

S. CEM BAHADIR

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University of North Carolina at Greensboro
The Bryan School of Business and Economics
516 Stirling St.
Greensboro, NC 27412

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EDUCATION

- 2007 Ph.D. in Business Administration, Marketing
 Emory University, Atlanta
- 2002 M.S. in Engineering Management
 Marmara University, Istanbul, Turkey
- 1999 B.S. in Industrial Engineering
 Istanbul Technical University, Istanbul, Turkey

ACADEMIC EMPLOYMENT

- 2017- - Assistant Professor of Marketing, University of North Carolina at Greensboro
- 2014-2017 - Assistant Professor of Marketing, Ozyegin University
- 2007-2014 - Assistant Professor of Marketing, Moore School of Business, Uni. of South Carolina
- 2003-2007 - Graduate Assistant, Goizueta Business School, Emory University

RESEARCH INTERESTS

The value drivers and implications of strategic assets such as brands in the context of M&As
Marketing strategy and brand performance relationship in emerging markets

PUBLICATIONS

- Bahadir, S. Cem, S.G. Bharadwaj, R.K.Srivastava (2008) "Financial Value of Brands in Mergers and Acquisitions: Is Value in the Eye of the Beholder?" *Journal of Marketing*, 72(4), 49-64.
- Bahadir, S. Cem, Sundar G. Bharadwaj, and Michael Parzen (2009) "A Meta-Analysis of the Determinants of Organic Sales Growth," *Int. Journal of Research in Marketing*, 26(4), 263-275.
- Kalaignanam, Kartik, and S. Cem Bahadir (2013) "Corporate Brand Name Changes and Business Restructuring: Is the Relationship Complementary or Substitutive?" *Journal of the Academy of Marketing Science*, 41(4), 456-472.
- Bahadir, S. Cem, S.G. Bharadwaj, R.K.Srivastava (2015) "Marketing mix and global brand sales: Examining the contingent role of country-market characteristics," *Journal of International Business Studies*, 46(5), 596-619.
- Bahadir, S. Cem, Jade S. DeKinder, and Ajay K. Kohli (2015) "Marketing an IPO issuer in early stages of the IPO process," *Journal of the Academy of Marketing Science*, 43(1): 14-31.
- Finalist for the 2015 JAMS Sheth Foundation Best Paper Award
- Rodriguez, O. Vila, S.G. Bharadwaj, and S. Cem Bahadir (2015) "Exploration- and Exploitation-Oriented Marketing Strategies and Sales Growth in Emerging Markets," *Customer Needs and Solutions*, 2(4), 277-289.

Bahadir, S. Cem (2016) “Hidden Value of Brands: Brands in Mergers and Acquisitions” in *Future of Branding* Rajendra K. Srivastava and Gregory M. Thomas (eds.), Sage Publications: India.

Bahadir, S.Cem and Kapil R. Tuli (2002), “Measuring Marketing Productivity: Linking Marketing to Financial Returns,” *MSI Report No.02-119*.

SAMPLE WORKING PAPERS & WORK IN PROGRESS

“Advertising and Online Investor Search: The Role of Investor Search”
(with Abhishek Borah and Gerry Tellis)

“The Impact of Mergers and Acquisitions on Customer Satisfaction”
(with Nita Umashankar and Sundar Bharadwaj)

“Giving and Receiving Word-of-Mouth: Evidence from Emerging Markets”
(with Koen Pauwels)

“Product Innovation for Low-Income Consumers in Emerging Markets:
The Moderating Role of Product, Market, and Country Characteristics”
(with S. Bharadwaj and S. Arunachalam)

“Dynamic Effects of Media Buzz and Market Returns on the Speed of the IPO Process”
(with Jade DeKinder and Garrett Sonnier)

Please send an email to: scbahadi@uncg.edu if you would like to receive information on my working papers or projects.

PRESENTATIONS & PROCEEDINGS

*Umashankar, Nita, Bahadir, S. Cem, and Sundar G. Bharadwaj (2017): “The Impact of Mergers and Acquisitions on Customer Satisfaction” *Marketing Strategy Meets Wall Street V Conference*, San Francisco, CA.

Bahadir, S. Cem, Sundar G. Bharadwaj, S. Arunchalam (2017): “Product Innovation for Low-Income Consumers in Emerging Markets: The Moderating Role of Product, Market, and Country Characteristics,” *Winter AMA Educators’ Conference*, Orlando, FL.

