**CURRICULUM VITAE**

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|  | Name:Gender:Date of birth:Nationality:Phone:E-mail:LinkedIn: | Peren ÖzturanFemale09-07-1977Dutch+90(216)5649082peren.ozturan@ozyegin.edu.tr<https://www.linkedin.com/in/peren-ozturan/>  |

**EDUCATION**

Ph.D. in Business Administration (Marketing), Koç University, Graduate School of Business, 2013

Dissertation: “Marketing Strategy in Tough Economic Times”

Chair: Ayşegül Özsomer

Executive MBA, Koç University, Graduate School of Business, 2006

B.Sc. in Management, Middle East Technical University, 1998

**ACADEMIC EXPERIENCE**

Özyeğin University, Assistant Professor of Marketing, 2020 - *present*

Vrije Universiteit Amsterdam, Assistant Professor of Marketing, 2013 - 2019

University of Michigan, Ross School of Business, Visiting Scholar, 2009 - 2010

**PUBLICATIONS**

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 Özsomer, 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.

**RESEARCH IN PROGRESS**

“Governance Implications of Modularity in Sourcing Relationships,” with Nükhet Harmancıoğlu and Stefan Wuyts, manuscript conditionally accepted at the *Journal of the Academy of Marketing Science*.

“Advertising Competition across Economic Cycles,” with Barbara Deleersnyder and Ayşegül Özsomer.

“Can the Marketing Function Benefit from Social Responsibility?” with Amir Grinstein.

“A Tale of Two Worlds: Marketing-R&D Integration in New Product Development,” with Ken Matsuno and Ayşegül Özsomer.

“Global and Local Brands: Distinguishing Perceptions from Origin,” with Ayşegül Özsomer.

**HONORS AND AWARDS**

* Marketing Science Institute Seed Funding, with Amir Grinstein, worth $2000, 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

**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, the Netherlands, 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

**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.

Advertising 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 - 2020
* 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*

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**

* Succeed With Joy, Training, Research, and Consultancy services, Founder, Amsterdam, 2020 - *present*
* Koç University, College of Administrative Sciences and Economics, Teaching/Research Assistant, Istanbul, 2007 - 2008
* Akbank, Retail Banking Marketing Department, Assistant Product Manager, Istanbul, 2006 - 2007
* Isbank, Capital Markets Department, Investment Analyst, Istanbul, 2000 - 2006
* Isbank, Economic Research and Planning Department, Assistant Economist, Istanbul, 1999 - 2000

**INDUSTRY REPORTS, MEDIA PRESENCE, AND RECOGNITIONS**

* How the Corona crisis is impacting marketing in Turkey (2020), Adformatie (the leading marketing platform in the Netherlands), <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
* Certificate of Business Objects, DSS Technology, 2007
* 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 Dalli Banking Awards, 2003
* “Financial Portal” Project, Ahmet Dalli Banking Awards, 2001

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

**LANGUAGES:** English (advanced), Turkish (mother tongue), Dutch (beginner), French (beginner).

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

**REFERENCES:** Available upon request.