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Professor and Vice Dean for Academic Programs, Innovations, and Learning Assurance
Rutgers Business School, Rutgers University
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ACADEMIC POSITIONS HELD

Rutgers University Rutgers Business School, Newark and New Brunswick

- 2022 - Vice Dean, Academic Programs, Innovations, and Learning Assurance
- 2020 - 2022 Chair, Marketing Department
- 2014 - 2022 Founding Co-Director of the Center for Market Advantage
- 2019 - 2022 Dean's Research Professor
- 2019 - 2020 Vice Chair, Marketing Department
- 2018 - today Professor (with tenure)
- 2016 - 2018 Chancellor's Scholar
- 2012 - 2018 Associate Professor (with tenure)
- 2012 - 2013 SCMMS Department Vice Chair and Academic Coordinator for UG, MBA, and PhD Marketing Programs
- 2010 - 2012 Academic Coordinator, Undergraduate Marketing Program
- 2008 – 2013 Founding Academic Co-Director, Undergraduate Supply Chain and Marketing Sciences Program
- 2007 - 2012 Assistant Professor

University of Nevada Managerial Sciences Department

- 2005 - 2007 Assistant Professor

Michigan State University Department of Marketing and Supply Chain Management

- 2001 - 2005 Research and Teaching Assistant

EDUCATION

PhD in Marketing and International Business, Michigan State University, East Lansing, MI, 2005

MBA, Bogazici University, Istanbul, Turkey, 2001

Bachelor of Science in Industrial Engineering, Istanbul Technical University, Istanbul, Turkey, 1999

PRIMARY RESEARCH INTERESTS

Global strategies, marketing strategies, innovation management, product and brand management, hazard rate models, supply chain strategies, supplier relationship management, inter-firm networks, panel and time-series models, simultaneous equations.

AWARDS / HONORS

Rutgers Business School Dean's Research Professor, since 2019.

Conference Best Paper Award, *The International Conference on Business and Technology*, November 6-7, 2021.

Rutgers University Chancellor's Scholar, 2016 – 2018.

Junior Faculty Research Excellence Award, Rutgers Business School, 2011.

Rutgers Business Governing Association Teaching Award, *Best Marketing Professor*, 2011.

Dean's Award for Meritorious Research, Rutgers Business School, 2010.

Junior Faculty Research Award finalist, Rutgers Business School, 2009.

Junior Faculty Teaching Award finalist, Rutgers Business School, 2009.

Junior Faculty Research Award finalist, Rutgers Business School, 2008.

Fellow, Center for Supply Chain Management, Rutgers University, since 2007.

Best Researcher Award 2007, *Beta Gamma Sigma Honor Society*, College of Business Administration, University of Nevada.

Haynes Prize for the Most Promising Scholar Award finalist, *2006 Academy of International Business Conference*, June 23-26, 2006.

Conference Best Paper Award finalist, *Consortium for International Marketing Research*, May 26-30, 2006.

Best Global Marketing Paper, *2005 AMA Winter Marketing Educators' Conference*, February 11-14, 2005.

Fellow, *AMA Sheth Doctoral Consortium*, Texas A&M University, 2004

Dissertation Completion Fellowship, *The Eli Broad Graduate School of Management*, Michigan State University, 2004.

Best Marketing Research Paper, *2003 AMA Summer Marketing Educators' Conference*, August 15-18, 2003.

JOURNAL ARTICLES

Google Scholar Citations: 5000+

1. Alqahtani, N., Usay, C., and **S. Yenyurt** (2025) Entrepreneurial marketing and firm performance: scale development, validation, and empirical test, *Journal of Strategic Marketing*, 33(7), 859-880
2. Ulu, S., Usay, C., and **S. Yenyurt** (2025) Is this review Helpful? How product gender, verification, and valence shape perceived helpfulness, *Journal of Retailing and Consumer Services*, 87, 104356.
3. Carnovale, S., DuHadway, S., Patrucco, A.S., and **S. Yenyurt** (2025) Balancing risk and resilience: how network structures and firm strategies mitigate supply chain disruptions, *International Journal of Physical Distribution & Logistics Management* 55(7), 761-790.
4. Alqahtani, N., Usay, C., and **S. 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.
5. Yayla, S., Kutlubay, O.C., and **S. Yenyurt** (2024) The 2024 Rutgers Business School General Impact Index for Business Journals, *Rutgers Business Review*, 9(2), 273-281
6. Alqahtani, N., Usay, C., and **S. 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
7. Yayla, S., Kutlubay, O.C., Cicek, M., and **S. Yenyurt** (2023) Once upon a time in a foreign market: The role of cultural distance in the economic performance of multilateral non-equity partnerships, *International Business Review*, 32(4), 102-139.
8. Lee, K., Usay, C. and **S. Yenyurt** (2023) An empirical examination of consumer co-creation process, *Marketing Letters*, 34(2), 205-222
9. Ozkan, K.S.L., Khan, H., Deligonul, S., **Yenyurt, S.**, Gue, Q., Cavusgil, E., and S. Xu (2022) Race for market share gains: How emerging market and advanced economy MNEs perform in each other's turf, *Journal of Business Research*, 150, 208-222.
10. Kutlubay, O.C., Yayla, S., Cicek, M., and **S. Yenyurt** (2022) The 2022 Rutgers Business School General Impact Index for Business Journals, *Rutgers Business Review*, 7(3), 332-339. *Editorial
11. **Yenyurt, S.** (2022) Executive Insights: An Interview with Özgür Burak Akkol, Tourism, Food, and Retailing Group President at Koç Holding AŞ, *Rutgers Business Review*, 7(1), 77-89. *Editorial
12. Cavusgil, E., Yayla, S., Kutlubay, O.C., and **S. Yenyurt** (2021) The impact of demographic similarity on customers in a service setting, *Journal of Business Research*, 139, 145-160.
13. Yalcinkaya, G., Aktekin, T., and **S. Yenyurt** (2020) Out with the old: A Bayesian approach to estimating product modification rates, *Journal of Business Research*, 118, 141-149.
14. Yayla, S., Kutlubay, O. and **S. Yenyurt** (2020) The 2020 Rutgers Business School General Impact Index for Business Journals, *Rutgers Business Review*, 5(3), 434-440.

