

**CAN USLAY, Ph.D.**

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Director, CM3A

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**Executive Summary:**

RBS is one of the largest business schools in the US with about 10,000 students and is the top public business school in the Northeast based on several metrics. It is AACSB accredited, member of the Big 10 Conference and Academic Alliance, and operates on multiple campus locations.

I am a recipient of two NJ Bright Idea Awards, Chancellor's Teaching Excellence Award, the Valerie Scudder Award, MAACBA Teaching Innovation Award, WDI Global Case Writing Competition Award, AMA EMSIG Gerald Hills Best Paper Award and Abdul Ali Promising Research Awards, and several Dean's awards for outstanding scholarship, teaching, and service. My research has been presented in various international conferences and published in the leading academic journals such as the *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *European Business Review*, *GLIMS Journal of Management Review and Transformation*, *International Business Review*, *International Journal of Technology Management*, *International Journal of Business Environment*, *International Journal of Quality & Reliability Management*, *Journal of Advertising Education*, *Journal of Business-to-Business Marketing*, *Journal of Business Research*, *Journal of Business Strategy*, *Journal of Creating Value*, *Journal of Macromarketing*, *Journal of Public Policy & Marketing*, *Journal of Research in Marketing & Entrepreneurship*, *Journal of Retailing & Consumer Services*, *Journal of Small Business Management*, *Journal of Strategic Marketing*, *Journal of the International Council for Small Business*, *Marketing Education Review*, *Marketing Letters*, *METU Studies in Development*, *Review of Marketing Research*, *Strategy Science*, and the *Rutgers Business Review*. I have co-authored five and co-edited four books, and over seventy articles/book chapters/sections (eight in re-print). Among these, *The Global Rule of Three* (2020, Palgrave MacMillan) was a finalist for the AMA Leonard L. Berry Marketing Book Award. I served as Chair of the AMA Entrepreneurial Marketing SIG (2014 – 2021), and currently serve as the Director of the Center for Marketing Advantage, Advancement, and Action (CM3A), Associate Editor for the *Rutgers Business Review*, and the *Journal of Creating Value*, and a DSEF and AEF VPP Fellow. My work experience prior to academia includes various organizations/functions such as internal consulting at a conglomerate, international marketing of consumer electronics, and assisting the State of Georgia for high-tech based economic development.

**EDUCATION:**

Ph.D. Georgia Institute of Technology, 2005.

Major: Marketing; Minor: Entrepreneurship

M.B.A. (Magna Cum Laude), Georgia Institute of Technology, 2000.

B.S., Management (with Honors), Middle East Technical University, 1995.

## RESEARCH AND PUBLICATIONS:

### A. Research Interests

Marketing interfaces (e.g., marketing-strategy; marketing-entrepreneurship; marketing-finance; marketing-supply chain), mindful marketing, entrepreneurial marketing, product placement, covert marketing, market orientation, predatory pricing, place branding, brand activism/design, market-based M&A analysis, market structure, and the rule of three theory

### B. Books

Sheth, Jagdish N. and **Can Uslay** (2025), *Navigating Brand Activism*, Routledge, 324 pages.

Sheth, Jagdish N., Atul Parvatiyar, and **Can Uslay** (2025), *Marketing Theory: Evolution and Evaluation*, global expanded edition, Wiley USA, 304 pages.

Sheth, Jagdish N., Atul Parvatiyar, and **Can Uslay** (2022), *Marketing Theory: Evolution and Evaluation of Schools of Marketing Thought*, expanded edition, Wiley India, 264 pages.

Sheth, Jagdish N., **Can Uslay**, and Rajendra S. Sisodia (2020), *The Global Rule of Three: Competing with Conscious Strategy*, New York, NY: Palgrave MacMillan, 289 pages.

- Runner-up for the 2022 AMA Leonard L. Berry Book Award
- 2022 NJ Bright Idea Award
- Featured in Berry Book Award special session during the 2023 Winter AMA Conference
- #1 new release on Amazon for Global Marketing and Industrial Marketing categories
- Reviewed by Dalgıç, T. (2023), “Kitap Eleştirisi: Sheth, J. N., Uslay, C., & Sisodia, R. S. (2020). *The Global Rule of Three: Competing with Conscious Strategy*. Palgrave MacMillan. ISBN: 978-3-030-57473-4,” *Tüketici ve Tüketim Araştırmaları Dergisi*, 15(2), 543-552.
- Featured in Authors Amplified <https://www.globalatlanta.com/authors-amplified-how-the-rule-of-three-affects-global-business-strategy/>
- Featured by Founding Fuel <https://foundingfuel.com/video/why-only-three-companies-will-dominate-global-markets/>
- Featured in RBS Business Insights <https://www.business.rutgers.edu/business-insights/business-insights-interview-can-uslay-regarding-global-rule-three>
- Featured in BCG Henderson Institute Thinkers & Ideas Podcast <https://bcghendersoninstitute.com/the-global-rule-of-three-with-jagdish-sheth-can-uslay-and-raj-sisodia-9fc4819a6596>

Bayraktar, Ahmet and **Can Uslay** (2017), *Strategic Place Branding Methodologies and Theory for Tourist Attraction*, edited book, Hershey, PA: IGI Global, 326 pages.

- Indexed in SCOPUS
- Featured by IGI Global among Best-Selling Titles in Hospitality, Travel and Tourism, 2018.
- Promotional video: <https://www.youtube.com/watch?v=9UCCiZBPflc&feature=youtu.be>

Bayraktar, Ahmet and **Can Uslay** (2017), *Global Place Branding Campaigns across Cities, Regions, and Nations*, edited book, Hershey, PA: IGI Global, 346 pages.

- Indexed in SCOPUS

Malhotra, Naresh K., **Can Usley**, and Ahmet Bayraktar (2016), *Relationship Marketing Re-Imagined: Marketing's Inevitable Shift from Exchanges to Value Co-Creating Relationships*, New York, NY: Business Expert Press, 162 pages.

- Selected by Harvard Business Publishing to be paired with their case studies (among 47 books selected) <http://www.businessexpertpress.com/titles-chosen-by-harvard/>
- E-chapters available via Ivey Publishing

Sheth, Jagdish N. and **Can Usley** (2011), *Legends in Marketing – Naresh K. Malhotra; Marketing Management & Policy*, Vol. 5, edited book, Thousand Oaks, CA: Sage Publications, 295 pages.

Krishnan, B. C. and **Can Usley** (2010), *Legends in Marketing – Jagdish N. Sheth; Managerial Marketing: The Early Years*, Vol. 5, edited book, Thousand Oaks, CA: Sage Publications, 212 pages.

Sheth, Jagdish N., Fred C. Allvine, **Can Usley**, and Ashutosh Dixit (2007), *Deregulation and Competition: Lessons from the Airline Industry*, Thousand Oaks, CA: Sage Publications, 344 pages.

### C. Articles/Book Contributions/Case Studies

Alqahtani, Nasser, **Can Usley**, and Sengun Yenyurt “Entrepreneurial Marketing and Firm Performance: Scale Development, Validation, and Empirical Test,” *Journal of Strategic Marketing*, forthcoming.

- <https://www.tandfonline.com/doi/full/10.1080/0965254X.2022.2059773>
- Recipient of 2021 EUROMID International Conference on Business & Technology Best Paper Award
- The second-most-read JSM article in 2022

Ulu, Sevincgul, **Can Usley**, Sengun Yenyurt (2025), “Is This Review Helpful? How Product Gender, Verification, and Valence Shape Perceived Helpfulness” *Journal of Retailing and Consumer Services*, 87 (October).

**Usley, Can** (2025), “Integrating the Tri-Sector Innovation Mindset into the Value Creation Wheel,” in *Decide Smarter in Business and Life: Transforming Decision Making with VCW*,” L.F. Lages ed., 189-195.

**Usley, Can** (2025), “The Great Potential of Tri-Sector Innovations in Brazil,” *Zine Consciente*, Special Edition, 2-4.

- Lead article
- Published in English and Portuguese

**Usley, Can** (2025), “Toward A More General Theory of Marketing Ethics,” *Journal of Research in Marketing & Entrepreneurship*, 27 (1), 126-161.

Roese, Neal J., Silvana Dakduk, and **Can Usley** (2025), “Educating Marketers for the Digital

Future” in *Leading and Managing in the Digital Era*, G. Prastacos and N. Pouloudi Eds., Springer, 397-412.

Amin, Anjali, John Impellizzeri, and **Can Usley** (2024), “Unlocking Macro-Value Through the Tri-Sector Mindset: The Case of the NJ CEO Council,” *Rutgers Business Review*, 9 (2), 190-201.

Alqahtani, Nasser, **Can Usley**, and Sengun Yenyurt (2024), “Comparing the Moderated Impact of Entrepreneurial Orientation, Market Orientation, and Entrepreneurial Marketing on Firm Performance,” *Journal of Small Business Management*, 62 (6), 2741-2778.

- <https://www.tandfonline.com/eprint/XYDQR3RMDVRGBT4X35MQ/full?target=10.1080/00472778.2023.2272267>
- 2022 AMA EMSIG Abdul Ali Promising Research Award

Alqahtani, Nasser, **Can Usley**, and Sengun Yenyurt (2024), “Strategic Performance Blueprint: Optimizing Business Performance Through Tailoring Strategic Postures to Environmental and Institutional Contexts,” *Journal of the International Council for Small Business*, 5 (3), 216-231.

- Among the top 10 most impactful articles of 2024

Sheth, Jagdish N. and **Can Usley** (2023), “The Geopolitics of Supply Chains: Assessing the Consequences of the Russo-Ukrainian War for B2B Relationships,” *Journal of Business Research*, 166 (November), 1-7.

- <https://www.sciencedirect.com/science/article/abs/pii/S0148296323004794>

**Usley, Can** (2023), “Scaling Collaboration and Innovation through Tri-Sector Partnerships,” *METU Studies in Development*, Ahmet Acar SI, 50 (December), 539-558.

- <http://www2.feas.metu.edu.tr/metusd/ojs/index.php/metusd>

Lee, Kyungwon, **Can Usley**, and Sengun Yenyurt (2023), “An Empirical Examination of Consumer Co-Creation Process,” *Marketing Letters*, 34, 205-222.

- 2024 Bright Idea Award, NJ Collegiate Business Administration Association

Lei, Lei, **Can Usley**, and Jaideep Vaidya (2023), “Empowering Business Students: The Rise of Experiential Learning, Collaborative Mentoring, and Data Science,” *Rutgers Business Review*, 8 (1), 1-15.

- Lead article

Karniouchina, Ekaterina V., Stephen J. Carson, William L. Moore, Kumar Sarangee, and **Can Usley** (2023), “Varying Returns to Diversification along the Value Chain,” *Strategy Science*, 8 (1), 44-61.

Sheth, Jagdish N. and **Can Usley** (2022), “Creating Enduring Customer Value,” *Journal of Creating Value*, 8 (2), 241-252.

Alqahtani, Nasser and **Can Usley** (2022), “Marketing/Entrepreneurship Interface Research Priorities (2023-2026),” *Journal of Research in Marketing & Entrepreneurship*, 24 (2), 405-419.

