Yuksel, Mujde (Associate Professor)

Refereed Journal Articles

Journal Article, Academic Journal

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https://doi.org/10.1177/0273475321996797


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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, Warmath, Dee, Yilmaz, Gamze, Thapa, Janani, Newcomer, Jenny, Transformative Consumer Research Dialogical Conference, "From accountability to commitment: The role of virtual others in motivating women to adopt and attain health goals," London, UK. (June 18, 2023).


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).


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