

## **Yuksel, Mujde (Associate Professor)**

### **Refereed Journal Articles**

#### **Journal Article, Academic Journal**

- Labrecque, L. I., Markos, E., Yuksel, M., Khan, T. A. (2022). Value Creation (vs Value Destruction) as an Unintended Consequence of Negative Comments on [Innocuous] Brand Social Media Posts. *Journal of Interactive Marketing*, 57(1), 115-140. <https://doi.org/10.1177/10949968221075820>
- Yuksel, M., Smith, A. N., Milne, G. R. (2021). Fantasy sports and beyond: Complementary digital experiences (CDXs) as innovations for enhancing fan experience. *Journal of Business Research*, 134, 143-155. <https://doi.org/10.1016/j.jbusres.2021.05.037>
- Yuksel, M., Smith, A., Smith, R. S., Bicen, P., Wilson, E., Weiner, J. (2021). Student interest in client-sponsored projects: The quest for engagement in marketing research courses. *Journal of Marketing Education*, 43(3), 354-370. <https://doi.org/10.1177/0273475321996797>
- Yuksel, M., Darmody, A., Venkatraman, M. (2019). When consumers own their work: Psychological ownership and consumer citizenship on crowdsourcing platforms. *Journal of Consumer Behaviour*, 18(1), 3-11. <https://doi.org/10.1002/cb.1747>
- Darmody, A., Yuksel, M., Venkatraman, M. (2017). The work of mapping and the mapping of work: prosumer roles in crowdsourced maps. *Journal of Marketing Management*, 33(13-14), 1093-1119. <https://doi.org/10.1080/0267257x.2017.1348384>
- Darmody, A., Yuksel, M., Venkatraman, M. (2017). The Work of Mapping and the Mapping of Work: Prosumer Roles in Crowdsourced Maps. *Journal of Marketing Management*, 33(13-14), Pages 1093-1119. [www.tandfonline.com/doi/abs/10.1080/0267257X.2017.1348384](http://www.tandfonline.com/doi/abs/10.1080/0267257X.2017.1348384)
- Yuksel, M., McDonald, M. A., Milne, G. R., Darmody, A. (2017). The paradoxical relationship between fantasy football and NFL consumption: Conflict development and consumer coping mechanisms. *Sport Management Review*, 20(2), 198-210. <https://doi.org/10.1016/j.smr.2016.07.001>
- Yuksel, M., Labrecque, L. I. (2016). "Digital buddies": parasocial interactions in social media. *Journal of Research in Interactive Marketing*, 10(4), 305-320. <https://doi.org/10.1108/jrim-03-2016-0023>
- Yuksel, M., Milne, G. R., Miller, E. G. (2016). Social media as complementary consumption: the relationship between consumer empowerment and social interactions in experiential and informative contexts. *Journal of Consumer Marketing*, 33(2), 111-123. <https://doi.org/10.1108/jcm-04-2015-1396>
- Yuksel, M., McDonald, M. A., Joo, S. (2016). Cause-Related Sport Marketing (CRSM): An Organizing Framework and Knowledge Development Opportunities. *European Sport Management Quarterly*, 16(1), 58-85. <https://doi.org/10.1080/16184742.2015.1119172>

### **Other Intellectual Contributions**

#### **Other**

Yuksel, M. (2021). *The Digital Fitness Boom Is Closing Gender Gaps in Health and Wellness*. Healthline Media, Inc. <https://www.healthline.com/health/fitness/digital-fitness-boom-women>

Darmody, A., Yuksel, M., Venkatraman, M. (2015). In Kristin Diehl and Carolyn Yoon (Ed.), *The work of mapping and the mapping of work: prosumption, psychological ownership, and user citizenship in crowdsourced maps* (vol. 43 , eds. Kristin Diehl and Carolyn Yoon, pp. 783-783). Duluth, MN: Association for Consumer Research-North American Conference. [url]: <http://www.acrwebsite.org/volumes/1020248/volumes/v43/NA-43>

### **Research Report**

Yuksel, M., Plosser, L., Sharshun, M. (2022). 2023 Expert Outlook on Health and Fitness. *Expert Outlook 2023: The Age of Instinct*. Canvas8.

Yuksel, M., Darmody, A., Venkatraman, M. (2019). *LISTEN TO ME! THE SCIENCE OF CROWDSOURCING*. Canvas8 Global Library.

### **Conference Proceedings**

#### **Conference Proceeding**

Yuksel, M. (in press). In Joseph Goodman, Hilke Plassmann, and Cristel Russell (Ed.), *Transformative Role of Consumer Accountability: A Practice-Theory Approach*. Paris: Association of Consumer Research.

