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

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	Beta Gamma Sigma, National Business Administration Honor Society, Etats-Unis d'Amérique
2009	Doctoral Dissertation, Mary Kay Doctoral dissertation Competition Award
2008	Pedagogical Fellowship

2008 Dissertation Proposal, Society for Marketing Advances Dissertation Proposal Competition

Contrats de recherche

2019 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

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

2012 Marketing Science Institute Research Grant

2008 Marketing Science Institute Seed Grant

2008 Marketing Science Institute Research Grant

Publications

Articles académiques revus

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

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

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

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

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

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

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

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

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

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

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

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

GOPALDAS, A., BUSCHGENS, M., ERTIMUR, B. et SIEBERT, A. (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

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

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 :

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

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

Activités Professionnelles

Autres activités professionnelles

2026	Session Chair, Netnocon Conference