

Burcu Sezen

Assistant Professor

Marketing Area

Joined the University in 2018

Academic Background

2017	Ph.D in Marketing, Özyeğin University, Istanbul, Turkey
2016	Visiting Graduate Researcher, University of California, Los Angeles, CA, United States
2010	MBA, Sabancı University, Faculty of Management, Istanbul, Turkey
2004	Certificates of Business Management and Marketing, University of California, San Diego (UCSD), San Diego, CA, United States
2003	M.A. in European Studies, University of Bath, Bath, United Kingdom and Institut d'Etudes Politiques de Paris, Paris, France
2001	B.S. in Political Science in Middle East Technical University, (METU), Ankara, Turkey
1996	T.E.D.Ankara High School, Ankara, Turkey
1993	Groton School, Groton, MA, United States

Teaching Experience

COURSES TAUGHT IN RECENT YEARS

Undergraduate

Foundations of Marketing

Brand Management

Academic Activities

2018 – to date	Assistant Professor, Universidad de Los Andes, School of Management
2015-2017	Instructor of Marketing, Özyeğin University

Other Professional Experience

WORK EXPERIENCES

2010-2010	Project Leader, Nestle Türkiye, Istanbul, Turkey
2009-2010	Company Action Project Team Member, Coca-Cola İçecek A.Ş., Istanbul, Turkey

2005-2008

Product Manager, Hızlı Sistem Bilişim, İstanbul, Turkey

Research

RESEARCH AREAS

Branding

International Marketing

Marketing mix modeling

Publications

ARTICLES IN PREPARATION

Sezen, Burcu, Koen H. Pauwels and M. Berk Ataman, "Brand Architecture Effect on Total Portfolio Sales".

Sezen, Burcu, Ayşegül Özsoyler-Tunalı, "Brand Image Standardization- Detrimental to Brands with High Brand Equity?".

Sezen, Burcu, Dominique M. Hanssens, "Extendibility of Brands: A Financial Perspective."

Sezen, Burcu, Andres Barrios, "The Role of Country-of-Origin Cues on Sales Volume".

CONFERENCES AND SEMINARS

- 2019 Sezen, Burcu and Dominique Hanssens, "The Extendibility of Brand Names: A Financial Perspective", Summer AMA Conference, Chicago, USA
- 2019 Sezen, Burcu and Andres Barrios, "The Impact of Country-of-Origin Cues on Sales", Marketing Science Conference, Rome, Italy
- 2018 Sezen, Burcu, Koen Pauwels and Berk Ataman, "The Impact of Brand Architecture Decisions on Total Portfolio Sales", Marketing Dynamics Conference, Dallas, USA
- 2017 Sezen, Burcu, Aysegul Ozsoyler, "Brand Image Standardization- Detrimental to Brands with High Brand Equity?", Special Session of the AMA Global Sig Conference in Havana, Cuba
- 2017 Sezen, Burcu, Koen Pauwels and Berk Ataman, "The Impact of Brand Architecture Decisions on Total Portfolio Sales", Marketing Science Conference, Los Angeles, USA