Markos, Ereni (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal


**Book Chapters**

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


**Conference Proceedings**

**Conference Proceeding**


**Presentations**

Markos, Ereni, Academy of Marketing Association Winter, "From Woke-Washing to Authentic brand Activism." (February 2023).

Markos, Ereni, Sixth Industrial Marketing Management Summit, "Are B2B data breaches concerning? Consequences of buyer’s or firm’s data loss on buyer and supplier related outcomes.," Germany. (February 2023).


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).

Markos, Ereni, AMA Winter Educator's Conference, "Order Effects of Evaluating Experiential Products that are Similar Versus Different," St. Petersburg, FL. (February 2012).

Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Bringing Business World Experiences to the Classroom," Boston, MA. (October 1, 2011).


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Markos, Ereni, DMEF Direct/Interactive Marketing Research Summit, "Consumers' Willingness to Provide Information: Changes over the Last Decade," San Francisco, CA. (October 2010).


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

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