- Karniouchina, Ekaterina V., Carol Theokary, Kumar Sarangee, Jeremy Morgan, and **Can Usley** (2022), “Service Sector in the Era of Covid-19: Emerging Consumer Trends and Service Design Adaptations,” *Rutgers Business Review*, 7 (1), 30-44.
- Sheth, Jagdish N., **Can Usley**, and Rajendra S. Sisodia (2022), “Globalization of Competition: The Global Rule of Three and the New Triad Power,” *GLIMS Journal of Management Review and Transformation*, 1 (1), 11-29.
- Inaugural issue, lead article
- Garcia, Monserrat, Joanna Poz-Molesky, **Can Usley**, Ekaterina V. Karniouchina (2021), “Rising on the Storm: A Comparison of the Characteristics of Entrepreneurs and New Ventures During and Before the Covid-19 Pandemic,” *Rutgers Business Review*, 6 (3), 244-262.
- Praturi, Gopa and **Can Usley** (2020), “The WW Wellness Journey: The Rebranding of Weight Watchers,” Case and Teaching Note (#9B20A065), Ivey Publishing.
- Also available through Harvard Business Publishing
- Karniouchina, Ekaterina V., Carol Theokary, Lorien Rice, **Can Usley**, and Siobhan Reilly, (2020), “Is New Product Development Impacted by the Manager’s Gender? The Case of Motion Pictures,” *Rutgers Business Review*, 5 (3), 326-341.
- Bayraktar, Ahmet, Emine Erdogan, **Can Usley**, Olivia F. Lee (2020), “Mindful Entrepreneurial Marketing for Small and Medium Enterprises,” in *Handbook of Entrepreneurship and Marketing*, I.R. Fillis and N. J. M. Telford Eds., Cheltenham, Edward Elgar, 262-274.
- Alqahtani, Nasser and **Can Usley** (2020), “Entrepreneurial Marketing and Firm Performance: Synthesis and Conceptual Development,” *Journal of Business Research*, 113 (May), 62-71.
- Shi, Yuying, Ekaterina V. Karniouchina, and **Can Usley** (2020), “(When) Can Social Media Buzz Data Replace Traditional Surveys for Sales Forecasting?” *Rutgers Business Review*, 5 (1), 43-60.
- Cicek, Mesut, Sevincgul Ulu, and **Can Usley** (2019), “The Impact of the Slow City Movement on Place Authenticity, Entrepreneurial Opportunity, and Economic Development,” *Journal of Macromarketing*, 39 (4), 400-414.
- Kutlubay, Omer C. and **Can Usley** (2019), “The Varying Role of Social Ties on Team Performance: Evidence from the Marketing Classroom,” *Marketing Education Review*, 29 (1), 37-51 (equal contribution).
- Usley, Can** (2019), “The Next Frontier in Marketing: Self-Sustaining Marketing, Society, and Capitalism through Collaborative yet Disruptive Partnerships” in *Handbook of Marketing Advances in the Era of Disruptions – Essays in Honor of Jagdish N. Sheth*, A. Parvatiyar and R.S. Sisodia eds., Sage, 490-500.
- Usley, Can** (2018), “Is Advertising Stuck in the Middle? A Commentary,” *Journal of*

*Advertising Education*, 22 (2), 147-151.

- Featured by the Association of National Advertisers Educational Foundation and JAE <https://journals.sagepub.com/page/adv/aefvisitingprofessorprogram>  
<https://journals.sagepub.com/stoken/default+domain/fzwdMQpkcwjS3yPrWudq/full>

Malhotra, Naresh K. and **Can Uslay** (2018), “Make, Buy, Borrow or Crowdsource? The Evolution and Future of Outsourcing,” *Journal of Business Strategy*, 39 (5), 14-21.

Wang, Mingan and **Can Uslay** (2018), “Jumei: China’s Top Online Cosmetics Retailer and the Quest to Become the Top E-Commerce Hub for Women,” *Emerald Emerging Markets Case Studies*, 8 (3), 1-21 (Case and Teaching Note).

Yayla, Serdar, Sengun Yenyurt, **Can Uslay**, and Erin Cavusgil (2018), “The Role of Market Orientation, Relational Capital, and Internationalization Speed in Foreign Market Exit and Re-Entry Decisions Under Turbulent Conditions,” *International Business Review*, 27 (6), 1105-1115.

**Uslay, Can** and Mesut Cicek (2018), “Place Marketing in Turkey” in *Marketing in Emerging Markets: Marketing Management in Turkey*, S. Ozturkcan and E. Yolbulan-Okan eds., Emerald, 199-219.

**Uslay, Can** and Sengun Yenyurt (2018), “Executive Insights: An Interview with Joseph Stinziano, EVP Consumer Electronics & Enterprise IT at Samsung Electronics America,” *Rutgers Business Review*, 3 (1), 92-101.

**Uslay, Can** and Sengun Yenyurt (2018), “Executive Insights: An Interview with Evren Ozkaya, Founder and Chief Executive Officer at Supply Chain Wizard,” *Rutgers Business Review*, 3 (1), 79-91.

**Uslay, Can** (2018), “Roshni Rides: Pricing Transportation for the Underserved,” Case and Teaching Note, University of Michigan, William Davidson Institute Publishing.

- Winner of the U. Michigan WDI 25<sup>th</sup> Anniversary Global Case Competition
- Featured in the Aspen Institute “Ideas Worth Teaching” newsletter

**Uslay, Can** (2017), “The Good, Bad, and Ugly Side of Entrepreneurial Marketing: Is Your Social Media Campaign Unveiled, Incognito, or Exposed?” *Rutgers Business Review*, 2 (3), 338-349.

- Featured in *Ideas for Leaders* (#694) <https://www.ideasforleaders.com/ideas/the-good-bad-and-ugly-of-covert-marketing>

Addison, Donald P. II, Tony Lingham, **Can Uslay**, and Olivia F. Lee (2017), “An Entrepreneurial Relationship Marketing Approach to B2B Selling: The Case for Intellectual Capital Sharing,” *Journal of Research in Marketing & Entrepreneurship*, 19 (1), 2-25.

- Lead article

Karniouchina, Ekaterina V, **Can Uslay**, and Grigori Erenburg (2016), “The Case for Product Placement,” *Rutgers Business Review*, 1 (1), 77-83.

Moffitt, Ashley, and **Can Usley** (2016), “Periscope’s Dawn: Up or Down?” *Rutgers Business Review*, 1 (1), 123-139.

Whalen, Peter, **Can Usley**, Vincent J. Pascal, Glenn Omura, Andrew McAuley, Chickery J. Kasouf, Rosalind Jones, Claes M. Hultman, Gerald E. Hills, David J. Hansen, Audrey Gilmore, Joe Giglierano, Fabian Eggers, Jonathan Deacon (2016), “Anatomy of Competitive Advantage: Towards a Contingency Theory of Entrepreneurial Marketing,” *Journal of Strategic Marketing*, 24 (1), 5-19.

- 2024 Gerald E. Hills Best Paper Award by AMA EMSIG for significant impact on the marketing/entrepreneurship interface research in the last decade
- Lead Article
- Trended among the top 25 most cited articles in JSM

Bayraktar, Ahmet, **Can Usley**, and Nelson Oly Ndubisi (2015), “The Role of Mindfulness in Response to Product Cues and Marketing Communications,” *International Journal of Business Environment*, 7 (4), 347-372.

- Featured in the Association for Consumer Research (ACR) website.

Karniouchina, Ekaterina V. and **Can Usley** (2015), “Product Placement Efficacy,” in *Empirical Generalizations about Marketing Impact*, D. M. Hanssens ed., Cambridge, MA: Marketing Science Institute, 173.

**Usley, Can** (2015), “The Rule of Three: Market Share and Performance,” in *Empirical Generalizations about Marketing Impact*, D. M. Hanssens ed., Cambridge, MA: Marketing Science Institute, 17-18.

**Usley, Can** (2015), “The Rule of Three: Market Structure and Performance,” in *Empirical Generalizations about Marketing Impact*, D. M. Hanssens ed., Cambridge, MA: Marketing Science Institute, 16.

**Usley, Can** and Emine Erdogan (2014), “The Mediating Role of Mindful Entrepreneurial Marketing (MEM) Between Production and Consumption,” *Journal of Research in Marketing & Entrepreneurship*, 16 (1), 47-62.

Ndubisi, Nelson O. and **Can Usley** (2014), “Mindfulness and Entrepreneurial Marketing: An Introduction,” *Journal of Research in Marketing & Entrepreneurship*, 16 (1), 1-6.

**Usley, Can**, Sengun Yenyurt, and Olivia F. Lee (2013), “Globalization of Markets: Implications for the Entrepreneurial Firm in the 21<sup>st</sup> Century,” in *Entrepreneurial Marketing: A Global Perspective*, Z. Sethna, R. Jones, and P. Harrigan Eds., Emerald Publishing, 111-126.

Lee, Olivia F., **Can Usley**, and Matthew L. Meuter (2013), “Antecedents and Consequences of Technology Orientation (TECHOR) for Small Firms” in *Enterprise Development in SMEs and Entrepreneurial Firms: Dynamic Processes*, N. O. Ndubisi and S. Nwankwo Eds., IGI Global, 214-238.

- Indexed in Clarivate Analytics’ Book Citation Index (Web of Science Core Collection)

**Uslay, Can** and Emine Erdogan (2013), “Pazarlamada Duyarlı Girişimcilik”, *Girişimcilik İklimi*, 2 (6), 26-29. (“Mindful Entrepreneurship in Marketing” in Turkish)

Malhotra, Naresh K., Olivia F. Lee, and **Can Uslay** (2012), “Mind the Gap: The Mediating Role of Mindful Marketing Between Market and Quality Orientations, Their Interaction, and Consequences,” *International Journal of Quality & Reliability Management*, 29 (6), 607-625.

- Lead article

**Uslay, Can** (2011), “Volume Introduction: Naresh K. Malhotra-- A Legendary Scholar, Marketing Guru, Professor, Mentor, and Coauthor,” in *Legends in Marketing – Naresh K. Malhotra; Marketing Management & Policy*, Vol. 5, J. N. Sheth and C. Uslay Eds., Thousand Oaks, CA: Sage Publications, xxi-xxxix.

Malhotra, Naresh K. and **Can Uslay** (2011), “The Past, Present and the Future of the Marketing Discipline as Seen by a Marketing Legend” in *Legends in Marketing – Naresh K. Malhotra; Marketing Management & Policy*, Vol. 5, J. N. Sheth and C. Uslay Eds., Thousand Oaks, CA: Sage Publications, 281-295.

Karniouchina, Ekaterina V., **Can Uslay**, and Grigori Erenburg (2011), “Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies,” *Journal of Marketing*, 75 (3), 27-48.

**Uslay, Can**, Z. Ayca Altıntig, and Robert D. Winsor (2010), “An Empirical Examination of the “Rule of Three”: Strategy Implications for Top Management, Marketers, and Investors,” *Journal of Marketing*, 74 (2), 20-39.

- First runner-up for the Harold H. Maynard Award for most significant contribution to marketing theory and thought, 2010
- First runner-up for the MSI/H. Paul Root Award for most significant contribution to the advancement of the practice of marketing, 2010
- Featured by the AMA-JM Insights for your Classroom:  
<https://www.ama.org/2019/04/19/an-empirical-examination-of-the-rule-of-three-strategy-implications-for-top-management-marketers-and-investors/>

**Uslay, Can** (2010), “On the Relevance and Contributions of Jagdish N. Sheth’s Early Writings on Marketing Management--A Retrospect and Personal Tribute,” in *Legends in Marketing – Jagdish N. Sheth; Managerial Marketing: The Early Years*, Vol. 5, B. C. Krishnan and C. Uslay Eds., Thousand Oaks, CA: Sage Publications, ix-xxvii.

Sheth, Jagdish N. and **Can Uslay** (2010), “I Want to Give Whatever I Have Earned Back to the Marketing Discipline” in *Legends in Marketing – Jagdish N. Sheth; Managerial Marketing: The Early Years*, Vol. 5, B. C. Krishnan and C. Uslay Eds., Thousand Oaks, CA: Sage Publications, 187-212.

