Bicen, Pelin (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Book Chapters**

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


Other Intellectual Contributions

Book Review


Conference Proceedings


Presentations

Zinoviev, Dmitry (Presenter & Author), Sarkar, Arkapravo (Author Only), Bicen, Pelin (Author Only), Faculty Scholarly & Creative Achievement Celebration, "The "Non-Musk" Effect on Twitter," Suffolk University. (December 6, 2023).


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).

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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).


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).

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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).


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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).

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