Yuksel, M., Warmath, D., Yilmaz, G., Thapa, J., Newcomer, J. (2023). In Martina Hutton, Aronté Marie Bennett, Eva Kipnis (Ed.), *From Accountability to Commitment: The Role of Virtual Others in Motivating Women to Adopt and Attain Health Goals* (pp. 93-97). Royal Holloway, University of London.: [https://www.mytcr.org/\\_files/ugd/b4cd18\\_fbf9c20dc1984e5197b2c90c3d13debe.pdf](https://www.mytcr.org/_files/ugd/b4cd18_fbf9c20dc1984e5197b2c90c3d13debe.pdf)

Darmody, A., Yuksel, M., Venkatraman, M. (2022). In Haipeng Chen, Gianna Eckhardt, Rebecca Hamilton (Ed.), *Consumer knowledge hiding practices on digital platforms* (vol. 50, pp. 458-459). Denver, CO: Association for Consumer Research. <https://www.acrwebsite.org/assets/PDFs/Proceedings/Vol50FINAL.pdf>

Yuksel, M., Milne, G., Labrecque, L. (2020). Digital Customer Empowerment Tools for Marketers: An Abstract. *Marketing Opportunities and Challenges in a Changing Global Marketplace* (pp. 145-146). Springer International Publishing. [https://doi.org/10.1007/978-3-030-39165-2\\_63](https://doi.org/10.1007/978-3-030-39165-2_63)

Yuksel, M. (2019). In Rajesh Bagchi, Lauren Block, and Leonard Lee (Ed.), *Empowered, Therefore I Engage* (vol. 47, pp. 1002-1002). <https://www.acrwebsite.org/volumes/2551090/volumes/v47/NA-47>

Venkatraman, M., Darmody, A., Yuksel, M. (2018). In Maggie Geuens, Mario Pandelaere, Michel Tuan Pham, and Iris Vermeir (Ed.), *To Tell and Not to Tell, That is the Question* (vol. 11, pp. 2017-208). <https://www.acrwebsite.org/volumes/1700205/volumes/v11e/E-11>

Yuksel, M., Smith, R. S., McCabe, C. (2018). Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions: An Abstract. *Back to the Future: Using Marketing Basics to Provide Customer Value*.

Yuksel, M., Miller, E. G., Iyer, E. (2017). In Ayelet Gneezy, Vladas Griskevicius, and Patti Williams (Ed.), *Don't Kill the Suspense: The Duality of Suspense in Entertainment*

*Consumption* (vol. 45, pp. 989-989). *Advances in Consumer Research*.  
[www.acrwebsite.org/volumes/v45/acr\\_vol45\\_1024340.pdf](http://www.acrwebsite.org/volumes/v45/acr_vol45_1024340.pdf)

Miller, E. G., Yuksel, M., Iyer, E. (2017). Don't Kill the Suspense: How Outcome Knowledge Influences the Enjoyment of Entertainment (an Abstract). *Creating Marketing Magic and Innovative Future Marketing Trends* (pp. 1439-1439). Springer International Publishing. [https://doi.org/10.1007/978-3-319-45596-9\\_264](https://doi.org/10.1007/978-3-319-45596-9_264)

Yuksel, M., Milne, G. R. (2016). Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking. *Celebrating America's Pastimes: Baseball, Hot Dogs, Apple Pie and Marketing?* (pp. 203-203). Springer International Publishing. [https://doi.org/10.1007/978-3-319-26647-3\\_39](https://doi.org/10.1007/978-3-319-26647-3_39)

Yuksel, M., Darmody, A., Venkatraman, M. (2016). In Thorsten Hennig-Thurau, Charles F. Hofacker (Ed.), *The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior* (vol. 27, pp. c75-76). 2016 Winter Marketing Academic Conference Proceedings: What Happens in Marketing Stays Digital: Rethinking Marketing in the Era of Unlimited Data. <https://www.ama.org/wp-content/uploads/2019/02/2016-ama-winter-proceedings.pdf>

Yuksel, M. (2016). Digital Buddies: Parasocial Interactions and Relationships in Social Media Consumption. *Rediscovering the Essentiality of Marketing* (pp. 763-763). Springer International Publishing. [https://doi.org/10.1007/978-3-319-26647-3\\_163](https://doi.org/10.1007/978-3-319-26647-3_163)

Yuksel, M., Milne, G. R. (2016). Download and Run: An Investigation of Sport Consumer Empowerment through the Effects of Fitness Apps on Behavioral Intention towards Sports Participation. *Rediscovering the Essentiality of Marketing* (pp. 203-203).