Bahadir, S. Cem, Koen H. Pauwels (2017): “Giving and Receiving Word-of-Mouth: Evidence from Emerging Markets” *Winter AMA Educators’ Conference*, Orlando, FL.

Bahadir, S. Cem, Sundar G. Bharadwaj, S. Arunchalam (2016): “Product Innovation for Low-Income Consumers in Emerging Markets: The Moderating Role of Product, Market, and Country Characteristics,” *Summer AMA Educators’ Conference*, Atlanta, GA.

Bahadir, S. Cem, Koen H. Pauwels* (2016): “Giving and Receiving Word-of-Mouth: Evidence from Emerging Markets” *Summer AMA Educators’ Conference*, Atlanta, GA

Bahadir, S. Cem, Koen H. Pauwels (2016): “Giving and Receiving Word-of-Mouth: Evidence from Emerging Markets” *13th Marketing Dynamics Conference*, University of Hamburg, Hamburg, Germany.

Bahadir, S. Cem, Sundar G. Bharadwaj (2016): “Value Drivers of Customer-related Assets in Mergers and Acquisitions,” *XXXVIII INFORMS Marketing Science Conference*, Fudan University, Shanghai, China.

- Bahadir, S. Cem, Sundar G. Bharadwaj, S. Arunchalam (2016): “Product Innovation for Low-Income Consumers in Emerging Markets: The Moderating Role of Product, Market, and Country Characteristics,” *XXXVIII INFORMS Marketing Science Conference*, Fudan University, China.
- Bahadir, S. Cem, Sundar G. Bharadwaj (2015): “Value of Customer-related Assets in Mergers and Acquisitions,” *XXXVII INFORMS Marketing Science Conference*, John Hopkins University, Baltimore, MD.
- Borah, Abhishek*, S. Cem Bahadir (2015): “Offline Advertising and Online Investor Search: The Role of Investors Expertise and Advertising Strategy”, *XXXVII INFORMS Marketing Science Conference*, John Hopkins University, Baltimore, MD.
- Bahadir, S. Cem, Sundar G. Bharadwaj (2015): “Value of Customer-related Assets in Mergers and Acquisitions,” 2015 Theory + Practice in Marketing Conference, Georgia State University, Atlanta, GA.
- Borah, Abhishek*, S. Cem Bahadir (2015): “Offline Advertising and Online Investor Search: The Role of Investors Expertise and Advertising Strategy”, 2015 Theory + Practice in Marketing Conference, Georgia State University, Atlanta, GA.
- Borah, Abhishek, S. Cem Bahadir (2015): “Do Marketing Actions Attract Investor Attention? Evidence Using Online Search”, *Marketing Strategy Meets Wall Street IV Conference*, Singapore Management University, Singapore.
- Bahadir, S. Cem, Sundar G. Bharadwaj (2015): “Value of Customers in Mergers and Acquisitions”, *Marketing Strategy Meets Wall Street IV Conference*, SMU, Singapore.
- Bahadir, S. Cem, Sundar G. Bharadwaj (2014): “Value of Customers in Mergers and Acquisitions”, *XXXVI INFORMS Marketing Science Conference*, Emory University, Atlanta, GA
- Bahadir, S. Cem, Sundar G. Bharadwaj (2013): “Acquiring Portfolios of Customers, Brands and Technology: When Do They Pay Off?”, *35th INFORMS Marketing Science Conference*, Özyeğin University, Istanbul, Turkey
- Bahadir, S. Cem, Sundar G. Bharadwaj (2013): “Product Innovation for Low Income Consumers in Emerging Markets”, Special Session: Marketing Strategies in Emerging Markets, *The 2013 AMA Winter Educators’ Conference*, Las Vegas, NV
- Bahadir, S. Cem, Sundar G. Bharadwaj (2012): “Methodological Challenges in Marketing Strategy Research” *The 2012 AMA Summer Educators’ Conference*, Chicago, IL
- Bahadir, S. Cem, Sundar G. Bharadwaj (2012): “Acquiring Brands, Customers, and Technology: Are There Synergy Benefits?” *The 2012 Theory and Practice Conference on Marketing Strategy*, Harvard Business School, Boston, MA.