15. **Yeniyurt, S.**, Wu, F., Kim, D and S.T. Cavusgil (2019) Information Technology Resources, Innovativeness, and Supply Chain Capabilities as Drivers of Business Performance: A Retrospective and Future Research Directions, *Industrial Marketing Management*, 79, 46-52. *Invited commentary on a previous highly cited article written by the same authors.
16. Carnovale, S., Henke, J.W., DuHadway, S., and **S. Yeniyurt** (2019) Unintended Consequences: How Suppliers Compensate for Price Concessions and the Role of Buyer-Supplier Relations, *Journal of Business Logistics*, 40(3), 187-203, lead article.
17. Carnovale, S., Rogers, D.S., and **S. Yeniyurt** (2019) Broadening The Perspective of Supply Chain Finance: The Performance Impacts of Network Power and Cohesion, *Journal of Procurement and Supply Management*, 25(2), 134-145.
18. Rogers, Z., Rogers, D., Carnovale, S.Jr., Lembke, R., Leuschner, R., and **S. Yeniyurt** (2019) The Predictive Value of the Logistics Managers' Index, *Rutgers Business Review*, 4(2), 173-189. *Editorial
19. Yayla, S., **Yeniyurt, S.**, Uslay, C, and E. 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.
20. Uslay, C. and **S. Yeniyurt** (2018) Executive Insights: An Interview with Evren Ozkaya, Founder and Chief Executive Officer at Supply Chain Wizard, *Rutgers Business Review*, 3(1), 79-91. *Editorial
21. Uslay, C. and **S. Yeniyurt** (2018) Executive Insights: An interview with Joseph Stinziano, EVP Consumer Electronics & Enterprise IT at Samsung Electronics America, *Rutgers Business Review*, 3(1), 92-102. *Editorial
22. Yayla, S., Kutlubay, O. C., Ulu, S., and **S. Yeniyurt** (2018) The 2018 Rutgers Business School General Impact Index for Business Journals, *Rutgers Business Review*, 3(2), 175-181. *Editorial
23. Carnovale, S., **Yeniyurt, S.** and D.S. Rogers (2017) Network Connectedness in Vertical and Horizontal Manufacturing Joint Venture Formations: A Power Perspective, *Journal of Purchasing & Supply Management*, 23(2), 67-81.
24. **Yeniyurt, S.** and S. Carnovale (2017) Global Supply Network Embeddedness and Power: An Analysis of International Joint Venture Formations, *International Business Review*, 26(2), 203-213.
25. Yalcinkaya, G., Aktekin, T., **Yeniyurt, S.**, and S. Umar (2017) How Often Should a Firm Modify Its Products? A Bayesian Analysis of Automobile Modification Cycles, *Marketing Letters*, 28(1), pp. 85-97.
26. Carnovale, S., Rogers, D., and **S. Yeniyurt** (2016) Bridging Structural Holes in Global Manufacturing Equity Based Partnerships: A Network Analysis of Domestic vs. International Joint Venture Formations, *Journal of Purchasing & Supply Management*, 22(1), pp. 7-17.
27. Yayla, S., Kutlubay, O. C., and **S. Yeniyurt** (2016) The Rutgers Business School General Impact Index for Business Journals, *Rutgers Business Review*, 1(1), pp. 140-145. *Editorial
28. Wang, X, Xie Y., Jagpal, H. and **S. Yeniyurt** (2016) Coordinating R&D, Product Positioning, and Pricing Strategy: A Duopoly Model, *Customer Needs and Solutions*, 3(2), pp. 104-114.
29. Carnovale, S., and **S. Yeniyurt** (2015) The Impact of Supply Network Structure on The Financial Performance of The Firm, *Supply Chain Forum: an International Journal*, 16(3), pp. 18-28.
30. Choi, J., and **S. Yeniyurt** (2015) Contingency Distance Factors and International Research and Development (R&D), Marketing, and Manufacturing Alliance Formations, *International Business Review*, 24(6), pp. 1061-1071.

