

Bicen, Pelin (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

- Madhavaram, S., Hunt, S., Bicen, P. (in press). Building customization capability in B2B marketing: the role of organizational capital. *Journal of Marketing Management*.
- Bicen, P. (2021). Shelby D. Hunt's Legacy, The R-A Theory of Competition, and Its Perspective on the Geographical Indications (GIs) Debate. *Journal of Global Scholars of Marketing Science*. <http://dx.doi.org/10.1080/21639159.2020.1785919>
- Bicen, P., Gudigantala, N. (2019). Designing the Way Forward: The Role of Design Thinking in the Era of Digital Creativity. *Journal of Strategic Innovation and Sustainability*, 14(5).
- Gudigantala, N., Bicen, P. (2019). Do consumers' ethical judgments matter for purchase intentions in online gray markets? The mediating role of trust. *Journal of Marketing Development and Competitiveness*, 13(4).
- Bicen, P., Johnson, W. (2014). How do firms innovate with Limited Resources in Turbulent Markets? *Innovation: Management, Policy & Practice*, 16(3), 430-444.
- Bicen, P., Hunt, S. D., Madhavaram, S. (2021). Coopetitive innovation alliance performance: Alliance competence, alliance's market orientation, and relational governance. *Journal of Business Research*.
- Elliot, E., Darmody, A., Bicen, P. (2018). Value Co-Creation for Service Delivery Innovations in Emerging Markets. *Journal of Business Cases and Applications*.
- Bicen, P., Gudigantala, N. (2018). Exploring the Relationships Among Digital Marketing and Social Media Activities, Online Customer Satisfaction and E-Commerce Performance: A Cluster Analysis of U.S. E-Commerce Retailers. *Journal of Digital & Social Media Marketing*, 6(1), 1-12.
- Gudigantala, N., Bicen, P., Eom, M. (2016). An Examination of Antecedents of Conversion Rates of E-Commerce Retailers. *Management Research Review*, 39(1), 82-114.
- Bicen, P., Johnson, W. (2015). Radical Innovation with Limited Resources in High-Turbulent Markets: The Role of Lean Innovation Capability. *Creativity and Innovation Management Journal*, 24(2), 278-299.
- Bicen, P., Gudigantala, N. (2014). Parallel Imports Debate: Resource-Advantage Theory. *Journal of Marketing Development and Competitiveness*, 8(3), 23-40.
- Bicen, P., Kamarudin, S., Johnson, W. (2014). Validating New Product Creativity in the Eastern Context of Malaysia. *Journal of Business Research*, 67(1), 2877-2883.
- Bicen, P., Madhavaram, S. (2013). Research on Smart Shopper Feelings: An Extension. *Journal of Marketing Theory and Practice*, 21(2), 32.
- Bicen, P., Pinto, M. B. (2012). Effective Use of Technology in Millennial Marketing Students' Learning: Evidences from Three-Question Cycle (TQM) Method in Personal Response System. *National Teacher Education Journal*, 5(3), 61-69.

Bicen, P., Hunt, S. D. (2012). Alliance Market Orientation, New Product Development, and Resource Advantage Theory. *Journal of Business and Industrial Marketing*, 27(7), 592-600.

Gudigantala, N., Bicen, P. (2011). Gray Market for Information Technology (IT) Products: Status, Implications, and Strategies to Address the IT Gray Market Threat. *Communications of the Association for Information Systems*, 29(1), 185-202.

Bicen, P., Laverie, D. (2009). Group-based Assessment as a Dynamic Approach to Marketing Education. *Journal of Marketing Education*, 31(2), 96-108.

Wagner, T., Bicen, P., Hall, Z. (2008). The Dark Side of Retailing: Towards a Scale of Corporate Social Irresponsibility. *International Journal of Retail and Distribution Management*, 36(2), 124-142.

Bicen, P., Firat, S. U. (2003). Data Mining Techniques: Credit Scoring and Segmentation Analysis in the Banking Sector. *Journal of Statistical Research*, 12, 76-88.

Book Chapters

Book, Chapter in Scholarly Book-New

Malter, A., Bicen, P. (in press). Trust-Based Hybrid Governance in Geographical Indication Supply Chains. *Handbook of Research on Distribution Channels* (pp. 22). Massachusetts: Edward Elgar Publishing.

Bicen, P., Malter, A. (2019). The new institutional economics (NIE) approach to geographical indication (GI) supply chains: A case study from Turkey. *Consumer Science and Strategic Marketing: Case Studies in Food Retailing and Distribution*. United Kingdom: Elsevier.

