

Curriculum Vitae

YASEMIN OCAL ATINC

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EDUCATION

2008 – 2012 Louisiana Tech University Ruston, LA (AACSB)

Doctor of Business Administration

Major: Marketing, Minor: Psychology and Quantitative Analysis

Degree received (August 16th, 2012)

Dissertation title: “Response Rate and Response Error in Marketing Research”

This study investigates the response rates in survey research with an emphasis on the implications for non-response and response bias. In summary, I propose that the extensive amount of emphasis marketing researchers put on response rates and the lack of attention paid to response bias is an impediment for data quality and in return yield questionable results. Among the several potential contributions of this study, the most important one is to shed light on many of the unknowns of response issues and provide directions for researchers on how to increase the quality of responses to be used in further analyses.

Dissertation Chair: Dr. Barry J. Babin

Committee Members: Dr. Bruce Alford, Dr. Doug Amyx, Dr. Mitch Griffin (outside member)

1999 – 2000 Troy State University Troy, AL

Master of Business Administration

Received the MBA degree (GPA 3.4/4.0)

1996 – 1999 Troy State University Troy, AL

Bachelor of Science in Business Administration

Graduated with a Management Degree

ACADEMIC/TEACHING EXPERIENCE

2014 Fall- current Texas A&M-Commerce Commerce, TX (AACSB)

Professor of Marketing

- Promoted to Professor as of Fall, 2024

- Classes taught or scheduled to teach: Marketing Research (undergraduate and graduate), Marketing Management, Advertising, Business to Business Marketing, Event and Experiential Marketing (created the course), Internet Marketing, Marketing Environment, Marketing Analytics, Digital and Interactive Marketing, Marketing Strategy, Integrated Marketing Communication and Promotion, Marketing Seminar- Successes and Failures in Marketing (created the course)
- Teaching Evaluations: 4.3/5.0
- Tenured as of September 2018

2012 Fall- 2014 Summer Auburn University Montgomery, Montgomery, AL (AACSB)
Assistant Professor of Marketing

- Classes taught: Consumer Behavior, Principles of Marketing (in-class and online), International Marketing, Marketing Research
- Teaching evaluations: 4.5/5.00 (average)

2011 Summer Louisiana Tech University, Ruston, LA (AACSB)
Adjunct Instructor of Marketing

- Instructor of Business Communications

2007 Aug-2012 Summer Grambling State University, Grambling, LA USA (AACSB)
Instructor of Marketing

- Instructor of Business Administration related courses Fundamentals of Business, Business Communications, Principles of Marketing, Principles of Advertising, Introduction Selling, Consumer Behavior, Marketing Problems
- Living & Learning Community
- Academic Advisor of 45+ students

2005 Jun-2006 September Anadolu Bil Vocational School of Higher Education, Istanbul, Turkey
Department Head – Management Department

- Worked as the department head in the Management Department of the first private vocational school of Turkey.
- Instructor of business-related courses
- Involved in European Union Projects, prepare, manage and apply the yearly program and reports of the whole department.
- Actively worked in the governing board of the school.
- Prepared various class notes, booklets, presentations for the governing body of the school.
- Coordinated various support departments on behalf of the governing body
- Prepared yearly academic curriculum and supervised grading process of the Management Department.

Updated Summer 2024

- Prepared audit reports for National Higher Education Council of Turkey
- Served on Faculty Senate

1999 – 2000 Troy State University, Sorrell College of Business

Graduate Teaching Assistant and Research Assistant

- Assisted the CIS and Business Department professors on their academic responsibilities
- Actively involved in grading process of the Sorrell College of Business

Guest Lecturer

- Shanxi University of Finance and Economics, Taiyuan, China, 2023
- International University of Business and Economics, Beijing, China, 2024, 2023,2022, 2021,2019
 - Lecturer of Internet Marketing
 - Seminar on Consumer Behavior
- IESEG, Lille and Paris, France, 2019, 2018, 2017, 2016
 - Lecturer of Consumer Behavior
 - Served as a member of Master Thesis

COURSES TAUGHT

- Fundamentals of Business
- Business Communication
- Principles of Marketing
- Principles of Advertising
- Consumer Behavior
- Introduction to Selling
- Marketing Problems
- International Marketing
- Marketing Research
- Business to Business Marketing
- Event and Experiential Marketing
- Internet Marketing
- Marketing Environment
- Marketing Analytics
- Digital and Interactive Marketing
- Marketing Strategies

TEACHING INTERESTS

Consumer Behavior, Global issues in Marketing, Marketing Management, Digital and Internet Marketing, Marketing Research