Malhotra, Naresh K. and **Can Usley** (2009), "Relative Presence of Business-to-Business Research in the Marketing Literature: The Demand-Oriented Path Forward," *Journal of Business-to-Business Marketing*, 16 (1/2), 23-30.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Marketing Management & Policy*, Vol. 5, J. N. Sheth and C. Usley Eds., Thousand Oaks, CA: Sage Publications (2011), 228-235.

**Usley, Can**, Robert E. Morgan, and Jagdish N. Sheth (2009), "Peter Drucker on Marketing: An Exploration of Five Tenets," *Journal of the Academy of Marketing Science*, 37 (1), 47-60.

- Lead competitive article
- Reprinted in *Legends in Marketing – Jagdish N. Sheth; Managerial Marketing: Current Thought*, Vol. 6, B. C. Krishnan and R. S. Sisodia Eds., Thousand Oaks, CA: Sage Publications, 2010.

Sheth, Jagdish N., **Can Usley**, and Rajendra S. Sisodia (2008), "The Globalization of Markets and the Rule of Three," in *Marketing Metaphors and Metamorphosis*, P. J. Kitchen, Ed. London, UK: Palgrave-Macmillan, 26-41.

**Usley, Can**, and Richard D. Teach (2008), "Marketing / Entrepreneurship Interface (MEI) Research Priorities (2010-2012)," *Journal of Research in Marketing & Entrepreneurship*, 10 (1), 70-75.

Malhotra, Naresh K., **Can Usley**, and Nelson Oly Ndubisi (2008), "Commentary on "The Essence of Business Marketing Theory, Research and Tactics: Contributions by the Journal of Business-to-Business Marketing," by Lichtenthal, Mummalaneni, and Wilson: A Paradigm Shift and Prospection Through Expanded Roles of Buyers and Sellers," *Journal of Business-to-Business Marketing*, 15 (2), 204-217.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Marketing Management & Policy*, Vol. 5, J. N. Sheth and C. Usley Eds., Thousand Oaks, CA: Sage Publications (2011), 216-227.

**Usley, Can**, Douglas Dionne, and Armagan S. Vurdu (2007), "Nation Branding: Not *If* but *How*?" *Glokal*, Fall, 16-17.

Sheth, Jagdish N. and **Can Usley** (2007), "Implications of the Revised Definition of Marketing: From Exchange to Value Creation," *Journal of Public Policy & Marketing*, 22 (2), 302-307.

- Most cited paper in *Journal of Public Policy & Marketing* (2007).

**Usley, Can** (2007), "Case Analyses with Extensive Student Involvement: Management versus Consultants Case Method (MCM)," *Marketing Education Review*, 17 (Spring), 21-27.

**Usley, Can**, Naresh K. Malhotra, and Fred C. Allvine (2006), "Predatory Pricing and Marketing Theory: Applications in Business-to-Business Context and Beyond," *Journal of Business-to-Business Marketing*, 13 (3), 65-116.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Marketing*

*Management & Policy*, Vol. 5, J. N. Sheth and C. Usley Eds., Thousand Oaks, CA: Sage Publications (2011), 152-194.

Malhotra, Naresh K., Mark Peterson, and **Can Usley** (2006), "Helping Marketing Research Earn a Seat at the Table for Decision-Making: An Assessment and Prescription for the Future," *European Business Review*, 18 (4), 294-306.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Research Methodology: Research Design and Data Analysis*, Vol. 2, J. N. Sheth and L. Wu Eds., Thousand Oaks, CA: Sage Publications (2011).
- Reprinted in *Fundamentals of Marketing Research*, Vol. 1, N. K. Malhotra Ed., Thousand Oaks, CA: Sage Publications (2007).

**Usley, Can** (2004), "Emerging Business Models," *Glokal*, Spring 56-59. (translated to Turkish)

**Usley, Can**, Naresh K. Malhotra, and Alka V. Citrin (2004), "Unique Marketing Challenges at the Frontiers of Technology: An Integrated Perspective," *International Journal of Technology Management*, 28 (1), 8-30.

- Lead article.
- Reprinted in *Legends in Marketing – Naresh K. Malhotra; MIS, Technology and Marketing*, Vol. 9, J. N. Sheth, S. Kim, and A. Citrin Eds., Thousand Oaks, CA: Sage Publications (2011).

Malhotra, Naresh K., Betsy Rush Charles, and **Can Usley** (2004), "Correspondence Analysis: Methodological Perspectives, Issues and Applications," *Review of Marketing Research*, Volume 1 (1), 285-316.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Research Methodology: Conjoint Analysis, Multidimensional Scaling and Related Techniques*, Vol. 1, J. N. Sheth and J. Agarwal Eds., Thousand Oaks, CA: Sage Publications (2011).

**Usley, Can** and Sarah Mills (2003) "Hidden Marketing: Will Advertainment Replace the Thirty Second Commercial?" *Glokal*, Spring, 16-19.

**Usley, Can**, Richard D. Teach, and Robert G. Schwartz (2002), "Promoting Entrepreneurship for Economic Development: A Cross-Cultural Analysis of Student Attitudes," *Journal of Research in Marketing & Entrepreneurship*, 4 (2), 101-118.

**Usley, Can** (2002) "Buzz Marketing: Secrets They Don't Teach You at the Business School," *Glokal*, Spring, 38-41.

Malhotra, Naresh K., Ashutosh Dixit, and **Can Usley** (2002), "Use of Internet Technology in Marketing Research Education," *Marketing Education Review*, 12 (3), 25-34.

- Reprinted in *Legends in Marketing – Naresh K. Malhotra; Ethics, Quality of Life, and Pedagogy*, Vol. 8, J. N. Sheth and G.L. Miller Eds., Thousand Oaks, CA: Sage Publications (2011).

**Usley, Can** (1998), "Entrepreneurship and the Egg of Columbus," *Glokal*, Spring, 10-12.

#### **D. Reports:**

**Uslay, Can** and Sevincgul Ulu (2017), “Security and Patron Satisfaction: Issues and Recommendations,” white paper for the National Academies of Sciences, Engineering, and Medicine, Board on Behavioral, Cognitive, and Sensory Sciences, Division of Behavioral and Social Sciences and Education, Decadal Survey.

[http://sites.nationalacademies.org/cs/groups/dbassesite/documents/webpage/dbasse\\_179823.pdf](http://sites.nationalacademies.org/cs/groups/dbassesite/documents/webpage/dbasse_179823.pdf)

**Uslay, Can** (2007) “Managing Reputation for Economic Development: Old Towne Orange Brand Identity,” November, 73 pages.

#### **E. Selective Publicity:**

Quoted in the Analytics Disconnect Research Report by the ANA Educational Foundation:

[https://s20896.pcdn.co/wp-content/uploads/2020/03/talent-2020analytics-study.pdf?utm\\_source=site&utm\\_medium=sitelink&utm\\_campaign=analytics-research](https://s20896.pcdn.co/wp-content/uploads/2020/03/talent-2020analytics-study.pdf?utm_source=site&utm_medium=sitelink&utm_campaign=analytics-research)

The Rule of Three featured among the *Journal of Marketing* Insights in the Classroom for Brand Management and Marketing Strategy categories:

<https://www.ama.org/journal-of-marketing-insights-in-the-classroom/>

Quoted regarding auto insurance cost dynamics by Wallethub:

[https://wallethub.com/car-insurance/new-jersey#Can\\_\(John\)\\_Uslay](https://wallethub.com/car-insurance/new-jersey#Can_(John)_Uslay)

[https://wallethub.com/best-credit-card-deals#expert=Can\\_\(John\)\\_Uslay](https://wallethub.com/best-credit-card-deals#expert=Can_(John)_Uslay)

[https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Can\\_\(John\)\\_Uslay](https://wallethub.com/edu/ci/geico-car-insurance-review/62236#expert=Can_(John)_Uslay)

The BCG collaboration on the Rule of Three:

[http://www.bcg.com/about\\_bcg/institutes/strategy\\_institute/collaboration\\_and\\_dialogue.aspx](http://www.bcg.com/about_bcg/institutes/strategy_institute/collaboration_and_dialogue.aspx)

Reeves, Martin, Michael Deimler, George Stalk, Jr., and Filippo L. Scognamiglio Pasini (2013), “The Rule of Three and Four: A BCG Classic Revisited,” in *Own The Future: 50 Ways to Win from The Boston Consulting Group*, M. Deimler, R. Lesser, D. Rhodes, and J. Sinha eds., 215-220. Hoboken, NJ: John Wiley & Sons.

The Rule of Three research has been covered in numerous blogs such as:

<https://adexchanger.com/data-driven-thinking/ad-tech-consolidation-and-the-rule-of-three/>

<https://www.linkedin.com/pulse/mobile-telecoms-uk-what-happening-2016-khurram-qayam-mba>

<http://www.wiglafjournal.com/corporate/2010/11/intel-lends-support-to-achronix-against-xilinx-and-altera-in-the-fpga-industry-excess-competition-or-the-rule-of-3/>

Uslay, Altintig and Winsor (2010) was featured article in the AMA web site:

[http://www.marketingpower2.com/blog/journalofmarketing/2010/07/empirical\\_findings\\_on\\_rule\\_of.html](http://www.marketingpower2.com/blog/journalofmarketing/2010/07/empirical_findings_on_rule_of.html)

Reviews of the book “Deregulation and Competition” have appeared in multiple media.

Old Towne Orange brand identity research publicized in the article: Dionne, Doug (2007) “Branding Orange”, *Orange Magazine*, Spring, 33.

#### **F. Conference/Symposium Presentations**

Sheth, Jagdish N. and **Can Uslay** (2025), “A Taxonomy of Born-Global Brands,” presented by Uslay, Global Research Conference on Marketing & Entrepreneurship, Santa Clara, CA.

**Uslay, Can** (2025), “Value Creation and Consumer Strategy in Emerging Markets,” MasterClass, International Marketing Conference, Gurgaon, India.

Sheth, Jagdish N. and **Can Uslay** (2025), “A Taxonomy of Global Brands,” presented by Uslay, Global Marketing SIG Conference, Sydney, Australia.

Ulu, Sevincgul, Mesut Cicek, and **Can Uslay** (2025), “Congruity Brand Placement and Authenticity,” poster presented by Ulu, Society of Consumer Psychology, Las Vegas, Nevada.

**Uslay, Can** (2024), “Value Co-Creation with a Tri-Sector Mindset,” 7<sup>th</sup> Global Conference on Creating Value, Sao Paulo, Brazil.

**Uslay, Can, Kate Karniouchina, Mesut Cicek, and Sevincgul Ulu** (2024), “The Use Case for Generative AI in Developing Research Hypotheses and Allocating Resources,” presented by Cicek, Global Research Conference on Marketing & Entrepreneurship, New Brunswick, NJ.

Ulu, Sevincgul, Mesut Cicek, and **Can Uslay** (2024), “The Impact of Congruity on the Word of Mouth and Authenticity,” presented by Cicek, American Marketing Association Winter Academic Conference, St. Pete Beach, Florida.

Alqahtani, Nasser and **Can Uslay** (2023), “What Does Entrepreneurial Marketing Mean for Practitioners?” presented by Alqahtani, Global Research Conference on Marketing & Entrepreneurship, Hamburg, Germany.

Alqahtani, Nasser, **Can Uslay**, and Sengun Yenyurt (2023), “Can One Size Fit All? The Differential Effects of Entrepreneurial Orientation, Market Orientation, and Entrepreneurial Marketing on Firm Performance,” presented by Alqahtani, Academy of Marketing Conference, Birmingham, UK.