31. Talay, M.B., Townsend, J.D., and **S. Yeniyurt** (2015) Global Brand Architecture Position and Market-Based Performance: The Moderating Role of Culture, *Journal of International Marketing*, 23(2), pp. 55-72.
32. Carnovale, S., and **S. Yeniyurt** (2015) The Role of Ego Network Structure in Facilitating Ego Network Innovations, *Journal of Supply Chain Management*, 51 (2) pp. 22-46.
33. Garvey, M.G., Carnovale, S. and **S. Yeniyurt** (2015) An Analytical Framework for Supply Network Risk Propagation: A Bayesian Network Approach, *European Journal of Operational Research*, 243 (2), pp. 618-627.
34. Chidlow, A., Ghauri, P., **Yeniyurt, S.**, and S.T. Cavusgil (2015), Establishing Rigor in Mail-Survey Procedures in International Business Research, *Journal of World Business*, 50(1), pp. 26-35.
35. **Yeniyurt, S.**, Henke, J.W.Jr., and G. Yalcinkaya (2014) A Longitudinal Analysis of Supplier Involvement in Buyer's New Product Development: Working Relations, Inter-dependence, Co-innovation, and Performance Outcomes, *Journal of the Academy of Marketing Science*, 42(3), pp. 291-308.
36. Henke, J.W. Jr., Stallkamp, T.T., and **S. Yeniyurt** (2014) Lost Supplier Trust, Lost Profits...How Chrysler Missed Out on \$24 Billion in Profits over the Past 12 Years, *Supply Chain Management Review**, 18(3), pp. 24-32.*Editor reviewed journal.
37. Carnovale, S. and **S. Yeniyurt** (2014), The Role of Ego Networks in Manufacturing Joint Venture Formations, *Journal of Supply Chain Management*, 50(2), 1-17.
38. **Yeniyurt, S.**, Henke, J.W.Jr., and E. Cavusgil (2013) Integrating Global and Local Procurement for Superior Supplier Working Relations, *International Business Review*, 22(2), pp. 351-362, lead article.
39. **Yeniyurt, S.**, Watson, S., Carter, C. and C.K. Stevens (2011) To Bid or Not to Bid: Drivers of Bidding Behavior in Electronic Reverse Auctions, *Journal of Supply Chain Management*, 47(1), pp. 60-72.
40. Calantone, R.J., **Yeniyurt, S.**, Townsend, J.D., and J.B. Schmidt (2010) The Effects of Competition in Short Product Life Cycle Markets: The Case of Motion Pictures, *Journal of Product Innovation Management*, 27(3), pp. 349-361.
41. Townsend, J.D., **Yeniyurt, S.** and M.B. Talay (2009) Getting to Global: An Evolutionary Perspective of Brand Expansion in International Markets, *Journal of International Business Studies*, 40(4), pp. 539-558, lead article.
42. **Yeniyurt, S.**, Townsend, J.D., Cavusgil, T.S. and P.N. Ghauri (2009) Mimetic and Experiential Effects in International Marketing Alliance Formations of US Pharmaceuticals Firms: An Event History Analysis, *Journal of International Business Studies*, 40 (2), pp. 301-320.
Reprinted in: *International Business Strategy: Theory and Practice* (2015) Eds. Peter J. Buckley and Pervez N. Ghauri, Routledge, New York, NY.
43. Henke, J.W.Jr., **Yeniyurt, S.**, and C. Zhang (2009) Supplier Price Concessions: A Longitudinal Empirical Study, *Marketing Letters*, 20(1) pp. 61-74.
44. **Yeniyurt, S.**, Townsend, J.D. and M.B. Talay (2007) Factors Influencing Brand Launch in a Global Marketplace, *Journal of Product Innovation Management*, 24 (September), pp 471-485.
45. Wu, F., **Yeniyurt, S.**, Kim, D., and S.T. Cavusgil (2006) The Impact of Information Technology on Supply Chain Capabilities and Firm Performance, *Industrial Marketing Management*, 35(4), pp 493-504.

46. **Yeniyurt, S.**, Cavusgil, S.T., and G.T.M. Hult (2005) A Global Market Advantage Framework: The Role of Global Market Knowledge Competencies, *International Business Review*, 14 (1), pp 1-19.
47. Townsend, J.D., **Yeniyurt, S.**, Deligonul, S., and S.T. Cavusgil (2004) Exploring the Marketing Program Antecedents of Performance in a Global Company, *Journal of International Marketing*, 12 (4), pp 1-24.
48. Cavusgil, S.T., **Yeniyurt, S.**, and J.D. Townsend (2004) The Framework of A Global Company: A Conceptualization and Preliminary Validation, *Industrial Marketing Management*, 33 (8), pp 711-716.
49. Cavusgil, S.T., Kiyak, T., and **S. Yeniyurt** (2004) Complementary Approaches to Preliminary Foreign Market Opportunity Assessment: Country Clustering and Country Ranking, *Industrial Marketing Management*, 33(7), pp 607-617.
50. **Yeniyurt, S.**, and J.D. Townsend (2003) Does Culture Explain Acceptance of New Products in a Country? An Empirical Investigation, *International Marketing Review*, 20(4), pp 377-396.
 Abstract published in: *Journal of Product Innovation Management* (2004), Ed. C. Anthony Di Benedetto, 21(3), 215–220.
 Reprinted in: *International Marketing: Modern and Classic Papers* (2007), Eds. Stanley J. Paliwoda, and John K. Ryans, Jr, Emerald Group Publishing, U.K.
51. **Yeniyurt, S.** (2003) A Literature Review and Integrative Performance Measurement Framework for Multinational Companies, *Marketing Intelligence and Planning*, 21(3), pp. 134-142, Lead article.

EDITED BOOKS

52. **Yeniyurt, S.** and Carnovale, S. (2024) *Digitization in supply chain management: trends, challenges and solutions*, World Scientific.
53. Carnovale, S., and **S. Yeniyurt** (2021) *Cyber Security and Supply Chain Management: Risks, Challenges, and Solutions*, World Scientific.

BOOK CHAPTERS

54. Uslay, C., **Yeniyurt, S.**, and O.F. Lee (2013) Globalization of Markets: Implications for the Entrepreneurial Firm in the 21st Century, in *Entrepreneurial Marketing: A Global Perspective*, Z. Sethna, R. Jones, and P. Harrigan Eds., Emerald.
55. **Yeniyurt, S.** (2009) Reflections on the Research Path towards the Global Company, in *Advances in International Marketing: MSU Contributions to International Business*, Ed. S. T. Cavusgil, Vol. 19, pp. 201-211.

