

## **Musa Pinar, Ph.D.**

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### **RESEARCH INTERESTS**

#### **My current research interest areas are:**

- a. Branding and measuring brand equity in higher education, private label brands, professional soccer league (Turkish Super League) and National Football Association (NFA, USA), Political Party, and student personal branding.
- b. Brand orientation: Examining brand orientation as brand identity and brand promise and its impact on internal branding and business performance in various industries, including convenience stores and banking.
- c. Examining millennials perceptions regarding service gender-occupational stereotyping (services being classified as low status vs high status) and food-gender stereotyping, both projects are being conducted in the U.S. and in Turkey.
- d. Investigating the perceptions of hotel managers concerning the potential effects of climate change and global warming, and their commitment for preventive actions to combat and mitigate the effects of these changes.
- e. Additionally, my research interests include services marketing and service quality, international marketing services and branding.

### **PUBLICATIONS IN REFEREED JOURNALS**

#### **Papers Published in SSCI indexed Refereed Journals:**

1. Pinar, Musa, Michael K. McCuddy, Metin Kozak and Ibrahim Birkan (2013), "Recruitment, Compensation, and Supervising Functions in the Turkish Hotel Industry: Is There a Gender Effect Regarding What Managers Do?" *Journal of Hospitality Management and Marketing*, Vol. 22, Vol. 4, pp. 437-461.
2. McCuddy, Michael K, Musa Pinar, Ibrahim Birkan, and Metin Kozak (2009), "Gender and Fundamental Moral Orientations: An Empirical Study of the Turkish Hotel Industry," *Journal of Business Ethics*, (89), pp. 331-349.
3. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2007), "A Qualitative Study of the Recruiting of Men and Women for Sales Positions in Turkey," *Sex Roles: A Journal of Research*, Vol. 57, pp. 879-888.
4. Offutt, S.E., P. Garcia, and M. Pinar (1987), "The Distribution of Gains from Technological Advance When Input Quality Varies," *American Journal of Agricultural Economics*, Volume 69, Number 2, pp. 321-327.
5. Stennis, Earl A., Musa Pinar, and Albert J. Allen (1983), "The Futures Market and Price Discovery in the Textile Industry," *American Journal of Agricultural Economics*, Volume 65, Number 2, pp. 308-310.

### Papers Published in Refereed Journals:

1. Pinar, Musa (2020), "University Branding and Measuring Brand Equity: Conceptual Framework and Empirical Studies", *The Journal of International Scientific Research*, Volume (Cilt) 5, Extra/Special issue, pp. 1-5, DOI: [10.23834/isrjournal.839937](https://doi.org/10.23834/isrjournal.839937)
2. Girard, Tulay and Pinar, Musa (2021), "Importance-Performance Gap Analysis of the University Brand Equity Dimensions" *the Atlantic Marketing Journal*, (accepted for publication).
3. Girard, Tulay, Pinar, Musa, and Lysiak, Lori (2020), "Understanding Student Perceptions of their Personal Branding in Higher Education," *Journal of Higher Education Theory and Practice*, 20 (15), ISSN# 2158-3595. Accepted to be published.
4. Girard, Tulay and Pinar, Musa (2020), "An empirical study of the dynamic relationships between the core and supporting brand equity dimensions in higher education", *Journal of Applied Research in Higher Education*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JARHE-04-2020-0097>
5. Ekebas-Turedi, Ceren, Cilingir Uk, Zuhail, Basfirinci, Cigdem, and Pinar, (2020) A Cross-Cultural Analysis of Gender-Based Food Stereotypes and Consumption Intentions among Millennial Consumers, *Journal of International Consumer Marketing*, DOI: [10.1080/08961530.2020.1771644](https://doi.org/10.1080/08961530.2020.1771644)
6. [Pinar, M.](#), [Girard, T.](#) and [Basfirinci, C.](#) (2020), "Examining the relationship between brand equity dimensions and university brand equity: An empirical study in Turkey", *International Journal of Educational Management*, Vol. 34 No. 7, pp. 1119-1141. <https://doi.org/10.1108/IJEM-08-2019-0313>. DOI: [10.1108/IJEM-08-2019-0313](https://doi.org/10.1108/IJEM-08-2019-0313)
7. Wilder, Coleen Musa Pinar, Kelsie Bolerjack, and Gokhan Karaatli (2017), "Examining Millennials' Perception of Service Gender-Stereotyping across Four Cultures: An Exploratory Study", *Journal of Marketing Perspectives*, Vol. 1, pp 48-64.
8. Pinar, Musa, Coleen Wilder, Abdel Moim Shaltoni, and Jim Stuck (2017), "Effects of Gender, Occupational Stereotyping, and Culture on Perceived Service Quality in AngloSaxon and Middle Eastern Cultures", *Services Marketing Quarterly*, Vol. 38, No. 4, pp. 57-73.
9. Pinar, Musa, Sinan Nardali, Sanem Alkibay, and Tulay Girard (2017), "Türkiye Süper Ligi'nin Marka Değerini Etkileyen Faktörlerin Öneminin ve Performansının Değerlendirilmesi (Examining the Importance and Perceptions of the Factors Influencing Turkish Soccer League Brand Equity)", *Pazarlama ve Pazarlama Araştırmaları Dergisi (Journal of Marketing and Marketing Research)*, Sayı/Issue 19 (Ocak/January), pp, 97-116 (in press).
10. Girard, Tulay, Pual Trapp, Musa Pinar, Tanses Gulsoy, Thomas E. Boyt (2016), "Consumer-Based Brand Equity of a Private-Label Brand: Measuring and Examining Determinants", *Journal of Marketing Theory and Practice*, 25(1), pp. 39-56, DOI: [10.1080/10696679.2016.1236662](https://doi.org/10.1080/10696679.2016.1236662)
11. Eser, Zeliha, Musa Pinar, and Tulay Girard (2016), "Müşteri Şikayetlerinin Önemi: Hizmet Pazarlaması ve Markalaşması Üçgeni Çerçevesinde Bankacılık Sektöründe Bir Çalışma (Importance of Customer Complaints: A Study of Banking Industry Using Services Marketing and Branding Triangle Framework)", *Pazarlama Teorisi ve Uygulama Dergisi (Journal of Theory and Practice in Marketing)*, Volume: 2, Issue: 2, pp. 23-49.
12. Pinar, Musa. Tulay Girard, Paul Trapp, and Zeliha Eser (2016), "Services Branding Triangle: Examining the Triadic Service Brand Promises for Creating a Strong Brand in Banking Industry", *International Journal of Bank Marketing*, Vol. 34 Iss. 4 pp. 529 - 549.
13. Pinar, Musa, Mike McCuddy, and Zeliha Eser (2014), Examining the Relationships between Ethical Issues in Franchising Business Success and Characteristics of Franchising Businesses: A Study in Turkey", *Bogazici Journal: Review of Social, Economic and Administrative Studies*, Vol. 28, No. 1, pp. 1-26.

