

## BURCU (BURJU) TASOLUK, Ph.D.

**Address:** Ross School of Business  
University of Michigan  
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Ann Arbor, MI 48109-1234

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### EDUCATION

Ph.D. in Marketing, 2006, Michigan State University, East Lansing, MI, USA

Doctoral Dissertation Title: A Contingency Framework for Global Branding: A Multi-Level Interaction Model

MBA with Great Distinction, 2002, Vlerick Leuven Gent Management School, Leuven, BELGIUM

Specialization: Doing Business in Europe

B.S. with High Honors, Economics, 1998, Middle East Technical University (METU), Ankara, TURKEY

### ACADEMIC EXPERIENCE

University of Michigan, Ross School of Business, Ann Arbor, MI, USA

Faculty Member, Winter 2018-Present

Visiting Research Scholar, Fall 2016-Winter 2018

Michigan State University, Eli Broad College of Business, East Lansing, MI, USA

Fixed-term Faculty Member, Executive MBA Program, Fall 2017-Fall 2022

Sabanci University, Sabanci School of Management, Istanbul, TURKEY

Assistant Professor of Marketing, 2013-2015

University of Michigan, Ross School of Business, Ann Arbor, MI, USA

Visiting Research Scholar, Winter 2013

Sabanci University, Sabanci School of Management, Istanbul, TURKEY

Assistant Professor of Marketing, 2006-2012

Michigan State University, Eli Broad Graduate School of Management, East Lansing, MI, USA

Teaching Assistant, Research Assistant, Instructor, 2002-2006

### INDUSTRY EXPERIENCE

Procter & Gamble European Technical Center (ETC), Brussels, BELGIUM

Consultancy Project: Creating Positive Business Impact through Brand PR Programs, 2002

Pamukbank Head Office Consumer Banking Marketing Department, Istanbul, TURKEY

Assistant Marketing Manager, 1999-2001

Sheraton Ankara Hotels & Towers, Ankara, TURKEY  
Marketing & Sales Department, Sales Agent, 1998

#### Internships

Cenajans/Grey Advertising Agency, Istanbul, TURKEY, 1997

Istanbul Stock Exchange (ISE) External Relations Department, Istanbul, TURKEY, 1997

Turkish Republic Prime Ministry Undersecretariat for Foreign Trade, General Directorate of Imports, Ankara, TURKEY, 1996

### **PRIMARY RESEARCH INTERESTS**

Global Branding/Global Brand Management  
Product and Brand Management  
Marketing Strategy/Global Marketing Strategy  
Global New Product Management and Rollout  
Headquarters and Subsidiary Relations in MNCs

### **REFEREED JOURNAL PUBLICATIONS**

Yaprak, Attila, Burcu Tasoluk and Cenk Kocas (2015), "Market Orientation, Managerial Perceptions, and Corporate Culture in an Emerging Market: Evidence from Turkey," *International Business Review*, 24 (3), 443-456.

Tasoluk, Burcu, Cornelia Droge, and Roger Calantone (2011), "Interpreting Interrelations across Multiple Levels in HGLM Models: An Application in International Marketing Research," *International Marketing Review*, 28 (1), 34-56.

Tasoluk, Burcu, Attila Yaprak, and Roger Calantone (2006), "Conflict and Collaboration in Headquarters-Subsidiary Relationships: An Agency Theory Perspective on Product Rollouts in an Emerging Market," *International Journal of Conflict Management*, 17 (4), 332-351.

### **OTHER PUBLICATIONS / BOOK CHAPTERS**

Tasoluk, Burcu (2009), "From Global Experiences to Global Brands: A Quest to Understand What Lies behind Their Universal Success" in *Advances in International Marketing: Michigan State University Contributions to International Business and Innovation (Advances in International Marketing, Volume 19)*, S. Tamer Cavusgil, Ed. UK: Emerald Group Publishing Ltd., 213-218.

Tasoluk, Burcu (2003), "Review of "A New Brand World: 8 Principles for Achieving Brand Leadership in the 21st Century" by Scott Bedbury with Stephen Fenichell," *Journal of Product Innovation Management*, 20: 3 (May), 263-265.

