Bicen, Pelin (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Book Chapters**

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


**Other Intellectual Contributions**

**Book Review**


**Presentations**

Zinoviev, Dmitry (Presenter & Author), Sarkar, Arkapravo (Author Only), Bicen, Pelin (Author Only), SunBelt 2023 Social network analysis conference, "The Musk Effect at Twitter: How Much Do Entrepreneurs Care? A Study from Seven Countries," INSNA, Portland, OR. (June 2023).


Bendell, Bari L. (Presenter & Author), Hanek, Kathrin (Author Only), Sullivan, Diane M. (Author Only), Zinoviev, Dmitry (Author Only), Bicen, Pelin (Author Only), Annual Meetings of the Academy of Management, "Investigating the Role of Gender Differences in the Online Social Networks of Entrepreneurs," Seattle. (August 8, 2022).

Bendell, Bari L. (Author Only), Zinoviev, Dmitry (Presenter & Author), Bicen, Pelin (Author Only), Sullivan, Diane (Author Only), SunBelt2022 Social Network Analysis Conference, "Are Twitter Networks of Regional Entrepreneurs Gendered?", INSNA, Cairne, Australia. (July 2022).


Zinoviev, Dmitry (Presenter & Author), Bicen, Pelin (Author Only), Bendell, Bari L. (Author Only), Networks-2021 Conference, "The Role of Gender in Twitter Networks of Boston Area Entrepreneurs," INSNA, Online. (July 5, 2021).


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).


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,


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).


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 (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).


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

Bicen, Pelin, Firat, Seniye 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).

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