Alqahtani, Nasser, **Can Uslay**, and Sengun Yenyurt (2022), “Comparing the Effects of Entrepreneurial Marketing, Market Orientation, and Entrepreneurial Orientation in Driving Firm Performance” presented by Alqahtani, Global Research Conference on Marketing & Entrepreneurship, Whistler, Canada.

- Recipient of the 2022 AMA EMSIG Abdul Ali Promising Research Award

**Uslay, Can, Jagdish N. Sheth, and Atul Parvatiyar** (2022), “Surpluses and Shortages in the Marketing Curriculum,” co-presented by Uslay and Parvatiyar, Global Research Conference on Marketing & Entrepreneurship, Whistler, Canada.

Karniouchina, Ekaterina V., Carol Theokary, Kumar Sarangee, Jeremy Morgan, and **Can Uslay** (2022), “Service Sector in the Era of COVID-19: Emerging Consumer Trends and Service Design Adaptations,” presented by Morgan, Global Research Conference on Marketing & Entrepreneurship, Whistler, Canada.

Alqahtani, Nasser and **Can Uslay**, and Sengun Yenyurt (2022), “Market Orientation, Entrepreneurial Orientation, Entrepreneurial Marketing, and Firm Performance: A Comparative Analysis,” presented by Alqahtani, Academy of Marketing Science Conference, Monterey, CA.

Ekaterina V. Karniouchina, William Moore, **Can Uslay** and Steve Carson (2022), “Exploring Firm Heterogeneity in Category-Level Product Performance: The Case of Motion Pictures,” presented by Karniouchina, Academy of Marketing Science Conference, Monterey, CA.

Alqahtani, Nasser, **Can Uslay**, and Sengun Yenyurt (2021), “Entrepreneurial Marketing Antecedents and Consequences” presented by Alqahtani, EUROMID International Conference on Business & Technology, Virtual Conference.

- Recipient of Best Paper Award

Garcia, Monserrat, Joanna Poz-Molesky, **Can Uslay**, and Ekaterina Karniouchina, (2021), “Rising on the Storm: A Comparison of the Characteristics of Entrepreneurs and New Ventures During and Before the Covid-19 Pandemic,” presented by Garcia and Poz-Molesky, Global Research Conference on Marketing and Entrepreneurship, Virtual Conference.

Alqahtani, Nasser, **Can Uslay**, and Sengun Yenyurt (2020), “The Effect of Entrepreneurial Marketing on Firm Performance,” presented by Alqahtani, Global Research Conference on Marketing and Entrepreneurship, Virtual Conference.

**Uslay, Can**, Ekaterina V. Karniouchina, and Z. Ayca Altintig (2019), “Scale or Fail? An Empirical Examination of the Market Share – Financial Performance Relationship,” Academy of Marketing Conference, London, U.K.

Lee, Kyungwon, **Can Uslay**, and Jerome D. Williams (2019), “Can Machines be Biased? Consumers’ Perceived Online Discrimination through Algorithms (CPODA): Construct Dimensions and Scale Development,” presented by Lee, Race in the Marketplace Conference, Paris, France.

**Uslay, Can**, Ekaterina V. Karniouchina, and Z. Ayca Altintig (2019), “Scale or Fail? An Empirical Examination of the Market Share – Financial Performance Relationship,” Global Research Symposium on Marketing and Entrepreneurship, London, U.K.

- Recipient of the 2019 AMA EMSIG Abdul Ali Promising Research Award

Sheth, Jagdish N. and **Can Uslay** (2019), “Global Expansion Strategies for Multinationals from Emerging Markets,” AMA Global Marketing SIG Conference, Buenos Aires, Argentina.

Alqahtani, Nasser and **Can Uslay** (2018), “Entrepreneurial Marketing and Firm Performance: Synthesis and Conceptual Development” American Marketing Association Summer Educators’ Conference, Boston, MA.

Ilipinar, Gursel, Arnold Japutra, **Can Uslay**, and Sengun Yenyurt (2018), “Building Brand Experience and Personality Through Design: The Mediating Role of Design Distinctiveness” presented by Ilipinar, Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.

**Uslay, Can** and Gokcen Coskuner-Balli (2018), “Entrepreneurial Marketing Opportunities in

Post-Modern Consumer Markets” Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.

Cicek, Mesut, Sevincgul, Ulu, and **Can Usley** (2018), “The Effects of Place Authenticity on the Quality of Life and Regional Economic Development,” presented by Cicek, Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.

Ulu, Sevincgul, **Can Usley**, and Sengun Yenyurt (2018), “Online Review Helpfulness and Product Type,” INFORMS Marketing Science Conference, Philadelphia, PA.

Ulu, Sevincgul, **Can Usley**, and Sengun Yenyurt (2018), “Online Review Helpfulness and Product Type,” poster presentation by Ulu, Second Annual Graduate Student Symposium, Rutgers University, New Brunswick, NJ.

Çiçek, Mesut, **Can Usley**, Sevincgul Ulu (2018), “An Examination of the Efficacy and Perceived Authenticity of Product Placements in Social Media: Live Streaming vs. Pre-recorded Videos,” presented by Ulu, American Marketing Association Winter Educators’ Conference, New Orleans, LA.

Lee, Kyungwon, **Can Usley**, and Jerome Williams (2017), “Can Machines Be Biased? Consumers’ Perceived Online Discrimination through Algorithms (CPODA): Construct Dimensions and Scale Development,” presented by Lee, Cross-Cultural Research Conference, Maui, HI.

Kutlubay, Omer C. and **Can Usley** (2017), “Field Experiment in the Marketing Classroom: The Varying Role of Social Ties on NPD Team Performance,” presented by Kutlubay, Marketing Management Association Conference, Pittsburgh, PA.

Alqahtani, Nasser and **Can Usley** (2017), “Entrepreneurial Marketing and Firm Performance,” presented by Alqahtani, Global Research Symposium on Marketing and Entrepreneurship, San Francisco, CA.

**Usley, Can** and Sevincgul Ulu (2017), “Entrepreneurial Marketing Meets Economics of Security: An Application to Large Scale Venues,” presented by Ulu, Global Research Symposium on Marketing and Entrepreneurship, San Francisco, CA.

Karniouchina, Ekaterina V., **Can Usley**, Stephen J. Carson, and William L. Moore (2017), “Celebrity Founders: False Prophets or Boon for Profits?” American Marketing Association Summer Educators’ Conference, San Francisco, CA.

Karniouchina, Ekaterina V., Stephen L. Carson, **Can Usley**, and William L. Moore (2017), “The Varying Advantage of Focus and Diversification Along the Value Chain: The Case of the Motion Picture Industry” INFORMS Marketing Science Conference, Los Angeles.

**Usley, Can** and Sevincgul Ulu (2017), “Impact of Safety Screening and Randomization on Patron Satisfaction,” poster presented by Ulu, Annual Meeting of the Command, Control & Interoperability Center for Advanced Data Analysis (CCICADA), Washington D.C.

- Ulu, Sevincgul, **Can Usley**, and Sengun Yenyurt (2016) “Disclosure of Fake Reviews and Its Effect on Purchase Intention,” poster presented by Ulu, American Marketing Association Summer Educators’ Conference, Atlanta, GA.
- Ilipinar, Gursel and **Can Usley** (2016), “Design Orientation: The Construct, Antecedents and Managerial Implications for Business Marketing,” presented by Ilipinar, Global Research Symposium on Marketing and Entrepreneurship, San Diego, CA.
- Karniouchina, Ekaterina V., William L. Moore, **Can Usley**, and Stephen L. Carson (2016), “Celebrity Founders: False Prophets or Boon for Performance,” Global Research Symposium on Marketing and Entrepreneurship, San Diego, CA.
- Cicek, Mesut and **Can Usley** (2016), “An Examination of the Efficacy of Product Placements in Social Media: The Case of Periscope,” Global Research Symposium on Marketing and Entrepreneurship, San Diego, CA.
- Alqahtani, Nasser and **Can Usley** (2016), “Entrepreneurial Marketing and Organizational Performance: Exploring the Antecedents and Moderation Effects,” presented by Alqahtani, Global Research Symposium on Marketing and Entrepreneurship, San Diego.
- Usley, Can** and Jagdish N. Sheth (2014), “Dark and Bright Side of Entrepreneurial Marketing: Is Your Campaign Incognito, Exposed, or Unveiled?” Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA.
- Usley, Can** (2013), “Peer Evaluation as Basis for Class Participation Grades: The PEP Approach,” Marketing Management Association Fall Educators’ Conference, New Orleans, LA.
- Bayraktar, Ahmet and **Can Usley** (2013), “The Moderating Role of Mindfulness in Consumer Response to Product Cues and Marketing Communications,” American Marketing Association Summer Educators’ Conference, Boston, MA.
- Usley, Can** and Emine Erdogan (2013), “The Mediating Role of Mindful Entrepreneurial Marketing (MEM) Between Producers and Consumers,” presented by Erdogan, Global Research Symposium on Marketing and Entrepreneurship, Boston, MA.
- Usley, Can**, Ekaterina V. Karniouchina, Z. Ayca Altintig (2013), “When Does Distribution Defy Scale? An Examination of Retail, Wholesale, and the Performance Ditch,” INFORMS Marketing Science Conference, Istanbul, Turkey.
- Usley, Can**, Ekaterina V. Karniouchina, Z. Ayca Altintig, and Martin Reeves (2013), “Stuck in the Middle,” Strategic Management Society Special Conference, Glasgow, U.K.
- Usley, Can**, Ekaterina V. Karniouchina, Z. Ayca Altintig, and Martin Reeves (2013), “(How) Can Firms Get Stuck in the Middle? An Explanation via Efficient, Marketing, and Optimal Scale,” American Marketing Association Educators’ Winter Conference, Las Vegas, NV.
- Usley, Can**, Gokcen Coskuner-Balli, and Dhruv Bhatli (2011), “The Construction of the

Individual Consumer-Citizen and the Commodification of Risk,” presented by Coskuner-Balli, Association for Consumer Research Conference, St. Louis, MO.

**Uslay, Can**, Ekaterina V. Karniouchina, Z. Ayca Altintig, and Claes M. Hultman (2011), “Entrepreneurial Chasm: An Empirical Examination of the 1% Share Threshold,” Global Research Symposium on Marketing, Entrepreneurship, and Entrepreneurship Education, Rio de Janeiro, Brazil.

**Uslay, Can**, Gokcen Coskuner-Balli, and Dhruv Bhatli (2011), “Emerging Trends in Consumption—A Netnography,” presented by Coskuner-Balli, Academy of Marketing Science Annual Conference, Coral Gables, FL.

**Uslay, Can** and Jagdish N. Sheth (2011), “On the Consequences of Market Orientation,” Academy of Marketing Science Annual Conference, Coral Gables, FL.

Karniouchina, Ekaterina V., **Can Uslay**, and Grigori Erenburg (2011), “Do Marketing Media Have Life Cycles? The Case of Product Placement in Movies,” presented by Karniouchina, Marketing Strategy Meets Wall Street Conference II, Boston, MA.

**Uslay, Can**, and Gokcen Coskuner-Balli (2010), “A Prognosis on Consumerism,” presented by Coskuner-Balli, Association for Consumer Research Conference, Jacksonville, FL.

Hultman, Claes M. and **Can Uslay** (2010), “What Marketing-Entrepreneurship Interface (MEI) Is Not,” Annual Research Symposium on Marketing and Entrepreneurship, Boston, MA.

**Uslay, Can**, Z. Ayca Altintig, and Robert D. Winsor (2010), “Does the “Rule of Three” Hold for All Industry and Strategic Groups?,” 7<sup>th</sup> Marketing Dynamics Conference, Istanbul, Turkey.