14. Pinar, Musa, Paul Trapp, Tulay Girard, and Tom Boyt (2014), "University Brand Equity: An Empirical Investigation of Its Dimensions" *International Journal of Educational Management*, 28(6), pp. 616-634.  
DOI: [10.1108/IJEM-04-2013-0051](https://doi.org/10.1108/IJEM-04-2013-0051)
15. Shaltoni, Abdel Monim, and Musa Pinar (2014), "The Impact of Gender Similarity/Dissimilarity on Perceptions of Service Quality: An Evidence from Jordanian Students" *Journal of Teaching and Education*, 3(1), pp.167–174.
16. Pinar, Musa, Lee Schiffel, Sandy Strasser and James M. Stück (2013), "Examining the effects of gender similarity/dissimilarity, gender stereotyping and culture on perceived service quality" *Journal of Organizational Culture, Communications and Conflict*, Vol. 18, No. 1, pp. 149-168.
17. Pinar, Musa, Michael K. McCuddy, Ibrahim Birkan, and Metin Kozak (2011), "Gender Diversity in the Hospitality Industry: An Empirical Study in Turkey," *International Journal of Hospitality Management*, 30, No. 1, pp. 73-81.
18. Pinar, Musa, Tulay Girard and Zeliha Eser (2012), "Consumer-based brand equity in banking industry: A comparison of local and global banks in Turkey", *International Journal of Bank Marketing*, Vol. 30 Iss: 5 pp. 359 – 375.
19. Pinar, Musa, Michael K. McCuddy, and Ibrahim Birkan (2012), "Examining Gender Bias in Supervising Personnel in the Hospitality Industry in Turkey: Is Bias Impacted by Demographics?" *Tourism Analysis*, Vol. 17, No. 1, pp. 43-54.
20. Eser, Zeliha, Musa Pinar, Tulay Girard, and F. Bahar Isin (2012), "Consumer-Based Brand Equity in the Television Industry: A Study of a Private TV Channel in Turkey," *Academy of Marketing Studies Journal*, Vol.16, No. 1, pp. 67-85.
21. McCuddy, Mike, Zeliha Eser, and Musa Pinar, (2011), "Exploring the Connection between Ethical Issues in Franchising Business Success and Franchisees' Demographic Characteristics," *International Journal of Business Research*, Vol. 11, No. 2, pp. 101-115.
22. Pinar, Musa, Tulay Girard and Zeliha Eser (2011), "An Exploratory Study of Consumer-Based Brand Equity in Turkish Banking Industry," *Services Marketing Quarterly*, Vol. 32, Issue 4, pp. 282-301.
23. Pinar, M., Trapp, P., Girard, T., and Boyt, T. (2011), "Utilizing Brand Ecosystem for Branding and Building Brand Equity in Higher Education," *International Journal of Educational Management*, Vol. 25, No. 7, pp. 724-739.  
DOI: [10.1108/09513541111172126](https://doi.org/10.1108/09513541111172126)
24. Girard, Tulay and Musa Pinar (2011), "A Usability Study of Interactive Web-based Modules", *The Turkish Online Journal of Educational Technology (TOJET)* – July, Vol. 10, Iss. 3, pp. 27-32.
25. Pinar, Musa, J. Russell Hardin, Zeliha Eser (2011), "Applicant Perceptions of Gender Effect on the Selling Process and Targeting Prospective Customers: Does Gender Matter?" *Academy of Marketing Studies Journal*, Vol. 15, Num. 1, pp. 107-124.
26. Girard, Tulay, Musa Pinar, and Paul Trapp (2011), "Class Presentations and Peer Evaluations: Do Students Perceive the Benefits?" *The Academy of Educational Leadership Journal*, Vol.15, Num. 1, pp. 77-94.
27. McCuddy, Michael K. Musa Pinar, Metin Kozak and Ibrahim Birkan (2011), "Gender Vis-à-Vis Perceptions of Fundamental Orientations and Outcome Preferences," *Anatolia – An International Journal of Tourism and Hospitality Research*, Vol. 22, No. 1, pp. 16-34.
28. Pinar, Musa, Sandy Strasser and Zeliha Eser (2010), "Examining the Impact of Customer and Personnel Gender on Service Quality in Banking Industry," *International Journal of Business, Management, and Economics*, Vol. 4, No. 11-12 (November-December), pp. 87-102.

29. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2010), "The Gender Effect on Managing Salespeople: Business Students' Perceptions in Turkey," *Boğaziçi Journal: Review of Social, Economics and Administrative Studies*, Vol. 24, No. 1-2, pp. 1-19.
30. Pinar, Musa, Zeliha Eser, and Sandy Strasser (2010), "Bank Personnel's Perception of Banking Services and Implications for Service Quality," *Marketing Management Journal*, Vol. 20 Issue 1 (Spring), pp. 87-104.
31. Pinar, Musa and Paul Trapp (2010), "Brand Ecosystem Strategy for Olive Oil," *The Business Review, Cambridge*, Vol. 15, No. 2, pp. 68-73.
32. Pinar, Musa, Zeliha Eser, Sandy Strasser, (2009), "Using Mystery Shopping to Compare Service Quality of Banks in Turkey," *Services Marketing Quarterly*, Vol. 31, No.14, pp. 1-26
33. Pinar, Musa, Mike McCuddy, Zeliha Eser, and Paul Trap (2009), "Do recruiter Gender, Applicant gender, and Target Market Gender Impact the Recruiting Outcome? Perceptions of Turkish Recruiters," *Business Review, Cambridge*, Vol. 12, Nu. (Summer), 1, pp. 301-308.
34. Girard, Tulay and Musa Pinar (2009), "An Exploratory Study of Gender Effect on Student Presentation Evaluations: Does Gender Similarity Make a Difference?" *International Journal of Educational Management*. Vol. 23, Vol. 3, pp. 237-251.
35. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2009)," The Gender Effect on Selling and Targeting Efforts: Perceptions of Turkish Students," *International Journal of Business, Marketing, and Decision Sciences*, Vol. 2, No. 1, pp. 70-91.
36. Pinar, Musa, Michael K. McCuddy, Chelsea Sounders, and Lauren Boersma (2009), "Gender Orientation of College Majors: Do Gender Stereotypes Exist among High School and College Students" *American Society of Business and Behavioral Sciences ASBBS) E-Journal* at [http://www.asbbs.org/files/eJournal\\_2009.pdf](http://www.asbbs.org/files/eJournal_2009.pdf).
37. McCuddy, Michael K, Musa Pinar, and Elizabeth F.R. Gingerich (2008), "Using Student Feedback in Designing Student-Focused Curricula." Accepted for publication in *International Journal of Educational Management*, Vol. 22, No. 7, pp. 611-637.
38. Pinar, Musa and Zeliha Eser (2008), "Examining the Bank Service Quality from Personnel Point of View: The Comparisons of State, Private and Foreign Banks in Turkey," *Business Review, Cambridge*, Vol. 10, No. 2, pp. 27-33.
39. Pinar, Musa and Ceyhun Ozgur (2008), "Sweepstakes Promotions to Build Database for Promoting International Tourism Destinations," *Tourism Analysis: An Interdisciplinary Journal*, Volume 13, No. 2, 205-213.
40. Pinar, Musa and Tulay Girard (2008), "Investigating the Impact of Organizational Excellence and Leadership on Achieving Business Performance: An Exploratory Study of Turkish Firms," *SAM Advanced Management Journal*, Volume 73, No. 1 (Winter), pp. 29-45.
41. Musa Pinar, Michael K. McCuddy, and Elizabeth F.R. Gingerich (2008), "Orienting and Integrating Freshmen into the Business School Experience." *Journal of Business and Behavioral Sciences*. Vol. 17, No.1 ,pp.117-131 .
42. Pinar, Musa and Paul Trapp (2008), "Creating Competitive Advantage through Ingredient Branding and Brand Ecosystem: The Case of Turkish Cotton and Textiles." *Journal of International Food and Agribusiness Marketing*, Vol. 20, No. 2, pp. 29-56. DOI: [10.1300/J047v20n01\\_03](https://doi.org/10.1300/J047v20n01_03)
43. Pinar, Musa and Ceyhun Ozgur (2007), "Long-Term Impact of ISO 9000 Certification on Business Performance: Longitudinal Study Using Turkish Stock Market Returns." *Quality Management Journal*, Vol. 14, Issue 4, pp.21-40.
44. McCuddy, M. K., Pinar, M., & Gingerich, E. F. (2008). Using student feedback in designing student-focused curricula. *International Journal of Educational Management*, 22(7), 611-637.

