

CURRICULUM VITAE

EMINE SARIGOLLU

ADDRESS

McGill University
Desautels Faculty of Management
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EDUCATION

- | | |
|--------|------------------------------------------------------------------------------------|
| Ph.D. | The Wharton School
University of Pennsylvania
Major Field: Marketing
1989 |
| M.A. | University of Pennsylvania
1987 |
| M.B.A. | Bogazici University (Turkey)
1981 |
| B.A. | Bogazici University
1980 |

ACADEMIC AWARDS AND HONORS

MUS Professor of the Year, 2009 – 2010

Winner of Alden G. Clayton Doctoral Dissertation Proposal Competition by the Marketing Science Institute, 1988

Doctoral Fellowship in Marketing, University of Pennsylvania, 1983-1987

Fulbright Scholarship, 1983-1987

List of Honor (MBA), 1981

List of Honor (Undergraduate), 1976-1980

AIIESEC Traineeship Award, 1979

UNIVERSITY POSITIONS

Associate Professor, Faculty of Management, McGill University, June 1994-Present

Academic Director International Management, August 2012-Present

Director, McGill Institute of Marketing (former KARMA Centre), September 1997-2013

Associate Dean Student Affairs, July 2007–2012

Director, Bachelor of Commerce Program, January 2005–July 2007

Visiting Professor, Faculty of Economics and Administrative Sciences, Bogazici University, September 1995-August 1996

Assistant Professor, Faculty of Management, McGill University, June 1988-1994

Adjunct Assistant Professor, Graduate School of Management, Rutgers University, July 1987-June 1988

Teaching Assistant, Wharton School, University of Pennsylvania, September 1983-June 1987

PUBLICATIONS

Karakas, Fahri, Sarigöllü, Emine and Kavas, Mustafa, “Discourses of Collective Spirituality: An Inquiry into Transcendence, Connectedness, and Virtuousness in Anatolian Tigers” *Journal of Business Ethics* (forthcoming)

Huang, Rong and Sarigöllü, Emine, “Assessment of Brand Equity Measures”, *International Journal of Market Research* (forthcoming)

Karakas, Fahri, Sarigöllü, Emine and Manisaligil, Alperen, “The Use of Benevolent Leadership Development to Advance Principles of Responsible Management Education”, *Journal of Management Development*, 32 (8), 2013, pp. 801-822. Lead article.

Karakas, Fahri and Sarigöllü, Emine, “The Role of Leadership in Creating Virtuous and Compassionate Organizations”, *Journal of Business Ethics*, 113 (4), 2013, pp. 663-678.

Karakas, Fahri and Sarigöllü, Emine, “Benevolent Leadership: Conceptualization and Construct Development”, *Journal of Business Ethics*, 108 (4), 2012, pp.537-553.

Huang, Rong and Sarigöllü, Emine, “How Brand Awareness Relates to Brand Market Outcome, Brand Equity and the Marketing Mix”, *Journal of Business Research*, 65 (1), 2012, pp.92-99.

Sarigöllü, Emine, “A Cross-Country Exploration of Environmental Attitudes”, *Environment & Behavior*, 41 (3), 2009, pp.365-386.

Huang, Rong and Sarigöllü, Emine, “Assessing Satisfaction with Core and Secondary Attributes” *Journal of Business Research*, 61 (9), 2008, pp. 942-949.

Huang, Rong and Sarigöllü, Emine, “Benefits Segmentation of Tourists to the Caribbean”, *Journal of International Consumer Marketing*, 20 (2), 2008, pp.67-83.

Jo, Myung-Soo and Sarigöllü, Emine, "Cross-Cultural Differences of Price-Perceived Quality Relationships", *Journal of International Consumer Marketing*, 19 (4), 2007, pp.59-74.

Bodur, Muzaffer and Sarigöllü, Emine, "Environmental Sensitivity in a Developing Country: Consumer Classification and Implications", *Environment & Behavior*, 37 (4), 2005, pp. 487-510.