Karniouchina, Ekaterina V., William L. Moore, **Can Uslay**, and Stephen J. Carson (2010), “The Roles of Producers and Distributors in Creating Product Level Profitability: The Case of Motion Pictures,” presented by Karniouchina, INFORMS Marketing Science Conference, Cologne, Germany.

**Uslay, Can**, Z. Ayca Altintig, and Robert D. Winsor (2010), “On the Empirical Generalizations of “The Rule of Three,”” INFORMS Marketing Science Conference, Cologne, Germany.

Erenburg, Grigori, Ekaterina V. Karniouchina, and **Can Uslay** (2010), “An Alternative Look at Product Placement in the Movies: From Dawn to Dusk,” American Marketing Association Winter Educators’ Conference, New Orleans, LA.

Hills, Gerald E., Claes Hultman and **Can Uslay** (2010), “Marketing – Entrepreneurship Interface and Entrepreneurial Marketing: Domain, Definitions, and Theoretical Foundations,” presented by Hultman, Marketing & Entrepreneurship Summit, Charleston, SC.

- Usley, Can, Z. Ayca Altintig, and Robert D. Winsor (2008)** “An Empirical Examination of *The Rule of Three: Strategy Implications for Top Management, Marketers, and Investors*” presented by Altintig, California Corporate Finance Conference, Los Angeles, CA.
- Usley, Can, and Jagdish N. Sheth (2008)** “Exploring the Relationship Between Market Orientation, Entrepreneurial Orientation, and Learning Orientation,” Annual Research Symposium on Marketing and Entrepreneurship, Stockholm, Sweden.
- Pradip K. Shukla, and Can Usley (2007)** “Creative Ways of Promoting Entrepreneurship Programs,” National Consortium of Entrepreneurship Centers Conference, Syracuse, NY.
- Sheth, Jagdish N. and Can Usley (2007),** “Implications of the Revised Definition of Marketing: From Exchange to Value Creation,” presented by Sheth, American Marketing Association Summer Educators’ Conference, Washington D.C. (elected as high impact session by the AMA Academic Council).
- Teach, Richard D. and Can Usley (2007)** “Research Priorities for the Marketing / Entrepreneurship Interface,” presented by Teach, UIC Research Symposium on Marketing and Entrepreneurship, Washington D.C.
- Usley, Can, Z. Ayca Altintig, and Robert D. Winsor (2007)** “An Empirical Examination of the “Rule of Three”,” INFORMS Marketing Science Conference, Singapore.
- Usley, Can (2005)** “Placement and Recruitment: Signaling Game with Two-Sided Uncertainty,” American Marketing Association Summer Educators’ Conference, San Francisco, CA.
- Usley, Can and Naresh K. Malhotra (2004)** “Towards a More General Theory of Marketing Ethics,” presented by Malhotra, Academy of Marketing Science Annual Conference, Vancouver, Canada.
- Usley, Can, Naresh K. Malhotra, and Fred C. Allvine (2003)** “An Inquiry of Predatory Pricing in Network Industries: The Need to Go Beyond the Chicago School of Thought,” AMA Marketing & Public Policy Conference, Washington D.C.
- Usley Can, Richard D. Teach, and Robert G. Schwartz (2002)** “From Lemonade Stands to Routers,” Babson College / Kauffman Foundation Entrepreneurship Research Conference, Boulder, CO.
- Usley, Can, Richard D. Teach, and Robert G. Schwartz (2001)** “Exploring Student Attitudinal Differences About Entrepreneurship: A Case Study of U.S., Spanish, and Turkish Students,” Babson College/ Kauffman Foundation Entrepreneurship Research Conference, Jonkoping, Sweden.
- Usley, Can, Richard D. Teach, and Robert G. Schwartz (2001)** “Economic Development and Student Entrepreneurs: A Cross-Cultural Analysis of Attitudinal Differences About Entrepreneurship,” Academy of Marketing Sixth Annual MEI Symposium, London, U.K.

## TEACHING:

### A. Teaching Interests

Marketing Strategy, Marketing Management, International Marketing, Brand Management, New Product Development, Foundations of Marketing, Entrepreneurial Marketing, Marketing Research, B2B Marketing, Marketing Theory, BYOC

### B. Publications with Undergraduate Students

Praturi, Gopa and **Can Usley** (2020), “The WW Wellness Journey: The Rebranding of Weight Watchers,” Case and Teaching Note (#9B20A065), Ivey Publishing.

Wang, Mingan and **Can Usley** (2018), “Jumei: China’s Top Online Cosmetics Retailer and the Quest to Become the Top E-Commerce Hub for Women,” *Emerald Emerging Markets Case Studies*, 8 (3), 1-21.

Moffitt, Ashley, and **Can Usley** (2016), “Periscope’s Dawn: Up or Down?” *Rutgers Business Review*, 1(1), 123-139.

**Usley, Can**, Douglas Dionne, and Armagan S. Vurdu (2007), “Nation Branding: Not *If* but *How*?” *Glokal*, Fall, 16-17.

**Usley, Can** and Sarah Mills (2003) “Hidden Marketing: Will Advertainment Replace the Thirty Second Commercial?” *Glokal*, Spring, 16-19.

### C. Teaching Experience

#### Rutgers Business School at Newark and New Brunswick, Rutgers University

- *BYOC Module on Introduction to Metaverse*
- *Course Captain, Marketing Strategy, undergraduate and graduate*
- *Instructor of Marketing Strategy (630:452) (Marketing capstone class)*
- *Instructor of Special Topics in Marketing (630:685)(Ph.D. Seminar in Marketing Strategy)*
- *Instructor of New Product Planning (630:369) (Marketing elective class)*
- *Instructor of Marketing Management (630:550) (MBA core class).*
- *Co-Instructor of “The Journey from the Lab to Launch” (Byrne/J&J Seminar, 2018)*
- *Co-Instructor of “The Practice and Ethics of Successful Cause Marketing Programs” (Byrne/J&J Seminar, 2017)*
- *Co-Instructor of “Drucker on Business, Marketing, and Society” (Byrne Seminar, 2016)*
  
- *Research Supervision:*
  - Honors Program Capstone Project of Anjali Amin, “Career Lab: Global Procurement at Johnson & Johnson” Spring 2024.
  - Independent study of Saumya Shikha, “Zara: Competencies and Adaptations for the Indian Market,” Spring 2021.
  - Shared independent study supervision of Aneri S. Patel, “Maybelline: Global Expansion Strategies and Recommendations for Emerging Markets,” Spring 2021.
  - Aresty program research supervision of Gopa Praturi on development of WW case, 2018-2019.
  - Summer research paper supervision of June Ho Chung, 2018.

- Doctoral Dissertation Committee Co-Chair of June ho Chung 2017 – 2021.
- Doctoral Dissertation Adviser for Nasser Al-Qahtani, 2015-2019.
- Doctoral Dissertation Committee Member for Omer C. Kutlubay, 2015-2019.
- Doctoral Dissertation Committee Member of Sevincgul Ulu, 2015-2018.
- Doctoral Dissertation Committee Member of Serdar Yayla, 2015-2018.
- Doctoral Dissertation Committee Member of Emine Erdogan, 2015-2018.
- Doctoral Dissertation Co-Adviser for Kyungwon Lee, 2015- 2018.
- Doctoral Dissertation Committee Member of Rayed M. Alotaibi, 2015-2018.
- Summer research paper supervision of Nasser Al-Qahtani, 2016.
- Doctoral Dissertation Committee Co-Chair for Onome Ighoavodha, 2015-2016.
- Aresty program research supervision of Ashley Moffitt and Mingan Wang on “The State of the Art and Science of Entrepreneurial Marketing,” 2015-2016.
- Doctoral Dissertation Committee Member of Setiadi Umar, 2015-2016.
- Aresty program research supervision of Victoria Wang and Laura Borton on “The Future of Consumerism,” 2013-2014.
- Summer research paper supervision of Emine Erdogan, Summer 2013.
- Doctoral Dissertation Committee Member of Ahmet Bayraktar, 2012-2013.
- Independent study of Rochelle Duque, “An Inquiry of Subscription-based Business Opportunities in the Fashion Retail Industry,” Spring 2012.
- *Guest Lectures:*
  - Introduction to Marketing (Fall 2018)
  - Flex-MBA Marketing for Decision Making (Spring 2015)
  - EMBA Global Marketing Strategy (Spring 2013)

**Argyros School of Business and Economics, Chapman University**

- *Sole instructor of the Marketing Strategy (MKTG 457) elective class*
- *Developer and instructor of the New Product Development (MKTG 408) elective class*
- *Sole instructor of the Marketing Strategy (BUS 634) MBA-level elective class*
- *Guest Lectures:*
  - Foundations of Marketing (MKTG 200) in four class sessions (Fall 2006).
  - Food Product Development (FSN 494/594) (Fall 2006).
- *Research Supervision:*
  - BUS 699: Independent study of MBA student Heather M. Van Houten, “Application of the Rule of Three Theory to the Pet Food Retail Industry,” Spring 2006.
  - MKTG 499: Independent study of undergraduate student Dina Sigal, “The Role of Buzz Marketing for Emerging Artists in the Music Industry,” Spring 2008.
- *Internship Advising:*
  - Nathan Holthouser, Marketing Researcher, Spyglass Holdings, Newport Beach, CA, Fall 2007.
  - Chris Koontz, Marketing Researcher, Spyglass Holdings, Newport Beach, CA, Fall 2007.
  - Sarah Hajjar, Advertising Sales Assistant, Viacom/MTV Networks, Santa Monica, CA, Interterm 2007 and Spring 2008.
  - Ellen Filteau, Show Merchandising, Volcom, Costa Mesa, CA, Spring 2008.
  - Stephen Genest, Marketing Researcher, MOB Media Inc., Foothill Ranch, CA,

- Fall 2008.
- Raul Mendez, Sales, AFLAC, Irvine, CA, Fall 2008.
- Tracy Bryant, Coordinator, Music Creative Affairs, Sony Pictures Entertainment, Culver City, CA, Interterm 2008 and Spring 2009.
- Noelle Hum, Marketing Intern, Chapman University College, Orange, CA, Interterm 2008 and Spring 2009.
- Ben Kaplan, Marketing Assistant, Alliance Funding Group, Orange, CA, Spring 2009.
- Daniel Hollcraft, Assistant, Ravage Skateboards Inc., Beverly Hills, CA, Spring 2009.
- Jeff Grampp, Financial Advisor Intern, Wachovia Securities, Anaheim, CA, Spring 2009.
- Alicia Castle, Account Coordinator, M2 Marketing and Management Services Inc., Santa Ana, CA, Fall 2010.
- Tatiana Nahai, Social Media Account Intern, Flash Point Communication, Newport Beach, CA, Spring 2011.
- Jonathan Ormont, Marketing Intern, Smarhome, Irvine, CA, Summer 2011.
- Jordan Hopson, Business Development, Edwards Lifesciences, Irvine, CA, Fall 2011.
- Matt Oliver, Marketing Intern, Boylew Ogala Bregman, Irvine, CA, Fall 2011.
- Jada Souffrant, Social Media Marketing Intern, Fanlala Inc., Burbank, CA, Fall 2011.
- Pierre Souffrant, Digital Ad Sales Assistant, MTV Networks, Santa Monica, CA, Fall 2011.
- Nicole Meritt, Marketing Intern, Enerji Fitness, Tustin, CA, Fall 2011.

### **Scheller College of Business, Georgia Institute of Technology**

- *Instructor of Marketing Management (MGT 3300) core class:*  
Spring: 2002, 2003, 2004.
- *Research Supervision:*
  - Independent study of senior student Sarah C. Mills, “Demand Creation in the Snow Sports Industry: Issues and Recommendations,” Fall 2003.
- *Guest Lectures (2002-2005):*
  - Marketing Research (MGT 3310)
  - Product Planning (MGT 3325)
  - Business to Business Marketing (MGT 4305)
- *Teaching Assistant (2001 Spring – Fall)*
  - Assisted Professor Fred C. Allvine for the Marketing Management and Electronic Commerce & Marketing courses.
  - Attended lectures, helped to create curriculum, compose and grade exams and term projects.