### **REFEREED CONFERENCE PROCEEDINGS / PRESENTATIONS**

Tasoluk, Burcu, Roger Calantone, Seyda Deligonul and S. Tamer Cavusgil (2012), "The Interplay between Perceived Brand Globalness, Domestic Brand Origin, and Brand Attitude," Proceedings of *2012 Academy of Marketing Science Annual Conference*, New Orleans, LA (May 15-19, 2012)

- Yaprak, Attila, Cenk Kocas and Burcu Tasoluk (2012), "Do Perceptions of Market Orientation Vary across Functions and across Hierarchies in Emerging Economy Settings?" Proceedings of the *American Marketing Association 2012 Winter Marketing Educators' Conference*, St. Petersburg, FL (February 17-19, 2012)
- Tasoluk, Burcu (2011), "Asymmetrical Consumer Evaluations of Global Brands," Proceedings of the *Consortium for International Marketing Research (CIMA) 2011 Annual Conference*, Atlanta, GA (April 6-9, 2011)
- Tasoluk, Burcu and Rajeev Batra (2010), "The Effect of CSR Reputation on Consumer Preference and the Role of Individual and Societal Values," Proceedings of the *Academy of International Business 2010 Annual Meeting*, Rio de Janeiro, Brazil (June 25-29, 2010)
- Tasoluk, Burcu and Rajeev Batra (2010), "Investigating the Brand CSR-Consumer Values Interface," Proceedings of the *Global Brand Management Conference*, Istanbul, Turkey (June 20-22, 2010)  
*Online Proceedings Website: [http://home.ku.edu.tr/~globalbrand/papers\\_sessions.html](http://home.ku.edu.tr/~globalbrand/papers_sessions.html)*
- Tasoluk, Burcu (2008), "Global Brands: A Multi-level, Multi-country Analysis," Proceedings of the *Academy of International Business 2008 Annual Meeting*, Milan, Italy (June 30 - July 3, 2008)
- Tasoluk, Burcu, Cornelia Droge and Roger Calantone (2008), "A Contingency Hierarchical Generalized Linear Model for Brand Associations," Proceedings of *2008 INFORMS Marketing Science Conference*, Vancouver, British Columbia, Canada (June 12-14, 2008)
- Tasoluk, Burcu, Attila Yaprak, and Roger Calantone (2007), "The Role of Perceptions in Managing Multi-National Corporations," *International Conference on Business, Management and Economics (ICBME '07)*, Cesme, Izmir, Turkey (June 13-17, 2007)
- Tasoluk, Burcu, Attila Yaprak, and Roger Calantone (2007), "Managing Headquarters-Subsidiary Relationships in Product Rollouts: An Agency Theory Perspective," Proceedings of the *American Marketing Association 2007 Winter Marketing Educators' Conference*, San Diego, CA (February 16-19, 2007)
- Tasoluk, Burcu and Roger Calantone (2006), "Managing Perceptions to Manage Intra-Organizational Functioning," Proceedings of the *Consortium for International Marketing Research (CIMA) 2006 Annual Conference*, Istanbul, Turkey (May 26-30, 2006)
- Yaprak, Attila, Burcu Tasoluk and Roger Calantone (2005), "Localizing Global Brands in Emerging Markets: Insights from Marketing and Brand Managers in Turkey," Proceedings of the *Academy of International Business 2005 Annual Meeting*, Laval University, Quebec City, Canada (July 9-12, 2005)
- Tasoluk, Burcu and Roger Calantone (2005), "From Perceptions to Collaboration: Role of Perceived Trust in HQ-Subsidiary Relations," Proceedings of *2005 INFORMS Marketing Science Conference*, Emory University, Atlanta, GA (June 16-18, 2005)
- Tasoluk, Burcu (2004), "A Different Approach to Brands: Can They Have an Impact on Intra-Organizational Performance?" Proceedings of the *2004 Midwest Marketing Camp*, Michigan State University, Lansing, MI (June 11-13, 2004)