Sarigöllü, Emine and Huang, Rong, "Benefit Segmentation of Visitors to Latin America", *Journal of Travel Research*, 43 (3), 2005, pp. 277-293.

Ewing, Gordon and Sarigöllü, Emine, "Assessing Consumer Preferences for Clean-Fuel Vehicles: A Discrete Choice Experiment", *Journal of Public Policy and Marketing*, 19 (1), 2000, pp. 106-118.

Ewing, Gordon and Sarigöllü, Emine, "A Model of Car Fuel-Type Choice under Travel Demand Management and Economic Incentives", *Transportation Research D*, 3 (6), 1998, pp. 429-444.

Sarigöllü, Emine, "Satiation and Switching: The Dynamic Attribute Satiation Model Meets Observed Choice Patterns", *Applied Stochastic Models and Data Analysis*, 14 (3), 1998, pp. 175-187.

Vincent, George, Milne, Simon and Sarigöllü, Emine, "Evolving Demand for Grenada's Tourism Product", *Journal of International Consumer Marketing*, 10 (3), 1998, pp. 63-83.

Sarigöllü, Emine and Schmittlein, David C., "The Effect of Variety Seeking Behaviour on Optimal Product Positioning", *Applied Stochastic Models and Data Analysis*, 12 (1), 1996, pp. 27-44.

Sarigöllü, Emine, "Assessing the Predictive Effectiveness of the Variety Seeking and Reinforcement Models", *Applied Stochastic Models and Data Analysis*, 10 (1), 1994, pp. 27-46.

CHAPTERS IN BOOKS

Huang, Rong and Sarigöllü, Emine, "How Brand Awareness Relates to Brand Market Outcome, Brand Equity and the Marketing Mix", Tsan-Ming Choi (ed.) *Fashion Branding and Consumer Behaviors*, International Series on Consumer Science, Springer Science+Business Media New York, 2014

BOOK REVIEWS

Sarigöllü, Emine, "Marketing Strategy and Uncertainty", Sharan Jagpal, *Journal of Marketing Research*, 37(1), 2000, 134.

REFEREED PROCEEDINGS

Jo, Myung-So, Gall, Neil and Sarigöllü, Emine, "Effects of Consumers' Bargain Seeking on Price Discount Information of Online and Offline Shopping", Proceedings of the Society for Consumer Psychology, Winter Conference, edited by Susan E. Heckler and Stewart Shapiro, 2001.

PAPERS UNDER REVIEW

"Spirals of Spirituality: A Qualitative Study Exploring Positive Patterns of Spiritual Organizing in Turkish Organizations" with Fahri Karakas

"A Study of Relationship between Environmental Attitude and Behavior in a Developing Country" with Rong Huang

“Management Learning at the Speed of Life: Designing Reflective, Creative, and Collaborative Spaces for the Net Generation” with Fahri Karakas and Alperen Manisaligil

“Inquiring Virtuous Organizing Using Visual and Qualitative Methods: Taxonomy of Organizational Virtues” with Fahri Karakas

“Examining the Relationship of Locus of Control, Environmental Attitude and Environmental Behavior” with Rong Huang

RESEARCH IN PROGRESS

“An Integrated Model of Corruption, Political Risk, CSR, and Pollution” with Frederick Staphenurst, Myung-Soo Jo and Fahri Karakas

“Cross-cultural exploration of attitudes and behaviour toward re-usable products” with Rong Huang and Myung-Soo Jo

CONFERENCE PRESENTATIONS

“Cross-cultural Exploration of Attitudes and Behaviour Toward Re-usable Products” with Rong Huang and Myung-Soo Jo, Marketing Science Conference, Istanbul, Turkey 2013

“Benefit Segmentation and Post-Experience Assessment of Tourists to the Caribbean”, with Rong Huang, International Conference on Business, Management and Economics, Izmir 2005

