

Yuksel, Mujde (Assistant Professor)

Refereed Journal Articles

Journal Article, Academic Journal

Darmody, A., Yuksel, M., Venkatraman, M. (2017). The Work of Mapping and the Mapping of Work: Prosumer Roles in Crowdsourced Maps. *Journal of Marketing Management*.

Yuksel, M., McDonald, M. A., Milne, G. R., Darmody, A. (2017). The Paradoxical Relationship between Fantasy Football and NFL Consumption: Conflict Development and Consumer Coping Mechanisms. *Sport Management Review*, 20(2), 198-210.
10.1016/j.smr.2016.07.001

Yuksel, M., Labrecque, L. I. (2016). Digital Buddies: Parasocial Interactions in Social Media. *Journal of Research in Interactive Marketing*, 10(4), 321-337.
<http://dx.doi.org/10.1108/JRIM-03-2016-0023>

Yuksel, M., Milne, G. R., Miller, E. G. (2016). Social Media as Complementary Consumption: The Relationship between Consumer Empowerment and Social Interactions in Experiential and Informative Contexts. *Journal of Consumer Marketing*, 33(2), 111-123.
www.emeraldinsight.com/doi/abs/10.1108/JCM-04-2015-1396

Yuksel, M., McDonald, M. A., Joo, S. (2016). Cause-Related Sport Marketing (CRSM): An Organizing Framework and Knowledge Development Opportunities. *European Sport Management Quarterly*, 16(1), 58-85.
www.tandfonline.com/eprint/zzSgUkITklu8GayWeZJP/full

Other Intellectual Contributions

Other

Darmody, A., Yuksel, M., Venkatraman, M. (2016). *The work of mapping and the mapping of work: prosumption, psychological ownership, and user citizenship in crowdsourced maps*. Association for Consumer Research-North American Conference.

Conference Proceedings

Conference Proceeding

Venkatraman, M., Darmody, A., Yuksel, M. (in press). *To Tell or Not to Tell: Knowledge Hiding in Knowledge Production and Consumption*. European Association for Consumer Research Conference.

Yuksel, M., Miller, E. G., Iyer, E. (in press). *Don't Kill the Suspense: The Duality of Suspense in Entertainment Consumption*. Advances in Consumer Research.

Yuksel, M., Darmody, A., Venkatraman, M. (2016). *The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior*. 2016 Winter Marketing Academic Conference Proceedings: What Happens in Marketing Stays Digital: Rethinking Marketing in the Era of Unlimited Data.

Yuksel, M., Smith, R. S., McCabe, C. (2018). *Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions: An Abstract*. Back to the

Future: Using Marketing Basics to Provide Customer Value: Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference.

Miller, E. G., Yuksel, M., Iyer, E. (2017). Don't Kill the Suspense: How Outcome Knowledge Influences the Enjoyment of Entertainment. *Creating Marketing Magic and Innovative Future Marketing Trends* (pp. 1439-1439). 2016 Academy of Marketing Science Annual Conference.

Yuksel, M. (2016). *Digital Buddies: Parasocial Interactions and Relationships in Social Media Consumption* (pp. 763-763). *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*.

Yuksel, M., Milne, G. R. (2016). *Download and Run: An Investigation of Sport Consumer Empowerment through the Effects of Fitness Apps on Behavioral Intention towards Sports Participation* (pp. 203-203). *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*.

Yuksel, M., Milne, G. R. (2014). *An Exploration of Fantasy Football Consumption as a Technological Playground of Consumer Empowerment and Social Interactions* (pp. 375-378). *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*.

Yuksel, M., Spalding, R., McDonald, M. A. (2013). *Differences in Evaluation of Endorsement Deals: Analytic vs. Holistic Thinking*. 2013 North American Society for Sport Management Conference.

Yuksel, M., Milne, G. R., McDonald, M. A. (2013). *Fantasy Football: A Model for the Metamorphosis of Traditional Consumer Experiences Through Sociotechnical Consumption*. n 2013 AMA Winter Marketing Educators' Proceedings: Challenging the Bounds of Marketing Thought.

Yuksel, M. (2012). *Befriending Sport Celebrities Through Mediated Relationships: Parasocial Interactions and Relationships with Athletes in Social Media*. 2012 AMA Summer Marketing Educators' Conference: Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets.

Presentations

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

Yuksel, Mujde, Darmody, Aron, Venkatraman, Meera, American Marketing Association (2016 Winter Conference), "The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior," Las Vegas NV. (February 27, 2016).

Darmody, Aron (Presenter & Author), Yuksel, Mujde (Presenter & Author), Venkatraman, Meera (Author Only), North American Association for Consumer Research Conference, 2015, "The Work of Mapping and the Mapping of Work: Prosumption, Psychological Ownership and User Citizenship in Crowdsourced Maps," New Orleans, LA. (October 5, 2015).

Yuksel, Mujde (Presenter & Author), 2015 Academy of Marketing Science Annual Conference, "Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking," Academy of Marketing Science, Denver, CO. (May 14, 2015).

Yuksel, Mujde (Presenter & Author), 2015 Academy of Marketing Science Annual Conference, "Digital Buddies: Parasocial Interactions and Relationships in Social Media Communities," Academy of Marketing Science, Denver, CO. (May 13, 2015).