

UMUT KONUŞ

PERSONAL INFORMATION

Name: Umut Konuş

Work Address: University of Amsterdam Business School Plantage Muidersgracht 12 - 1018 TV
Amsterdam - The Netherlands

WORK EXPERIENCE

- 2013-XXX Assistant Professor in Marketing, International Strategy and Marketing Group
Amsterdam Business School, University of Amsterdam
- 2009-2013 Assistant Professor in Marketing, Eindhoven University of Technology
School of Industrial Engineering, ITEM Group
- 2005-2009 PhD Candidate (AIO) in Marketing, University of Groningen,
Multichannel Customer Management, Supervisors: Prof. Dr. P.C. Verhoef
- 2004-2005 Research Assistant, Istanbul Technical University
Management Engineering Department, Marketing Group
- 2002-2004 Project Manager, GfK Market and Consumer Research, Istanbul
Marketing Research Industry
- 2000-2002 Marketing Research Executive, Strateji|MORI Research (MORI Group)
Marketing Research Industry

EDUCATION

- 2005-2009 PhD in Marketing, University of Groningen, the Netherlands
"Essays on Multichannel Customer Management"
- 2001-2004 Master of Science in Management Engineering
Istanbul Technical University, Turkey
Major Field: Quantitative marketing and marketing research.
- 1996-2000 Bachelor of Science Management Engineering
Istanbul Technical University, Turkey

RESEARCH INTERESTS

Marketing Analytics, Mobile and Online Marketing, Marketing Models, Multichannel
Customer Management, Customer Experience, Social Media Marketing, Customer
Relationship Management, New Product Development

SCIENTIFIC PUBLICATIONS

Papers in refereed journals

"The Hare and the Tortoise: Are Early Adopters of Online Channel Really More Profitable?", Li, Jing, Umut Konuş, Koen Pauwels and Fred Langerak (2015) *Journal of Retailing*, 91 (2), 289-308.

"Multichannel Customer Segmentation: Does the After-Sales Channel Matter?: A Replication and Extension", De Keyzer, Arne, Jeroen Schepers and Umut Konuş, (2015), *International Journal of Research in Marketing, Forthcoming*

"Customer Responses to Channel Migration Strategies Toward the E-channel", Debra Trampe, Umut Konuş and Peter C. Verhoef (2014), *Journal of Interactive Marketing*, 28 (4), 257-270

"The Effect of Search Channel Elimination on Purchase Incidence, Order Size and Channel Choice", Konuş, Umut; Peter C. Verhoef and Scott A. Neslin (2014) *International Journal of Research in Marketing*, 31 (1), 49-64

"Better Customer Insight – In Real Time", MacDonald, Emma; Hugh Wilson and, Umut Konuş. (2012) *Harvard Business Review (global edition)*, September, 102-108 *published as front-cover article in marketing domain

"Multichannel Shopper Segments and Their Antecedents", Konuş, Umut; Peter C. Verhoef and Scott A. Neslin. (2008) *Journal of Retailing*, 84(4), 398-413

Papers under review or preparation

"Multi-Touchpoint Segments in Relational Contexts: A Real-Time Experience Tracking Approach", Konuş, Umut, Emma MacDonald and Hugh Wilson.

"Customer Channel Migration and Firm Choice in a Competitive Environment: The Effects of Cross-Channel Competition", Li, Jing; Umut Konuş, Fred Langerak and Matthieu Weggeman

"How Do Instant Multi-Touchpoint Experiences Affect Customer Satisfaction and Behavior? A Real-Time Experience Tracking Approach"; Jing Li, Emma MacDonald, Umut Konuş, and Hugh Wilson

"Do Online and Offline Matter in Consumer Price Sensitivities" (under preparation)

PROCEEDINGS

How Do Instant Touchpoint Experiences Affect Satisfaction and Behavior: A Mobile Real-Time Approach (2015) with Jing Li, Emma MacDonald, Hugh Wilson and Fred Langerak, Proceedings of the 37th INFORMS Marketing Science Conference, June 18-20, 2015, Baltimore, USA

How Do Instant Multi-Touchpoint Experiences Affect Customer Satisfaction and Behavior? A Real-Time Experience Tracking Approach (2015), with Jing Li, Emma MacDonald, Hugh Wilson and Fred Langerak. Proceedings of the 44th EMAC Conference, May 26-29, 2015, Leuven, Belgium

How Do Paid, Owned, and Earned Touchpoints Impact on Consumer Satisfaction and Behavior: A Real-time Experience Tracking Approach (2014); with Jing Li, Emma MacDonald, Hugh Wilson and Fred Langerak. Proceedings of the 36th INFORMS Marketing Science Conference, June 12-14, 2014, Atlanta, USA

The Hare and the Tortoise: Do Early Adopters of Online Channels Purchase More? (2014) with Jing Li, Koen Pauwels and Fred Langerak. Proceedings of the 36th INFORMS Marketing Science Conference, June 12-14, 2014, Atlanta, USA