45. Pinar, Musa, Joelle E. Nisolle, and Michael K. McCuddy (2007), "Investigating the Impact of Gender on Managing a Sales Force in a Developing Country: An Exploratory Study in Tajikistan," *The Business Review, Cambridge*, Vol. 8, No. 2, pp. 209-216,
46. Pinar, Musa, Henry L. Crouch, and M. Cengiz Pinar (2007), "Relationship between Customer Focus, Innovation, and Committed People and Their Impact on Business Performance: A Case of Turkish Firms", *Journal of Euromarketing*, Vol. 15. No. 3, pp. 37-49.
47. Pinar, Musa, J. Russell Hardin, Zeliha Eser, and Jerry D. Rogers (2006), "Applicant Perceptions of the Gender Effect on Managing and Supervising Salespeople," *Journal of Business and Behavioral Sciences*, Vol. 14, No. 2, pp. 85-94.
48. Eser, Zeliha, Musa Pinar, Ibrahim Birkan, and Henry L. Crouch (2006), "Using Mystery Shoppers as a Benchmarking Tool to Compare Quality of Banking Service: A Study of Turkish Banks," *The Business Review, Cambridge*, Vol. 5, No. 1, pp. 269-275.
49. Pinar, Musa, Henry L. Crouch, and M. Cengiz Pinar (2005), "The Impact of Leadership Strategies on Business Performance: A Study of Turkish Firms," *International Journal of Business and Public Administration*, Volume 2, No. 2, pp. 21-33.
50. Pinar, Musa and J. Russell Hardin (2005), "The Effect of Gender on Recruiting for Sales Positions," *Services Marketing Quarterly*, Volume 27, Number 2, pp. 15-32.
51. Pinar, Musa, M. Cengiz Pinar, and Henry L. Crouch (2004), "Examining the Relationship between Organizational Excellence and Business Performance: An Exploratory Study with Turkish Firms," *The Business Review, Cambridge*, Vol. 2, No. 1, pp. 433-438.
52. Pinar, Musa and John L. Beisel, (2004), "Utilizing Sweepstakes Promotions to Promote International Tourism in Foreign Markets," *Tourism Analysis: An Interdisciplinary Journal*, Volume 9, No. 2. pp. 187-195.
53. Pinar, Musa, Henry L. Crouch, Tulay Yucel, and Faruk Guder (2003), "Examining the Impact of ISO 9000 Certification on Business Performance Using Stock Market Returns," *Journal of Business and Society*, Volume 16, No. 2, pp. 223-241
54. Pinar, Musa, Jerry D. Rogers, and Donald Baack, (2003), "A Comparison of High vs. Low Market Orientation Companies: A Case of Turkey," *Journal of Global Awareness*, Volume 4, No. 1, pp. 89-104.
55. Musa Pinar, Jerry D. Rogers, and Donald Baack (2002), "An Examination of Trade Show Participation in a Developing Country: An Exploratory Study in Turkey," *Journal of Euromarketing*, Volume 11, Number 3, pp. 33-52.
56. Pinar, Musa, M. Cengiz Pinar, and Henry L. Crouch (2001), "Do All Companies Achieve Their Expectations from ISO 9000 Certification? An Empirical Study in Turkey," *Journal of Global Awareness*, Volume 2, Spring, pp. 62-71.
57. Pinar, Musa, Faruk Guder, and Tulay Yucel (2000), "ISO 9000 Standards Implementation in Turkey: Reasons, Difficulties, and Results," *The Academy of Information and Management Sciences*, Volume 3, Number 1, 2000, pp. 1-12.
58. Pinar, Musa and Jerry D. Rogers (1999), "Examining the Impact of Town and Resort Related Factors on Tourist Satisfaction: A Study in Bodrum, Turkey," *Tourism Analysis: An Interdisciplinary Journal*, Vol. 4, No. 2. pp. 95-103.
59. Garcia, P., Offutt, S. E., Pinar, M., & Changnon, S. A. (1987). Corn Yield Behavior: Effects of Technological Advance and Weather-Conditions. *Journal of climate and applied meteorology*, 26(9), 1092-1102.

60. Offutt, S. E., P. Garcia, and M. Pinar (1987), "Technological Advance, Weather, and Corn Yield Behavior," *North Central Journal of Agricultural Economics*, Volume 9, Number 1, pp. 49-63.
61. Pinar, Musa, Earl A. Stennis, and Abdul M. Turay (1984), "Transportation Cost Subsidies: A Criterion for Policy to Promote International Trade," *Journal of World Trade Law*, Volume 18, No. 3, May-June, pp. 224-234.

## BOOK CHAPTER

1. Pinar, M., & Girard, T. (2020). Comparing Private Label Brand Equity Dimensions of the Same Store: Their Relationships, Similarities, and Differences. In Y. Arslan (Ed.), *Improving Marketing Strategies for Private Label Products* (pp. 61-82). Hershey, PA: IGI Global (**Referred**). doi:10.4018/978-1-7998-0257-0.ch004
2. Pinar, Musa, Ibrahim Birkan, Gamze Tanil, and Muzoffer Uysal (2016). Potential Effects of Climate Change on Tourism: A Study in Turkey. In: Artul-Tur, Andres and Kozak, Metin (Eds.): *Destination Competitiveness, the Environment and Sustainability: Challenges and Cases*, CABI, Boston, MA, pp. 63-72.

## PAPERS PRESENTED AT CONFERENCES

1. Dervani, Tulay Korkmaz, Pinar, Musa, and Eser, Zeliha (2021), "Examining the new covid-19 consumer segments, risk attitudes, and consumer demographics in an emerging market – A study in Turkey", *The International Academy of Business and Public Administration Disciplines (IABPAD) Winter Online Conference*, January 2-4.
2. Sorrell, Danielle, Christoun, Kaitlin, Lahey, Shannon, and Pinar Musa (2020), "Student Personal Branding as Perceived by Employers; Comparisons of Importance and Performance of Student Branding Attributes", *the 2020 Marketing Management Association (MMA) Conference: A Virtual Experience, MMA 2020 Proceeding* (extended abstract), (Marketing Education - Competitive Track), October 28-30.
3. Girard, Tulay, Pinar, Musa (2020), Importance-Performance Gap Analysis of the University Brand Equity Dimensions, *the Atlantic Marketing Association 2020 Virtual Conference (Competitive Track)*, **received the Best Paper Award in Services Marketing Track**, October 2.
4. Girard, Tulay, Pinar, Musa, Ipek, Ilayda, Peynirci-Bicakcioglu, Nilay, and Gulsoy, Tanses (2020), "Examining the Differences in the Relationships of the Private Label Brand Equity Dimensions across Brands and Cultures", *the American Marketing Association (AMA) 2020 Summer Academic Conference: Virtual (Competitive Track)*, August 18-20.
5. Pinar, Musa and Girard, Tulay (2020), "Understanding Student Perceptions of their Personal Branding in Higher Education", *The Association of Marketing Theory and Practice 2020 conference: Virtual*, August 608, 2020.
6. Basfirinci, Taner, Basfirinci, Cigdem, and Pinar Musa (2019), "Determinants of Developing Strong Personal Branding: An Exploratory Study with Turkish University Millennials", the 7<sup>th</sup> *Annual International Colloquium on Branding*, July 29 – August 1, 2019, Athens, Greece. (Competitive Track).
7. Pinar, Musa, Basfirinci, Gidem, Cilingir-Uk, Zuhail, and Ekebas-Turedi, Ceren (2019), "Gender-Based Drink Stereotypes: A Research among Turkish Millennials", *Pazarlam ve Pazarlama Arastirmasi Dernegi – PPAD of Turkey Pazarlama Kongresi (Marketing and Marketing Research Association of Turkey Marketing Conference) (Competitive Track)*, May 1-5, Kusadasi, Turkey.
8. Basfirinci, Gidem, Cilingir-Uk, Zuhail, Pinar, Musa, and Ekebas-Turedi, Ceren (2019), "Examining the Perceptions of Gender-Based Food Stereotyping among Millennials", *The 55<sup>th</sup> Annual MBAA /Marketing Management Association's 2019 Spring Conference (Competitive Track)*, March 26-29, Chicago, IL.

