

# 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><br><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><br><i>Goodman School of Business, Brock University, St. Catharines, ON, Canada</i>              | <b>2012</b>            |
| <b>Bachelor of Business Administration (Marketing) (Honors)</b><br><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 Kekec, P., "The Role of Marketing Channels in Supply Chain Management," (2015), *Journal of Retailing*, 91 (4), 586-609.

**Research in Progress:**

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

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

"Corporate Legitimacy and Interfirm Exchanges," working paper based on dissertation work, 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*.

"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*.

“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).

“Brand Personalities and Institutional Gaps,” (with Hang Nguyen), literature review is completed and data collection is being discussed, targeted to *Journal of 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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Marketing Strategy	Dr. G. Tomas M. Hult
Global Business Strategy	Dr. Ahmet Kirca
Strategic Management	Dr. Gerry McNamara
International Business Theory	Dr. G. Tomas M. Hult
Buyer Behavior	Dr. Clay M. Voorhees
Marketing Relations	Dr. Douglas E. Hughes
Statistical Models in Marketing	Dr. Roger J. Calantone
Marketing Decision Models	Dr. Roger J. Calantone
Organizational Research Methods	Dr. John Hollenbeck
Advanced Organizational Research Methods	Dr. Brent Scott
Assessing Global Business Environment	Dr. Ahmet Kirca
Data Analysis	Dr. Gilbert Harrell
Longitudinal Analysis	Dr. Ryan Bowles

## 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
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### **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
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## 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)**

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**Dr. Srinivas (Sri) Talluri**

**Professor of Operations and Supply Chain Management**

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