Yuksel, M., Milne, G. R. (2014). An Exploration of Fantasy Football Consumption as a Technological Playground of Consumer Empowerment and Social Interactions. *Ideas in Marketing: Finding the New and Polishing the Old* (pp. 375-378). Springer International Publishing. [https://doi.org/10.1007/978-3-319-10951-0\\_140](https://doi.org/10.1007/978-3-319-10951-0_140)

Yuksel, M., Spalding, R., McDonald, M. A. (2013). *Differences in Evaluation of Endorsement Deals: Analytic vs. Holistic Thinking*. 2013 North American Society for Sport Management Conference.

Yuksel, M., Milne, G. R., McDonald, M. A. (2013). *Fantasy Football: A Model for the Metamorphosis of Traditional Consumer Experiences Through Sociotechnical Consumption*. n 2013 AMA Winter Marketing Educators' Proceedings: Challenging the Bounds of Marketing Thought.

Yuksel, M. (2012). *Befriending Sport Celebrities Through Mediated Relationships: Parasocial Interactions and Relationships with Athletes in Social Media*. 2012 AMA Summer Marketing Educators' Conference: Marketing in the Socially-Networked World: Challenges of Emerging, Stagnant & Resurgent Markets.

### **Presentations**

Yuksel, Mujde (Presenter & Author), Leipämaa-Leskinen, Hanna (Author Only), Sorvari, Katariina (Presenter & Author), Research Seminar at UNH, "“HOLD ME ACCOUNTABLE”: HOW ACCOUNTABILITY MECHANISMS INHABIT AND MOBILIZE CONSUMER PRACTICES," Peter T. Paul College of Business and Economics, University of New Hampshire. (November 21, 2024).

Yuksel, Mujde (Presenter & Author), Leipämaa-Leskinen, Hanna (Author Only), Sorvari, Katariina (Presenter & Author), Research Seminar at UMass Lowell, "'HOLD ME ACCOUNTABLE": HOW ACCOUNTABILITY MECHANISMS INHABIT AND MOBILIZE CONSUMER PRACTICES," Manning School of Business, University of Massachusetts Lowell. (November 1, 2024).

Yuksel, Mujde (Presenter & Author), Leipämaa-Leskinen, Hanna (Author Only), Sorvari, Katariina (Author Only), 2024 ACR Annual Conference, "Transformative Role of Consumer Accountability: A Practice-Theory Approach," Association of Consumer Research, Paris, France. (September 27, 2024).

Yuksel, Mujde (Co-Chair), Zhu, Zhen Jane (Co-Chair), Djamasbi, Soussan (Panelist), Rancati, Gaia (Panelist), Wilson, Jessica (Panelist), Wong, Kieu (Panelist), 2024 AMA Summer Academic Conference, "Deciphering the Unspoken: Using Biometric Technologies for Innovative Consumer Behavior Research and Teaching," American Marketing Association, Boston, MA. (August 2024).

Yuksel, Mujde (Presenter & Author), Miller, Liz (Author Only), Iyer, Easwar (Author Only), NeuroPsychoEconomics Conference, "Spoilers in Entertainment Consumption," Association for NeuroPsychoEconomics, Politecnico Di Milano, Milano, Italy. (June 7, 2024).

Yuksel, Mujde, Warmath, Dee, Yilmaz, Gamze, Rajbhandari-Thapa, Janani, Interactive Marketing Research Conference, "Providing Support with Accountability: The Role of Virtual Others in Motivating Women to Adopt and Attain Health Goals," Northeastern University, Boston, MA. (May 15, 2024).

Yuksel, Mujde, Communication Studies PhD Seminar, "The role of virtual others in motivating women to adopt and attain health goals," University of Vaasa Communication Studies, Vaasa, Finland. (October 27, 2023).

Yuksel, Mujde, DeVides, Zhanel, Filardi, Mia, Trimbur, Lucia, 30th American Voices Seminar, "Women in North American Sports," Fulbright Finland & University of Turku, Turku, Finland. (October 6, 2023).

Yuksel, Mujde, Doctoral Seminar and Thematic Workshop, "My Fulbright Project and Beyond," University of Vaasa Marketing - Marketing and Consumption Research Group, Vaasa, Finland. (September 12, 2023).

Yuksel, Mujde (Co-Chair), Warmath, Dee (Co-Chair), Yilmaz, Gamze, Thapa, Janani, Newcomer, Jenny, Transformative Consumer Research Dialogical Conference, "From accountability to commitment: The role of virtual others in motivating women to adopt and attain health goals," London, UK. (June 18, 2023).

Yuksel, Mujde, The 2nd International Conference on Urban Experience and Design, "Building Better Experiences," Tufts University & Boston Architectural College, Somerville, MA. (April 28, 2023).