“Bricks and Clicks versus Pure On-liners: Success Factors, Brand Perceptions and First-Mover Advantages”, with Myung-Soo Jo and Demetrios Vakratsas EURO/INFORMS Joint International Meeting, Istanbul, 2003

“Cross Country Investigation of Environmental Attitudes”, McGill Symposium on Environmental Research, Montreal, 2003

"Measuring Consumer Preferences for Low-Emission Cars: A Discrete Choice Experiment", with Gordon Ewing, Marketing Science Conference, University of New South Wales, Sydney, Australia, 1995

"When Will Consumers Switch to Public Transit? The Impact of User Charges on Commuter Mode Choice", with Gordon Ewing, TIMS International Meeting, Singapore, 1995

"Relationship Between Ad Content Information and Brand Sales", with Amitava Chattopadhyay and Gerald Gorn, Association for Consumer Research Conference, Nashville, 1993

"Measuring Promotion Effects: When Doing Nothing Matters", with Alex Whitmore, American Statistical Association Conference, San Francisco, 1993

"Are Coupon Effects Overestimated?", Marketing Science Conference, Washington University, St. Louis, 1993

"Grenada's Tourism Product: Exploring the Development Options", with George Vincent and Simon Milne, Grenada Tourism Forum: Planning for the Tourism in the Nineties, Grand Anse, 1993

"An Investigation of the Relationship Between Ad Attitude and Product Choice using Scanner Data", with Amitava Chattopadhyay, Marketing Science Conference, London Business School, 1992

"The Effect of Variety Seeking Behavior on Optimal Product Positioning", with D. C. Schmittlein, TIMS/ORSA, Joint National Meeting, Las Vegas, 1990

"An Investigation of the Relative Predictive Effectiveness of the Variety Seeking and Reinforcement Models Using Scanner Data", with D. C. Schmittlein, Marketing Science Conference, University of Illinois, Urbana-Champaign, 1990

"Estimation and Testing of Probabilistic Brand Choice Models on Scanner Data", McGill-University of Toronto Marketing Symposium, Toronto, 1990

"Satiation and Switching: The Dynamic Attribute Satiation Model Meets Observed Choice Patterns," with D.C. Schmittlein, Association for Consumer Research Conference, New Orleans, 1989

"Patterns of Brand Choice When Consumers Follow a Dynamic Satiation Process", with D. C. Schmittlein, Marketing Science Conference, Duke University, North Carolina, 1989

"A Dissertation Proposal: Patterns of Brand Choice When Consumers Follow A Dynamic Satiation Process: When Does Switching Indicate Satiation?", American Marketing Association Doctoral Consortium, University of California at Berkeley. Presented at the special award ceremony of the Alden G. Clayton Doctoral Dissertation Proposal Competition, 1988

RESEARCH GRANTS

Marketing Science Institute grant with Demetrios Vakratsas and Myung-Soo Jo, for "What Happens to ".coms" When "Conventionals" Go Hybrid? The Case of Online Grocery Portals", \$US 16,000; 2001

FCAR Grant with Simon Milne, and Gordon Ewing, for "Changes in Tourism: Exploring the Marketing, Product Development and Regional Economic Dimensions", \$118,932; 1994-1997

Environment Canada Grant with Gordon Ewing, for "The Role of User Charges in Reducing Automobile Air Pollution in Canada", \$47,750; 1993-1994

Faculty of Management Internal Research Committee Grant, for "The Impact of TV Advertising on Sales", \$3,500; 1994

Grenada Government Grant with Simon Milne and George Vincent, for "Grenada's Tourism Product: Exploring the Development Options", \$7,000; 1993

Social Sciences Grants Sub-Committee of the Faculty of Graduate Studies and Research, McGill University, \$3,450; 1993

Sponsored by the Marketing Science Institute (Boston, Mass), NPD/Nielsen (Port Washington, NY), and Research Systems Corporation (Evansville - Indiana) for the "An Investigation of the Relationship Between Ad Attitude and Brand Choice Using Scanner Data," project, 1992