9. Pinar, Musa, Wilder, Coleen, Girard, Tulay, and Nardali, Sinan (2019), "Perceptions of Service Profession-Status Stereotyping: Comparisons of Turkish and American Millennials", the *Association of Marketing Theory and Practice (AMTP) Conference (Competitive Track)*, March 21-23, Charleston, SC.
10. Pinar, Musa, Girard, Tulay, Basfirinci, Cigdem, and Trapp, Paul (2018), "Examining the Relationship Between Brand Equity Dimensions and University Brand Equity: An Empirical Study in Turkey, 23. *PPAD of Turkey Pazarlama Kongresi (Marketing and Marketing Research Association of Turkey Marketing Conference) (Competitive Track, extended abstract)*", June 27-29, Kocaeli, Turkey.
11. Pinar, Musa, Wilder, Coleen, and Nardali, Sinan (2018), "Are Services Perceived as Masculine or Feminine? Comparisons of American and Turkish Millennials' Perceptions", 23. Ulusal Pazarlama Kongresi, *PPAD of Turkey Pazarlama Kongresi (Marketing and Marketing Research Association of Turkey Marketing Conference) (Competitive Track, extended abstract)*, June 27-29, Kocaeli, Turkey.
12. Ekebas-Turedi, Ceren, Pinar, Musa, Trapp, Paul, Girard, Tulay (2018), "Internal Services Brand Orientation: Comparing the Perspectives of Managers, Employees, and Customers, the *Association of Marketing Theory and Practice (AMTP) Conference (Competitive Track)*, received **the Best Paper Award in Marketing Management /Strategy / Branding Track**, March 15-17, Ponte Verda, FL.
13. Karaatli, Gokhan, Turedi, Serdar, Pinar, Musa and Ekebas-Turedi, Ceren (2018), "Brand Association and Brand Equity - A Scale Development for Fan-Based Brand Equity", *The 54<sup>th</sup> Annual MBAA /Marketing Management Association's 2018 Spring Conference (Competitive Track, extended abstract)*, received **the Best Paper Award in Sports, Event, and Recreation Track**, April 18-20, Chicago, IL
14. Strimbu, Jennifer, Mueller, Daina, Lockhart, Paige, Pinar, Musa, and Trapp, Paul (2018), "Examining the Factors Relevant for Creating a Strong Student Brand: Perceptions of Importance and Evaluation", *The 54<sup>rd</sup> Annual MBAA /Marketing Management Association's 2018 Spring Conference (Competitive Track, extended abstract)*, received **the Best Paper Award in Marketing Education Track**, April 18-20, Chicago, IL.
15. Trapp, Paul, Musa Pinar, and Tulay Girard (2017), "Examining private-label brand equity dimensions: Do brand equity dimensions differ for different PLBs of the same store?" *Atlantic Marketing Association 2017 Conference*, September 27-30, Williamsburg, VA.
16. Girard, Tulay, Paul Trapp, Ilayda İpek, Nilay Bıçakcıoğlu, and Musa Pinar (2017), "Measuring Consumer-Based Brand Equity for Private-Label Brands: Cross-Country Comparisons", *the American Marketing Association 2017 Summer Conference*, August 4-6, 201, San Francisco, CA.
17. Bıçakcıoğlu, Nilay, Ilayda İpek, Musa Pinar, Paul trap (2017), "Tüketici Temelli Marka Değeri: Özel Markalı Ürünler Üzerine Bir Araştırma (Consumer-Based Brand Equity: A Study on Private Label Brands), *16. Ulusal İşletmecilik Kongresi (16<sup>th</sup> National Business Conference)*, (Competitive Session, Extended Absattract), 4-6 Mayıs (May) 2017, Kusadasi, Izmir, Turkey.
18. Pinar, Musa, Coleen Wilder, Kelsie Bolerjack, and Gokhan Karaatli (2017), "Examining Millennials' Perception of Service Gender-Stereotyping across Four Cultures: An Exploratory Study", *Academy of Business Research conference*, Mach 22-24, 2017, New Orleans, LA (**received the Best Paper of the Session Award**).
19. Pinar, Musa Tulay Girard, Ilayda İpek, Nilay Bıçakcıoğlu, and Paul Trapp (2017), "Examining Purchase Shares of Private Label-Brands and Consumer Demographics: A study in the United States and Turkey", *The 2017 Association of Marketing Theory and Practice (AMTP) Conference (Competitive Track)* March 23-25, Myrtle Beach, SC.
20. Karaatli, Gokhan, Serdar Turedi, and Musa Pinar (2017), "Fan-Based Brand Equity for the National Football League: Antecedents and the Measurement Scale", *The 53<sup>rd</sup> Annual MBAA /Marketing Management Association's 2016 Spring Conference (Competitive Track, extended abstract)*, received **the Best Paper Award in Sports, Event, and Recreation Track**, March 22-24, Chicago, IL

21. Turedi, Ceren and Musa Pinar (2017), "Examining Brand Orientation and Three Promise Theory in Services from the Perspectives of Customers, Managers and Contact Personnel", *The 53<sup>rd</sup> Annual MBAA /Marketing Management Association's 2016 Spring Conference (Competitive Track, extended abstract)*, March 22-24, Chicago, IL.
22. Tulay Girard, Musa Pinar, İlayda İpek, ve Nilay Bıçakcıoğlu (2016), "Özel Markalı Ürünlerin Tüketici Temelli Marka Değeri: İki Ülkede Ampirik Bir Karşılaştırma - Private-Label Brand Equity: An Empirical Comparison in Two Countries" *21. Ulusal Pazarlama Kongresi (The 21<sup>st</sup> National Marketing Conference)*, Kutahya, Turkey, October 6-8, 2016.
23. Pinar, Musa, Sinan Nardali, Sanem Alkibay, and Tulay Girard (2016), "Türkiye Süper Ligi'nin Marka Değerini Etkileyen Faktörlerin Öneminin ve Performansının Değerlendirilmesi – Examining the Importance and Perceptions of the Factors Influencing Turkish Soccer League Brand Equity", *21. Ulusal Pazarlama Kongresi (The 21<sup>st</sup> National Marketing Conference)*, Kutahya, Turkey, October 6-8, 2016.
24. Pinar, Musa, Tulay Girard, Gokhan Karaatli, Serdar Turedi, Sinan Nardali, Sanem Alkibay (2016), "Examining Turkish Fans' Perceptions of Turkish Soccer League Brand: A Gap Analysis of Expectations and Perceptions" (**invited presentation - abstract submitted**), *the Midwest Decision Science Institute (MWDSI) 2016 conference*, Valparaiso University, Valparaiso, IN, April 14-16.
25. Pinar, Musa, Coleen Wilder, Adriana Filipek, and Gokhan Karaatli (2016), "Examining Gender-Oriented and Service-Status Stereotyping Perceptions of Services: An Exploratory Study with Millennials", the 52<sup>nd</sup> Annual MBAA /Marketing Management Association's 2016 Spring Conference (Competitive Track, extended abstract, **received Paul Arney Services, Sales & Retailing Best Paper Award**), April 13-15, Chicago, IL.
26. Pinar, Musa, Gokhan Karaatli, Ibrahim Birkan, and Muzaffer Uysal, (2016), "Examining the Effects of Eco-labeling on Perceptions of Climate Change: A Comparison of Blue Flag vs non-Blue Flag Hotel Managers", *the 52<sup>nd</sup> Annual MBAA /Marketing Management Association's 2016 Spring Conference (Competitive Track, extended abstract)*, April 13-15, Chicago, IL.
27. Girard, Tulay, Musa Pinar, and Paul Trapp (2016), "Measuring Consumer-Based University Brand Equity and Comparing the Brand Equity Dimensions by Student Demographics", the 2016 *Association of Marketing Theory and Practice (AMTP) Conference (Competitive Track)*, received **the Best Paper Award in Marketing Management /Strategy / Branding Track** and also received **Punzurick Award for the Best Paper in Conference**, March 17-19, St. Simons Island, Georgia.
28. Pinar, Musa, Ibrahim Birkan, Muzaffer Uysal, and Gokhan Karaatli (2015), "Perceptions of Climate Change on Tourism Industry: Comparisons of Blue Flag vs. Non-Blue Flag Hotels in Turkey", *The Fourth International Conference on Climate, Tourism and Recreation*, 17-19 September 2015, Istanbul, Turkey.
29. Pinar, Musa, Tulay Girard, Sinan Nardali, and Sanem Alkibay (2015), "Measuring Consumer (Fan)-Based Brand Equity in a Sport League: A Study of Turkish Soccer League", *American Marketing Association (AMA) 2015 Summer Marketing Educators' Conference Proceedings (Competitive track, extended abstract)*, August 14-16, Chicago IL.
30. Pinar, Musa, Ibrahim Birkan, Gamze Tanil, Michael k. McCuddy, and Muzaffer Uysal (2014), "Effect of Climate Change on Tourism Industry: Perceptions of Turkish Hotel Managers", *International Management Development Association (IMDA) Proceedings*, June 24-26, 2014, Ankara, Turkey.
31. Pinar, Musa, Ibrahim Birkan, Gamze Tanil, and Muzaffer Uysal (2014), "Potential Effects of Climate Change on Tourism Industry by Demographic Factors: A Study in Turkey", *the 3<sup>rd</sup> Interdisciplinary Tourism Conference (extended abstract, less than 2000 words)*, June 3-8, 2014, Istanbul, Turkey.
32. Pinar, Musa, Paul Trapp, and Tulay Girard (2014). "Investigating Consumer Perceptions of Purchase Shares for Private Label Brands and Demographics: A Study of the Great Value Brand", *Association of Marketing Theory and Practice (AMTP) 2014 Conference, (Competitive Track, extended abstract)*, March 27-29, Hilton Head, SC.