#### **ARTICLES UNDER REVIEW / WORKING PAPERS**

- Tasoluk, Burcu, Rajeev Batra and Peter Lenk "Why CSR Creates Favorable Brand Attitudes: A Multi-Country Study of Individual, Category, and Societal Moderators"
- Tasoluk, Burcu "Perceived Brand Globalness and Global Brand Origin"

## ARTICLES IN PRACTITIONER JOURNALS

Tasoluk, Burcu (2011), "En İyi Global Markalar ve Marka Gücü Göstergeleri," *Infomag*, Vol. 2011/3, p.70 (in English: The Best Global Brands and Indicators of Brand Strength)

Tasoluk, Burcu (2010), "Şirket Çalışanları, Marka Değerleri ve Sosyal Sorumluluk Üzerine," *Infomag*, Vol. 2010/5, p.82 (in English: On Employees, Brand Values, and Corporate Social Responsibility)

Tasoluk, Burcu (2009), "Marka Yönetimi ve Ekonomik Kriz," *Infomag*, Vol. 2009/4, p.76 (in English: Brand Management and Economic Crisis)

Tasoluk, Burcu (2008), "Nasıl Marka Olunur?" *Infomag*, Vol. 2008/9, p.76 (in English: How Do You Build a Brand?)

## ACADEMIC HONORS AND AWARDS

Internal Research Grant awarded by University Research Council (URC), Sabanci University  
Project Title: Perceived Brand Local Citizenship: The Missing Link in Global Branding Studies  
Project Period: 2011-2013—extended to 2014 due to maternity leave (24 months)  
Budget: 45,000 TL

National Young Researchers Career Development Grant (KARIYER) awarded by The Scientific and Technological Research Council of Turkey (TUBITAK)  
Project Title: Consumer Evaluations of Global Brands: Asymmetrical Perceptions  
Project Period: 2011-2013—extended to 2014 due to maternity leave (18 months)  
Budget: 123,980 TL

Marie Curie International Reintegration Grant awarded by European Commission  
Project Title: Relating Company Efforts to Consumer Perceptions: A Contingency Framework  
Project Period: 2008-2011 (36 months)  
Budget: 75,000 Euros

Full scholarship awarded by Michigan State University, East Lansing, USA, (2002-2006)

Great Distinction Graduation Award, Vlerick Leuven Gent Management School, Leuven, BELGIUM, (2002)

Full Scholarship awarded by Vlerick Leuven Gent Management School, Leuven, BELGIUM, (2001-2002)

High Honors List, Middle East Technical University, Ankara, TURKEY, (1994-1998)

## PROFESSIONAL DEVELOPMENT ACTIVITIES

Financial Times, Business of Luxury Summit: High Stakes Luxury, Digital Summit (May 21st, 2023 – May 23rd, 2023)

Enriching Scholarship 2023, U-M Teaching and Technology Collaborative, Digital Conference (May 1st, 2023 – May 2nd, 2023)

Financial Times, Business of Luxury Summit, Digital Summit (May 18th, 2022 – May 20th, 2022)

Enriching Scholarship 2022, U-M Teaching and Technology Collaborative, Digital Conference (May 4th, 2022 – May 5th, 2022)

Financial Times, Business of Luxury Summit: Navigating Luxury's New Normal, Digital Summit (May 19th, 2021 – May 20th, 2021)

Enriching Scholarship 2021, U-M Teaching and Technology Collaborative, Digital Conference (May 3rd, 2021 – May 5th, 2021)

Financial Times, Business of Luxury Summit: Luxury after Lockdown, Digital Summit (November 23rd, 2020 – November 24th, 2020)

Enriching Scholarship 2019, U-M Teaching and Technology Collaborative, University of Michigan, Ann Arbor, MI, USA (May 6th, 2019 – May 9th, 2019)

The Eighth Annual Journal of International Business Studies (JIBS) Paper Development Workshop, Academy of International Business 2011 Annual Meeting, Nagoya, Japan (June 25th, 2011)

Summer Institute in Survey Research Techniques, Ann Arbor, MI, USA (July 19th, 2010 – July 30th, 2010)  
*Courses taken: Qualitative Data Analysis With/Without Computers; Introduction to Focus Groups as Qualitative Research*

