

# BURCU SEZEN

Assistant Professor | Marketing Area

Joined the University in 2018

## ACADEMIC BACKGROUND

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2017	Ph.D. in Marketing, Özyeğin University, Istanbul, Turkey.
2016	Visiting Graduate Researcher, University of California, Los Angeles, CA, United States.
2010	MBA, Sabancı University, Faculty of Management, Istanbul, Turkey.
2004	Certificates of Business Management and Marketing, University of California, San Diego (UCSD), San Diego, CA, United States.
2003	M.A. in European Studies, University of Bath, Bath, United Kingdom and Institut d'Etudes Politiques de Paris, Paris, France.
2001	B.S. in Political Science in Middle East Technical University, (METU), Ankara, Turkey.
1996	T.E.D. Ankara High School, Ankara, Turkey.
1993	Groton School, Groton, MA, United States.

## TEACHING EXPERIENCE

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### Courses Taught in Recent Years

#### Undergraduate

Foundations of Marketing

Brand Management

## ACADEMIC ACTIVITIES

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2018 – to date	Assistant Professor, Universidad de Los Andes, School of Management.
2015 - 2017	Instructor of Marketing, Özyeğin University.

## OTHER PROFESSIONAL EXPERIENCE

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### Work Experiences

2010-2010	Project Leader, Nestle Türkiye, Istanbul, Turkey.
2009-2010	Company Action Project Team Member, Coca-Cola İçecek A.Ş., Istanbul, Turkey.
2005-2008	Product Manager, Hızlı Sistem Bilişim, Istanbul, Turkey.

## RESEARCH

### Research Areas

- Branding

- International Marketing
- Marketing mix modeling

## PUBLICATIONS

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### Articles in Academic Journals

- 2021 Sezen B. (2021) Performance consequences of marketing standardization/adaptation: A systematic literature review and future research agenda. *Journal of Business Research* (ISSN 0148-2963) 125 (-), pp. 416-435.
- 2020 Sezen B. (2020) Bases for Categorization and Substitution: Is Feature or Brand-Name Similarity More Conducive to Attenuating Cannibalization When Introducing a New Product?

### Chapters in Books

- 2022 Barrios A, Sezen B. (2022) Colombian Advertising Industry: The Effects of Social Context on Advertisement Outcomes. *Handbook of Research on Global Perspectives on International Advertising* (ISBN 9781799896722) pp. 40-49. IGI Global.

### Conferences and Seminars

- 2022 Miami, EEUU- AIB (Academy of International Business) Conference- July 2022- «Voting with your Wallet: The Role of Political Ideology in Global Brand Equity»
- 2022 Crete, Grece- Global AMA (American Marketing Association) Sig Conference- May 2022 «Voting with your Wallet: The Role of Political Ideology in Global Brand Equity»
- 2022 Las Vegas- Winter AMA (American Marketing Association)- Febrero 2022 «Financial Returns to Corporate Brand Extensions: Does Typicality Matter?»
- 2021 Sezen B. (2021) Performance consequences of marketing standardization/adaptation: A systematic literature review and future research agenda. *Journal of Business Research* (ISSN 0148-2963) 125 (-), pp. 416-435.
- 2019 Sezen, Burcu and Dominique Hanssens, “The Extendibility of Brand Names: A Financial Perspective”, Summer AMA Conference, Chicago, USA.
- 2019 Sezen, Burcu and Andres Barrios, “The Impact of Country-of-Origin Cues on Sales”, Marketing Science Conference, Rome, Italy.
- 2018 Sezen, Burcu, Koen Pauwels and Berk Ataman, “The Impact of Brand Architecture Decisions on Total Portfolio Sales”, Marketing Dynamics Conference, Dallas, USA.
- 2017 Sezen, Burcu, Aysegul Ozsomer, “Brand Image Standardization-Detrimental to Brands with High Brand Equity?”. Special session of the AMA Global Sig Conference in Havana, Cuba.
- 2017 Sezen, Burcu, Koen Pauwels and Berk Ataman, “The Impact of Brand Architecture Decisions on Total Portfolio Sales”, Marketing Science Conference, Los Angeles, USA.

## PARTICIPATION IN BOARDS, COMMITTEES AND ASSOCIATIONS

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2022	Academy of international business
2021	American Marketing Association

## SCHOLARSHIPS, GRANTS AND ACADEMIC DISTINCTIONS

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2019	<p>FAPA Research Grant, Universidad de los Andes, Bogotá.</p> <p>Selected as Visiting Graduate Scholar from University of California, Los Angeles (UCLA).</p> <p>Full scholarship from Özyeğin University, PhD.</p> <p>Koç MBA Marketing Case Challenge, 2009 (2nd place).</p> <p>Graduated high honor student from Sabancı University MBA.</p> <p>Full scholarship for MBA at Sabancı University.</p> <p>Graduated honor student from M.E.T.U.</p> <p>1st place in AIESEC National Competition.</p> <p>Scored in the top 0.1% in the OSS (National Examination for University Entrance in Turkey).</p>
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