Faculty of Graduate Studies and Research Travel Grant for the Marketing Science Conference in London, UK, \$800; 1992

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "The Effect of Variety Seeking Behaviour on Optimal Product Positioning", \$2,000; 1991

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "A Comparative Study on the Relative Performance of Stochastic Variety Seeking Models", \$2,500; 1990

Start-up funds from the Faculty of Graduate Studies and Research, \$5,000; 1989

Humanities and Social Sciences Research Grants of the Faculty of Graduate Studies and Research, McGill University, for "Satiation and Switching: the Dynamic Attribute Satiation Model Meets Observed Choice Patterns", \$3,000; 1989

Special Funding from Research Committee of Faculty of Management, McGill University, \$2,000; 1988

RESEARCH SUPERVISION

Doctoral Supervisor:

Bob MacKalski (co-supervise with B. Grohmann), Faculty of Management, 2008-2014
Fahri Karakas, Faculty of Management, 2007-2009 (position upon graduation: Open University, UK). Winner of 2010 Emerald/EFMD Outstanding Doctoral Research Award.
Rong Huang, Faculty of Management, 2002-2008 (position upon graduation: Shanghai University of Finance and Economics)

Doctoral Thesis Committee member:

Andres Garcia, HEC, Marketing, 2013-date
Mouna Sebri, HEC, Marketing, 2009-date
Tarek Ben Rhouma, HEC, Marketing, 2009-2013 (position upon graduation: Intégrale MBD)
Ceren Kolsarici, Faculty of Management, Marketing, 2004-2009 (position upon graduation: Queens' University)
Nawel Amrouche, HEC, Marketing, 2003-2007 (position upon graduation: Long Island University, New York)
Ramla Jarrar, HEC, Marketing, 2001-2004 (position upon graduation: Greenwich University, UK)
Anoop Madhok, Faculty of Management, Policy, 1991-1993 (position upon graduation: David Eccles School of Business, University of Utah, Department of Management)
George Anthony Vincent, Department of Geography, McGill University, 1991-1996 (position upon graduation: Organization for American States, Intersectoral Unit for Tourism)

Doctoral Thesis Oral Examination Committee member:

Marilyn Terzic, Department of Art History and Communication Studies, McGill, 2011
Beste Kucukyazici, Faculty of Management, Operations Management, 2009
Yue Zhang, Faculty of Management, Operations Management, 2008
Hankyu Chu, Faculty of Management, Multidisciplinary Topics 2008
Farzad Rafi Khan, Faculty of Management, Strategy, 2004
Abdullah Dasci, Faculty of Management, Operations Management, 2001
Francois Coderre, Faculty of Management, Marketing, 1994
Rohit Bhatnagar, Faculty of Management, Operations Management, 1994
Dominique Rouzies, Faculty of Management, Marketing, 1992
Ghislaine Cestre, Faculty of Management, Marketing, 1992

Wolfgang Haider, Department of Geography, McGill University, 1991

Master's Thesis or MBA Independent Topic Supervision:

2012-2013 Elyse Boulanger (EMBA)
2007-2008 Salah Elatrash
2005-2007 Simon Merry (MBAJapan)
2004-2005 Shirley Picknell
2003-2004 Walter Berner (MBAJapan)
2001-2002 Jean Vittot, Hiragi Noriagi (MBAJapan)
2000-2001 Chetan Malik
1999-2000 Nadege Gaillard, Steve Sahakian, Joseph Zerbe
1998-1999 Juan-Carlos Cruz, Christophe Kruppa, Yeon Woo Kim, Vessela Zaykova, Daniel Champagne, Yanli Chen, David Malcolm
1998-1999 Javed Iqbal, Ina Leitere (EPM)
1997-1998 Sara Wilkens, John Verners
1996-1997 Severine Jarry
1995-1997 Albert Lukban (Department of Mathematics Statistics)
1994-1995 Jean Park, Lucie LaLumiere
1991-1992 Karine Raynal
1990-1991 Eric Fournier
1988-1989 Joanna Zapior

