



## Musa Pinar

### Professor of Marketing

208 Urschel  
Hall464-5401 [musa.pinar@valpo.edu](mailto:musa.pinar@valpo.edu)

### Biography

Dr. Pinar is a Professor of Marketing at Valparaiso University, Valparaiso, Indiana, joined Valparaiso University in August 2005.

He received his Ph.D. in 1983 and MBA in 1979 from the Mississippi State University. He got his B.S. in 1975 from Ege University in Izmir Turkey. He has completed postdoctoral study at University of Illinois at Urban-Champaign (1986-1988).

Dr. Pinar's teaching interests are: undergraduate courses- Marketing Management (Principles of Marketing), Marketing Research, Advertising, Consumer Behavior, Personal Selling and Sales Management, International Marketing, and Services Marketing; and MBA courses- Marketing Management (MBA foundation requirement), Marketing Strategy, Services Marketing, and International Marketing.

Dr. Pinar's research areas include services marketing in relation to personnel and customer perceptions of bank service quality, and bank brand equity; tourism marketing and tourist behavior; gender differences in ethical orientations of tourism employees in Turkey; ISO 9000 Certification and its impact on firm's performance and on marketing strategy; gender effect on sales, sales management, and recruiting for sales positions; marketing orientation among the Turkish companies; trade shows in Turkey; effects of organizational

excellence and leadership strategies on business performance in Turkey, the perceived effects of global warming and climate change on tourism and hotel industry.

His research work has been published in such academic journals as *Journal of Euromarketing*, *Tourism Analysis*, *Journal of Business and Society*, *Journal of Global Awareness*, *Services Marketing Quarterly*, *International Journal of Business and Public Administration*, *SAM Advanced Management Journal*, *Quality Management Journal*, *International Journal of Education Management*, *Journal of Business Ethics*, *Journal of International Food and Agribusiness Marketing*, *The Business Review*, *Cambridge*, *Sex Roles: A Journal of Research*, Dr. Pinar has presented his research at numerous national and international academic conferences and published his presentations in many conference proceedings.

Dr. Pinar is member of the Editorial Board, *Tourism Analysis: An Interdisciplinary Journal and Anatolia: An International Journal of Tourism and Hospitality Research* and reviewed papers for these journals. He has served as a Track Chair for American Society of Business and Behavioral Sciences conference and also reviewed papers for several academic conferences.

He received the Best Paper Awards at Midwest Business Administration Association / Marketing Management Association Conference in 2009; at International Academy of Business and Public Administration conferences in 2005 and in 2008; and at American Society of Business and Behavioral Sciences Conferences in 2006, 2007 and 2009.

Dr. Pinar has conducted several seminars in Turkey on marketing

College of Business Administration - Valparaiso University  
management, marketing strategy,  
services marketing, customer  
satisfaction, and competitive strategies.  
He initiated and organized the 1st  
Turkish Cotton, Textile and Apparel  
Symposium, May 21-22, 1998, Ankara,  
Turkey.

Dr. is a member of American Marketing  
Association, Midwest Marketing  
Association, Global Awareness Society  
International, Valparaiso Rotary Club,  
Indiana, and Gamma Sigma Delta  
(Professional Honor Society).