BOOK REVIEWS

56. **Yeniyurt, S.** (2003) Book Review: International Marketing, 11th Edition by Philip R. Cateora and John L. Graham, *Thunderbird International Business Review*, 45(4), pp. 501-504.

REFEREED CONFERENCE PROCEEDINGS

57. Alqahtani, N., Usley, C., and **S. Yenyurt**, A Comparative Analysis of Market Orientation, Entrepreneurial Orientation, Entrepreneurial Marketing, and Firm Performance, *Academy of Marketing Science Annual Conference* (Monterey, CA, May 25-27, 2022).
58. Alqahtani, N., Usley, C., and **S. Yenyurt**, Entrepreneurial Marketing Antecedents and Consequences, *The International Conference on Business and Technology* (Istanbul, Turkey, November 6-7, 2021) **Conference Best Paper Award.**
59. Ilipinar, G., Japutra, A., Usley, C., and **S. Yenyurt**, Building Brand Experience and Personality Through Design: The Mediating Role of Design Distinctiveness, *Global Research Symposium on Marketing and Entrepreneurship* (Boston, MA, August 7-9, 2018).
60. Ulu, S., Usley, C. and **S. Yenyurt**, Online Review Helpfulness and Product Type, *INFORMS Marketing Science Conference* (Philadelphia, PA, June 14-16, 2018)
61. Satoglu, E.B., and **S. Yenyurt**, A Broader Perspective for the National Innovation Systems: Capabilities as Factors of National Innovation, *Academy of International Business Conference* (Dubai, UAE, July 2-5, 2017).
62. **Yenyurt, S.**, Carnovale, S., and J.W.Jr Henke., Buyer-Supplier Relations and Supplier Compensations for Price Concessions, *POMS Annual Conference* (Seattle, WA, May 5-8, 2017).
63. Ulu, S. Usley, C. and **S. Yenyurt**, Disclosure of Promotional Reviews and Purchase Intention, *AMA Winter Marketing Educators' Conference* (Orlando, FL, February 17-19, 2017).
64. Carnovale, S., Henke, J.W. Jr., and **S. Yenyurt**, A Longitudinal Analysis of Supplier Working Relations in Component Markets, *Decision Sciences Institute 2015 Annual Meeting* (Seattle, WA, November 21-24, 2015).
65. **Yenyurt, S.**, Carnovale, S., and J.W.Jr. Henke, A Longitudinal Analysis of Supplier Working Relations in Component Markets, *INFORMS Annual Meeting* (Philadelphia, PA, November 1-4, 2015).
66. Carnovale, S., and **S. Yenyurt**, Network Structure and Power in Supply Chain Manufacturing Joint Venture Formations, *Academy of Management Conference* (Vancouver, BC, August 7-11, 2015).
67. Carnovale, S., and **S. Yenyurt**, Network Distance and Resource Access in New JV Formations, *Production and Operations Management Society (POMS) 26th Annual Conference* (Washington, DC, May 8-11, 2015)
68. Carnovale, S. and **S. Yenyurt**, Power in International Supply Networks: The Role of Network Structure, *Decision Sciences Institute Annual Meeting* (Tampa, FL, November 22-25, 2014).
69. O'Connor, G., Wang, L., and **S. Yenyurt**, Failed Encounters In The Service Industry: An Investigation Into Role Theory, *AMA Winter Marketing Educators' Conference* (Orlando, FL, February 21-23, 2014).
70. Choi, J and **S. Yenyurt**, Factors affecting the Choice between International R&D and Manufacturing Alliances: The Impacts of Multi-level Distance, *39th European International Business Academy (EIBA) 2013 Annual meeting* (Bremen, Germany, December 12-14, 2013).
71. Carnovale, S., and **S. Yenyurt**, An Empirical Analysis of Power in Supply Networks: A Network Theoretic Buyer Supplier Perspective, *Decision Sciences Institute Annual Meeting* (Baltimore, MD November 16-19, 2013).

