

# S. Umit Kucuk

[kucukuu@plu.edu](mailto:kucukuu@plu.edu)

<https://www.linkedin.com/in/s-umit-kucuk/>

## EDUCATION

---

- August 2003 -- 2005 **Post Doc**  
Darden Graduate School of Business Administration  
University of Virginia, Charlottesville, VA USA  
(Supervisor Professor: Paul W. Farris)
- 1996 -- 2001 **Ph.D.** (Concentrated in Marketing)  
Department of Business Administration  
Hacettepe University, Beytepe/Ankara/TURKEY
- August 2000 – May 2001 **Visiting Researcher**  
Darden Graduate School of Business Administration  
University of Virginia, Charlottesville, VA USA
- 1993 – 1996 **Master of Science** (Concentrated in Marketing)  
Department of Business Administration  
Hacettepe University, Beytepe/Ankara/TURKEY
- 1989 – 1993 **Bachelor of Science**  
Department of Statistics  
Hacettepe University, Beytepe/Ankara/TURKEY

## BOOKS

---

- **Consumer Voice: The Democratization of Consumption Markets in the Digital Age**, Palgrave MacMillan, 2020, ISBN 978-3030539825.
- **Brand Hate** (2<sup>nd</sup> Edition), Palgrave Macmillan: Cham, 2019, ISBN 978-3-030-00379-1.  
  
“In the wake of publications such as Dr. S Umit Kucuk's *Brand Hate: Navigating Consumer Negativity in the Digital World*, articles are popping up in psychology journals across the globe.” (Karen Correia da Silva, Forbes, Aug 21, 2019).
- **Visualizing Marketing: From Abstract to Intuitive**, Palgrave Macmillan: Cham, 2017, ISBN 978-3-319-48027-5.
- **Brand Hate: Navigating Consumer Negativity in the Digital World**, Palgrave Macmillan: Cham, 2016, ISBN 978-3-319-41518-5.  
  
“This book is the certain and definitive starting point for academicians wanting to understand and venture into the domain of brand hate and a must read for researchers in the area of consumer retaliation and negative word of mouth.” (Krishnan Jeesha, IIM Kozhikode Society & Management Review, Vol. 7 (2), July 2018)  
  
“Written by S. Umit Kucuk, a prominent scholar and expert in marketing psychology and consumer behavior, *Brand Hate: Navigating Consumer Negativity in the Digital World* is smart and pithy. ... This is an essential book to learn and recover from brand hate situations.” (Joanne Broder Sumerson, *PsycCRITIQUES*, Vol. 62(16), April 2017)