Yuksel, Mujde, Affective(Iy) Research Conference, "Teaching with iMotions," University of South Florida & iMotions, Tampa, FL. (February 24, 2023).

Darmody, Aron, Yuksel, Mujde, Association for Consumer Research Conference, "Consumer knowledge hiding practices on digital platforms," Denver, CO. (October 22, 2022).

Yuksel, Mujde (Presenter & Author), Smith, Andrew (Presenter & Author), Smith, Robert S. (Presenter & Author), Wilson, Elizabeth (Presenter & Author), SBS Faculty Research

Seminar, "Student Interest in Client-Sponsored Projects: The Quest for Engagement in Marketing Research Courses," FLDC. (February 2022).

Yuksel, Mujde, Markos, Ereni, Labrecque, Lauren I, Interactive Marketing Research Conference, "(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers," Marketing EDGE, Cass Business School, City, University of London / London, UK. (October 29, 2020).

Labrecque, Lauren I (Author Only), Markos, Ereni (Author Only), Yuksel, Mujde (Presenter & Author), Association for Consumer Research Conference, "(No) Offense Taken: Value Creation vs Value Destruction by Brand-Offended Consumers." (October 2, 2020).

Yuksel, Mujde, Milne, George R, Labrecque, Lauren I, Faculty Research Seminar, "Empowered, Therefore I Engage: A Typology of Digital Consumer Empowerment Tools and their Effects on Consumer Engagement," SBS FLDC. (February 27, 2020).

Yuksel, Mujde, Association for Consumer Research Conference, "Empowered, Therefore I Engage," Atlanta, GA. (October 18, 2019).

Yuksel, Mujde, Miller, Elizabeth G, Iyer, Easwar, Research Brown Bag, "Time-Shifted Entertainment Consumption Deciphered: Outcome Spoilers, Process Variety, and a Duality of Suspense," Marketing Department. (September 19, 2019).

Yuksel, Mujde, Milne, George R, Labrecque, Lauren I, Academy of Marketing Science Conference, "Digital Customer Empowerment Tools for Marketers," Vancouver, BC, Canada. (May 29, 2019).

Yuksel, Mujde, Miller, Elizabeth G, Iyer, Easwar, Faculty Research Seminar, "Duality of Suspense: The Impact of Spoilers on Consumption Decisions," SBS FLDC. (March 21, 2019).

Venkatraman, Meera P (Presenter & Author), Darmody, Aron (Author Only), Yuksel, Mujde (Author Only), European Association of Consumer Research Conference, "To Tell or Not to Tell: Knowledge Hiding in Knowledge Production and Consumption," European Association of Consumer Research, Ghent, Belgium. (July 2018).

Miller, Elizabeth, Yuksel, Mujde, Northeastern University Marketing Seminar, "Duality of Suspense: The Impact of Spoilers on Consumption Decisions." (November 2, 2017).

Yuksel, Mujde, Smith, Robert S., McCabe, Catherine, Academy of Marketing Science, "Reciprocal Intentions: Effects of Promotional Giveaways on Consumers' In-Venue Spending Intentions," Coronado Island, CA. (May 2017).

Yuksel, Mujde, Research Seminar Series, "Duality of Suspense: The Impact of Spoilers on Time-Shifting Viewing Decisions," Isenberg School of Management, UMass Amherst. (April 7, 2017).

Smith, Robert S., Yuksel, Mujde, McCabe, Catherine, New England Market Research Association, "Testing the Promotional Waters: Cannibalization and Consumer Reciprocity in Major League Baseball," Boston, MA. (January 2017).

Yuksel, Mujde, Darmody, Aron, Venkatraman, Meera, American Marketing Association (2016 Winter Conference), "The Outcomes of Consumer Work in Crowdsourcing Platforms: Psychological Ownership and Consumer Citizenship Behavior," Las Vegas NV. (February 27, 2016).

Darmody, Aron (Presenter & Author), Yuksel, Mujde (Presenter & Author), Venkatraman, Meera (Author Only), North American Association for Consumer Research Conference, 2015, "The Work of Mapping and the Mapping of Work: Prosumption, Psychological Ownership and User Citizenship in Crowdsourced Maps," New Orleans, LA. (October 5, 2015).

Yuksel, Mujde (Presenter & Author), 2015 Academy of Marketing Science Annual Conference, "Download and Run: An Investigation of Consumer Empowerment Through the Effects of Digital Self-Tracking," Academy of Marketing Science, Denver, CO. (May 14, 2015).

Yuksel, Mujde (Presenter & Author), 2015 Academy of Marketing Science Annual Conference, "Digital Buddies: Parasocial Interactions and Relationships in Social Media Communities," Academy of Marketing Science, Denver, CO. (May 13, 2015).