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, Communication Studies PhD Seminar, "The role of virtual others in motivating women to adopt and attain health goals," University of Vaasa Communication Studies, Vaasa, Finland. (October 27, 2023).


Yuksel, Mujde, Doctoral Seminar and Thematic Workshop, "My Fulbright Project and Beyond," University of Vaasa Marketing - Marketing and Consumption Research Group, Vaasa, Finland. (September 12, 2023).

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, Affective(ly) Research Conference, "Teaching with iMotions," University of South Florida & iMotions, Tampa, FL. (February 24, 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).


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 to Tell: Knowledge Hiding in Knowledge Production and Consumption," European Association of Consumer Research, Ghent, Belgium. (July 2018).

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