Malter, A., Bicen, P. (2019). Trust-Based Hybrid Governance In Geographical Indication Supply Chains. *Handbook of Research on Distribution Channels*.

Bicen, P., Johnson, W. (2016). New Product Creativity and Competitive Advantage: Relevancy to the Malaysian Economy. In R. Subramanian, M. Rahe, V. Nagadevara, and C. Jayachandran (Eds.), *Rethinking Innovation: Global Perspectives* (pp. 22-39). New Delhi: Routledge India.

Non-Refereed Journal Articles

Journal Article, Academic Journal

Yuksel, M., Smith, A., Smith, R. S., Bicen, P., Wilson, E., Weiner, J. (2021). Student interest in client-sponsored projects: The quest for engagement in marketing research courses. *Journal of Marketing Education*. <https://doi.org/10.1177/0273475321996797>

Other Intellectual Contributions

Book Review

Bicen, P. (2010). *From Concept to Consumer: How to Turn Ideas into Money* (3rd ed., vol. 19, pp. 233-234). Journal of Product and Brand Management.

Bicen, P. (2010). *Ignore Everybody and 39 Other Keys to Creativity* (5th ed., vol. 27, pp. 479-481). Journal of Consumer Marketing.

Presentations

- Zinoviev, Dmitry (Presenter & Author), Bicen, Pelin (Author Only), Bendell, Bari L. (Author Only), International Conference on Computational Social Science, "The Role of Gender in Twitter Networks of Boston Area Entrepreneurs," MIT, Cambridge, MA (online). (July 19, 2020).
- Johnson, William (Presenter & Author), Bicen, Pelin (Author Only), Zhu, Zhen Jane (Author Only), Administrative Sciences Association of Canada (ASAC), "Construct Development and Future Work on Lean Innovation Capability." (June 2020).
- Bendell, Bari L. (Presenter & Author), Sullivan, Diane M (Author Only), Bicen, Pelin (Author Only), Zinoviev, Dmitry (Author Only), Babson Entrepreneurship Research Conference, "Examining Online Gender Homophily and Its Impact on Entrepreneurial Funding Resources," Conference cancelled due to Coronavirus. (June 2020).
- Bicen, Pelin, Industry Studies Association (ISA), "The New Institutional Economics Approach and Understanding Geographical Indication Supply Chains," Boston. (June 12, 2020).
- Bicen, Pelin, 17th Annual International Conference on Marketing, "Geographical Indications (GIs) Debate and the R-A Theory Approach," Athens Institute for Education & Research, Athens, Greece. (June 2019).
- Bendell, Bari L. (Presenter & Author), Sullivan, Diane M (Author Only), Zinoviev, Dmitry (Author Only), Bicen, Pelin (Author Only), International Women's Entrepreneurship Research Conference, "Digital Double Bind? A Gendered Consideration of Social Media's Network Effects," Boston, MA. (June 2019).
- Bicen, Pelin, Industry Studies Association annual conference, "The Resource-Advantage (R-A) Theory Perspective on the Geographical Indications (GIs) Debate," Tennessee. (May 2019).
- Bicen, Pelin, Gudigantala, Naveen, 21st Academy of Marketing Science World Marketing Congress, "Do consumers' ethical judgments matter for purchase intentions in online gray markets? The mediating role of trust," Academy of Marketing Science, Porto, Portugal. (June 2018).
- Bicen, Pelin (Presenter & Author), Johnson, William (Author Only), Zhu, Zhen Jane (Presenter & Author), 21st Academy of Marketing Science World Marketing Congress, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," AMS, Porto, Portugal. (June 2018).
- Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Zhu, Zhen Jane (Author Only), Industry Studies Conference, "Lean Innovation Capability and Resource-Limited Innovation," Industry Studies Association, Seattle. (June 2018).
- Bicen, Pelin (Author Only), Johnson, William H.A (Presenter & Author), Zhu, Zhen (Author Only), Innovation Management, Entrepreneurship, and Sustainability, "Resource Constraints, Innovation, and Firm Capability," Prague, Czech Republic. (May 2018).
- Bicen, Pelin (Presenter & Author), Johnson, William (Author Only), Zhu, Zhen Jane (Presenter & Author), ISPI Boston Forum, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," Boston, MA. (March 2018).

Gudigantala, Naveen (Presenter & Author), Bicen, Pelin (Author Only), IIM MARCON Summer Marketing Conference, "Exploring E-Commerce Social Media, Digital Marketing, and Value: A Cluster Analysis of U.S. E-Commerce Retailers,," Indore, India. (July 2017).