72. Garvey, M.D., Carnovale, S., and **S. Yeniyurt**, A Supply Chain Risk Management Framework: A Bayesian Network Approach, *Decision Sciences Institute Annual Meeting* (Baltimore, MD November 16-19, 2013).
73. Carnovale, S., and **S. Yeniyurt**, An Empirical Analysis of Power in Supply Networks: A Buyer Supplier Perspective, *INFORMS Annual Meeting* (Minneapolis, MN, October 6-9, 2013).
74. Garvey, M.D., Carnovale, S., and **S. Yeniyurt**, A Supply Chain Risk Management Framework: A Bayesian Network Approach, *INFORMS Annual Meeting* (Minneapolis, MN, October 6-9, 2013).
75. Carnovale, S., and **S. Yeniyurt**, Keep Your Suppliers Close and Competitors Closer: Sourcing Networks and Manufacturing Joint Ventures, *Academy of Management Conference* (Orlando, FL, August 9-13, 2013).
76. Carnovale, S., and **S. Yeniyurt**, The Role of Network Structure in Equity Based Partnerships: A Social Network Analysis of Domestic vs. International Joint Venture Formations, *Academy of International Business Conference* (Istanbul, Turkey, July 3-6, 2013).
77. Carnovale, S., and **S. Yeniyurt**, Sourcing Networks and Joint Venture Formations: A Social Network Approach, *POMS Annual Conference* (Denver, CO, May 3-6, 2013).
78. Carnovale, S., **Yeniyurt, S.**, Lei, L., Lyons, K. and Oppenheim, R., The Impact of Outsourcing on Supply Chain Sustainability and the Antecedents of Firm Insourcing Behavior, *POMS Annual Conference* (Denver, CO, May 3-6, 2013).
79. Carnovale, S., Lei, L., Oppenheim, R., Lyon, K., and **S. Yeniyurt**, The Impact of Outsourcing on Sustainability and the Antecedents of Firm Insourcing Behavior, *North American Research Symposium on Purchasing and Supply Chain Management (NARS)* (Phoenix/Chandler, AZ, March 14-15, 2013).
80. Carnovale, S., Johnson, A., and **S. Yeniyurt**, A Robust Risk Management Framework in the Services Supply Chain: A Just in Time Perspective, *Decision Sciences Institute Annual Meeting* (San Francisco, CA, November 17-20, 2012).
81. Johnson, A., Carnovale, S., and **S. Yeniyurt**, A Robust Risk Management Framework in the Services Supply Chain: A Just in Time Perspective, *INFORMS Annual Meeting* (Phoenix, AZ, October 14-17, 2012).
82. Bayraktar, A., and **S. Yeniyurt**, When is the Country-of-Origin of a Brand a Weakness in Global Markets? *4th Global Conference on SME, Entrepreneurship and Service Innovation* (Gold Coast, Queensland, Australia, July 11-13, 2012).
83. Carnovale, S., Garvey, M.D., and **S. Yeniyurt**, The Management of Risk in Supply Chains: A Network Approach, *Decision Sciences Institute Annual Meeting* (San Francisco, CA, November 17-20, 2012).
84. Johnson, A., Carnovale, S., and **S. Yeniyurt**, A Robust Risk Management Framework in the Services Supply Chain: A Just-In-Time Perspective, *Decision Sciences Institute Annual Meeting* (San Francisco, CA, November 17-20, 2012).
85. Carnovale, S. and **S. Yeniyurt**, Global Network Structure and International Manufacturing Joint-Venture Formations, *Academy of International Business Conference* (Washington, DC, June 30 – July 3, 2012).
86. Bayraktar, A. and **S. Yeniyurt**, A Holistic Model of Country-of-Origin Effect, *Consortium for International Marketing Research* (Taipei, Taiwan, May 15-18, 2012).

87. Carnovale, S. and **S. Yeniyurt**, The Role of Network Structure in Manufacturing Joint-Venture Formations, *Academy of Management Conference* (Boston, MA, August 3-7, 2012). **Best Operations Management Student Paper Award Finalist.**
88. Garvey, M.D., Carnovale, S. and **S. Yeniyurt**, The Implications of Network Structure on Supply Chain Risk Management, *North American Research Symposium on Purchasing and Supply Chain Management (NARS)*, (Phoenix/Chandler, AZ, March 15-16, 2012).
89. Garvey, M.D., Carnovale, S. and **S. Yeniyurt**, An Analytical Framework of Supply Chain Complexity: A Graph Theoretic Approach, *INFORMS Annual Conference*, (Charlotte, NC, November 13-16, 2011).
90. Carnovale, S., and **S. Yeniyurt**, Sourcing Strategies and Network Structure: A Network Theory Analysis of Global Sourcing, *INFORMS Annual Conference*, (Charlotte, NC, November 13-16, 2011).
91. Yalcinkaya, G., **Yeniyurt, S.** and R.J. Calantone, The Significance of Institutional Factors Affecting Technology Adoption in Developing Countries, *Product Development and Management Association (PDMA) Annual Research Forum* (Phoenix, AZ, October 29-30, 2011).
92. Carnovale, S., and **S. Yeniyurt**, A Network Perspective of Global Sourcing, *Academy of International Business Conference*, (Nagoya, Japan, June 24-28, 2011).
93. Yalcinkaya, G., **Yeniyurt, S.** and R. J. Calantone, Global Innovation Diffusion: The Influence of Institutional Factors on The Adoption of Foreign Technologies, *Global Marketing Conference* (Tokyo, Japan, September 9-12, 2010).
94. **Yeniyurt, S.** and A. Ekiyor, An Event History Analysis Of Product Modifications In The U.S. Automotive Industry, *AMA Summer Marketing Educators' Conference* (Boston, MA, August 13-16, 2010).
95. Townsend, J.D., Srivastava, R.K. and **S. Yeniyurt**, Performance Implications of Brand Investments, *INFORMS Marketing Science Conference* (Ann Arbor, MI, June 4-6, 2009).
96. **Yeniyurt, S.**, Watson, S., Carter, C. and C.K. Stevens, Drivers of Bidding Behavior in Electronic Reverse Auctions, *INFORMS Marketing Science Conference* (Ann Arbor, MI, June 4-6, 2009).
97. **Yeniyurt, S.**, Choi, S.C., and J.D. Townsend, Product Repositioning and Brand Inertia: The US Automobile Market, Sloan Industry Studies: Marketing New Technologies and Managing Brands in the Automotive Industry Session, *INFORMS Annual Conference* (Washington, DC, October 12-15, 2008).
98. Townsend, J.D., Srivastava, R.K. and **S. Yeniyurt**, Brand Magic: How Brand Strength Magnifies Market-Based Investments, Sloan Industry Studies: Marketing New Technologies and Managing Brands in the Automotive Industry Session, *INFORMS Annual Conference* (Washington, DC, October 12-15, 2008).
99. **Yeniyurt, S.**, Choi, S.C., and J.D. Townsend, Product Repositioning and Brand Inertia: The US Automobile Market, *INFORMS Marketing Science Conference* (Vancouver, BC, Canada, June 12-14, 2008).
100. Yang, J., Chan, K., and **S. Yeniyurt**, Exploring Brand Equity Differences Between Utilitarian and Hedonic Products, *Academy of Marketing Science Annual Conference* (Vancouver, BC, Canada, May 28-31, 2008).
101. Townsend, J.D., **Yeniyurt, S.**, and M.B. Talay, Global Coevolution: Factors Influencing the International Expansion of Automotive Brands, *Academy of International Business Conference*, (Indianapolis, IN, June 25-28, 2007).