SCHOLARLY CONTRIBUTIONS

Peer-reviewed publications

- Randolph-Seng, B., Atinc, Y., Bui, S., & Malik, Z. (in press, 2024). Big Data and the Disillusioned Employee: The Ethical Internet of Things. *Technological Forecasting and Social Change*. A+ Level
- Taneja, S., **Atinc, Y.**, & Pryor, M. (2023). Redefining Strategic Management: The Alignment and Implementation Perspective. *Journal of Accounting, Business and Management*. C Level
- **Atinc, Y.**, & Taneja, S. (2023). New Perspective on Relationship Marketing: Economic Perspective. *Prusharta-Journal of Management, Ethics & Spirituality*. C Level
- Randolph-Seng, B., Clarke, J. S., & **Atinc, Y.** (2020). Dynamic entrepreneurial cognition: Current trends and future opportunities. *Management Decision*, 58(7):1237-1246. A* Level – SSCI – A*Level
- Randolph-Seng, B., Atinc, Y., Bui, S. Malik, Z. (2018). Big Data and the Disillusioned Employee: The Ethical Internet of Things. *Academy of Management Global Proceedings*, 127.
- **Atinc Ocal, Y.** (2017). Limits of Trust in Online Retailing: A Conceptual Model. *Journal of Applied Management and Entrepreneurship*, 23(1): 57-66. -ABDC Listed
- **Atinc Ocal, Y.** (2016). Analysis of Service Recovery Failure: From a Minority Perspective. *Business and Economics Research Journal*, 7(4): 97-106. – ABDC Listed
- Fuller, C., Simmering, M., Atinc, G., **Atinc Ocal, Y.** and Babin, B. (2016). Common Method Variance in Business Research. *Journal of Business Research* 69(8): 3192-3198. – ABDC Journal List: A* Level. SSCI
- Simmering, M., Fuller, C., Richardson, H., **Atinc Ocal, Y.** Atinc, G. (2015). Marker Variable Choice, Reporting, and Interpretation in the Detection of Common Method

Variance: A Review and Demonstration. *Organizational Research Methods* 18(3): 473-511.-ABDC Journal List: A* Level. SSCI

- Atinc, G. and **Atinc Ocal, Y.** (2014). The Moderating Effect of Organizational Environment on Post-IPO Corporate Governance Changes and Firm Performance Relationship. *Journal of Leadership and Organizational Studies*. 21 (3): 286 - 298. ABDC Journal List: B Level - SSCI
- Atinc, G., **Ocal, Y.** and Uwakonye, M. (2012). FED's Impact On The Value Of Dollar Through Interest Rates. *Journal of Business & Economics Research*. 10(1): 45-52. ABDC Listed

Papers Under Review

- Atinc, Y., Babin, B. Ait Soma, J. Randolph-Seng, B. (2023). Survey Quality Concerns: Representativeness and Response Rates in Marketing Research. *Journal of Business Research*. (under review)
- Randolph-Seng, B., Atinc, Y., Bui, S. Malik, Z. (2023). Big Data and the Disillusioned Employee: The Ethical Internet of Things. *Technological Forecasting & Social Change*. (2nd round of review)

Refereed Conference Presentations

- **Atinc, Y.,** Taneja, S. (2023). Marketing in Management Decision, *Management Decision Conference*, Dublin, Ireland
- **Atinc, Y.,** Taneja, S. (2022). Looking Backward, Looking Forward: Consumer Behavior in Management Decision through the PLC. *Management Decision Conference*, Florence, Italy.
- Myers, C., Atinc, G., **Ocal-Atinc Y.** (2018) Tackling Corporate Business Needs through BI/Analytics Growth. Panel Discussion. *World Marketing Congress*, Porto, Portugal.
- Vasquez, D., Doty, M.A., **Ocal Atinc, Y.** (2017). Antecedents to Alumni Loyalty. *Academy of Business Research Spring Conference*, New Orleans, LA.
- **Ocal Y.,** Babin. B., Hair, J. Ortinau, D. (2016). Special Session in Research Methods. *World Marketing Congress*, Paris, France. (no specific authorship order).
- **Ocal Y.,** Atinc, G., Babin, B. (2015). What is response bias in marketing research today? Special Session in Research Methods. *World Marketing Congress*, Bari, Italy.

- Atinc, G. and **Ocal, Y. (2014)**. Uncommon thoughts on common method variance. *World Marketing Congress*, Lima, Peru.
- **Ocal, Y.** (2013). Looking Forward and Back at Survey Research Response Issues in Marketing Research. Special Session with David Ortinau, Barry Babin, Mitch Griffin. *World Marketing Congress*, Melbourne, Australia.
- Simmering, M., Fuller, C., **Ocal, Y.**, Atinc, G., Richardson, H. (2012) Missing the Mark: Problems with marker variable choice, reporting, and interpretation in the detection of common method variance. To be presented at *Southern Management Association, 2012 Annual Meeting*, Fort Lauderdale, FL. (**Best Paper of the Track Award**)
- **Ocal, Y.** (2011). Response rates in Major Marketing Journals: Analysis and Commentary. *World Marketing Congress*, 2011 Annual Meeting, Reims, France.
- Fuller, C., Simmering, M., Atinc, G. and **Ocal, Y.** (2011). An Analysis and Critique of the Use of Post Hoc Common Method Variance Detection Techniques in Information Systems Research. Presented at *Southern Management Association, 2011 Annual Meeting*, Savannah, GA.
- Babin, B., James, K., Shows, D. and **Ocal, Y.** (2011). What shapes ethical judgments' of supervisor behavior? Action, intention or outcomes. *American Marketing Association Summer Educators Conference Proceedings*. (**Best Paper of the Track Award**)
- Atinc, G., **Ocal, Y.** and Uwakonye, M. (2011). FED's impact on the value of dollar through interest rates. The 2011 New Orleans *International Academic Conference* (best paper of the session award)
- Shows, D., **Ocal, Y.** and James, K. (2010). Closer than you think: Out shopping behavior and the perception of distance. *Academy of Marketing Science Annual Conference Proceedings*
- Parker, J. and **Ocal, Y.** (2009). Nonprofit Organizations Can Have Brand Communities. *Society of Marketing Advances Annual Conference Proceedings*
- **Atinc, Y.** (2009). Economic Side of Relationship Marketing. *Academy of Marketing Science Annual Conference Proceedings*