33. Pinar, Musa, Coleen Wilder, James M. Stuck, and Abdel M. Shaltoni (2014), "Examining the Effects of Gender and Occupational Stereotype on Perceptions of Service Quality in Different Cultures", *Marketing Management Association's 2014 Spring Conference (Competitive Track, extended abstract)*, March 26-29, Chicago, IL.
34. Girard, Tulay, Paul Trapp, Musa Pinar, Tanses Gulsoy, and Tom Boyt (2013), "Consumer-based Brand Equity Measurements for Higher Education: Developing and Testing the Relationships", *American Marketing Association (AMA) Summer Educator Conference (extended abstract)*, August 9-11, Boston, Massachusetts.
35. Shaltoni, A.M. and Musa Pinar (2013), "The Impact of Gender Similarity/Dissimilarity on Perceptions of Service Quality: An Evidence from Jordanian Students", *Conference of the International Journal of Arts & Sciences, 6(3), 143-148 Conference for Academic Disciplines*, June 17-21, Bad Hofgastein, Austria.
36. Pinar, Musa, Lee Schiffel, Sandy Strasser and James M. Stück (2013), "Examining the effects of gender similarity/dissimilarity, gender stereotyping and culture on perceived service quality", *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, July 1-4, 2013. **(Received the Best Research Award, competitive session, peer reviewed).**
37. Paul Trapp, Tulay Girard, Pinar, Musa, and Tanses Gulsoy (2013), "Developing a Scale to Measure Consumer-Based Brand Equity of Private Label Brands", *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, July 1-4, 2013.
38. Pinar, Musa, Tulay Girard, Paul Trapp, and Tanses Gulsoy (2013), "University Brand Equity Dimensions: Student Perspectives and Perceptions", *International Academy of Business and Public Administration Disciplines (IABPAD) Conference*, Istanbul, Turkey, July 1-4, 2013.
39. Girard, Tulay, Musa Pinar, Paul Trapp, and Tom Boyt (2013), "Empirically Testing University Brand Equity Dimensions", *The 42nd EMAC Annual Conference (Poster Presentation)*, Istanbul, Turkey, June 4-7, 2013.
40. Pinar, Musa, Paul Trapp, Tulay Girard, and Tom Boyt (2013), "University Brand Equity: An Empirical Investigation of its Dimensions", *Marketing Management Association's 2013 Spring Conference (extended abstract)*, February 27 – March 1, Chicago, IL **(Received the Best Paper Award in Services Marketing Track, Competitive session, peer reviewed).**
41. Pinar, Musa, Mike McCuddy, Zeliha Eser, and F. Bahar Kurtulmusoglu (2013), "Ethical Issues in Franchise Success: Are they Influenced by Franchising Characteristics? - A Study in Turkey", *Marketing Management Association's 2013 Spring Conference Proceedings*, February 27 – March 1, Chicago, IL. *(Competitive session, peer reviewed).*
42. Pinar, Musa and Tulay Girard (2012), "Measuring Consumer-Based Brand Equity Using the Services Branding Triangle", *Atlantic Marketing Association 2102 Annul Conference Proceedings (Competitive session, peer reviewed)*, September 26-30, 201, Williamsburg, VA. *(Competitive session, peer reviewed)*
43. Pinar, Musa, Paul Trapp and Tulay Girard (2012), "Examining the U.S. Consumers' Perceptions of Olive Oil: The Implications for Marketing Strategy," *Association of Marketing Theory and Practice Conference Proceedings (extended abstract)*, March 29 -31, 2012, Myrtle Beach, SC. *(Competitive session, peer reviewed).*
44. Pinar, Musa, Paul Trapp and Orhan Icoz (2011), "American Consumers' Perceptions and Preferences of Olive Oil: Their Significance for Marketing Strategy", the 2<sup>nd</sup> Olive Oil and Olive Symposium, Yasar University, Izmir, Turkey, December 7-8, 2011.
45. McCuddy, Mike, Zeliha Eser, and Musa Pinar, (2011), "Exploring the Connection between Ethical Issues in Franchising Business Success and Franchisees' Demographic Characteristics", *International Academy of Business and Economics Proceedings*, October 16-19, 2011, Las Vegas. *(Competitive session, peer reviewed).*
46. Pinar, Musa, Aine Doherty, and Anne Burke (2011), "Examining the Effects of Gender Similarity and Dissimilarity on Service Quality in Ireland: Is it Similarity Attraction vs. Flirting?" *The 7<sup>th</sup> International*

*Conference on Business, Management, and Economics (ICBME 2011) Proceedings*, October 6-8, Cesme, Izmir, Turkey. **(Received the Best Paper Award in Marketing, competitive session, peer reviewed).**