Hierarchical Linear Modeling Workshop, Scientific Software International, Chicago, IL, USA (September 1st, 2009 – September 3rd, 2009)

Summer Training Program in Quantitative Methods of Social Research, Inter-university Consortium for Political and Social Research (ICPSR), Ann Arbor, MI, USA (July 20th, 2009 – August 14th, 2009)  
*Courses taken: Categorical Data Analysis; Causal Inference for the Social Sciences; Simultaneous Equation Models; Advanced Multivariate Statistical Models*

## **OTHER ACADEMIC CONFERENCES**

*First International Colloquium on Consumer-Brand Relationships*, Rollins College, Winter Park, FL (April 23-24, 2010).

*35th European International Business Academy (EIBA) Annual Conference*, University of Valencia, Valencia, Spain (December 13-15, 2009).

## **REVIEWER ACTIVITIES**

Ad-hoc reviewer for:

### **Journals**

Journal of the Academy of Marketing Science (JAMS)  
Journal of International Marketing (JIM)  
International Marketing Review (IMR)  
Journal of Brand Management  
Journal of Teaching in International Business

### **Conferences**

American Marketing Association (AMA)  
Academy of International Business (AIB)  
INFORMS Marketing Science  
Consortium for International Marketing Research (CIMA-R)  
Academy of Marketing Science (AMS)

## **Organizations**

Research Grants Council (RGC) of Hong Kong

## **MEMBERSHIPS IN PROFESSIONAL ASSOCIATIONS**

American Marketing Association (AMA)  
Academy of International Business (AIB)  
Consortium for International Marketing Research (CIMaR)  
Academy of Marketing Science (AMS)  
Marie Curie Fellows Association (MCFA)

## **PRIMARY TEACHING INTERESTS**

Branding Strategy / Brand Management  
Luxury Brand Management / Luxury Strategy  
International Marketing / International Business  
Marketing Strategy / Managerial Marketing  
Social & Environmental Responsibility and Marketing  
Quantitative Business Research Methods / Marketing Research  
Decision Modeling / Business Analytics

## **TEACHING EXPERIENCE**

### **University of Michigan, Ross School of Business - BBA and OYM Programs**

Marketing Management: Winter 2018, Winter 2019, Winter 2020, Fall 2020, Fall 2021, Winter 2022, Fall 2022, Winter 2023

Ross School Senior Thesis Seminar: Fall 2018, Winter 2019, Fall 2019, Winter 2020, Fall 2020, Winter 2021, Fall 2021, Winter 2022, Fall 2022, Winter 2023

Businesses and Leaders: The Positive Differences: Fall 2019

Luxury Management across Borders / History, Culture and Management of Luxury: Winter 2020, Winter 2021, Winter 2022, Winter 2023

### **Michigan State University, Eli Broad College of Business - Executive MBA Program**

Analysis and Decision Modeling / Business Analytics: Fall 2017, Fall 2018, Fall 2019, Fall 2020, Fall 2021, Fall 2022

Spreadsheet Modeling Workshop: Fall 2019

### **Sabanci University, Sabanci School of Management - MBA Program**

Brand Management: Fall 2010, Fall 2011, Spring 2014, Spring 2015

### **Sabanci University, Sabanci School of Management - Undergraduate Program**

Brand Management: Fall 2006, Fall 2007, Fall 2008, Fall 2009, Fall 2010, Fall 2011, Fall 2013, Spring 2014, Spring 2015

Principles of Marketing: Spring 2007, Spring 2008, Spring 2009, Spring 2010

International Marketing: Spring 2012

### **Michigan State University, Eli Broad College of Business - Undergraduate Program**

Marketing Research: Fall 2005 (Co-instructor)

International Business: Summer 2005

Introduction to Marketing / Managerial Marketing: Summer 2004  
Quantitative Business Research Methods: Summer 2003

### **Academic Supervisor to the Sabanci University MBA teams on their Company Action Projects (CAPs)**

Company: Pfizer

Project Title: Building a Competitive Trade Strategy for Lipitor (2011-2012)