Scholarly activities

- Guest Lecturer: IESEG France, UIBE China, SXUFE China
- Editorial Review Board Member: *Journal of Business Research* (2015-2021)
- Track chair: *Academy of Marketing Science Annual Meeting* (2012)
- Reviewer: *Academy of Marketing Science Annual Meetings* (2009, 2010, 2011)

- Ad hoc reviewer: Journal of Business Research, Journal of Marketing Theory and Practice
- Session chair: World Marketing Congress, Reims, France (2011)
- Consortium fellow: World Marketing Congress, Reims, France (2011)

Awards

- Faculty Fellowship- Texas A&M University Commerce (2018, 2019)
- Faculty Engagement Award-Texas A&M University Commerce (2016)
- Best Paper of the Track Award-Southern Management Association (2012)
- Doctoral Consortium Fellowship Award-Academy of Marketing Science (2011)
- Best Paper Award-American Marketing Association (2011)

RESEARCH INTERESTS

Relationship Marketing, Service failure recovery regarding minorities, Cultural and Global influences in Marketing, Research Methods

SERVICE

UNIVERSITY SERVICE

- Faculty Senate President (Elected 2021-TAMUC)
 - Revision of senate constitution
 - Revision of multiple policies related to faculty success such as Faculty Ombudsman, Faculty Athletics Representative
 - Organization of Faculty Senate Summit
 - Attendee of Texas Council of Faculty Senates and Texas A&M System Assembly of Faculty Senates (serving on vision, mission, and constitution preparation subcommittees)
 - Initiated revision of University Tenure and Promotion Policy
 - Panel for International Faculty on Tenure and Promotion
- Served on Vice-Provost Search Committee (TAMUC)
- President's Diversity and Inclusion Committee (TAMUC-ended 2019)

COLLEGE SERVICE

- Tenure and Promotion Committee Co-Chair (TAMUC)
 - Review of multiple faculty tenure and promotion folders
 - Review of emeritus status folders (TAMUC)

- Student and Alumni Committee Chair (TAMUC)
 - Organization of Annual Scholarship Banquet (with Event Marketing course)
 - Raised \$8,000 for student scholarships
 - Preparation of College of Business Annual Newsletter

- Marketing and Branding Committee Chair (TAMUC)
 - Prepared Marketing and Social Media Plan for College of Business branding efforts
 - Responsible for recognizing outstanding faculty for research and teaching
 - Preparation of College of Business Annual Newsletter

- Teaching Effectiveness Committee Member (TAMUC)
 - Prepared metrics to evaluate and measure teaching effectiveness
 - Created, administered, and piloted peer evaluation system

- Undergraduate Curriculum Committee Member (AUM)
- Advisor for Phi Beta Lambda Business Fraternity
- Financial Strategies Committee Member
- Faculty Handbook Committee Member

DEPARTMENT SERVICE

- Faculty Senator (TAMUC)
- Marketing and Business Analytics Department Faculty Senator (TAMUC)
- Honors student thesis advisor (TAMUC)
- Several search committees (TAMUC)
- Update of Master of Science in Marketing Curriculum
- Co-chair of Marketing Club (AUM)

COMMUNITY SERVICE

- Consulting Project – North Texas Municipal Water District (\$30,000)
- Follow-up Consulting Project – North Texas Municipal Water District (\$15,000)

PROFESSIONAL SERVICE

- Editorial Board – Journal of Business Research
- Ad-Hoc Reviewer of various Marketing journals such Journal of Marketing Theory and Practice and Journal of Business Research

PROFESSIONAL AFFILIATION

- Academy of Marketing Science (Member)
- American Marketing Association (Member)

PROFESSIONAL EXPERIENCE

2004 March – 2004 September Bogazici Egitim, Istanbul, Turkey

European Union Funded Projects Coordinator

2003 Jan. - 2004 Feb. Siemens Business Services, Istanbul, Turkey

Case Manager

- Handled the customer demands and complaints about the company's products. (Toshiba Global Interaction Center)
- Prepared and administered training sessions for newly hired agents
- Prepared daily and monthly reports about the progress.
- Received training and experienced customer relations and customer handling techniques, specialized in Call Center