

# Burçak ERTIMUR

Professeur associé

Académie : Innovation

Centre de recherche : Marketing Interactions

Campus : LILLE

Email : burcak.ertimur@skema.edu

## Intérêts de recherche

---

Brand management, Consumer culture, Co-creation, Market dynamics

## Domaines d'enseignement

---

Consumer Behavior, Marketing Research, Strategic Marketing

## Formation

---

2009 Ph.D. in Marketing, University of California, Irvine, Etats-Unis d'Amérique

2003 MSc in Marketing, Bilkent University, Turquie

2000 B.Sc. in Business Administration, Bilkent University, Turquie

## Expérience Professionnelle

---

### Positions académiques principales

Depuis 2021 Professeur associé, SKEMA Business School, France

2015 - 2021 Professeur associé, Fairleigh Dickinson University, Etats-Unis d'Amérique

2009 - 2015 Professeur assistant, Fairleigh Dickinson University, Etats-Unis d'Amérique

### Autres affiliations académiques

2017 - 2020 Visiting Professor, IÉSEG School of Management, France

2016 Visiting Professor, Schulich School of Business - York University, Canada

## Contrats de recherche, prix et distinctions

---

### Prix et distinctions

2018 Certificate of Outstanding Contribution in Reviewing, Journal of Interactive Marketing

2017 Certificate of Outstanding Contribution in Reviewing, Journal of Business Research

2015 Teacher of the Year, Awardee, Fairleigh Dickinson University, Etats-Unis d'Amérique

2014 The National Society of Collegiate Scholars Distinguished Member Nomination, Etats-Unis d'Amérique

2014 Teacher of the Year, Finalist, Fairleigh Dickinson University, Etats-Unis d'Amérique

2009 Doctoral Dissertation, Mary Kay Doctoral dissertation Competition Award

2009 Beta Gamma Sigma, National Business Administration Honor Society, Etats-Unis d'Amérique

2008 Dissertation Proposal, Society for Marketing Advances Dissertation Proposal Competition

2008 Pedagogical Fellowship

### **Contrats de recherche**

2019 Grant-in-Aid Program, Fairleigh Dickinson University, Etats-Unis d'Amérique

2018 Grant-in-Aid Program, Fairleigh Dickinson University, Etats-Unis d'Amérique

2018 Fordham University Center for Positive Marketing and Association of National Advertisers (ANA) Educational Foundation Research Grant

2012 Marketing Science Institute Research Grant

2008 Marketing Science Institute Research Grant

2008 Marketing Science Institute Seed Grant

## **Publications**

---

### **Articles académiques revus**

GOPALDAS, A., SIEBERT, A. et ERTIMUR, B. (2022). Designing Servicescapes for Transformative Service Conversations: Lessons from Mental Health Services. *Journal of Consumer Marketing*, 39(6), pp. 649-659.

ERTIMUR, B. et COSKUNER-BALLI, G. (2021). Brands Expressing Compassion and Care through Advertising. *Journal of Advertising*, 50(3), pp. 230-239.

ERTIMUR, B. et CHEN, S. (2020). Adaptation and Diffusion of Renovations: The Case of the Paleo Diet. *Journal of Business Research*, 116, pp. 572-580.

ERTIMUR, B. et LAVOIE, D. (2019). Calibrating the Self: Building Self-Awareness and Encouraging Self-Reflection in Understanding Consumer Behavior. *Marketing Education Review*, 29(2), pp. 113-118.

COSKUNER-BALLI, G. et ERTIMUR, B. (2017). Legitimation of Hybrid Cultural Products: The Case of American Yoga. *Marketing Theory*, 17(2), pp. 127-147.

ERTIMUR, B. et COSKUNER-BALLI, G. (2015). Navigating the Institutional Logics of Markets: Implications for Strategic Brand Management. *Journal of Marketing*, 79(2), pp. 40-61.

ERTIMUR, B., MUNOZ, C. et HUTTON, J. (2015). Regifting: A Multi-Perspective Processual Overview. *Journal of Business Research*, 68(9), pp. 1997-2004.

ERTIMUR, B. et SANDIKCI, (2014). Alienable Gifts: Uses and Meaning of Gold in Turkey. *Journal of Consumer Behaviour*, 13(3), pp. 204-211.

