

PINAR KEKEC

Michigan State University

- *Eli Broad College of Business* •
- *Department of Marketing & Supply Chain* •
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Education

Doctor of Philosophy in Marketing <i>Eli Broad College of Business, Michigan State University, East Lansing, Michigan</i>	2017 (expected)
Master of Sciences in Management (Marketing) <i>Goodman School of Business, Brock University, St. Catharines, ON, Canada</i>	2012
Bachelor of Business Administration (Marketing) (Honors) <i>Goodman School of Business, Brock University, St. Catharines, ON, Canada.</i>	2010

Research

Research Interests: Marketing Strategy, Corporate Legitimacy, B2B Marketing, International Marketing

Publications:

Kozlenkova, I.V., Hult, G. T. M., Lund, D. J., Mena, J. A., and Kekec, P., "The Role of Marketing Channels in Supply Chain Management," (2015), *Journal of Retailing*, 91 (4), 586-609.

Research in Progress:

"Marketing Strategy Lens on Legitimacy Concept," working paper based on dissertation work, targeted to *Journal of Marketing*.

"Purpose of Organizations and Its Impact Corporate Legitimacy," working paper based on dissertation work, targeted to *Journal of Marketing*.

"Legitimacy and Boundaries of Trust?," working paper based on dissertation work, targeted to *Journal of Marketing*.

"Legitimacy and Interfirm Exchanges," working paper based on dissertation work, targeted to *Journal of Marketing*.

"Legitimacy or Reputation: How Different are They?," working paper based on dissertation work, targeted to *Journal of Marketing*.

"Knowledge, Strategy, and Performance: A Longitudinal Analysis," longitudinal data matched with objective performance data collected, analysis has been completed, in progress for the submission to *Journal of Business Research* (with Yanhui Zhao, Blake Runnalls, and G. Tomas M. Hult).

“Team Dynamics, Risk Taking and Contract Violations”, 2-year survey data collected, cross sectional need for cognition data collected, initial analysis has been completed (with Gilbert Harrell, Blake Runnalls, Travis Walkowiak, and John Hollenbeck), targeted to *Journal of Marketing*.

“Brand Personalities and Institutional Gaps,” (with Hang Nguyen), literature review is completed and data collection is being discussed, targeted to *Journal of Marketing*.

“Exporting Literature Review and Multidimensional Scaling,” articles collected, multidimensional scaling has been completed, (with G. Tomas M. Hult, Brian Chabowski, Neil Morgan, and Travis Walkowiak). Submitted to *Journal of International Marketing*.

Conferences and Proceedings

- Presented AMA Winter 2016, Poster Presentation - “Knowledge, Strategy, and Performance: A Longitudinal Analysis,” (with Yanhui Zhao, Blake Runnalls, and G. Tomas M. Hult).
- Presented at the 2014 ISBM PhD Camp, Kekec, P. “*Relationships and Strategy Typologies*.”
- Presented at the AMS 42nd Annual Conference, in Monterey, California
Kekec, P., Thongpapanl, N. and Auh, S. *Unveiling the influence of the Consumer Wine Appreciation Dimension on Purchasing Behaviour* – 2013 Academy of Marketing Science (AMS) Annual Conference, Conference Proceedings, Monterey, California, May, 2013.
- Selected to present MSc dissertation at a poster presentation event at the 2013 Brock University Research Celebration.

Recognitions and Awards

- Selected to attend American Marketing Association Sheth Foundation Doctoral Consortium, 2016, University of Notre Dame in South Bend, Indiana.
 - Don and Shirley Taylor Research Excellence Award, Spring 2016
 - Selected for ISBM 2014 Institute for the Study of Business Markets (ISBM) PhD Student Camp for Research, San Francisco, California, July, 2014.
 - Awarded Graduate Office Fellowship, Michigan State University, Summer 2016
 - Awarded Graduate Office Fellowship, Michigan State University, Spring 2016
 - Awarded Graduate Office Fellowship, Michigan State University, Summer 2015
 - Awarded Graduate Office Fellowship, Michigan State University, Spring 2015
 - Awarded Graduate Office Fellowship, Michigan State University, Summer 2014
 - Awarded Graduate Office Fellowship, Michigan State University, Spring 2014
 - Awarded Graduate Office Fellowship, Michigan State University, Summer 2013
 - Awarded Graduate Office Fellowship, Michigan State University, Spring 2013
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Doctoral Coursework

International Business Theory (*Dr. G. Tomas M. Hult*)
Marketing Strategy (*Dr. G. Tomas M. Hult*)
Seminar in Buyer Behavior (*Dr. Clay M. Voorhees*)
Seminar in Marketing Relations (*Dr. Douglas E. Hughes*)
Statistical Models in Marketing (*Dr. Roger J. Calantone*)
Marketing Decision Models (*Dr. Roger J. Calantone*)
Research Design in Marketing (*Dr. G. Tomas M. Hult*)

Organizational Research Methods (*Dr. John Hollenbeck*)
Seminar in Strategic Management (*Dr. Gerry McNamara*).
Advanced Organizational Research Methods (*Dr. Brent Scott*)
Assessing Global Business Environment (*Dr. Ahmet Kirca*)
Global Business Strategy (*Dr. Ahmet Kirca*)
Longitudinal Analysis (*Dr. Ryan Bowles*)
Data Analysis (*Dr. Gilbert Harrell*)

Teaching

Instructor - Eli Broad College of Business, Michigan State University

Marketing 310 (International Business and Competitive Dimensions)	Summer 2016, Rating TBD
Marketing 415 (International Marketing Management)	Spring 2016, Rating 4.25/5
Marketing 327 (Introduction to Marketing)	Summer 2015, Rating 4.22/5

Teaching Assistant

September 2013 – May 2014

Eli Broad College of Business, Michigan State University

Part-Time Instructor

January 2013 – April 2013

Goodman School of Business, Brock University, ON, Canada

January 2013 – August 2013

Niagara College, Niagara on the Lake Campus, ON, Canada

Teaching Assistant

September 2010 – April 2013

Goodman School of Business, Brock University, ON, Canada

References

Dr. G. Tomas M. Hult

Byington Endowed Chair and Professor – Marketing

Director – MSU – CIBER (International Business Center)

Executive Director and Foundation President – Academy of International Business

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Dr. Roger J. Calantone

Eli Broad Chaired University Professor of Business – Marketing

Senior Advisor to the Dean for Integrative Research & Outreach

Research Director/Center for Business & Social Analytics (CBSA)

Email: rogercal@broad.msu.edu

Phone: 517-432-6338

Address: Michigan State University, 632 Bogue Street, N307 Business College Complex, East Lansing, MI, 48824, USA.

Dr. Srinivas (Sri) Talluri

Professor of Operations and Supply Chain Management

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