Musa Pinar, Ph.D.

Professor of Marketing, Paul H. Brandt Professor of Business
College of Business Administration, Valparaiso University
Valparaiso, IN 46383
E-Mail: Musa.Pinar@valpo.edu

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 statues 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?”


   Industry,” American Journal of Agricultural Economics, Volume 65, Number 2, pp. 308-310.
Papers Published in Refereed Journals:


2. Girard, Tulay and Pinar, Musa (2021), “Importance-Performance Gap Analysis of the University Brand Equity Dimensions” *the Atlantic Marketing Journal*, (accepted for publication).


**BOOK CHAPTER**


**PAPERS PRESENTED AT CONFERENCES**


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.


7. Pinar, Musa, Basfirinci, Cigdem, Cilingir-Uk, Zuhal, and Ekebas-Turedi, Ceren (2019), “Gender-Based Drink Stereotypes: A Research among Turkish Millennials”, *Pazarlam ve Pazarlama Arastirmasi Derneği – PPAD of Turkey Pazarlama Kongresi (Marketing and Marketing Research Association of Turkey Marketing Conference) (Competitive Track)*, May 1-5, Kusadasi, 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 54th 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.


25. Pinar, Musa, Coleen Wilder, Adriana Filipek, and Gokhan Karaatli (2016), “Examining Gender-Orientation and Service-Status Stereotyping Perceptions of Services: An Exploratory Study with Millennials”, the 52nd 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.


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.


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.


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).


42. Pinar, Musa and Tulay Girard (2012), “Measuring Consumer-Based Brand Equity Using the Services Branding Triangle”, Atlantic Marketing Association 2102 Annual Conference Proceedings (Competitive session, peer reviewed), September 26-30, 201, Williamsburg, VA. (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 2nd Olive Oil and Olive Symposium, Yasar University, Izmir, Turkey, December 7-8, 2011.


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 7th International


70. McCuddy, Michael K, Musa Pinar, and Elizabeth F.R. Gingerich (2007), “Using Student Feedback in Designing Student-Focused Curricula.” *14th EDiNEB Conference Proceedings*, June 20-22, Vienna, Austria. (Competitive session, peer reviewed)


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)


**OTHER PUBLICATIONS – Editorial Reviewed:**


