” *CIVICUS Civil Society Index Country Report for Turkey*. Istanbul: Third Sector Foundation of Turkey
- Advanced License Certificate, Capital Markets Board of Turkey, 2005
- Basic License Certificate, Capital Markets Board of Turkey, 2004
- “From the Past’s Money Box to Today’s Money Box Fund” Project, Ahmet Dallı Banking Awards, 2003
- “Financial Portal” Project, Ahmet Dallı Banking Awards, 2001

TECHNICAL EXPERTISE: MPlus, SPSS, Stata, MS Office, Qualtrics, Business Objects.

LANGUAGES: English, Turkish, Dutch, French.

FUN FACTS: Started a Master’s degree in Gender and Women Studies in 1998, a yin yoga teacher.

REFERENCES: Available upon request.