ERTIMUR, B. et GILLY, M. (2012). So Whaddya Think? Consumers Create Ads and Other Consumers Critique Them. *Journal of Interactive Marketing*, 26(3), pp. 115-130.

ERTIMUR, B. et VENKATESH, A. (2010). Opportunism in Co-Production: Implications for Value Co-Creation Process. *Australasian Marketing Journal*, 18(4), pp. 256-263.

### **Chapitres d'ouvrage**

COSKUNER-BALLI, G. et ERTIMUR, B. (2023). Glocalization of Marketplace Cultures. Dans: Eric J. Arnould, Craig J. Thompson, David Crockett & Michelle F. Weinberger eds. *Consumer Culture Theory*. 2nd ed. London: SAGE Publications, pp. 154-175.

COSKUNER-BALLI, G. et ERTIMUR, B. (2018). Glocalization of Marketplace Cultures. Dans: Eric J. Arnould and Craig J. Thompson (ed.). *Consumer Culture Theory*. 1st ed. SAGE Publications, pp. 126-50.

COSKUNER-BALLI, G. et ERTIMUR, B. (2012). Viewing Gender as a Value Creative Resource. Dans: Cele C. Otnes and Linda Tuncay Zayer (ed.). *Gender, Culture and Consumer Behavior*. 1st ed. Psychology Press, pp. 163-193.

### **Actes d'une conférence**

ERTIMUR, B. et GILLY, M. (2010). The Impact of Consumer-Generated Advertising on Brand Associations. *Advances in Consumer Research*, 37, pp. 284-287.

ERTIMUR, B. (2007). The Role of Perceived Control in Co-Production. *European Advances in Consumer Research*, 8, pp. 334-335.

BEHAIRY, N., MUKHERJEE, S., ERTIMUR, B. et VENKATESH, A. (2006). Technology-Based Communication Patterns of Youth. *Advances in Consumer Research*, 33, pp. 304-305.

ERTIMUR, B. et SANDIKCI, (2005). Giving Gold Jewelry and Coins As Gifts: The Interplay of Utilitarianism and Symbolism. *Advances in Consumer Research*, 32, pp. 322-327.

### **Présentations dans des conférences**

GOPALDAS, A., BUSCHGENS, M., SIEBERT, A. et ERTIMUR, B. (2022). A Cultural Perspective on Brand Archetyping. Dans: Consumer Culture Theory Conference. Corvallis.

COSKUNER-BALLI, G. et ERTIMUR, B. (2020). Entrepreneurial Consumer Subjectivities: Evolving Frontier of Productivity. Dans: AMA (American Marketing Association) Conference. San Diego.

ERTIMUR, B., GIESLER, M. et VERESIU, E. (2018). Trading Crypto Currency: The Ideological Shaping of Consumer Financial Decision Making. Dans: Association for Consumer Research Conference. Dallas.

ERTIMUR, B. et CHEN, S. (2018). Collaborative Work as Catalyst for Market Formation: The Case of the Ancestral Health Market. Dans: Association for Consumer Research Conference. Dallas.

ERTIMUR, B., GIESLER, M. et VERESIU, E. (2018). What Even is Blockchain? Making Radical Technology Consumable. Dans: CCT (Consumer Culture Theory) Conference. Odense.

ERTIMUR, B., GIESLER, M. et VERESIU, E. (2018). From Bitcoin to Blockchain: Making Technology Consumable. Dans: AMA (American Marketing Association) Conference. New Orleans.

ERTIMUR, B. (2017). Theorizing Change in Market and Consumption Systems. Dans: Association for Consumer Research Conference. San Diego.

ERTIMUR, B. et CHEN, S. (2017). Mobilizing History: The Case of the Ancestral Health Market. Dans: CCT (Consumer Culture Theory) Conference. Anaheim.

ERTIMUR, B., GIESLER, M. et VERESIU, E. (2017). Marketplace Protocols in the Making: The Case of Blockchain Technology. Dans: CCT (Consumer Culture Theory) Conference. Anaheim.

ERTIMUR, B. et CHEN, S. (2016). Mobilizing History: The Case of the Ancestral Health Market. Dans: Schulich Idea Camp V, York University. Toronto.

ERTIMUR, B. et CHEN, S. (2016). Rhetorical Legitimation: The Case of the Paleo Diet. Dans: CCT (Consumer Culture Theory) Conference. Lille.

