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

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