### **HONORS AND AWARDS:**

- Appointed Dean’s Research Professor of Marketing, 2025-2027.
- Strategic Performance Blueprint (Alqahtani, Usly, Yenyurt, 2024) among the

top 10 most impactful *Journal of the International Council for Small Business* articles for 2024.

- Recipient of the 2024 Bright Idea Award, NJ Collegiate Business Administration Association.
- 2024 Gerald E. Hills Best Paper Award for “Anatomy of Competitive Advantage: Towards a Contingency Theory of Entrepreneurial Marketing,” (*Journal of Strategic Marketing*, 2016, 24(1), 5-19) by AMA EMSIG for significant impact on the marketing/entrepreneurship interface research over the last decade.
- RBS Dean’s Meritorious Service Award for outstanding service contributions, 2023.
- Recipient of 2022 NJ Bright Idea Award, NJ Collegiate Business Administration Association.
- Co-author of the runner-up (*Global Rule of Three*) for the 2022 AMA Leonard L. Berry Marketing Book Award
- Recipient of the 2022 AMA EMSIG/GRCME Abdul Ali Promising Research Award.
- Best Paper Award, EUROMID International Conference on Business & Technology, 2021.
- “(When) Can Social Media Buzz Data Replace Traditional Surveys for Sales Forecasting?” *Rutgers Business Review* (2020, 5(1)) ranked among top 5 most downloaded papers for SSRN Management Educator: Courses, Cases & Teaching eJournal category (September – November 2020).
- Literati Award for Excellence, Outstanding Reviewer award for *Journal of Research in Marketing & Entrepreneurship*, Emerald Publishing Group, 2019.
- Co-Recipient of the 2019 AMA EMSIG/GRCME Abdul Ali Promising Research Award.
- RBS Nominee for Rutgers Leadership Academy, 2019.
- RBS Nominee for Warren I. Susman Award for Excellence in Teaching, Rutgers University, 2019.
- RBS Nominee for Scholar-Teacher Award, Rutgers University, 2019.
- Among the top 10% of Authors on SSRN by total new downloads within the last 12 months, 2019.
- Winner of the Mid-Atlantic Association of Colleges of Business Administration (MAACBA) Teaching Innovation Award (graduate teaching category), October 2018.
- Association of National Advertisers Educational Foundation Fellow 2018-
  - Awarded the AEF VPP Immersion + Fellowship Program, New York City, 2018.
- Winner of the U. Michigan WDI 25th Anniversary Global Case Competition for “Roshni Rides: Pricing Transportation for the Underserved,” Case and Teaching Note, 2018.
- RBS Nominee for Warren I. Susman Award for Excellence in Teaching, Rutgers University, 2018.
- Elsevier Reviewer Recognition, Certificate of Outstanding Contribution in Reviewing, *Journal of Business Research*, 2018.
- RBS Nominee for Scholar-Teacher Award, Rutgers University, 2018.
- Featured Lightning Talk “Roshni Rides: Pricing Transportation for the Underserved” during the Celebration of Faculty Authors and Creators, Rutgers University Libraries, 2018.
- Rutgers-New Brunswick Chancellor’s Award for Excellence in Teaching, in recognition of unwavering dedication to exposing students to original and exciting research findings, commitment to actively involving undergraduate students in the research process, and passion for the discipline of marketing, 2017.

- Direct Selling Education Foundation Fellow, 2017-
- RBS Dean's Meritorious Teaching Award in recognition of outstanding teaching contributions, 2017.
- Technical Lead, Department of Homeland Security University Center of Excellence Research Grant to Rutgers CCICADA for "Economics of Security," grant number 2009-ST-061-CCI002-08, total amount \$450,000, 2016-2017.
- RBS Nominee for the Warren I. Susman Award for Excellence in Teaching, Rutgers University, 2017.
- RSB Nominee for the Scholar-Teacher Award, Rutgers University, 2017.
- RBS Nominee to serve on Rutgers New Brunswick Chancellor's Council on Academic Program Coordination (CCAPC).
- RBS Dean's Meritorious Service Award for exemplary service contributions, 2016.
- Literati Award for Excellence, Outstanding Reviewer award for *Journal of Research in Marketing & Entrepreneurship*, Emerald Publishing Group, 2015.
- Plaque for appreciation of outstanding scholarly, teaching and service contributions to the Department of Supply Chain Management & Marketing Sciences, 2015.
- Most Promising Marketing Professor Award, RBS Dean's Advisory Council, 2014.
- RBS Dean's Fund competitive summer research grant. [awarded for work on "Impact of industry structure and life cycle on specialist and generalist firm survival" with PhD student Serdar Yayla].
- Recipient of a Publishing Collaboration Award (for work with PhD student E. Erdogan), The Graduate School at Rutgers Newark, 2013-2014.
- Marketing Management Association Travel Grant, 2013.
- Finalist for the Marketing Management Association Teaching Innovation Competition, 2013.
- Recipient of a BCG Strategy Institute Travel Grant, 2013.
- RBS SCMMS Nominee for the Junior Faculty Research Award, 2013.
- Junior Faculty Winner of the Kauffman Foundation Elevator Pitch Research Competition, Global Research Symposium on Marketing, Entrepreneurship, and Entrepreneurship Education, Rio de Janeiro, Brazil, 2011.
- Kauffman Foundation, Junior Faculty Fellowship, 2011.
- Co-author of the runner-up article for the Harold H. Maynard Award for significant contribution to marketing theory and thought, and the runner-up article for the MSI/H. Paul Root Award for significant contribution to the advancement of the practice of marketing, 2010.
  - Neither of the winners was a finalist in both categories. Only one other article qualified as finalist for both awards.
- Kauffman Foundation, Junior Faculty Fellowship, 2010.
- Recipient of the Chapman University *Valerie Scudder Award* for outstanding faculty achievement in teaching, scholarship, advising and/or service, 2010. (second highest award granted to a faculty member by Chapman University).
- ASBE Competitive Summer Research Grant, 2010.
- Academy of Marketing Science, Inaugural Thought Leadership Research Grant, announced during the AMS Conference Awards Luncheon, Vancouver, Canada, May 29, 2008.
- ASBE Competitive Summer Research Grant, 2008.
- ASBE Nominee for the Valerie Scudder Award, 2008.

- Faculty Appreciation Award, Chapman University Delta Tau Delta Fraternity, Iota Epsilon Chapter, November 2, 2007.
- Outstanding Faculty Member/Faculty Appreciation Award, Chapman University (Residential and Dining Services), 2007-2008.
- Research grant (EIN 95-1643992) awarded by the City of Orange (Economic Development Agency), Fall 2006.
- Awarded one of the ten prestigious Young Guru Academy (Istanbul) Fellowships among 10K applicants worldwide, 2005.
- Certificate of Appreciation, Georgia Tech, Department of Housing, 2004.
- Sheth/AMA Doctoral Consortium Fellow, University of Minnesota, 2003.
- AMA Foundation travel grant, 2002.
- CIBER travel grants for cross-cultural/international marketing research, Summer 2001, 2002, 2003.
- Babson College/Kauffman Foundation, Doctoral Consortium Fellow, 2002.
- Recognition for excellent academic performance, Georgia Tech, Department of Housing, 2002.
- Fellowship for the 2nd Annual Doctoral Workshop in International Entrepreneurship, Atlanta, 2001.
- Founder and CEO of ActionTIX: Finalist and Internet category winner of the Duke Energy / Georgia Tech Business Plan Competition, 2001.
- Georgia Tech MBA program Chess Champion, 2000.
- VP Entrepreneur's Club at Georgia Tech, 1999-2000.
- VP Consulting Club at Georgia Tech, 1999-2000.
- VP and Executive Board Member, METU Management Club, 1994-1995.
- Ranked in top 0.5th percentile in centralized university placement examinations, Turkey, 1991.
- Qualified for the public school with the highest cut-off score in centralized middle/high-school placement examinations, Turkey, 1984.

## **Service:**

### Current Institutional Service:

- Member of the Marketing Department NTT Faculty Recruitment Committee, 2025 –
- Member of the Marketing Department NTT Faculty Annual Review Committee, 2025 –
- Director, RBS Center for Marketing Advantage, Advancement, and Action, 2025 –
- Steering Committee Member, 2025 Innovations in Undergraduate and Graduate Business Education Conference, the premier higher education leadership event hosted by RBS.
- Course Captain, Marketing Strategy, all levels, 2024 –
- New Brunswick Online Degree Committee, Rutgers Business School, 2024 –
- Member of the RBS PRME Charter Committee, 2017 –
- Dean's Cabinet, Rutgers Business School, 2017 –
- Marketing Area Associate Editor, *Rutgers Business Review*, 2015 –

### Current External Service:

- Academic Advisory Board Member, NewImpact, 2025 –

- Thesis Advisory Committee Member, IILM University, Gurugram, India, 2025 –
- Plenary Committee Member, Eighth Global Conference on Creating Value, London, UK, 2025.
- Associate Editor, *Journal of Creating Value*, 2024 –
- Ad-hoc reviewer for the *Journal of Marketing Education*, 2022–
- Ad-hoc reviewer for the *Journal of Strategic Marketing*, 2021–
- Member of the AEF/ANA Case Study Editorial Board, 2021 –
- Member of the Business and Computer Science Advisory Board, Middlesex Community College, 2020 –
- Ad-hoc reviewer for IEEE Transactions on Engineering Management, 2019 –
- ANA Talent Forward Alliance, 2018 –
- Editorial Board Member, *Journal of Research in Marketing & Entrepreneurship*, 2018 –
- Ad-hoc reviewer for the *Journal of Business Research*, 2017 –
- Faculty mentor, Doctoral Consortium at the Global Research Conference on Marketing and Entrepreneurship, 2015 –
- Reviewer of three to six submissions annually for the Global Research Conference on Marketing & Entrepreneurship, 2011 –
- Advisory Board Member, Global Research Conference on Marketing and Entrepreneurship, 2010 –
- Ad-hoc reviewer for the *Journal of Research in Marketing & Entrepreneurship*, 2007-
- Advisory Board Member, METU Management Club, 1996 –

Completed Service:

- External reviewer for a promotion evaluation case, 2025.
- Member of the Ad Hoc Faculty Evaluation Committee for two NTT staff members, 2025.
- Program Committee Member, 2nd Leading and Managing in the Digital Era Conference, Athens & Syros Greece, 2025.
- Member of the AACSB Developing the Management Curriculum for the Digital Era (MaCuDe) Task Force for the Future of Work and Learning, 2019 – 2025.
- Member of the AACSB Developing the Management Curriculum for the Digital Era (MaCuDe) Task Force for Revising the Marketing Curriculum, 2019 – 2025.
- Guest Co-Editor for *Rutgers Business Review* Special Section on Entrepreneurial Marketing and Organizational Performance, 2024 – 2025.
- Ad-hoc member of the RBS Research Resources Committee, Fall 2024.
- Ad-hoc member of the RBS Promotion & Tenure Committee, 2024.
- Director, RBS Center for Market Advantage (7/23 – 12/24)
- Americas Plenary Committee Member, Seventh Global Conference on Creating Value, Sao Paulo, 2024.
- Chair and Panelist for 2024 GCCV: Making Creating Value Essential in Schools and Colleges.
- External reviewer for promotion evaluation case at a doctoral research university, 2024.
- Co-Chair for the 2024 Global Research Conference on Marketing & Entrepreneurship, New Brunswick, NJ.
- Panelist for 2024 GRCME Special Session: AI at the Marketing Entrepreneurship Interface:

Application, Education, Research, Challenges and Issues.