Company: Turkcell

Project Title: Improving the Image of Turkcell Stores among Young Consumers to Increase their Visits and Purchases (2011-2012)

Company: Arzum

Project Title: Globalization of Arzum (2010-2011)

Company: Brisa/Bridgestone

Project Title: Achieving Growth in the UHP (Ultra High Performance) Tire Market by Designing Promotion and Distribution Strategies (2010-2011)

Company: Microsoft

Project Title: IE8 Endorsement Project (2009-2010)

Company: Roche

Project Title: Reputation Management Methodology (2008-2009)

Company: IBM

Project Title: Assessing the Position of IBM Türk in the Banking Industry and Developing a Renewed Marketing Strategy (2007-2008)

Company: 3M

Project Title: Developing a Product Launch Plan for the Highjump Software in Turkey (2006-2007)

### **PROFESSIONAL TRAINING ACTIVITIES**

#### **Sabanci University Competitiveness Forum (SU-REF) Marketing Strategy Seminar Series: “Şirketleri ve Karlılıklarını Büyüten Pazarlama Stratejileri” (May-October 2010)**

Taught in a seminar series coordinated by Sabanci University Competitiveness Forum (SU-REF). The course locations included Aksaray/Istanbul, Taksim/Istanbul, Balıkesir, Izmit, and Adapazari. The seminar series were sponsored by Akbank as part of a citizenship activity, and they targeted their SME customers as the key audience. Each seminar attracted about 200 invited attendees.

#### **TURQUALITY® Program (2010-2015)**

Taught “Brand Management” course to a student body which consists of middle managers and top executives of the participant firms. TURQUALITY® is a state-funded brand development program the objective of which is to improve the organizational and operational competence of the selected Turkish brands to a capacity to compete with the world’s bests brands and to strengthen the “Made in Turkey” image and the reputation of Turkey.

## **PROFESSIONAL CONSULTING ACTIVITIES**

### **Sabancı Holding Future Forums Academic Co-Director (2011- 2012)**

Sabancı Holding Future Forums (FF) is a collaboration between Sabancı Holding, SOM and EDU to improve the market orientation of Sabancı group companies, Advansa, Akçansa, Aksigorta, Avivasa, Bimsa, Brisa, Çimsa, Enerjisa, Kordsa Global, Olmuksa, Teknosa, Temsa Global, Toyotasa and Yünsa. I was appointed by the dean as the Academic Co-Director to support this initiative by providing academic leadership.

#### Committee Memberships

- Sabancı Holding Altın Yaka Rewards Committee

#### Achievements:

- Establishment of a Market Orientation category within the Sabancı Group annual Altın Yaka Rewards, one of the only three categories that companies can compete for.
- Development of an internal Marketing Audit Methodology based on EFQM and Marketing Metrics to be used by Sabancı Group Companies that bid for the Altın Yaka Rewards.

### **Academic Advisor for the Future Forums Company Consulting Projects (2010-2012)**

Academic advisor to the mid-level management teams with their six-month, applied marketing projects (Action Company Projects). Future Forums company consulting projects were designed as part of the Future Forums Initiative of Sabancı Holding. Project topics were identified by the General Managers of the respective companies, and cross functional teams were formed to carry out the projects in each company.

#### Company: Brisa/Bridgestone

Project #1: Alternative Products

Project #2: Business Model and Marketing Strategy Development

#### Company: Avivasa

Project #1: Analysis of customer complaints that result in loss of customers

Project #2: Designing a communications strategy for positioning Personal Retirement Fund as an investment tool

## **OTHER CITIZENSHIP ACTIVITIES**

SOM Recruiting Committee

SOM Undergraduate Program Curriculum Committee

SU Marketing/PR Committee

Academic Advisor for SOM UG Students

SU Sports Committee

SU Student Events Committee

### **Academic Director for the MBA Program (2014-2015)**

Reporting directly to the dean, the responsibilities of this position include:

i) Curriculum development for the MBA program; ii) Coordination and planning of the courses that will be offered in the MBA program; iii) Academic advising to the MBA students; also iv) Member of *SOM Curriculum Committee*, *SOM Executive Committee* and *SOM Board of Directors*.