47. Girard, Tulay and Musa Pinar (2011), "A Usability Study of Interactive Web-based Modules", *International Education technology Conference (extended abstract)*, May 25-27, 2011, Istanbul, Turkey. (Competitive session, peer reviewed).
48. Pinar, Musa, Tulay Girard, Zeliha Eser, and Bora Bodur (2011), An Empirical Study of Brand Equity in Turkish Banking Industry: The Personnel Perspective", *Istanbul Conference on Economics and Finance (Istanbul Ekonomi ve Finans Konferansı - ICEF 2011) (extended abstract)*, May 20 – 21,2011 Istanbul, Turkey. (Competitive session, peer reviewed).
49. Pinar, Musa, Ozlem Ozkanli, and Sandy Strasser (2011), "Gender Effect on Service Quality during Service Encounter: Testing Similarity Attraction vs. Flirting Theory in a Cross-Cultural Study", *Marketing Management Association's 2011 Spring Conference Proceedings (extended abstract)*, March 23-25, Chicago, IL. **(Received the Best Paper Award in Services Marketing Track, competitive session, peer reviewed).**
50. Pinar, Musa, Sandy Strasser and Zeliha Eser (2010), "Examining the Impact of Customer and Personnel Gender on Service Quality in Banking Industry", *The 6<sup>th</sup> International Conference on Business, Management, and Economics 2010 (ICBME 2010) Proceedings*, October 7-9, Cesme, Izmir, Turkey. **(Received an Honorable Mention in Marketing Track, competitive session, peer reviewed).**
51. Pinar, Musa, Tulay Girard, Zeliha Eser, and Bora Bodur (2010), "Personnel's Perceptions of Brand Equity in Banking Industry: An Exploratory Study in Turkey", *The 6<sup>th</sup> International Conference on Business, Management, and Economics 2010 (ICBME 2010) Proceedings*, October 7-9, Cesme, Izmir, Turkey. (Competitive session, peer reviewed)
52. Pinar, Musa and Paul Trapp (2010), "Brand Ecosystem Strategy for Olive Oil," *Global Business & Economic Research Conference Proceedings*, August 11-14, Istanbul, Turkey. (Competitive session, peer reviewed).
53. Pinar, Musa, Tulay Girard, and Zeliha Eser (2010), "Consumer Perceptions of (Consumer-Based) Brand Equity in Banking Industry: A Comparison of Domestic and Global Banks in Turkey," *Global Brand Management Conference Proceedings*, June 20-22, 2010, Istanbul, Turkey. (Competitive session, peer reviewed).
54. Pinar, Musa, Pual Trapp, Tulay Girard, and Thomas Boyt (2010), "Utilizing the Brand Ecosystem Framework in Designing Branding Strategies for Higher Education," *Marketing Management Association's 2010 Spring Conference Proceedings (extended abstract)*, March 24-26, Chicago, IL. (Competitive session, peer reviewed).
55. Pinar, Musa, Mike K. McCuddy, Metin Kozak, and Ibrahim Birkan (2009), "Recruitment, Compensation and Supervisory Functions in the Turkish Hotel Industry: Is there a Gender Effect about What Managers do?" *The 4<sup>th</sup> International Conference on Business, Management, and Economics 2009, (ICBME 2009)*, Cesme, Izmir, Turkey, October 22-24, 2009. (Competitive session, peer reviewed).
56. Eser, Zeliha, Musa Pinar, Tulay Girard, and F. Bahar Isin (2009), "Consumer-Based Brand Equity in the Television Industry: A Study of a Private TV Channel in Turkey," *International Conference on Business, Management, and Economics 2009, (ICBME 2009)*, , October 22-24, Cesme, Izmir, Turkey. (Competitive session, peer reviewed).
57. Girard, Tulay and Musa Pinar (2009), "Examining Student Perceptions of Class Presentations: Do Students Benefit from Presentations?" *The 14<sup>th</sup> Annual Fall Educators' Conference, Marketing Management Association*, September 23-25, 2009, St. Louis, MO. (Competitive session, peer reviewed).
58. McCuddy, M.K., M. Pinar, and E.F.R. Gingerich (2009), "Can Mentoring Programs be Beneficial for College Students?" *The 16<sup>th</sup> Annual Conference of Educational Innovation in Economics and Business (EDiNEB)*, Baltimore, Maryland, June, 3-5. (Competitive session, peer reviewed).

59. Pinar, Musa, Mike McCuddy, Ibrahim Birkan, and Metin Kozak (2009), "Gender Diversity in the Hospitality Industry: AN Empirical Study in Turkey," *the 18<sup>th</sup> Annual Conference of the Global Awareness Society International Proceedings*, May 21-24, Washington, D.C. (Competitive session, peer reviewed).
60. Pinar, Musa, Mike MCCuddy, Zeliha Eser, and Paul Trap (2009), "Do Recruiter Gender, Applicant Gender, and Target Market Gender Impact the Recruiting Outcome?" *the Global Business & Economic Research Conference*, August 12-15, Istanbul, Turkey, (Competitive session, peer reviewed).
61. Girard, Tulay, Musa Pinar, and Zeliha Eser (2009), "Examining Consumer-Based Brand Equity in Turkish Banking Industry: Does Bank Type Influence Brand Equity?" *Marketing Management Association's 2009 Spring Conference Proceedings (extended abstract)*, March 18-20, Chicago, Illinois. (Competitive session, peer reviewed)
62. Pinar, Musa, Zeliha Eser, and Sandy Strasser (2009), "Bank Personnel's Perception of Banking Services and Implications for service Quality: A study of Turkish Banks," *Marketing Management Association's 2009 Spring Conference Proceedings*, March 18-20, Chicago, Illinois. **(Received an Outstanding Paper Award in Services Marketing Track, Competitive session, peer reviewed)**.
63. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2008)," The Gender Effect on Selling and Targeting Efforts: Perceptions of Turkish Students," *International Academy of Business and Public Administration Disciplines (IABPAD) Conference Proceedings*, October 26-29, Memphis, TN. **(Received one of the Best Research Awards, competitive session, peer reviewed)**
64. Pinar, Musa and Zeliha Eser (2008), "Examining the Bank Service Quality from Personnel Point of View: The Comparisons of State, Private and Foreign Banks in Turkey," *Global Business & Economic Research Conference*, August 6-9, 2008, Istanbul, Turkey. **(Received Best Presenter Award, competitive session, peer reviewed)**.
65. McCuddy, Michael K., Musa Pinar, Metin Kozak, and Ibrahim Birkan (2008), "Exploring Gender Difference in the Linkages between Fundamental Moral Orientations and Outcome Orientations: An Empirical Study of the Hotel Industry in Turkey," *Oxford Business & Economic Conference Proceedings*, June 22-24, Oxford, England. (Competitive session, peer reviewed).
66. Pinar, Musa and Tulay Girard (2008), "An Exploratory Study of Gender Effect on Student Presentation Evaluations: Does Gender Similarity Make a Difference?" *Association of Marketing Theory and Practice, the 2008 Annual Meeting Proceedings* (extended abstract), March 27-29, Savannah, Georgia. (Competitive session, peer reviewed).
67. Ozgur, Ceyhun and Musa Pinar (2007), "DO ISO 9000 Certified Companies Outperform Non-ISO 9000 Companies in the Long Term? Analysis of Turkish Stock Market Returns," *the 38<sup>th</sup> Annual Decision Science Institute Meeting Proceedings*, November 17-20, Phoenix, Arizona. (Competitive session, peer reviewed)
68. Pinar, Musa, Joelle E. Nisolle, and Michael K. McCuddy (2007), "Investigating the Impact of Gender on Managing a Sales Force in a Developing Country: An Exploratory Study in Tajikistan," *Global Business & Economic Research Conference*, August 8-11, Istanbul, Turkey. **(Received Best Presenter Award, Competitive session, peer reviewed)**.
69. Pinar, Musa, Joelle E. Nisolle, and Michael K. McCuddy (2007), "Examining the Gender Effect on Recruitment and Earning Potential for Salespeople in a Developing Country: A Study of Tajik Students' Perceptions," *International Conference on Business, Management, and Economics (ICBME07), Electronic Proceedings*, June 13-17, Izmir, Turkey. (Competitive session, peer reviewed)
70. McCuddy, Michael K, Musa Pinar, and Elizabeth F.R. Gingerich (2007), "Using Student Feedback in Designing Student-Focused Curricula." *14<sup>th</sup> EDiNEB Conference Proceedings*, June 20-22, Vienna, Austria. (Competitive session, peer reviewed)