102. **Yeniyurt, S.** and J.D. Townsend, Country of Origin: A Brand Umbrella?, *Academy of International Business Conference*, (Beijing, China, June 23-26, 2006). **Haynes Prize for the Most Promising Scholar award finalist.**
103. Townsend, J.D. and **S. Yeniyurt**, Identifying the Return on Marketing Activities: The Intermediate Effects of Multi-Dimensional Consumer-Based Brand Equity on Brand Profitability, *AMA Summer Marketing Educators' Conference* (Chicago, IL, August 4-7, 2006).
104. Townsend, J.D. and **S. Yeniyurt**, Multidimensional Customer-Based Brand Equity, Marketing Actions, and Brand Profitability, *INFORMS Marketing Science Conference* (Pittsburgh, PA, June 8-10, 2006).
105. Townsend, J.D. and **S. Yeniyurt**, Competitive Effects or Spillover? The Role of Compatriot Brands in Building Equity, *Consortium for International Marketing Research* (Istanbul, Turkey, May 26-30, 2006) **Conference Best Paper award finalist.**
106. Cavusgil, S.T., **Yeniyurt, S.**, and J.D. Townsend, Competing for Collaboration on a Global Scale: An Event History Analysis of International Alliances, *Annual Conference on Corporate Strategy (ACCS)* (Berlin, Germany, May 19-20, 2006).
107. **Yeniyurt, S.**, Townsend, J.D. and R. Parameswaran, The Dynamics of Brand Internationalization: Spatial, Temporal and Hierarchical Considerations, *AMA Winter Marketing Educators' Conference* (St. Petersburg, FL, February 17 - 20, 2006).
108. Brondo, K., Baba, M.L., Yeniyurt, S., and J.D. Townsend, Fertile Ground: Homegrown Loyalty Makes for Globally Competitive Industry, *Ethnographic Praxis in Industry Conference* (Redmond, WA, November 15-16, 2005).
109. Townsend, J.D., **Yeniyurt, S.**, Calantone, R.J., and J.B. Schmidt, The Effects Of Genre And Competition On New Entertainment Product Sales Performance, *AMA Summer Marketing Educators' Conference* (San Francisco, CA, July 29 - August 1, 2005).
110. Townsend, J.D., R. Parameswaran, and **S. Yeniyurt**, Antecedents of Brand Globalization and Hierarchical Structure, *Marketing Science INFORMS Conference* (Atlanta, GA, June 16 – 19, 2005).
111. **Yeniyurt, S.**, Townsend, J.D. and E. Cavusgil, International Marketing Alliance Dynamics: Empirical Findings from the Pharmaceutical Industry, *AMA Winter Marketing Educators' Conference* (San Antonio, TX, February 11-14, 2005). **Awarded Best Global Marketing Paper.**
112. Townsend, J.D., **Yeniyurt, S.**, and G.M. Naidu, Competition in International Alliance Formation: The Role of Experiential Learning and Culture Distance, *Academy of International Business Annual Conference* (Stockholm, Sweden, July 10-13, 2004).
113. **Yeniyurt, S.**, Calantone, R.J., and J.B. Schmidt, A Latent Variable Growth Curve Modeling Analysis of New Service Launch, *AMA Summer Marketing Educators' Conference* (Chicago, IL, August 15-18, 2003). **Awarded Best Marketing Research Paper.**
114. **Yeniyurt, S.**, Cavusgil, S.T., and G.T.M. Hult, The Key to Global Market Advantage: Global Market Knowledge Competencies, *AMA Summer Marketing Educators' Conference* (Chicago, IL, August 15-18, 2003).
115. **Yeniyurt, S.**, Townsend, J.D., and S.T. Cavusgil, The Framework of A Global Company: A Conceptualization and Preliminary Validation, *AMA Winter Marketing Educators' Conference* (Orlando, FL, February 14-17, 2003).
116. Cavusgil, S.T., **Yeniyurt, S.**, and J.D. Townsend, Towards Common Practices and Metrics for Multinational Corporations: A Midterm Report, Review and a Conceptual Framework, *Performance Measurement and Management: Research and Action Conference* (Boston, MA, July 17-19, 2002).

OTHER ACADEMIC PRESENTATIONS

117. Supplier involvement in OEM New Product Development, *Program on Vehicle and Mobility Innovation Researchers Meeting* (Wharton School, University of Pennsylvania, Philadelphia, PA, November 21, 2013).
118. Global Market Strategies: Alternative Paths of Company Globalization, *Chancellor's Annual Research Day* (Rutgers University, Newark, NJ, March 26, 2012).
119. To Bid or Not To Bid: Drivers of Bidding Behavior in Electronic Reverse Auctions, *Research Seminar Series* (Bogazici University, Istanbul, Turkey, December 17, 2010).
120. Hiring Procedures at State Schools, Roundtable Discussion: How to Prepare and Succeed in the Marketing Academia Job Market-A Grover, *2009 AMA Summer Marketing Educators' Conference* (Chicago, IL, August 7-10, 2009).
121. Market-Based Investments and Brand Strength, *International Motor Vehicle Program Researchers Meeting* (Oakland University, Rochester, MI, June 8-9, 2009).
122. The Effects of Competition in Short Product Life Cycle Markets: The Case of Motion Pictures, *Marketing Seminar Series* (Rensselaer Polytechnic Institute, Troy, NY, March 4, 2009).
123. Creating Global Brand Equity, *Academy of International Business Conference* (Milan, Italy June 30-July 3, 2008).
124. Reflections on the Research Path towards the Global Company, *MSU Contributions Symposium*, (Michigan State University, East Lansing, MI, May 7-9, 2008).
125. Supplier Relationship Management: Empirical Findings from the Automotive Industry, *Supply Chain Research Seminar Series* (Rutgers Business School, Newark, NJ, March 6, 2008).
126. Increasing Supplier Price Concessions by Creating a Win-Win Environment, *International Motor Vehicle Program Researchers Meeting* (Wharton School, University of Pennsylvania, Philadelphia, PA, June 11-12, 2007).
127. An Evolutionary Perspective of International Marketing Alliances, *Midwest Marketing Camp* (Michigan State University, East Lansing, MI, June 11-13, 2004).
128. A Longitudinal Dynamic Model of International Collaborative Ventures, *Midwest Marketing Camp* (Michigan State University, East Lansing, MI, June 11-13, 2004).
129. Capturing the Marketing Dimensions of a Global Company, *AMA Summer Marketing Educators' Conference* (Chicago, IL, August 15-18, 2003).