- Chair, Peer Evaluation Committee for the Marketing Department, 2024.
- Marketing PhD program Admission Committee, 2024.
- Ad-hoc reviewer for *Review of Pacific Basin Financial Markets & Policies*.
- Member of the Plenary Committee for the 2023 Innovations in Undergraduate and Graduate Business Education Conference.
- Americas Plenary Committee Member, Sixth Global Conference on Creating Value, U. Maryland, 2023.
- Ad-hoc reviewer for *Business Horizons*.
- Ex officio member on RBS standing committees: Planning Committee, Teaching Methods and Innovations Committee, Technology Policy Committee, 2019 – 2023.
- Ex officio member of the RBS Curriculum Redesign Committee, 2022 – 2023.
- Ex officio member of the ad hoc committee for online program development, 2022 – 2023.
- Member of the Rutgers University-New Brunswick Professional and Graduate Degrees Committee, 2019 – 2023.
- Covid-19 Undergraduate Academic Continuity Working Group, New Brunswick, 2020 – 2023.
- Ad-hoc Advisory Task Force on RBS Priorities, 2018 – 2023.
- RBS Representative, RU New Brunswick, Academic Master Planning Committee, 2021 – 2023.
- Member for panel on “Educating Marketers for the Digital Future,” (panelists: N. Roese (Northwestern), K. Jerath (Columbia), S. Dakduk (Universidad de Los Andes), C. Usley (Rutgers)), Leading and Managing in the Digital Era Conference, Summer 2023, Athens, Greece.
- Member of the Assessment Council on Learning Outcomes, 2019 – 2022.
- Undergraduate Program – Newark Policy Committee, Undergraduate Program – New Brunswick Policy Committee, Special Programs Policy Committee, Admissions Committee, Advisory Member for MBA Policy Committee, 2019 – 2022.
- Lead, RBS UG Curriculum Innovations Task Force, 2020 – 2021.
- Co-Lead for the 2021 Innovations in Undergraduate and Graduate Business Education Conference, the premier higher education leadership event hosted by RBS.
  - <https://www.business.rutgers.edu/about-rbs/innovations-business-education>
- Global Entrepreneurship Track Co-Chair, AMA Global Marketing SIG Conference, 2019, 2021.
- Co-Chair, Marketing and Customer Insights Track, Global Conference on Innovations in Management & Business, 2021.
- Organization committee member, Fourth Global Conference on Creating Value, Creating Value Alliance, 2021.
- Moderator for opening keynote by Jagdish N. Sheth, 4<sup>th</sup> Global Conference on Creating Value, September 2021.
- Chair, Entrepreneurial Marketing SIG, American Marketing Association, 2014 – 2021
- Chair, recruitment committee, RBS Senior Director of Undergraduate Student Experience, 2021.
- Global Rule of Three presentation for Bahcesehir University, Turkey, March 2021.
- Global Rule of Three panelist for virtual event hosted by TiE, Winter 2021.
- Global Rule of Three panelist for virtual event co-hosted by BimTech, Academy of

- Indian Marketing, and Founding Fuel, Winter 2021.
- Coordinator for the Rutgers Business School Deans' Council of Student Organizations, New Brunswick 2016 – 2020.
- Judge, ANA Multicultural Excellence Awards, 2020, 2021, 2022, 2023, 2024.
- Attendee, ASU + GSV Virtual Summit 2020.
- Member of the NJ SBDC State Director Search Committee, 2020.
- Member of the Plenary Committee for the 2020 Innovations in Graduate Business Education Conference.
- Co-Lead of the Plenary Committee for the 2019 Innovations in Undergraduate Business Education Conference.
  - Signed up twenty-two speakers including four keynote speakers (Wharton Dean Geoffrey Garrett, Apple University Dean Joel Podolny, BCG Strategy Institute Director Martin Reeves, and UN Global Compact Founder Georg Kell), and two sponsor organizations.
- Member of the Planning Committee, Rutgers Business School, 2017 – 2019.
- RBS NB Academic Standing Committee, 2019.
- Founding Co-Director, RBS Center for Market Advantage, 2015 –
- RBS Director of Special Projects, 2016 – 2019.
- Marketing Department, TT Faculty Recruitment Committee, 2019.
- RBS Marketing Department, NTT Faculty Recruitment Committee, 2019.
- RBS Marketing Department, Planning Committee, 2018 – 2019.
- RBS Marketing Department, Curriculum Committee, 2018 – 2019.
- RBS Marketing Department, Teaching Evaluation Committee, 2018 – 2019.
- RBS Marketing Department, Vice-Chair, 2018 – 2019.
- Rutgers New Brunswick Faculty Council Representative, 2018 – 2019.
- Faculty Mentor, Doctoral Consortium at the Global Research Symposium on Marketing and Entrepreneurship, London, U.K., 2019.
- Member, RBS Academic Advisor Recruitment Committee, 2019.
- Chair, RBS Marketing Department Evaluation Committee, 2019.
- Second Reader, Honor's Project, Richard Crumlish, Spring 2019.
- Judge, Collective Impact for the Global Goals Project Competition, RBS, April, 2019.
- Ad-hoc reviewer for the *Journal of Macromarketing*.
- Reviewer for the Academy of Marketing Conference, London, U.K, 2019.
- Coordinator for the Rutgers Business School Alumni Reunion, 2017 – 2018.
- Coordinator for the Rutgers Business School Business Leader Speaker Series Newark and New Brunswick, 2017 – 2018 (four semesters).
  - Signed up dozens of distinguished speakers from the C-Suite
- Co-Lead for the RBS Sales Summit: The Future of Selling in a Digital World, November 9, 2018.
- Member of the Core Requirements Committee, School of Arts and Sciences, Rutgers University-New Brunswick, 2016 – 2018.
- Invited participant at the Center for Discrete Mathematics and Theoretical Computer Science (DIMACS) Retreat, September 7-8, 2018.
- Member of Plenary Committee for the Innovations in Graduate Business Education Conference, 2017-2018.
  - Coordinated faculty participation

- Member of the Gateway Committee to advise the Chancellor re: admissions, advising, common year experience, general and area requirements, and self-directed education program on the New Brunswick campus, 2018.
- External reviewer for three tenure and/or promotion evaluation cases at doctoral/Big 10 affiliated/International institutions, 2018.
- Faculty Mentor, Doctoral Consortium at the Global Research Symposium on Marketing and Entrepreneurship, Boston, MA, 2018.
- Member of the Recruitment Committee for the Center for Marketing Research Executive Director, Rutgers Business School, 2018.
- Member of the Recruitment Committee for Departmental Coordinator, Rutgers Business School, 2018.
- Participated in the Japan International Cooperation Center “Kakehashi Project” to visit Japan with a delegation of RBS students, project completion certificate received on March 16, 2018.
- Member of panel on “Strategies to Improve RBS Academic Program Rankings”, (panelists: F. Langdana, C.F. Lee, S. Lydon, C. Uslay), RBS Faculty Meeting, December, 2017, RBS New Brunswick, NJ.
- Presentation on Improving RBS Undergraduate Experience and Rankings, RBS Cabinet Meeting, November, 2017.
- Moderator for special session panel on “Innovative Practices in the Business Curriculum,” (panelists: Danna Greenberg, Lauren Beitelspacher, Nathan Karst, Ben Sopranzetti, John Simson), Innovations in Undergraduate Business Education Conference, 2017, Piscataway, NJ.
- Ad-hoc reviewer for the *Journal of Business Strategy*.
- Member of the Special Programs Policy Committee, Rutgers Business School, Fall 2017.
- Member of the AMA EMSIG/GRSME Promising Research Award selection committee, 2017.
- Faculty mentor, Doctoral Consortium at the Global Research Symposium on Marketing and Entrepreneurship, San Francisco, CA, 2017.
- Member of the Recruitment Committee for tenure-track marketing faculty position, RBS, Rutgers University, 2017.
- Represented RBS in the following AACSB conferences:
  - 2023 International Conference and Annual Meeting, Chicago, IL.
  - 2022 International Conference and Annual Meeting, New Orleans, LA.
  - 2019 Associate Deans’ Conference, New Orleans, Louisiana
  - 2019 Redesigning the Undergraduate Curriculum Conference, Providence, Rhode Island
  - 2019 International Conference and Annual Meeting, Edinburgh, Scotland
  - 2018 International Conference and Annual Meeting, Honolulu, HI
  - 2017 B-School Communications and Development Symposium, New York, NY
  - 2017 International Conference and Annual Meeting, Houston, TX
  - 2017 Redesigning the Undergraduate Curriculum Conference, Columbus, OH
    - Discussion Leader on “Low Cost (Easy to Implement) Innovations in the Undergraduate Curriculum”
- Member of Plenary Committee for the 2017 Innovations in Undergraduate Business Education Conference.
  - Signed up ten speakers including two keynote speakers (PayPal CEO Dan

- Schulman and Professor Jagdish N. Sheth), and four sponsor organizations
- Represented RBS in the Presidential Scholars Welcome Reception at the Honors College, New Brunswick, 2017.
  - Chair of Peer Evaluation Committee (PEC), Department of Marketing, Rutgers Business School, 2017.
  - Ad-hoc reviewer for book project, Emerald Publishing, 2016.
  - Member of the MBA Policy Committee, Rutgers Business School, 2016-2018.
  - Coordinator of the CMO Leadership Summit, 2016.
  - External reviewer for two tenure and promotion evaluation cases at doctoral research universities, 2016.
  - Session Chair and presenter of three papers for the special session on City/Destination Branding through Entrepreneurship and Marketing, American Marketing Association Educators' Conference, Summer 2016, Atlanta, GA.
  - Member of the Recruitment Committee for tenure-track marketing faculty position, Rutgers Business School, 2016.
  - Member of the AMA EMSIG/GRSME Promising Research Award selection committee, 2016.
  - Faculty mentor, Doctoral Consortium at the Global Research Symposium on Marketing and Entrepreneurship, San Diego, CA, 2016.
  - Member of Peer Evaluation Committee, Department of Marketing, 2016.
  - Jury member, J&J Business Case Competition, Spring 2016.
  - Keynote speaker at the Rutgers University Foundation Alumni Reception, Istanbul, 2015.
  - Member for panel on "Sharing Best Practices in Teaching," (panelists: A. Azadegan, L. Goodman, P. Ippoliti, B. Sopranzetti, C. Usley), Rutgers Business School Faculty Retreat, Fall 2015, New Brunswick, NJ.
  - Member of the RBS Planning Committee, Rutgers University, 2015-2016.
  - Member of the RBS Undergraduate Program – New Brunswick Policy Committee, Rutgers University, 2015-2016.
  - Discussant for the Entrepreneurial Marketing Special Session, American Marketing Association Educators' Conference, Summer 2015, Chicago, IL.
  - Moderator for special session panel on "Developing an Entrepreneurial Marketing Certificate Program," (panelists: J. Giglierano, A. Hall-Phillips, R. Pasquesi), Global Research Symposium on Marketing and Entrepreneurship, Chicago, IL, 2015.
  - Faculty mentor, Doctoral Consortium at the Global Research Symposium on Marketing and Entrepreneurship, Chicago, IL, 2015.
  - Member of the Recruitment Committee for tenure-track marketing faculty position, RBS, Rutgers University, 2015.
  - Represented Rutgers Business School at Study Abroad Fairs in Istanbul, Ankara, Izmir, and presented to governmental institutions in Turkey, 2015.
  - Reviewer, Summer Research PhD assistantships, Marketing Department, Rutgers Business School, 2015.
  - Member, Assessment and Promotion Committee, Marketing Department, Rutgers Business School, 2015.
  - Member, Marketing PhD Qualifier Exam Evaluation Committee, 2014.
  - Member of Dean's task force on improving undergraduate rankings, 2014.
  - Reviewer for *Psychology & Marketing* SI on Marketing Relationships in the New Millennium B2B Sector, 2014.