71. Pinar, Musa and Tulay Girard (2007), "Investigating the Impact of Leadership on Achieving Organizational Excellence: An Empirical Study of Turkish Firms," *Association of Marketing Theory and Practice Conference Proceedings (an extended abstract)*, March 29-31, Panama City, Florida. (Competitive session, peer reviewed)
72. Ozdogan, F. Bahar, Zeliha Eser, Donald Baack, and Musa Pinar (2007), "An Assessment of Turkish Customers to Unethical Company Behaviors," *Southwest Decision Science Institute Proceedings*, March 13-17, San Diego, CA. (Competitive session, peer reviewed)
73. Pinar, Musa and Tulay Girard (2006), "Student Perceptions of Class Presentations: Does Gender Impact the Evaluations?" *The 11<sup>th</sup> Annual Marketing Association Fall Educators' Conference Proceedings*, September 20-22, 2006, Nashville, Tennessee, **(Nominated for a Best Paper Award, Competitive session, peer reviewed)**.
74. Eser, Zeliha, Musa Pinar, Ibrahim Birkan, and Henry I. Crouch, "Using Mystery Shoppers as a Benchmarking Tool to Compare Quality of Banking Service: A Study of Turkish Banks", *The Global Business & Economic Research*, August 10-13, 2006, Istanbul, Turkey. (Competitive session, peer reviewed).
75. Pinar, Musa, Zeliha Eser, and J. Russell Hardin, (2006), "Examining the Gender Effect on Managing and Supervising Salespeople in Turkey: Does Gender Matter for Applicants?" *Global Awareness Society International, 15<sup>th</sup> Annual Conference Proceedings*, May 26–28, Chicago, Illinois. (Competitive session, peer reviewed).
76. Yamanaka, Jenna, Musa Pinar, and Paul S. Trapp, (2006), "Ingredient Branding: A Competitive Strategy for Turkish Cotton and Textile Industry against Asian Competitors in Global Markets," *Global Awareness Society International, 15<sup>th</sup> Annual Conference Proceedings*, May 26–28, Chicago, Illinois. (Competitive session, peer reviewed).
77. Pinar, Musa, J. Russell Hardin, Zeliha Eser, and Jerry D. Rogers (2006), "Applicant Perceptions of the Gender Effect During The Selling Process," *Marketing Management Association's 42<sup>nd</sup> Annual Meeting Proceedings*, March 15-17, Chicago, Illinois. (Competitive session, peer reviewed)
78. Pinar, Musa, and J. Russell Hardin (2006), "Evaluation of Student Presentations by Students: Does Student Gender Affect Grades?" *American Society of Business and Behavioral Sciences, 13<sup>th</sup> Annual Meeting Proceedings*, February 23-26, Las Vegas, Nevada.
79. Pinar, Musa, J. Russell Hardin, Zeliha Eser, and Jerry D. Rogers (2006), "Applicant Perceptions of the gender Effect on Managing and Supervising Salespeople," *American Society of Business and Behavioral Sciences, 13<sup>th</sup> Annual Meeting Proceedings*. February 23-26, 2006, Las Vegas, Nevada. **(Received the Best Paper Award in Marketing: Professional Selling Track)**.
80. Pinar, Musa, J. Russell Hardin, Zeliha Eser, and Jerry D. Rogers (2005), "Student Perceptions of the Gender Effect When recruiting for a Sales Position," *the 2005 Conference on Emerging Issues in Business and Technology Proceedings*, November 3-5, 2005, Myrtle Beach, South Carolina. (Competitive session, peer reviewed)
81. Pinar, Musa and Chris Fogliasso (2005), "Effects of Test Paper Color on Student Exam Performance: Does It Make a Difference?" *10<sup>th</sup> Annual Marketing Management Association Educators' Conference Proceedings*, September 24-27, 2005, Kansas City, Kansas. (Competitive session, peer reviewed)
82. Pinar, Musa, Zeliha Eser, J. Russell Hardin, and Jerry D. Rogers, (2005), "Applicant Perceptions of the Gender Effect when Recruiting for a Sales Position in a Developing Country: A Case Study in Turkey," *International Strategic Management Conference 2005 Proceedings*, June 23-25, Canakkale, Turkey. (Competitive session, peer reviewed).
83. Pinar, Musa, Duygu Turker, Bora Onvural, and Hasan O. Can (2005), "Examining the Bank Services from Bank Personnel Point of View and its Implications for Service Quality: Exploratory Study in Turkey," *International Conference on Business, Economics and Management (ICBME05) Proceedings*, June 16-19, Izmir, Turkey. (Competitive session, peer reviewed).

84. Pinar, Musa, J. Russell Hardin, and Zeliha Eser, (2005), "The Impact of Recruiter Gender on Recruitment for Sales Positions and Expected Performance: An Exploratory Study in Turkey," *International Academy of Business and Public Administration Disciplines (IADPAD) Spring Conference Proceedings*, May 23-26, Dallas, Texas. (Competitive session, peer reviewed)
85. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2005), "Examining the Gender Effect on Recruitment for Sales Positions: In-depth Interviews with Recruiters in Turkey," *American Society of Business and Behavioral Sciences, 12<sup>th</sup> Annual Meeting Proceedings*, February 24-27, Las Vegas, Nevada.
86. Pinar, Musa and Henry L. Crouch (2005), "Perceptions of Bank Services: A Comparison of Bank Personnel vs. Mystery Shoppers," *Marketing Management Association's 41<sup>st</sup> Annual Meeting Proceedings*, March, 6-18, Chicago, Illinois. (Competitive session, peer reviewed)
87. Pinar, Musa and John L. Beisel,(2005), "Developing Database from Sweepstakes Promotions for Effective Destination Marketing," *American Society of Business and Behavioral Sciences, 12<sup>th</sup> Annual Meeting Proceedings*, February 24-27, Las Vegas, Nevada.
88. Pinar, Musa, Zeliha Eser, J. Hardin Russell, and Jerry D. Rogers (2005), "Impact of Applicant Gender on Recruitment for Sales Positions and Expected Performance in a Developing Country: A Study in Turkey," *American Society of Business and Behavioral Sciences, 12<sup>th</sup> Annual Meeting Proceedings*, February 24-27, Las Vegas, Nevada
89. Pinar, Musa, Zeliha Eser, and J. Russell Hardin (2005), "Examining the Gender Effect on Recruitment for Sales Positions: In-depth Interviews with Recruiters in Turkey," *American Society of Business and Behavioral Sciences, 12<sup>th</sup> Annual Meeting Proceedings*, February 24-27, Las Vegas, Nevada.
90. Pinar, Musa, Henry L. Crouch, and M. Cengiz Pinar (2005), "The impact of Leadership Strategies on Business Performance: A Study of Turkish Firms," *International Academy of Business and Public Administration Disciplines (IADPAD) Winter Conference*, January 6-9, New Orleans, Louisiana. (**Received the Best Paper Award**, Competitive session, peer reviewed)
91. Pinar, Musa and J. Russell Hardin (2004), "The Effect of Gender on Recruiting for Sales Positions," *The Emerging Issues in Business and Technology 2004 Conference Proceedings*, October 28-30, Myrtle Beach, South Carolina. (Competitive session, peer reviewed)
92. Pinar, Musa, M. Cengiz Pinar, and Henry L. Crouch (2004), "Examining the Relationship between Organizational Excellence and Business Performance: An Exploratory Study with Turkish Firms," *The Global Business & Economic Research Conference*, August 4-7, Istanbul, Turkey. (Competitive session, peer reviewed)
93. Pinar, Musa, Henry L. Crouch, and Jerry D. Rogers, (2004), "Perceptions of Bank Services from the Personnel Point of View: Preliminary Findings," *2<sup>nd</sup> World Production and Operations Management Conference Proceedings*, April 30 – May 3, Cancun, Mexico. (Competitive session, peer reviewed)
94. Pinar, Musa, Jerry D. Rogers, and Thomas M. Box, (2004), "Organizational Performance and Leadership: An Empirical Study of Small Turkish Firms," *Association for Small Business and Entrepreneurship 1st Annual Meeting Proceedings*, March 24-26, Albuquerque, New Mexico.
95. Pinar Musa, Brianne Taylor, and Henry L. Crouch, (2003), "Benchmarking: A Marketing Tool to Increase Customer Satisfaction and Competitive Advantage," *Marketing Management Association's 39<sup>th</sup> Annual Meeting Proceedings*, March, 12-14, Chicago, Illinois. (Competitive session, peer reviewed)
96. Beisel, John and Musa Pinar (2002), "Sweepstakes: Are They a Viable Marketing Option to Promote Turkish Tourism," *International Management Development Association, 11<sup>th</sup> Annual World Business Congress Proceedings*, July 10-14, Antalya, Turkey. (Competitive session, peer reviewed)