PHD STUDENT ADVISING

Dissertation Committee Chair

Selin Doganalp, PhD in Marketing, 2024
June-ho Chung, PhD in Marketing, 2021 (Placement: National Taiwan University)
Rae Yule Kim, PhD in Marketing, 2020 (Placement: Montclair State University)
Omer Kutlubay, PhD in Marketing, 2019 (Placement: University of Arkansas, Forth Smith)
Myles Garvey, PhD in Supply Chain Management, 2018 (Placement: William Paterson University)
Emine Erdogan, PhD in Marketing, 2018 (Placement: William Paterson University)
Serdar Yayla, PhD in Marketing, 2018 (Placement: Albion College)
Rayed Alotaibi, PhD in Marketing, 2018 (Placement: King Saud University, Saudi Arabia)

Zhijian (Truman) Hong, PhD in Marketing Science, 2017
Emine Beyza Satoglu, PhD in International Business, 2016 (Placement: Izmir Katip Celebi University, Turkey)
Setiadi Umar, PhD in Marketing Science, 2016 (Placement: King Fahd University, Saudi Arabia)
Steven Carnovale, PhD in Supply Chain Management, 2014 (Placement: Portland State University)
Genevieve O'Connor, PhD in Marketing Science, 2014 (Placement: Fordham University)
Ahmet Bayraktar, PhD in Marketing Science, 2013 (Placement: Bozok University, Turkey)

Dissertation Committee Member

Sarah Edris, PhD in International Business, 2020
Nasser Alqahtani, PhD in Marketing, 2019.
Sevinc Ulu, PhD in Marketing, 2018.
Kyungwon Lee, PhD in Marketing, 2018.
Gurpreet Khurana, PhD in Supply Chain Management, 2018.
Fernando Sanchez, PhD in Science, Technology and Management, 2017.
Ayse Ozturk, PhD in Marketing at Georgia State University, 2016.
Nancy Shuojia Guo, PhD in Marketing Science, 2015.
Denis Hamilton, PhD in Organization Management, 2014.

TEACHING EXPERIENCE

Rutgers University

PhD Courses Taught

Research Methods
Event Data in Social Science

International Executive MBA Courses Taught

Global Marketing Strategies
- in Beijing, Shanghai, and Singapore

Executive MBA Courses Taught

Marketing Management
Marketing Strategy

MBA Courses Taught

Marketing Management
Marketing Strategy
International Marketing
Retail Management
Product Innovation

MS in Supply Chain Management Online Courses Taught

Business to Business Marketing

Undergraduate Courses Taught

Marketing Strategy
Introduction to Marketing

University of Nevada

MBA Courses Taught

Marketing Management

Undergraduate Courses Taught

Brand Management

Advanced Marketing Management

Marketing Principles

Michigan State University

Undergraduate Courses Taught

Introduction to Marketing

International Marketing

International Business

Retail Management

Quantitative Bus. Research Methods

EDITORIAL ACTIVITIES

Founding Co-Editor-in-Chief

Rutgers Business Review

Editorial review board member:

Journal of Supply Chain Management

Journal of Product Innovation Management

Journal of Business Research

Ad hoc reviewer:

California Management Review

Decision Sciences Journal

European Management Journal

Industrial Marketing Management

International Business Review

International Journal of Research in Marketing

International Marketing Review

Journal of Business Research

Journal of International Business Studies

Journal of International Marketing

Journal of Operations Management

Journal of World Business

Management International Review

Marketing Science

Sloan Management Review

Supply Chain Forum: an International Journal

Conferences:

American Marketing Association Educators' Conferences, Summer 2003, 2006, 2009, 2010;

Winter 2003, 2006, 2007, 2008, 2009.

Academy of International Business Annual Conferences, 2002, 2004, 2006, 2007, 2009, 2011.

European Marketing Association Conference, 2007
Academy of Marketing Science Conference, 2009

SERVICE

Rutgers University

RBS Vice Dean for Academic Programs and Learning Assurance, since 2022.

Chair, Marketing Department, 2020-2022.

Vice-Chair, Marketing Department, 2019-2020.

Chair, Rutgers Business School Special Programs Committee, 2019-2020.

Member, Rutgers Business School Special Programs Committee, 2016-2019.

Member, Rutgers Business School New Brunswick Undergraduate Academic Standing Committee, 2019-2020.

Member, Rutgers Business School Online MBA Committee, 2019-2020.

Member, Rutgers Business School Ad-hoc Committee for Online and Hybrid Course Development, 2019-2020.

Faculty Board Member, Honors College at Rutgers University, New Brunswick, since 2015

Founding Co-Director, Center for Market Advantage, since 2014.