Undergraduate Independent Topic & Internship Research Supervision:

2013-2014 Charles Bernardi, Waters Cahill, Denizcan Hekimoglu, Nuri Hwang, Ayseli Izmen
2012-2013 Sheret Ross, Brooke Victoria Taylor
2011-2012 Mariana Botero, Maritza Godinez, Clothilde Goujard, Joanna Klimczak, Samantha Metaxas, Jacqueline Ng, Turgut Engin Ozoguz
2010-2011 Annaliese Behrens, Lyla Bussières, Omar Chatur, Clemence Chaveau, Ishan Chhabra, Danielle Cole, Alex Damianou, Juan Gallen, Sue Hyun Kwon, Kayson Quach, Steven Reznick, Dan Zhao
2009-2010 Radhia Houidi, Paul Jebara
2007-2008 Shafaq Latif
2006-2007 Sila Gurmen
2005-2006 Erika Bennett, Michael Gaudet, Malika Quemerais, Troy Puddington,

Other Research Supervision:

Supervised MBA and BCom student groups in their marketing research projects for various firms and organizations including Saint James United Church, Le Groupe Jean Coutu, Bell Canada, CIBC, Rhone - Poulenc Rorer, Smith and Nephew, St. Ambroise, Canadian Hemophilia Society, Corporation professionnelle des physiothérapeutes du Québec, McGill University (Affinity Card, recycling, various projects for Engineering, Nursing, and Management faculties), 1988-1998.

COURSES DEVELOPED and/or TAUGHT

Management in Global Context (undergraduate)
Marketing Research I (MBA and undergraduate)
Marketing Research II (MBA and undergraduate)
Data-Based Marketing (MBA and undergraduate)
Decision Support Systems in Marketing (MBA)
Quantitative Models in Consumer Behaviour (PhD)
Marketing Management (undergraduate)
Marketing Management (executive)
Business Survey Methods (executive)

Response Models in Marketing (executive)

INTERNATIONAL & EXECUTIVE TEACHING EXPERIENCE

Instructor, Marketing, McGill International Executive Institute

Instructor, MBAJapan, Marketing Management and Marketing Research, 1999-2005

Instructor, IMPM, Response Models in Marketing, 1998-2001

Instructor, McGill McConnell Voluntary Sector Program, Research Techniques: Designing & Conducting Surveys, 2000

Visiting Professor, Renmin University, People's Republic of China; Marketing Research, 1995 and, Business Survey Methods, 1995

ADMINISTRATIVE RESPONSIBILITIES

Internal – within Faculty of Management

Administrative appointments

Academic Director International Management, August 2012 - date

Associate Dean Student Affairs, July 2007-July 2012

Director, Bachelor of Commerce Program, January 2005-July 2007

Area Coordinator, Marketing, 2000-2006

Academic Director, McGill Institute of Marketing (former KARMA Centre), 1997-2013

Principal Investigator, McGill Royal University of Women in Bahrain project, 2003-2006