## PEER-REVIEWED JOURNAL ARTICLES

---

- “Developing a Brand Hate Theory: Where are we now?” **Strategic Change**, 2021, Vol.30 (1): 29-33.
- “Reverse (Brand) Anthropomorphism: The Case of Brand Hitlerization” **Journal of Consumer Marketing**, 2020, Vol.37 (6): 651-659.
- “Consumer Brand Hate: Steam Rolling Whatever I see” **Psychology & Marketing**, 2019, Vol.36 (5): 431-443. - *Featured in Forbes on August 21, 2019 news title: Why do people hate your brand?*  
<https://www.forbes.com/sites/karencorreiasilva/2019/08/21/why-do-people-hate-your-brand/#21a9789035c0>  
- “Top Cited Article 2019-2020” **Psychology & Marketing**, **Wiley**
- “Macro-Level Antecedents of Consumer Brand Hate” **Journal of Consumer Marketing**, 2018, Vol.35 (5): 555-564.
- “Consumerism in the Digital Age” **Journal of Consumer Affairs**, 2016, Vol.50 (3): 515-538 (*Special Issue on the Journal’s 50<sup>th</sup> Anniversary*).
- “Exploring the Legality of Consumer Anti-Branding Activities in the Digital Age” **Journal of Business Ethics**, 2016, Vol.139 (1): 77-93.
- “A Semiotic Analysis of Consumer-Generated Anti-Branding” **Marketing Theory**, 2015, Vol.15 (2): 243-264 (*Listed in the journal’s most read articles list*).
- “Retail Free-Riding: The Case of the Wallpaper Industry” with M. Doane, P. Farris and R. Maddux, **Antitrust Bulletin**, 2013, Vol.58 (1): 129-158 (*Listed in the journal’s most read articles list*).
- “Resale Price Maintenance (RPM): The US and EU Perspectives” with H. Timmermans, **Journal of Retailing and Consumer Services**, 2012, Vol.19 (5):537-544.
- “Can Consumer Power Lead to Market Equalization on the Internet” **Journal of Research for Consumers**, 2012, Vol.21, [http://jrconsumers.com/Academic\\_Articles/issue\\_21/S.%20Umit%20Kucuk%20-%20Academic%20Article.pdf](http://jrconsumers.com/Academic_Articles/issue_21/S.%20Umit%20Kucuk%20-%20Academic%20Article.pdf)
- “Push-Based Brand Awareness: The Role of Product Availability and In-Store Merchandising” **International Review of Retail, Distribution & Consumer Research**, 2011, Vol.21 (3): 201-213 (*Lead Article*).
- “Toward Integrated E-Market Value Creation Process” **Journal of Direct, Data and Digital Marketing Practice**, 2011, Vol.12 (4): 345-363.
- “Negative Double Jeopardy Revisited: A Longitudinal Analysis” **Journal of Brand Management**, 2010, 18 (2): 150-158.
- “The Role of the Internet on Free-Riding: An Exploratory Study of the Wallpaper Industry”, with Robert C. Maddux, **Journal of Retailing and Consumer Services**, 2010, Vol.17 (4): 313-320.
- “The Evolution of Market Equalization on the Internet” **Journal of Research for Consumers**, 2009, Vol.16, [http://jrconsumers.com/academic\\_articles/issue\\_16\\_2009](http://jrconsumers.com/academic_articles/issue_16_2009) (*Lead Article*).
- “Consumer Empowerment Model (CEM): From Unspeakable to Undeniable” **Direct Marketing: An International Journal**, 2009, Vol.3 (4): 327-342.
- “Anti-Branding on the Internet” with S. Krishnamurthy, **Journal of Business Research**, 2009, Vol.62 (11):1119-1126. (*Winner of 2010 “Citation of Excellence” award by Emerald Management Reviews*)
- “Consumer Exit, Voice and ‘Power’ on the Internet” **Journal of Research for Consumers**, 2008, Vol.15, [http://www.jrconsumers.com/academic\\_articles/issue\\_15\\_2008](http://www.jrconsumers.com/academic_articles/issue_15_2008)
- “Can Distribution Explain Double Jeopardy Patterns?” **International Journal of Retail & Distribution Management**, 2008, Vol.36 (5): 409-425.
- “Negative Double Jeopardy: The Role of Anti-Brand Sites on the Internet” **Journal of Brand Management**, 2008, Vol.15 (3): 209-222. (*Selected by Palgrave Macmillan and its editorial team as representative of the journal’s best content*)
- “Economic Confidence & Shopping Costs: An Empirical Analysis in an Emerging Economy”, **Journal of Euro-marketing**, 2007, Vol.16 (4): 5-15 (*Lead Article*).
- “An Analysis of Consumer Power on the Internet” with S. Krishnamurthy, **Technovation**, 2007, Vol.27 (1/2): 47-56. (*Listed in the journal’s “Top Most Downloaded Articles” list*)
- “Impact of Consumer Confidence on Purchase Behavior in an Emerging Market”, **Journal of International Consumer Marketing**, 2005, Vol.18 (1/2): 73-92.
- “Reducing the Out-of-Stock Costs in a Developing Retailing Sector”, **Journal of International Consumer Marketing**, 2004, Vol.16 (3): 75-104.
- “The Changing Consumerism with the Internet: A Global Perspective”, **Journal of Euro-marketing**, 2002, Vol.12 (1): 41-62. (*Listed in the journal’s “Most Popular Articles” list*)

- “A Cross-Cultural Comparison of Consumers’ Acceptance of the Web Marketing Facilities”, with M.Arslan, **Journal of Euro-marketing**, 2000, Vol.9 (3): 27-43. (*Listed in the journal’s “Most Cited Articles” list*)

