Markos, Ereni (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Book Chapters**

**Book, Chapter in Scholarly Book-New**


**Conference Proceedings**

**Conference Proceeding**


**Presentations**


Labrecque, Lauren I (Author Only), Markos, Ereni (Author Only), Yuksel, Mujde (Presenter & Author), Association for Consumer Research Conference, "(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers." (October 2, 2020).


Markos, Ereni, Academy of Marketing Science (AMS) 2016, "Track Chair, Digital Marketing and Social Media," Orlando, Florida. (May 18, 2016).

Markos, Ereni (Co-Chair), Scovotti, Carol (Co-Chair), Mintz, Ofer (Co-Chair), Marketing Edge (DMEF), "Conference Co-Chair," Boston, MA. (October 2015).


Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Social Media in the Classroom," Las Vegas, NV. (October 13, 2012).


Markos, Ereni (Author Only), Upton, Nancy (Presenter & Author), Motyoka, Scott, Grewal, Dhruv, Andrzejewski, Susan, Noga, Tracy, AMA/ACRA Triennial Retail Conference, "The Value of Knowing What Consumers Really Want: Employee Ability to Read Affects as Environmental Cues," Seattle, WA. (April 2012).

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Markos, Ereni, AMA Winter Educator's Conference, "Dialectical Tensions in Managing One's Digital Footprint," Tampa, FL. (February 2009).
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