COSKUNER-BALLI, G. et ERTIMUR, B. (2016). Legitimacy of Hybrid Cultural Products: The Case of American Yoga, Dans: American Marketing Association Winter Marketing Academic Conference. Las Vegas.

ERTIMUR, B. et COSKUNER-BALLI, G. (2015). Creating Hybridity: The Case of American Yoga. Dans: Association for Consumer Research Conference. New Orleans.

ERTIMUR, B. et SANDIKCI, (2014). Alienable Gifts: Uses and Meaning of Gold in Turkey. Dans: Consumer Culture Theory. Helsinki.

ERTIMUR, B. et COSKUNER-BALLI, G. (2014). Market Evolution Through Shifts in Institutional Logics. Dans: Association for Consumer Research Conference. Baltimore.

ERTIMUR, B. (2013). So Whaddya Think? Consumers Create Ads and Other Consumers Critique Them. Dans: Saatchi & Saatchi. New York City.

ERTIMUR, B., MUNOZ, C. et HUTTON, J. (2013). Regifting Redefined: The Giver's and the Receiver's Perspective. Dans: Association for Consumer Research Conference. Chicago.

ERTIMUR, B. et COSKUNER-BALLI, G. (2013). Production of Multiplicity: Market Practices of Yoga in the US. Dans: Anthropology of Markets and Consumption Conference. Irvine.

ERTIMUR, B. et COSKUNER-BALLI, G. (2013). Production of Multiplicity: Market Practices of Yoga in the US. Dans: Winter American Educators' Conference. Las Vegas.

ERTIMUR, B. et COSKUNER-BALLI, G. (2012). Multiple and Conflicting Performances: Reproduction(s) of Yoga in the US. Dans: Consumer Culture Theory Conference.

ERTIMUR, B. et COSKUNER-BALLI, G. (2012). Nationalist Ideology in Branding and Implications for Consumer-Brand Relationships: The Case of Yoga. Dans: Consumer-Brand Relationships Conference. Boston.

ERTIMUR, B. et GILLY, M. (2012). Developing a Brand Relationship with a Low Involvement Product in the Digital Era. Dans: Consumer-Brand Relationships Conference. Boston.

ERTIMUR, B. et ERTIMUR, Y. (2011). Customer Satisfaction and Firm Value Adjustment. Dans: Marketing Strategy Meets Wall Street II Conference. Boston.

ERTIMUR, B. (2009). The Impact of Consumer-Generated Advertising on Corporate Reputation and Brand Image. Dans: Academy of Marketing Science Annual Conference. Baltimore.

ERTIMUR, B. (2009). The Impact of Consumer-Generated Advertising on Corporate Reputation and Brand Image. Dans: Procter and Gamble Headquarters. Cincinnati.

ERTIMUR, B. et VENKATESH, A. (2008). Firm-Consumer Interaction in the Value Co-Creation Process: A Typology of Relation Management Strategies. Dans: The Forum on Markets and Marketing: Extending Service-Dominant Logic. Sydney.

ERTIMUR, B. (2008). The Impact of Consumer-Generated Advertising on Corporate Reputation and Brand Image. Dans: Society for Marketing Advances Conference. Tampa.

### **Présentations dans des séminaires de recherche**

CASTILHOS, R. et ERTIMUR, B. (2021). Getting Ready for the Field: Making Informed Methodological Choices Along the Road. Dans: Seminar on Qualitative Methods and Research Design. Lille.

### **Études de cas publiées**

ERTIMUR, B. et SANDIKCI, (2006). Consumption of Gold and Gold Jewelry in Turkey. Prentice Hall.

## **Autres activités de recherche**

---

### **Relecteur pour :**

Journal of Advertising, Journal of Consumer Psychology, Marketing Education Review, Journal of Marketing Research, Journal of Retailing, Consumption Markets & Culture, Journal of Interactive Marketing, Journal of Macromarketing, Journal of Marketing, Journal of Consumer Research, Marketing Theory, Journal of Business Research, Journal of Interactive Advertising, Journal of Marketing Management, Journal of the Academy of Marketing Science

### **Affiliations**

Depuis 2012      Consumer Culture Theory (CCT)  
Depuis 2008      American Marketing Association (AMA)  
Depuis 2004      Association for Consumer Research (ACR)