# Burçak ERTIMUR

Associate Professor

Academy: Innovation

Research center: Marketing Interactions

Campus: Lille

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## Research interests

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

## Education

| | |
|---|---|
| 2009 | Ph.D. in Marketing, University of California, Irvine, United States of America |
| 2003 | MSc in Marketing, Bilkent University, Turkey |
| 2000 | B.Sc. in Business Administration, Bilkent University, Turkey |

## Experience

### *Full-time academic positions*

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|---|---|
| Since 2021 | Associate Professor, SKEMA Business School, France |
| 2015 - 2021 | Associate Professor, Fairleigh Dickinson University, United States of America |
| 2009 - 2015 | Assistant Professor, Fairleigh Dickinson University, United States of America |

### *Other academic affiliations and appointments*

| | |
|---|---|
| 2017 - 2020 | Visiting Professor, IÉSEG School of Management, France |
| 2016 | Visiting Professor, Schulich School of Business - York University, Canada |

## Research grants, Awards and Honors

### *Awards and Honors*

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|---|---|
| 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, United States of America |
| 2014 | The National Society of Collegiate Scholars Distinguished Member Nomination, United States of America |
| 2014 | Teacher of the Year, Finalist, Fairleigh Dickinson University, United States of America |
| 2009 | Beta Gamma Sigma, National Business Administration Honor Society, United States of America |
| 2009 | Doctoral Dissertation, Mary Kay Doctoral dissertation Competition Award |
| 2008 | Pedagogical Fellowship |

2008 Dissertation Proposal, Society for Marketing Advances Dissertation Proposal Competition

### *Research Grants*

2019 Grant-in-Aid Program, Fairleigh Dickinson University, United States of America

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

2018 Grant-in-Aid Program, Fairleigh Dickinson University, United States of America

2012 Marketing Science Institute Research Grant

2008 Marketing Science Institute Seed Grant

2008 Marketing Science Institute Research Grant

## Publications

### *Peer-reviewed journal articles*

ERTIMUR, B. and CHEN, S. (2026). Toward Destigmatization of Mental Health: The Institutional Role of Advertising. *Journal of Advertising*, 55, pp. 81-97.

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

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

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

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

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

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

### *Book chapters*

COSKUNER-BALLI, G. and ERTIMUR, B. (2023). Glocalization of Marketplace Cultures. In: 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. and ERTIMUR, B. (2018). Glocalization of Marketplace Cultures. In: Eric J. Arnould and Craig J. Thompson (ed.). *Consumer Culture Theory*. 1st ed. SAGE Publications, pp. 126-50.

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

### *Conference proceedings*

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

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

### *Conference presentations*

ERTIMUR, B. and MECIT, A. (2026). Matters of Care in Non-Domesticated Spaces: An Investigation of Istanbul's Street Cats. In: Netnocon Conference. Izmir.

GOPALDAS, A., BUSCHGENS, M. and ERTIMUR, B. (2026). Getting Away with Brand Indecencies. In: Consumer Culture Theory Conference. Kyoto.

ERTIMUR, B. and COSKUNER-BALLI, G. (2025). Enrolling Creators: Platform Logics in the Digital Fashion Market. In: Netnocon Conference. Marseille.

COSKUNER-BALLI, G. and ERTIMUR, B. (2025). Brand Governance in the Metaverse. In: Consumer Culture Theory Conference. London.

GOPALDAS, A., BUSCHGENS, M., DOLBEC, P.Y., ERTIMUR, B., FISCHER, E., HUMPHREYS, A. ... SMITH, A. (2025). Writing Your 1st Qualitative Research Paper: An Interactive Workshop for PhD Students. In: Consumer Culture Theory Conference. London.

GOPALDAS, A., BUSCHGENS, M. and ERTIMUR, B. (2025). Branding Between the Lines of Acceptable and Unacceptable Content. In: Consumer Culture Theory. London.

ERTIMUR, B. and MECIT, A. (2025). How Navigating Non-Domesticated Spaces with Non-Humans Shapes Our Understanding of Consumers and Consumption. In: Paper Development Workshop for IJRM Special Issue: Rethinking Marketing for a More-Than-Human World. Odense.

COSKUNER-BALLI, G. and ERTIMUR, B. (2024). Brand Governance in the Metaverse. In: Asia-Pacific Association for Consumer Research Conference. Bali.

COSKUNER-BALLI, G. and ERTIMUR, B. (2024). Brand Governance in the Metaverse. In: Association for Consumer Research Conference. Paris.

GOPALDAS, A., BUSCHGENS, M., ERTIMUR, B. and SIEBERT, A. (2024). Why Brands Adopt Indecent Brand Identities. In: Consumer Culture Theory Conference. San Diego.

GOPALDAS, A., BUSCHGENS, M., ERTIMUR, B. and SIEBERT, A. (2024). Strategic Motivations for Indecent Branding. In: AMA Summer Academic Conference. Boston.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

ERTIMUR, B. and VENKATESH, A. (2008). Firm-Consumer Interaction in the Value Co-Creation Process: A Typology of Relation Management Strategies. In: 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. In: Society for Marketing Advances Conference. Tampa.

### *Faculty research seminar presentations*

ERTIMUR, B. (2026). Brand Governance: Insights from the Fashion Industry. In: EMLYON Business School. Lyon.

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

### *Published business cases*

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

## Other research activities

### *Reviewer for:*

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

### *Affiliations*

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

## Professional Activities

### *Other professional activities*

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| 2026 | Session Chair, Netnocon Conference |