#### PEER-REVIEWED CONFERENCE PROCEEDINGS

- “Why Do Consumers Hate Your Brand?” 4<sup>th</sup> **International Consumer Brand Relationship (CBR) Conference**, May 21-23, 2015, Porto, Portugal (The winner of the “Best Paper Award”)
- “Digital Consumerism: Exploring Consumer Vulnerabilities on the Internet” **AMA Marketing & Public Policy Conference Proceedings**, June 5-7, 2014, Boston, MA.
- “Consumer Power and Market Equalization” **Proceedings of 40<sup>th</sup> WDSI (Western Decision Sciences Institute) Annual Meeting**, April 5<sup>th</sup>-8<sup>th</sup>, 2011, Portland, OR.
- “Double-Edged Sword: Retail Free-Riding or Price Fixing” with P. Farris, **Proceedings of 17<sup>th</sup> International Conference of EIRASS**, July 2<sup>nd</sup>-5<sup>th</sup>, 2010, Istanbul, Turkey.
- “Retail Free-Riding: The Case of the Wallpaper Industry” with P. Farris and R. Maddux, **Academy of Marketing Sciences (AMS) Annual Conference**, May 26<sup>th</sup> -29<sup>th</sup>, 2010, Portland, OR.
- “The Role of Consumer-Organized Anti-Brand Sites as Market Agents” with S. Krishnamurthy, **Online Marketing Communication Special Session, Academy of Marketing Sciences (AMS) Annual Conference**, Co-Chairs: Greg W. Marshall and Judy A. Siguaw, May 24<sup>th</sup> -27<sup>th</sup>, 2006, San Antonio, TX.
- “Determination of Promotion Strategy Effects on Impulse Products’ Consumption with a Consumer Confidence Index Approach”, **Proceedings of 10<sup>th</sup> International Conference of EIRASS**, August 2003, Portland, OR.

#### COURSES TAUGHT (*Experienced in Online Teaching and Distance Learning*)

Graduate Courses		
MS Marketing Strategy & Cons. Behavior	(4.33/5.00)	Pacific Lutheran University, Tacoma, WA
MBA Applied Marketing	n/a	City University of Seattle, Seattle, WA
MBA Consumer Behavior	(4.00/5.00)	City University of Seattle, Seattle, WA
MBA Intercultural Communication	(4.30/5.00)	City University of Seattle, Seattle, WA
MBA Managerial Economics	n/a	City University of Seattle, Seattle, WA
Undergraduate Courses		
Organizational Behavior	(4.90/5.00)	University of Washington, Tacoma, WA
Introduction to Marketing	(4.30/5.00)	University of Washington, Tacoma, WA
Consumer Behavior	(4.60/5.00)	University of Washington, Tacoma, WA
Research Methods	(4.40/5.00)	University of Washington, Tacoma, WA
Statistics	(4.58/5.00)	City University of Seattle, Seattle, WA
Essential Marketing Concepts	(4.08/5.00)	Central Washington University, Ellensburg, WA
Essential Marketing Concepts ( <i>Online</i> )	(4.11/5.00)	Central Washington University, Ellensburg, WA
Marketing Promotion Management	(4.50/5.00)	Central Washington University, Ellensburg, WA
Principles of Marketing	(4.71/5.00)	Central Washington University, Ellensburg, WA
Applications of Statistics II	(4.10/5.00)	Eastern Washington University, Bellevue, WA
Advanced Data Analysis	(4.00/5.00)	Eastern Washington University, Bellevue, WA
E-Marketing	(3.40/5.00)	University of Washington, Bothell, WA
Introduction to Marketing	(4.00/5.00)	University of Washington, Bothell, WA
Internet Marketing	(4.05/5.00)	Seattle University, Seattle, WA
International Business	(4.23/5.00)	Bilkent University, Ankara-Turkey
Marketing Principles	(4.80/5.00)	Bilkent University, Ankara-Turkey
Retail Management	(4.88/5.00)	Bilkent University, Ankara-Turkey
E-Marketing and Its Socio-Economic Impacts		Evergreen State College, Olympia, WA

#### AWARDS

2021	Nominated for <b>Distinguished Research Award</b> , University of Washington Tacoma
2019	<b>Recognized Reviewer</b> , Journal of Retailing and Consumer Services
2017	<b>Recognized Reviewer</b> , Journal of Retailing and Consumer Services
2017	<b>Outstanding Reviewer</b> , Journal of Interactive Marketing
2016	<b>Outstanding Reviewer</b> , Journal of Business Research
2016	<b>Recognized Reviewer</b> , Journal of Interactive Marketing
2015	<b>Best Paper Award</b> , 4 <sup>th</sup> International Consumer-Brand-Relationships Conference, Porto-Portugal.

- 2015 **Best MBA Instructor of the Week** (twice), City University of Seattle, MBA Program
- 2010 **Emerald Management Reviews** "*Citation of Excellence*" Award (Selected among 20,000 articles published in 2009)
- 2001 **CIHEAM-IAMZ** (International Center for Advanced Mediterranean Agronomic Studies-Agronomic Institute of Zaragoza) Scholar
- 2000 **AMA** (American Marketing Association) Visiting Scholar Travel Grant Winner
- 2000 **TUBA** (Turkish Academy of Sciences) Doctoral Dissertation Research Fellow
- 1999 **CIHEAM-IAMZ** (International Center for Advanced Mediterranean Agronomic Studies-Agronomic Institute of Zaragoza) Scholar
- 1997 **CIHEAM** (International Center for Advanced Mediterranean Agronomic Studies) Scholar
-