Madhavaram, Sreedhar (Presenter & Author), Hunt, Shelby D. (Author Only), Bicen, Pelin (Presenter & Author), Academy of Marketing Science Annual Conference, "STRUCTURED ABSTRACT: THE FREE (FIRM RESOURCES AND EXTERNAL ENVIRONMENT) FRAMEWORK AS AN ALTERNATIVE TO SWOT,," Coronado Island, California. (May 2017).

Bicen, Pelin (Author Only), Johnson, William (Presenter & Author), Zhu, Zhen Jane (Author Only), AMA Global Marketing SIG Conference, "THE ROLE OF LEAN INNOVATION CAPABILITY IN RESOURCE-LIMITED INNOVATION: CONCEPT, MEASUREMENT, AND CONSEQUENCES IN A MULTI COUNTRY STUDY," American Marketing Association. (April 2017).

Malter, Alan (Presenter & Author), Bicen, Pelin (Author Only), AMA Global Marketing SIG International Marketing Conference, "Trust-Based Hybrid Governance Structure of Geographical Indication Supply Chains in Global Agri-Food Systems," American Marketing Association, Havana, Cuba. (April 2017).

Bicen, Pelin (Author Only), Johnson, William H.A. (Presenter & Author), Zhu, Zhen Jane (Author Only), International Business and Management Conference, "The Role of Lean Innovation Capability in Resource Limited Innovation," Prague, Czech Republic. (November 2016).

Madhavaram, Sreedhar (Presenter & Author), Bicen, Pelin (Author Only), Academy of Marketing Science (AMS) Conference, "Persistent Innovation and Firm Orientations: A Conceptual Framework," Florida, OR. (May 2016).

Madhavaram, Sreedhar (Presenter & Author), Badrinarayan, Vishag (Presenter & Author), Bicen, Pelin (Presenter & Author), American Marketing Association (AMA) Winter Conference, "Contributions of Conceptual Research on Marketing Strategy to Marketing Management: An Organizing Framework," Las Vegas, NV. (February 2016).

Malter, Alan (Presenter & Author), Bicen, Pelin (Presenter & Author), American Marketing Association (AMA) Summer Conference, "All for One and One for All: Cooperative Marketing Strategy of Geographic Brands?," Chicago, IL. (August 2015).

Madhavaram, Sreedhar (Presenter & Author), Badrinarayan, Vishag (Presenter & Author), Bicen, Pelin (Presenter & Author), Academy of Marketing Science (AMS) Conference, "Towards a Theory of Integrated Marketing Communication," Denver, CO. (May 2015).

Malter, Alan (Presenter & Author), Bicen, Pelin (Presenter & Author), American Marketing Association (AMA) Winter Conference, "Can Geographical Brands be Market Oriented?," San Antonio, TX. (February 2015).

Bicen, Pelin (Presenter & Author), Institute for the Study of Business Markets (ISBM) Conference, "Alliance Market Orientation, New Product Creativity, and New Product Performance in High-Tech Industries," San Francisco, CA. (July 2014).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Institute for the Study of Business Markets (ISBM) Conference, "How do Firms Innovate with Limited

Resources in Turbulent Markets: The Role of Lean Innovation Capability," San Francisco, CA. (July 2014).

Bicen, Pelin (Presenter & Author), Johnson, William H.A (Author Only), American Marketing Association Winter Conference, "How do Resource Limitations Propel Innovation?," Orlando, FL. (February 2014).

Madhavaram, Sreedhar (Presenter & Author), Bicen, Pelin (Author Only), Aphan, Radha (Author Only), Product Development and Management Association (PDMA) Conference, "Continuous Innovation in Technology Firms: Exploring the Role of Strategic Firm Orientation," Chennai, India. (December 2013).

Bicen, Pelin (Author Only), Johnson, William H.A. (Presenter & Author), Academy of Management Conference, "Studies of innovation under resource constraints: Towards a resource-capabilities-based theory," Orlando, FL. (August 2013).

Bicen, Pelin (Presenter & Author), Business Market Management (BMM) Conference, "Alliance Market Orientation and New Product Performance," Bamberg, Germany. (June 2013).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Presenter & Author), Business Market Management (BMM) Conference, "How Do Firms Successfully Innovate Under Resource Limitations," Bamberg, Germany. (June 2013).

Bicen, Pelin (Presenter & Author), Co-Create Conference Proceedings, "Can Alliances be Market Oriented? Evidence from High-Tech Industries," Espoo, Finland. (June 2013).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Product Development and Management Association (PDMA) Conference, "Resource Limitations in Innovation: The Role of Dynamic Capabilities," Orlando, FL. (October 2012).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Institute for the Study of Business Markets (ISBM) Conference, "Resource Constraints in Innovation: The Moderating Role of Dynamic Capabilities," Chicago, IL. (August 2012).