Are Early Adopters of the Online Channel More Profitable? Targeting the Right Customers at the Right Time (2013) with Jing Li, Koen Pauwels and Fred Langerak. Proceedings of the 35th INFORMS Marketing Science Conference, July 11-13, 2013, Istanbul, Turkey

Multi-touchpoint customer segmentation in relational contexts: A real-time experience tracking approach (2013) with Hugh Wilson and Emma MacDonald. Proceedings of the 35th INFORMS Marketing Science Conference e, July 11-13, 2013, Istanbul, Turkey

Interconnected Channels: Competitive Cross-Channel Effects Of The Introduction Of A New Online Channel (2013) with Jing Li, Fred Langerak and Matthieu Weggeman. Proceedings of the 42nd EMAC Conference, June 04-07, 2013, Istanbul, Turkey

Multi-touchpoint customer segmentation in relational contexts: Using a real-time experience tracking approach (2013) with Hugh Wilson and Emma MacDonald. Proceedings of the 42nd EMAC Conference e, June 04-07, 2013, Istanbul, Turkey

Introducing Online Mobile Channels in Multichannel Environment (2012), with Jing Li, Proceedings of the 34nd INFORMS Marketing Science Conference, June 07-09, 2011, Boston, Massachusetts, USA.

Cross-Channel Competition: Customer Adoption of a Online Channel in a Multichannel Environment (2012), with Jing Li, Proceedings of the 34nd INFORMS Marketing Science Conference, June 07-09, 2011, Boston, Massachusetts, USA.

Pleased to Meet You: Multichannel Segments and their Covariates (2012), with Emma MacDonald and Hugh Wilson, Proceedings of the 41th EMAC Conference, 22-25 May 2011, Lisbon, Portugal

Tracking Holistic Customer Experience in Realtime (2011), with Emma MacDonald and Hugh Wilson, Proceedings of the 33nd INFORMS Marketing Science Conference, June 09-11, 2011, Houston, Texas. USA.

How Multichannel Customers Vary According to Customer Lifetime Value: A Latent Class Segmentation Based on Actual Channel Use (2011), with Jeroen Schepers, Proceedings of the 40th EMAC Conference, 24-27 May 2011, Ljubljana, Slovenia

D'une Distribution Multi-Canal a une Distribution Cross-Canal (2011), Proceedings, 27ème Congres de l'Association Française Du Marketing - AFM, 18-20 May, 2011, Brussels, Belgium

The effect of channel elimination on customer behavior : Less channeling activities in catalog retailing industry (2010), with Scott A. Neslin and Peter C. Verhoef, Proceedings of the 32nd INFORMS Marketing Science Conference, June 17-19, 2010, Cologne, Germany.

The effect of channel elimination on customer behavior, (2010) with Scott A. Nesin and Peter C. Verhoef, Proceedings of the 39th EMAC Conference, June 1-4, 2010, Copenhagen. Denmark, Copenhagen.

Transition from mail-order catalogue retailers to E-tailers, (2009) with Scott A. Neslin and Peter C. Verhoef, Proceedings of 31st INFORMS, Marketing Science Conference, Stephen M. Ross Business at the University of Michigan. Ann Arbor.

Forced Channel Migration: Consequences and Management Strategies (2008) with Debra Trampe and Peter C. Verhoef, Proceedings of INFORMS, Marketing Science Conference, June 12-14, 2008, Vancouver, British Columbia, Canada

Forced Channel Migration: Consequences and Management Strategies (2008) with Debra Trampe and Peter C. Verhoef, Proceedings of 37th EMAC Conference, May 27-30, Brighton, United Kingdom

Multichannel Shopper Segments and Their Covariates (2007) with Peter C. Verhoef and Scott A. Neslin, Proceedings of 29th INFORMS, Marketing Science Conference, June 28-30, Singapore

PHD THESIS

Essays on Multichannel Customer Management
SOM Research School, Thesis in Economics and Business, 2010

COMMERCIAL AND MEDIA PUBLICATIONS

Forced Channel Migration: Consequences and Management Strategies, (2009) Konuş, Umut; Debra Trampe and Peter C. Verhoef *Customer Insights Center*, Rapport CIC 2008-03, ISBN 9789081119160

Trois questions à, (2011), Interview, Konuş, Umut, Marketing Direct Magazine, Paris, France, 150, p.95

"Mieux voir ses clients, en temps réel: un nouvel outil révolutionne la recherche marketing" MacDonald, Emma; Hugh Wilson and, Umut Konuş. (2014) Harvard Business Review (French Edition), April-May, 102-108

PRESENTATIONS

Conference Presentations

INFORMS, Marketing Science Conference, 2015, How Do Instant Touchpoint Experiences Affect Satisfaction and Customer Behavior: A Real-time Experience Tracking Approach, Baltimore, MA, USA

Mobile Targeting, Big Data, and Digital Media Marketing Conference, 2015, Tracking Instant Customer Experiences & Their Effect on Behavior in Real-Time: A Mobile Based Approach, Munich, Germany

