

Ekin Pehlivan, PhD

Ekin is an Associate Professor of Marketing at the Martin V. Smith School of Business and Economics. Her classes are not conventional lectures. In this age of information, her objective is never to teach content alone, which is available and accessible to all; but rather enhance students' critical thinking and argumentation skills, along with the application of key concepts to real world situations. To this end her classes collaborate with local non-profits, social enterprises and small businesses in the Ventura county area, with the support of the Center of Community Engagement.

Her research has been featured in academic and practitioner journals such as Journal of Global Marketing, Journal of Macromarketing, Journal of Advertising Research, Journal of Consumer Behavior, Business Horizons, Journal of Public Affairs, Product Planning and Control, Journal of Commercial Biotechnology. Ekin is interested in a multiplicity of topics due to her interdisciplinary background. Her main area of interest is messaging strategies directed at skeptical consumers, but she also works on issues related to contested markets, social/cause marketing, influencer marketing (consumer generated marketing), data privacy in the AdTech space, gamification in marketing higher education. She is an active member of the American Marketing Association, The Academy of Marketing Science and Marketing Educators' Association, and attends national and international conferences with these organizations every year.

Representative Courses Taught

- MKT 310 Principles of Marketing
- MKT 320 Marketing Strategy
- MKY 410 International Marketing
- MKT 411 New Product Development
- MKT 415 Brand Management

Scholarship

Keywords

Psycholinguistics, Marketing, Advertising, Strategy, Social Media, Customer Co-creation, Ironic Advertising, Skeptical Consumers, Influencer Marketing, Contested Markets, AdTech Data Privacy