Yuksel, Mujde (Associate Professor)

Refereed Journal Articles

**Journal Article, Academic Journal**


Other Intellectual Contributions

**Other**


**Research Report**


**Conference Proceedings**

**Conference Proceeding**


Venkatraman, M., Darmody, A., Yuksel, M. (2018). In Maggie Geuens, Mario Pandelaere, Michel Tuan Pham, and Iris Vermeir (Ed.), *To Tell and Not to Tell, That is the Question* (vol. 11, pp. 2017-208). https://www.acrwebsite.org/volumes/1700205/volumes/v11e/E-11


**Presentations**


Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).


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).


Yuksel, Mujde, Association for Consumer Research Conference, "Empowered, Therefore I Engage," Atlanta, GA. (October 18, 2019).


Venkatraman, Meera P (Presenter & Author), Darmody, Aron (Author Only), Yuksel, Mujde (Author Only), European Association of Consumer Research Conference, "To Tell or Not to Tell: Knowledge Hiding in Knowledge Production and Consumption," European Association of Consumer Research, Ghent, Belgium. (July 2018).

Miller, Elizabeth, Yuksel, Mujde, Northeastern University Marketing Seminar, "Duality of Suspense: The Impact of Spoilers on Consumption Decisions." (November 2, 2017).


