

# PINAR KEKEC

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- Michigan State University*
- *Eli Broad College of Business* •
  - *Department of Marketing* •
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## Education

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

## Research

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**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 Kecec, 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*.

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## Conferences and Proceedings

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- 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 42<sup>nd</sup> 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.

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## Recognitions and Awards

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- 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

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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

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### **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  
January 2013 – August 2013

Goodman School of Business, Brock University, ON, Canada  
Niagara College, Niagara on the Lake Campus, ON, Canada

### **Teaching Assistant**

September 2010 – April 2013

Goodman School of Business, Brock University, ON, Canada

## References

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**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](mailto:rogercal@broad.msu.edu)

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**Dr. Srinivas (Sri) Talluri**

**Professor of Operations and Supply Chain Management**

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