Bicen, Pelin (Presenter & Author), Decision Science Institute Conference, "Service-Dominant Logic Perspective on Innovation," Boston, MA. (November 2011).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Presenter & Author), Decision Sciences Institute Conference, "Construct Validation of New Product Creativity in Malaysia," Boston, MA. (November 2011).

Johnson, William H.A. (Presenter & Author), Bicen, Pelin (Presenter & Author), Decision Sciences Institute Conference, "Innovation Under Resource Constraints," Boston, MA. (November 2011).

Bicen, Pelin (Author Only), Johnson, William H.A. (Presenter & Author), Academy of Management Conference, "The Effects of New Product Creativity (NPC) in Malaysia: Is the NPC construct Universal," San Antonio, TX. (August 2011).

Bicen, Pelin (Presenter & Author), Pinto, Mary Beth (Author Only), Academy of Marketing Science World Marketing Conference, "Clickers Are Dynamic Assessment Tools in Marketing Education," Champagne, France. (June 2011).

Bicen, Pelin (Presenter & Author), The European Institute in Retailing and Services Science Conference, "Parallel importation and Consumer Welfare: Resource-advantage Theory Explanation," Istanbul, Turkey. (July 2010).

Bicen, Pelin (Presenter & Author), Johnson, William H.A. (Author Only), Society for Global Business and Economic Development Symposium, "Creative Product Development in the East: Is the NP creativity construct valid in present day East," Barcelona, Spain. (June 2010).

Bicen, Pelin (Presenter & Author), Madhavaram, Sreedhar (Presenter & Author), Academy of Marketing Science Annual Conference, "A Systematic Review of NPD Alliances: Themes, Central Issues, Theoretical Foundations, and Research Agenda," Portland, OR. (May 2010).

Madhavaram, Sreedhar (Presenter & Author), Badrinarayan, Vishag (Presenter & Author), Bicen, Pelin (Presenter & Author), Academy of Marketing Science Annual Conference, "Critical Review as a Method of Inquiry: Issues and Implications," Portland, OR. (May 2010).

Bicen, Pelin (Presenter & Author), Duhan, Dale (Author Only), Gudigantala, Naveen (Author Only), Academy of Marketing Science Annual Conference, "Parallel Imports Debate and Resource-advantage Theory," Portland, OR. (May 2010).

Bicen, Pelin (Presenter & Author), Hunt, Shelby (Author Only), Center for Business and Industrial Marketing Academic Workshop, "Center for Business and Industrial Marketing Academic Workshop," Atlanta, GA. (January 2009).

Bicen, Pelin (Presenter & Author), McDonald, Robert (Author Only), Institute for the Study of Business Markets (ISBM) Conference, "New Product Creativity and Performance: An Absorptive Capacity Explanation," San Diego, CA. (August 2008).

Bicen, Pelin (Presenter & Author), Society of Marketing Advances Annual Conference, "Balancing Exploration and Exploitation in Innovation Management: The Role of Strategic Orientations in Ambidextrous Organizations," San Antonio, TX. (November 2007).

Bicen, Pelin (Presenter & Author), Wagner, Tillmann (Author Only), American Marketing Association (AMA) Winter Conference, "That Price is Low! An Attributional Approach to Price Discounts," San Diego, CA. (February 2007).

Bicen, Pelin (Presenter & Author), Academy of Marketing Science Annual Conference, "Consumer Perceptions of Quality, Risk and Value: A Conceptual Framework," San Antonio, TX. (May 2006).

Bicen, Pelin (Presenter & Author), Annual Fordham Pricing Conference, "The Role of Product Familiarity in Product Evaluations under Time Constraint," New York City, NY. (November 2005).

Bicen, Pelin (Presenter & Author), Turkish Statistical Institute Statistics Research Symposium, "Data Mining Techniques: Credit Scoring and Segmentation Analysis in Banking Sector," Ankara, Turkey. (December 2003).

Bicen, Pelin, Firat, Senile Umit Oktay, ISS Conference, "Knowledge Discovery in Databases (KDD) and Data Mining: An Application of Customer Segmentation Analysis in Banking Sector," Berlin, Germany. (June 2003).

Bicen, Pelin (Presenter & Author), Firat, Seniye Umit Oktay (Author Only), Operational Research and Industrial Engineering National Congress, "Data Mining Techniques: Credit Scoring and Segmentation Analysis in Banking Sector," Istanbul, Turkey. (May 2003).