- Member of the research award committee for RBS faculty and Ph.D. students, 2014.
- Reviewer for the Marketing and Innovation Capabilities track for the 2014 Global Marketing Conference, Singapore, 2014.
- Advisory Board Member, Global Research Symposium on Marketing and Entrepreneurship, Santa Cruz, CA, 2014.
- Member of the Rutgers University New Brunswick Faculty Council, 2013-2014.
- Panel member for special session on “The Marketing/Entrepreneurship Interface – Research Priorities,” Global Research Symposium on Marketing and Entrepreneurship, Summer, 2013, Boston, MA.
- Chair-elect, Entrepreneurial Marketing SIG, American Marketing Association, 2013.
- Chair of the Gerald E. Hills Best Paper Award election committee, Entrepreneurial Marketing SIG, American Marketing Association, 2013.
- Coordinator of the SCMMS Spring 2013 seminar series.
- Reviewer for the Marketing and Social Media Track, Academy of Marketing Science Conference, Monterey, CA, 2013.
- Ad-hoc reviewer for the *Transportation Research Part A: Policy and Practice*.
- Co-editor of the special issue of the *Journal of Research in Marketing & Entrepreneurship* on Mindfulness and Entrepreneurial Marketing.
- Chair of the CRM and E-Commerce track, Global Conference on SME, Entrepreneurship & Service Innovation, Gold Coast, Australia, 2012.
- Co-Chair of the Entrepreneurial Marketing and Entrepreneurial Innovation Marketing track, Global Conference on SME, Entrepreneurship & Service Innovation, Gold Coast, Australia, 2012.
- Chair of the Gerald E. Hills Best Paper Award election committee, Entrepreneurial Marketing SIG, American Marketing Association, 2012.
- Reviewer for the Marketing Theory track, American Marketing Association Educators’ Conference, Winter 2012, St. Petersburg, FL.
- Moderator for special session panel on “Entrepreneurship Within Marketing Academia,” (panelists: Jagdish Sheth, V. Kumar, Arun Sharma), Academy of Marketing Science Annual Conference, 2011, Coral Gables, FL.
- Chair of the Gerald E. Hills Best Paper Award election committee, Entrepreneurial Marketing SIG, American Marketing Association, 2011.
- Ad-hoc reviewer for the *International Journal of Quality & Reliability Management*, special issue 2011.
- Panel member for special session on “The Marketing/Entrepreneurship Interface – Past and Future Research,” Annual Research Symposium on Marketing and Entrepreneurship, Summer, 2010, Boston, MA.
- Ad-hoc reviewer for the *International Entrepreneurship & Management Journal*, special issue 2010.
- Session Chair, Annual Research Symposium on Marketing and Entrepreneurship, Boston, MA, 2010.
- Session Chair, INFORMS Marketing Science Conference, Cologne, Germany, 2010.
- Member of the Graduate Curriculum Committee, ASBE, Chapman University, 2010 – 2012.
- Chair of the Gerald E. Hills Best Paper Award election committee, Entrepreneurial Marketing SIG, American Marketing Association, 2010.
- Inaugural Faculty Advisor, Argyros Marketing Society, 2010-2011.

- Reviewer of three papers for the Marketing Strategy Track, American Marketing Association Marketing Educators' Conference, Summer 2010, Boston, MA.
- Editorial Review Board Member, IIBF Dergisi, Kocaeli University, Turkey, 2010 – 2012.
- Chair of the inaugural Gerald E. Hills Best Paper Award election committee, Entrepreneurial Marketing SIG, American Marketing Association, 2009.
- Vice-Chair for Research, Entrepreneurial Marketing SIG, American Marketing Association, 2009 – 2014.
- Discussant for special session on “Marketing Entrepreneurship Theory Workshop,” Marketing & Entrepreneurship SIG, American Marketing Association Educators' Conference, Winter 2009, Tampa, FL.
- Reviewer for the Marketing Strategy Track, American Marketing Association Educators' Conference, Summer 2009, Chicago, IL.
- Moderator for special session panel on “Managerial Marketing: The Early Years,” (panelists: George Day, V. Kumar, Robert Spekman, Vithala Rao), Jagdish N. Sheth: Legends in Marketing Symposium at Emory University, Fall 2008, Atlanta, GA.
- Ad-hoc reviewer for the *California Management Review*.
- Moderator for special session panel on “Marketing to Emerging Markets: Is It Different?, Challenges for the Marketing Manager and Scholar,” (panelists: S. Tamer Cavusgil, David Tse, Kate Gillespie), International-Multinational Marketing Track, Academy of Marketing Science Conference, Summer 2008, Vancouver, Canada.
- Ad-hoc Reviewer for the *Journal of Business Ethics*, Special Issue 2008.
- Reviewer for the Marketing Strategy Track, American Marketing Association Educators' Conference, Summer 2008, San Diego, CA.
- Reviewer for the International-Multinational Marketing Track, Academy of Marketing Science Conference, Spring 2008, Vancouver, Canada.
- Co-Vice-Chair for Research, Marketing & Entrepreneurship Special Interest Group (SIG), American Marketing Association, 2007–2009.
- Member of the Recruitment Committee for the George and Barbara Bush Chair in International Business, ASBE, Chapman University, 2007-2008.
- Member of the Recruitment Committee for two tenure-track marketing faculty positions, ASBE, Chapman University, 2007.
- Discussant for the Marketing Strategy Track, American Marketing Association Educators' Conference, Winter 2007, San Diego, CA.
- Reviewer for the Marketing Strategy Track, American Marketing Association Educators' Conference, Winter 2007, San Diego, CA.
- Member of the Undergraduate Curriculum Committee, ASBE, Chapman University, 2006-2009.
- Ad-hoc reviewer for the *Review of Marketing Research*.
- Administrative Coordinator, International Conference on Marketing of Technology Oriented Products and Services in the Global Environment, Bangalore, India, 2002.
- Session Chair, Babson College / Kauffman Foundation Entrepreneurship Conference, Boulder, CO, 2002.
- Treasurer, Georgia Tech Turkish Student Organization, 2002.

### **Professional Affiliations**

- American Marketing Association
- Academy of Marketing Science

- Academy of Marketing (U.K.)
- INFORMS
- The Paley Center for Media
- Direct Selling Education Foundation
- Beta Gamma Sigma
- Association of National Advertisers Educational Foundation
- HubSpot Academy, Education Partner Program
- Rutgers Loyalty Society
- Creating Value Forum/Customer Value Alliance
- National Association of Colleges and Employers
- NJ Collegiate Business Administration Association
- Harvard Business Review Advisory Council Opt-In

## WORK EXPERIENCE:

### **Rutgers University, Rutgers Business School, Newark and New Brunswick**

Dean's Research Professor (7/25-  
*Professor of Marketing* (with tenure) (7/21 –  
*Affiliate Professor of Supply Chain Management*  
*Director, Center for Marketing Advantage, Advancement, and Action (CM3A)* (1/25 –  
*Director, RBS Center for Market Advantage* (7/23 – 12/24)

*Vice Dean for Innovation and Strategic Partnerships* (7/22 – 6/23)  
 Oversaw new, nascent, and international academic programs, RBS Asia-Pacific, new partnerships and their development, 22 research, program-based, and outreach-focused centers, corporate and alumni relationships, student engagement and development programs.

*Vice Dean for Academic Programs and Innovations* (9/19 – 6/22)  
 Oversaw 20 academic programs including undergraduate Newark and New Brunswick programs, full-time, part-time, and Executive MBA programs, Specialty Masters programs, Office of Career Management, Office of Technology and Instructional Services, rSBI stackable certificate program, scheduling, mentoring, tutoring, engagement, and learning assessment and accreditation.

*Associate Professor of Marketing and Affiliated Faculty of SCM* (with tenure) (7/15 – 6/21)  
*Vice-Chair of the Department of Marketing* (1/18 – 8/19)  
*Director of Special Projects* (9/16 – 8/19)  
*Founding Co-Director, RBS Center for Market Advantage* (1/15 – 8/19)  
*Associate Professor of SCM and Marketing Sciences* (with tenure) (7/14 – 6/15)  
*Assistant Professor of SCM and Marketing Sciences* (1/12 – 6/14)

### **Chapman University, Argyros School of Business and Economics**

*Assistant Professor of Marketing* (09/05 – 1/12)

### **Emory University, Goizueta Business School**

*Graduate Research Assistant* (1/05 – 6/05)

- Conducted research with Dr. Jagdish N. Sheth

**Georgia Tech, Scheller College of Management**

*Graduate Research Assistant (8/00 – 8/04)*

- Conducted research with Drs. Fred C. Allvine, Richard D. Teach, Naresh K. Malhotra, and Alka Citrin

**Georgia Tech, Department of Housing**

*Community Manager (8/00- 5/04)*

- Graduate Resident Assistant for the Graduate Living Center (awarded room and stipend)

**The Yamacraw Mission**, Atlanta, GA, (3/99 - 8/00), \$100M State economic development initiative to establish Georgia as the leading cluster in broadband communications.

*Internal Advisor*

- Conducted research and provided marketing support to senior management
- Co-authored a benchmarking study of high-tech economic initiatives in US
- Produced a metro-Atlanta high-tech company database in conjunction with GDITT

**Vestel Foreign Trade**, Manisa, Turkey, (11/97 – 8/98), Top Turkish consumer electronics exporter with 19% market share for television sets in the EU.

*Area Sales Manager*

- Full responsibility for sales and marketing in Central and Eastern Europe
- Led negotiations in Poland, Hungary, Czech Republic, Slovakia, and Germany
- Acquired three new key accounts and more than doubled sales
- Initiated insured credit sales instead of L/C to improve affordability
- Built a strategic alliance with Sun Microsystems and Motorola for marketing Internet set-top boxes in Eastern Europe
- Member of the venture team that planned and implemented market entry to S. America

**Turkish Armed Forces**, Canakkale, Turkey, (8/96 – 11/97) (Mandatory Service)

*First Lieutenant, Administrative Manager for Military Hotel*

- Responsible for administration and accounting of hotel and full facilities

*Second Lieutenant, Training Platoon Commander*

- Supervised and trained a platoon (100 men on average) which revolved every 10 weeks

**Petposan Group**, Izmir, Turkey, (9/95 – 8/96), Mid-sized conglomerate, leading gas station equipment manufacturer with 45% domestic share at the time.

*Management Consultant*

- Reported directly to the CEO, responsible for analyzing organizational development efforts
- Coordinated two product launches successfully
- In charge of Romanian and Moldavian markets representing 25% of exports
- Initiated strategic alliance meetings with IBM for point-of-sale systems

**Pro Bono Work/Consulting/Sponsored Research:**

- City of Orange, Economic Redevelopment Agency
- Buris Holding

- The Boston Consulting Group
- Medical Park
- 3Ducators
- Datadog

**Internships**

- Raks/Plaza Music Prod. Co., Istanbul, Turkey, (8/95 – 9/95)
- Dr. Robert J. Schemel Consulting, Ankara, Turkey, (94-95)
- Ar Architecture Ltd. Co., Izmir, Turkey, (7/94 – 9/94)
- Global Securities Inc., Izmir, Turkey, (1/94 – 2/94)
- Emitas Foreign Trade Co., Izmir, Turkey, (1/93 – 2/93)