RESEARCH GRANTS

Research Accelerator Grant \$1,500 by Marketing Science Institute

Project: The Impact of Mergers and Acquisitions on Customer Satisfaction
(with N. Umashankar and S. Bharadwaj)

Research Support of 13,500 TL by The Scientific and Research Council of Turkey (TUBITAK),

Project: Value of Customer-Related Assets in Mergers and Acquisitions (with S. Bharadwaj)

Research Support of \$7,000 by Moore School of Business

Project: Drivers of Brand Licensing (with S. Jayachandran)

HONORS, AWARDS & GRANTS

Recipient of scholarship granted to researchers returning to Turkey – 2232 (TUBITAK)

Outstanding Elective Professor, PMBA program, selected by Class of 2012

Graduate Course Development Grant (\$10,000), PMBA program, Moore School of Business

Goizueta Fellow, Scholarship of \$1,000, 2007

Sheth Fellow, The Sheth Foundation, 2007

INFORMS Marketing Science Doctoral Consortium Fellow, 2005 and 2006

Scholarship for International Participants, Bayesian Workshop, Goethe University, 2004

Goizueta Foundation Doctoral Fellowship, Goizueta Business School (2002-2006)

TEACHING EXPERIENCE

Course	Institution	Level	Format
Marketing Management (Core)	University of South Carolina	Professional MBA	Tele-presence technology
Product and Brand Management	University of South Carolina	Professional MBA	In-class, live-stream, tele-presence technology
Principles of Marketing	University of South Carolina Ozyegin University	Undergraduate	Large (350 students) and small (50 students) sections
Marketing Strategy	Ozyegin University	Undergraduate	In-class, primarily case-based teaching
New Product Development	Ozyegin University	MBA	In-class, primarily case-based teaching
Customer Relationship Management	Ozyegin University	Executive Education	In-class
Strategic Marketing Management	Ozyegin University	Executive Education	In-class
Strategic Pricing and Profitability	Ozyegin University	Executive Education	In-class

TEACHING TRAINING

Spring 07 Masters Teaching Workshop, Goizueta Business School, Emory University
Spring 05 Georgia Masters Teaching Workshop, Goizueta Business School, Emory University
Fall 04 Case-based teaching workshop, Goizueta Business School, Emory University
Fall 04 *Teaching in Business Schools* Course, Goizueta Business School, Emory University

SERVICE

Discipline Level Service:

Reviewer

Ad-hoc Reviewer, *Journal of Marketing, Journal of Marketing Research, Marketing Science, Management Science, Journal of International Business Studies, European Journal of Marketing Journal of Business Research, Journal of Global Marketing*

Reviewer, Marketing Strategy Track, Global Marketing Track, Winter AMA 2016

Reviewer, PDMA Doctoral Dissertation Proposal Competition, 2011

Reviewer, Marketing Strategy Track, Marketing Research Track, Winter AMA 2011

Reviewer, Marketing Management, Strategy, and Channels Track, Winter AMA 2008

Conferences

Co-chair of Branding and Brand Management Track, Summer AMA 2017

Co-chair of Branding and Brand Management Track, Summer AMA 2013

Co-chair of special session on marketing strategies and challenges in emerging markets, Summer AMA 2016

Co-chair of special session on marketing strategies in emerging markets, Winter AMA 2013

Co-chair, Marketing Strategy Track, Summer AMA 2010

Co-chair of special session on marketing issues in IPO context, 2009 Marketing Science

Department, College & University Level Service at Ozyegin University:

Research Excellence Committee, Chair, Summer 2015 – June 2017

Şişecam – Ozyegin Marketing Program Coordinator, January 2016 – April 2017

Developed the curriculum of the “Marketing Academy” (Şişecam is one of the top-three global commercial and consumer glass manufacturers)

University Campus Services Advisory Board Member, October 2015-January 2016

Curriculum Committee Member, Spring 2015 – May 2016

Koc-Ozyegin-Sabancı Research Camp Coordinator, Spring 2015

Department & College Level Service at University of South Carolina:

Chair, Undergraduate Curriculum Redesign Committee, Spring/Summer 2014

PMBA Committee Member, Fall 2012 – Summer 2014

Undergraduate Program Faculty Committee Member, Fall 2010 – Spring 2012

Doctoral Student Qualifier Paper Reviewer, Summer 2012-11, Spring 2009

Undergraduate Curriculum Review Committee (Marketing Department), Spring-Fall 2009

Independent Study Development for Doctoral Students, Fall 2007

PROFESSIONAL AFFILIATIONS

American Marketing Association

INFORMS Society for Marketing Science (ISMS)

INDUSTRY EXPERIENCE

1999-2000 Industry Analyst
Kapsay Consulting, Istanbul, Turkey

2000-2002 Project Analyst – Human Resources ISO Project Supervisor
Anadolu Endustri Holding (Anadolu Group), Istanbul, Turkey