Committee assignments

Chair, Undergraduate Program Committee, 2005-2012

Chair, Undergraduate Scholarship Committee, 2008-2012

Chair, Steering Committee, McGill Institute of Marketing, 1997-date

Member, Academic Committee, 2000-2012

Member, Faculty Tenure Committee, 1998-1999, 2000-2004

Alternate Member, Promotion and Tenure Committee, 1996-1997

Member, International Management Consortium, 2004-2005

Chair, Knowledge and Learning Resources Committee, 2003-2004

Member, Research Council, 2003-2004

Member, Academic Performance Review Committee, 2002-2003

Member, Merit Committee, 2000-2001, 2002-2003

Member, Workload Committee, 2000-2001

Member, Strategy Committee, 2000-2001

Member, Advisory Committee for a Dean of Management, 1999-2000

Member, Research Committee 1989-1990, 1994-1995, 1997-2000

Member, Web Committee, 1997-1998

Member, Computer Policy Committee 1994-1995, 1996-1997

Member, Ph.D. Committee 1990-1994, 1996-1997

Member, Mid-Range Computer Policy Sub-Committee 1995

Member, Regional Advisory Committee - Latin America 1993-1995

Member, Building Committee 1991-1992

Member, Computer Committee 1990-1992

Other assignments

Academic Mentor, Major in International Management, 2008 - date

Chair, International Work Group, 2007 - date

Chair, Valedictorian Selection Committee, 2005-2012

Chair, BCom Supplemental Application Review Board, 2007-2009

Chair, BCom Program Study Group, 2007-2008
Member, Faculty Program Review Group, 2007-2008
Member, Operation Resource Group, 2005-2006
Student Advisor, Marketing BCom 2003-2007
Student Advisor, Marketing MBA 2005-2006
Chair, BCom core redesign task force, 2005
Coordinator, BCom Marketing Management core course, 2003-2005
Member, Task force – Faculty Living Agenda: Report on Ideal Value Proposition for Professors, 2002-2003
Member, Task Force, Strategic Renewal Initiative, 2002-2003
Organizer, Frontiers in Marketing Symposium, 1999, 2000
Advisor, case competitions 1998-2000
Undergraduate Advising Assignment, 1996-1998
Proposed and established the exchange program between McGill and Bogazici University, 1995
Co-organizer, the "McGill University-Industry Symposium on Marketing", 1992
Supervisor, the Computer Committee's User Study, 1991
Supervisor, the Building Committee's User Study, 1991
Supervisor, the Undergraduate Overseas Summer School Program Study, 1991
Co-organizer, the Fourth Annual McGill-University of Toronto Marketing Symposium, 1990

External – from Faculty of Management

Chair, Marketing Committee, Centre for Continuing Education, 2002-2012
Member, Diploma in Management Committee, Centre for Continuing Education, 2002-2012
Member, Faculty Review Group, Centre for Continuing Education, 2007-2008

University committees and functions

Member, Advisory Committee for the Selection of an Ombudsperson, 2014
Member, University Appeals Committee, 2013-2016
Member, Academic Policy Committee, 2013-2016
Member, Exchange and Study Away Steering Committee, 2011-2014
Member, Work Group on Services to Students at McGill, 2012
Member, McGill Writing Center Advisory Committee, 2011-2012
Member, Enrolment and Student Affairs Advisory Committee (ESAAC), 2009-2012
Chair, ESAAC Workgroup on Exam Regulations, 2009-2011
Member, Subcommittee on Admissions Reviews, 2009-2012
Member, Subcommittee on Student Affairs Policies, 2009-2012
Member, Scholarship Review Subcommittee, 2009-2012
Member, Quebec Studies Committee, 2009-2012
Member, Member, University Tenure Committee for the Faculty of Agricultural and Environmental Sciences, 2008-2011
Member, Senate Committee on the Coordination of Student Services, 2008-2011
Special Advisor to the Advisory Committee for the Selection of a Dean of Continuing Education, 2007-2008
Member, Senate Committee on Student Affairs (CSA), 2005-2009
Member, CSA subcommittee on Student Affairs Policies, 2007-2009
Member, Senate University Admissions Committee (UAC), 2005-2009
Member, UAC Subcommittee on Admission Reviews, 2007-2009
Member, Senate University Committee on Scholarships and Student Aid (UCSSA), 2005-2009
Member, Strategic Enrolment Management Advisory (SEMA), 2007-2008
Member, University Tenure Committee, 1999-2000, 2004-2005
Alternate member University Tenure Committee, 2005-2006

Community and professional committees and functions

Member, Advisory Committee, Canada World Youth - Global Learner Program, 2012-date

Member, Board of Governors Dawson College, 2005-2008

OTHER PROFESSIONAL ACTIVITIES

Panelist in *Reinventing Retail in the New Millenium* Seminar organized by The Dobson Centre for Entrepreneurial Studies, Sep. 28, 1999