97. Pinar, Musa, Jerry D. Rogers and Donald Baack (2002), "A Comparison of High vs. Low Market Orientation Companies: A case of Turkey," *Global Awareness Society International, 11<sup>th</sup> Annual Conference Proceedings*, May 23–27, Vancouver, British Columbia, Canada. (*Competitive session, peer reviewed*).
98. Pinar, Musa and J. Russell Hardin (2002), "The Impact of Gender on the Recruitment of Entry-Level Sales Associates: An Exploratory Study," *American Society of Business and Behavioral Sciences, 9<sup>th</sup> Annual Meeting Proceedings*, February 20-24, Las Vegas, Nevada.
99. Pinar, Musa, and Jerry D. Rogers (2002), "Understanding the Cycle of Customer Experience to Develop Effective Defensive and Offensive Marketing Strategies," *American Society of Business and Behavioral Sciences, 10<sup>th</sup> Annual Meeting*, February 20-24, Las Vegas, Nevada.
100. Birkan, Ibrahim and Musa Pinar (2002), "All Inclusive Package Tours: Is it a Win/Win Marketing Strategy for International Tourism? A Case of Turkey," *American Society of Business and Behavioral Sciences, 10<sup>th</sup> Annual Meeting*, February 20-24, Las Vegas, Nevada.
101. Pinar, Musa, Thomas M. Box, Henry L. Crouch, and Tulay Yucel (2001), "Comparison of the Performance of ISO 9000 vs. Non-ISO 9000 Firms on the Turkish Stock Market: Preliminary Findings," *The Global Business and Technology Association 2001 International Conference Proceedings (extended abstract)*, July 11-15 Istanbul, Turkey. (*Competitive session, peer reviewed*)
102. Pinar Musa, Jerry D. Rogers, and Donald E. Baack (2001), "Trade Show Participation in a Developing Country: Preliminary Findings from a Study in Turkey," *American Society of Business and Behavioral Sciences, 8<sup>th</sup> Annual Meeting Proceedings*, February 21-26, Las Vegas, Nevada.
103. Rogers, Jerry D., Musa Pinar, and Donald E. Baack (2001), "An Examination of Out-shopping Patterns among Responds to a City Satisfaction Survey," *American Society of Business and Behavioral Sciences, 8<sup>th</sup> Annual Meeting*, February 21-26, Las Vegas, Nevada.
104. Pinar, Musa, M. Cengiz Pinar and Henry L. Crouch (2000), "Do All Companies Achieve Their Expectations From ISO 9000 Certification? An Empirical Study in Turkey," *Global Awareness Society International, 9<sup>th</sup> Annual Conference*, May 25–28, New York City, New York. (*Competitive session, peer reviewed*).
105. Rogers, Jerry D., Donald E. Baack, and Musa Pinar (2000), "The City as a Service Provider: An Examination of Complaining Citizens," *American Society of Business and Behavioral Sciences, 7<sup>th</sup> Annual Meeting Proceedings*, February 17-22, Las Vegas, Nevada.
106. Pinar, Musa and John Beisel (2000), "Interpersonal Values and Occupational Choice: A Comparative Study of Turkish and American Business Students," *American Society of Business and Behavioral Sciences, 7<sup>th</sup> Annual Meeting*, February 17-21, Las Vegas, Nevada.
107. Pinar, Musa and Jerry D. Rogers (1999), 'An Assessment of Turkish Tourism Marketing and Level of Visitor Satisfaction: An Exploratory Study in Bodrum Turkey,' *American Society of Business and Behavioral Sciences, Sixth Annual Meeting Proceedings*, February 18-22, 1999, Las Vegas, Nevada.
108. Pinar, Musa and Nermin Akyil (1998), "Türkiye Pamuk ve Tekstil Pazarlamasında Bilgi İletişimi ve Yeni Stratejik Yaklaşım (Importance of Communication Flow in Turkish Cotton and Textile Marketing: A New Strategic Approach)," *I. Turkish Cotton, Textile and Apparel Symposium Proceedings*, May 21-22, Ankara, Turkey.
109. Fisunoğlu, Mahir, M. Pinar, and O. Aydoğuş (1997), "Agricultural Trade and Market Prospects for Turkey with Central and Eastern European Countries and the Russian Federation," *Middle East Technical University Conference on Economics*, September 18-20, Ankara, Turkey.
110. Pinar, Musa and M. Cengiz Pinar (1997), "Images of Turkish Tourism on Foreign Tourists: An Exploratory Study in Bodrum, Turkey," *First International Tourism Symposium*, May 13-14, Izmir, Turkey.

111. Pinar, Musa (1993) "Marketing Challenges for Tourism in the 1990s," *Sixth Bi-Annual World Marketing Conference*, July, 18-20, Istanbul, Turkey.
112. Garcia, P., S.E. Offutt, and M. Pinar (1986), "Technological Advance, Weather, and the Potential Economic Benefits of Weather Modification," *National Oceanographic Atmospheric Conference on Weather Modification*, May, Arlington VA.
113. Pinar, Musa, Earl A. Stennis, and Albert J. Allen (1986), "Estimation of Transportation Costs Between Points Using Polar Coordinates," *13th Annual Meeting of the Midsouth Academy of Economics and Finance*, February, Memphis, Tennessee,.
114. Garcia, P., S. E. Offutt, and M. Pinar (1985), "Methodological Considerations for Assessing the Potential Benefits of Weather Modification in Illinois Agriculture," *Seventeenth Agricultural and Forest Conference Proceedings*, May.
115. Pinar, Musa, Earl A. Stennis, and E. Marty Tubbs (1983), "Impediments to U.S. Cotton Exports and Their Potential Impact on U.S. Cotton Trade," *Cotton Economics and Marketing Conference Proceedings*, January, Atlanta, Georgia.
116. Pinar, Musa and Earl A. Stennis (1982), "Economic Analysis of Transportation Cost in International Cotton Trade," *Cotton Economics and Marketing Conference Proceedings*, January, Las Vegas, Nevada.

#### **OTHER PUBLICATIONS – Editorial Reviewed:**

1. Pinar, Musa, Sinan Nardali, Sanem Alkibay, and Tulay Girard (2019). "Taraftar Algısına Göre Türkiye Süper Ligi Marka Değerini Etkileyen Faktörlerin ve Marka Değeri Boyutlarının Değerlendirilmesi (Evaluation of Factors Affecting Brand Equity and Brand Equity Dimensions of Turkish Super League as Perceived by Turkish Fans)", *Futbol Ekonomi Magazine*, 12 February 2019. Available at <http://www.futbolekonomi.com/images/stories/raporlar/yonetsel/Super-Lig-Marka-Degeri-Arastirma-Raporu-Pinar-vd.pdf>
2. Pinar, Musa (2018). Contributed to a cover story of "Milliyetçi tüketicinin alışveriş sepeti (Nationalistic consumers' shopping basket)", *Marketing Türkiye (National Marketing Magazine)*, Ekim (Oktobre) 2018, pp. 90-98.
3. Pinar, Musa (2016), contributed to an article: "Şimdi Zafer Değil, Sefer Zamanı (Now It Is Not Time for Victory, Rather solidarity and Unity)", compiled by Eylem Tezcan, *Marketing Türkiye (National Marketing Magazine)*, Eylül (September), pp. 66-70.
4. Pinar, Musa (2016), contributed to an article: "Ezber Bozan Markalar (Break Through, Game Changing Brands)", compiled by Merve Sahin, *Marketing Türkiye (National Marketing Magazine)*, Mayıs (May), pp. 112-118.
5. Pinar, Musa (2015), contributed to an article: "Volkswagen: Örnekti, İbret Oldu (Volkswagen: Was a Role Model, Disgraced)", compiled by Sercan Meriç, *Marketing Türkiye (National Marketing Magazine)*, (November 2015), pp. 72-85.
6. Pinar, Musa (2015), contributed to an article: "Sporda Markalar Kime Yatırım Yapıyor (Whom Sport Brands Sponsoring/Investing?)", compiled by Ali Cemal Karabudak, *Marketing Türkiye (National Marketing Magazine)*, (October 2015), pp. 89-90.
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