Member, Ad Hoc Advisory Task Force on RBS Strategic Priorities, 2018.

Vice Chair, Supply Chain Management and Marketing Sciences Department, 2012-2013.

Academic Coordinator, Marketing Programs (Undergraduate, MBA and PhD), 2012-2013.

Academic Co-Director, Undergraduate Program in Supply Chain and Marketing Sciences, 2008-2013
This program was ranked #3 in the U.S. by Gartner/AMR in 2011.

Academic Coordinator, Undergraduate Program in Marketing, 2010-2012
This program was ranked #15 in the U.S. by Bloomberg Business Week in 2011.

Chair, Marketing Curriculum Committee, 2011-2012.

Member, PhD Qualifying Exam Committee, International Business, 2012-2019.

Member, PhD Qualifying Exam Committee, Organization Management, 2013-2015.

Member, PhD Qualifying Exam Committee, Supply Chain Management, 2013-2015.

Member, PhD Qualifying Exam Committee, Marketing, 2015-2019.

Chair, PhD Qualifying Exam Committee, Marketing Science, 2012-2013.

Member, Rutgers Business School Research Resources Committee, 2009-2012.

Member, Rutgers Business School MBA Committee, 2012-2013, 2015-2016.

Member, Rutgers Business School New Brunswick Undergraduate Academic Standing Committee, 2012-2013.

Member, Rutgers Business School New Building Committee, 2010-2012.

Academic Advisor, Supply Chain and Marketing Sciences Cooperative Education (Co-op) Program, 2008 - 2011.

Member, Undergraduate Marketing Curriculum Committee, Supply Chain Management and Marketing Sciences, 2008 - 2009.

Member, Ph.D. Curriculum Committee, Supply Chain Management and Marketing Sciences, 2008 - 2009.

Faculty Advisor, Rutgers Association of Supply Chain Managers, 2008 - 2011.

Faculty Advisor, International Business Society, 2009 - 2011.

Member, Hiring Committee, Supply Chain Management and Marketing Sciences, 2007 - 2012.

External

Track Co-Chair, Global Supply Chain Management, *AMA Global Marketing SIG conference* (Santorini, Greece, May 21-23, 2018).

Track Chair, Research Methods, *Academy of Marketing Science Conference* (Coral Gables, FL, May 25-28, 2011).

Panel Chair, Implementing Professional Development Programs for International Managers, *19th Consortium for International Marketing Research* (Atlanta, GA, April 6-9 2011).

Session Chair, Product and Pricing Strategies, *2010 AMA Summer Marketing Educators' Conference* (Boston, MA, August 13-16, 2010).

Discussant, Firm Success Factors in Product Development, *Academy of Marketing Science Conference* (Baltimore, MD, May 20-23, 2009).

Discussant, International Marketing of Services, *2008 AMA Winter Marketing Educators' Conference* (Austin, Texas, February 15-18, 2008).

Session Chair, Global Branding and Segmentation Issues, *2007 Academy of International Business Conference* (Indianapolis, Indiana, June 25-28, 2007).

Discussant, Emerging Values, Relationships and Firms, *2006 AMA Summer Marketing Educators' Conference* (Chicago, Illinois, August 4-7, 2006).

Session Chair, "Strategic Alliances, Joint Ventures and Scope", *Annual Conference on Corporate Strategy* (Berlin, Germany, May 19-20, 2006).

Discussant, Customer Satisfaction and Product Liability Issues Session, *2003 AMA Summer Marketing Educators' Conference* (Chicago, Illinois, August 15-18, 2003).

RESEARCH GRANTS

Rutgers University, Newark Chancellor Seed Grant, Telemedicine Delivery for Underserved Populations in Greater Newark (\$50,000), 2015-2017 (with B. Melamed, W. Chen, D. Dobrzykowski, K. Lyons, J. Backstrand, M. Holzer, P. Hoontis, A. Shark, A. Bagchi, W. Holzemer, and F. Munet-Vilaro).

Rutgers Business School Research Resources Committee, research grant (\$6,000), 2013-2014.

Rutgers Business School Research Resources Committee, research grant (\$4,900), 2012-2013.

Rutgers Business School Research Resources Committee, research grant (\$3,100), 2011-2012.

Rutgers Business School Research Resources Committee, research grant (\$4,269), 2010-2011.

Rutgers University Academic Excellence Fund, funding for the Undergraduate Program in Supply Chain and Marketing Sciences (\$10,000), 2009 (with Xiaowei Xu, and Lei Lei).

Alfred P. Sloan Foundation's Industry Studies Program travel support grant (\$770), 2008.

Massachusetts Institute of Technology International Motor Vehicle Program research support grant (\$20,000), 2007– 2008 (with Janell D. Townsend and John Henke).

Massachusetts Institute of Technology International Motor Vehicle Program research support grant (\$16,000), 2006 – 2007 (with John Henke and Chun Zhang).

University of Nevada College of Business Administration research support grant (\$7,500), 2006 – 2007.

University of Nevada College of Business Administration research support grant (\$7,000), 2005 – 2006.

University of Nevada startup research support grant (\$5,000), 2005 – 2006.

Michigan State University CIBER dissertation completion grant (\$5,000), 2004-2005

Michigan State University CIBER development grant to attend the Applied Event History Modeling Workshop at *The Fuqua School of Business, Duke University*, June 19 – July 29, 2003.

MEMBERSHIPS

American Marketing Association
Academy of International Business
Academy of Marketing Science

Product Development and Management Association
Institute for Operations Research and Management Sciences

LANGUAGES

Native: Crimean Tatar and Romanian

Fluent: English and Turkish