



School of Graduate Studies and Research

Invites faculty, staff, and students to attend

Faculty Research Colloquium



Dr. Hurrem Yilmaz

Chair and Assistant Professor of Marketing Department
School of Business

“Consumer Boycotts: Promotion Versus Prevention Focus”

3:30-4:30 PM, Wednesday, December 6, 2017
Building G, Ground Floor, Multi-Purpose Hall

Abstract

Boycotts, once intended as short term signals to business to improve performance, are proving to have increasingly long term ramifications. Yet there is limited number of studies in consumer boycotts area and specifically on the effect of motivational factors. The current study investigates the effect of company response to crisis and company responsibility for the crisis on the perceived egregiousness and boycott decision. Using a product harm crisis context, we also examine how regulatory focus interacts with other motivational factors. Our study tests hypotheses and reports implications for marketing strategy and further research.

About the Speaker

Dr. Hurrem Yilmaz holds a Bachelor of Arts in Psychology and Master of Science in Business Administration, both from Bogazici University, Turkey and a PhD in Management Science from the Naveen Jindal School of Management at the University of Texas at Dallas, U.S.A. She has around 15 years of teaching in the U.S. and Turkey. Hurrem currently serves as the Marketing Department Chair at AURAK and teaches undergraduate and graduate Marketing courses. Prior to academia, she worked as a marketing research director in the advertising industry and as a sales manager in retailing. Hurrem studies social interactions and marketing strategies. Her research covers industries such as consumer goods and social media, and functional areas such as product development, promotions, and crisis management. Her work combines theoretical and empirical methods, aiming to understand the root cause of market phenomena and to derive optimal strategy recommendations.