QUAL 360 Europe MRMW Conference, 2015, Mobile Insights: Tracking Shopper Journey in Real-Time, Brussels, Belgium

EMAC Conference, 2015, How Do Instant Multi-Touchpoint Experiences Affect Customer Satisfaction and Behavior? A Real-Time Experience Tracking Approach, Leuven, Belgium

INFORMS, Marketing Science Conference, 2014, How Do Paid, Owned, and Earned Touchpoints Impact on Consumer Satisfaction and Behavior: A Real-time Experience Tracking Approach, Atlanta, GE, USA

INFORMS, Marketing Science Conference, 2014, The Hare and the Tortoise: Do Early Adopters of Online Channels Purchase More?; Atlanta, GE, USA

INFORMS, Marketing Science Conference, 2013, Are Early Adopters of the Online Channel More Profitable? Targeting the Right Customers at the Right Time Istanbul, Turkey

INFORMS, Marketing Science Conference, 2013, Multi-touchpoint customer segmentation in relational contexts, Istanbul, Turkey (Track Chair)

EMAC Conference, 2013, Interconnected Channels: Competitive Cross-Channel Effects Of The Introduction Of A New Online Channel, Istanbul, Turkey (Track Chair and SIG Organizer)

EMAC Conference, 2013, Multi-touchpoint customer segmentation in relational contexts: Using a real-time experience tracking approach Istanbul, Turkey

INFORMS, Marketing Science Conference, 2012, "Introducing Online Mobile Channels in Multichannel Environment' Boston, Massachusetts, USA.

INFORMS, Marketing Science Conference, 2012, "Cross-Channel Competition: Customer Adoption of a Online Channel in a Multichannel Environment", Boston, Massachusetts, USA.

EMAC Conference, 2011, "How Multichannel Customers Vary According to Customer Lifetime Value: A Latent Class Segmentation Based on Actual Channel Use", Multichannel Special Interest Group, Ljubljana, Slovenia (Track Chair and SIG Organizer)

INFORMS, Marketing Science Conference, 2011, "Tracking Holistic Customer Experience in Realtime", Houston, Texas. USA. (Track Chair)

Congres de l'Association Française Du Marketing – AFM, 2011, "D'une Distribution Multi-Canal a une Distribution Cross-Canal", Brussels, Belgium

INFORMS, Marketing Science Conference, 2010, "The effect of channel elimination on customer behavior : Less channeling activities in catalog retailing industry Cologne, Germany.

EMAC Conference, 2010, "The effect of channel elimination on customer behavior, Copenhagen, Denmark

INFORMS, Marketing Science Conference, 2009, "Transition from mail-order catalogue retailers to E-tailers", Ann Arbor, Michigan, USA.

EMAC Conference, 2008, "Forced Channel Migration: Consequences and Management Strategies", Brighton, United Kingdom

INFORMS, Marketing Science Conference, 2008, "Forced Channel Migration: Consequences and Management Strategies", Vancouver, British Columbia, Canada

INFORMS, Marketing Science Conference, 2007, "Multichannel Shopper Segments and Their Covariates", Singapore

IMDA Congress, 2005, "Perceived Utility of the Product Attributes in Marketing Decisions: A Conjoint Based Segmentation for Beer Market" Granada, Spain

IMDA Congress, 2004, "Role of Different Analytical Approaches in Segmenting Markets: A Latent Class Segmentation of Retail Financial Services Customers", Maastricht, the Netherlands

Invited Practitioner & Other Academic Presentations and Seminars

More than 20 between 2013-2015

PRIMARY TEACHING INTERESTS

Marketing, Marketing Analytics, Marketing Research, Digital Marketing, Mobile and Online Marketing, Multichannel Marketing, Services Marketing, New Media Marketing, Quantitative Marketing, Statistics, Quantitative Research Methods, Multivariate Data Analysis

TEACHING EXPERIENCE

TEACHING AT AMSTERDAM BUSINESS SCHOOL

2014 – XXXX	Management Research Methods II (Quantitative)	(Coordinator)
2014 – XXXX	Marketing Thesis Proposal	(Coordinator)
2015 – XXXX	Quantitative Marketing	(Coordinator)
2015 – XXXX	Theories of Marketing	
2015 – XXXX	SSIM Online Marketing (joint with VU Amsterdam)	
2014 – XXXX	Marketing Strategy	

TEACHING AT EINDHOVEN UNIVERSITY OF TECHNOLOGY

2009 – 2012	New Product Development Processes	(Responsible Lecturer)
2011 – 2012	New Media, Entrepreneurship and Innovation	(Responsible Lecturer)

TEACHING AT UNIVERSITY OF GRONINGEN (AIO)

2006 – 2009	Multivariate Data Analysis	
2006 – 2009	International Marketing I	
2007 – 2008	International Marketing II	

OTHER INTERNATIONALACTIVITIES

Organizer and Chair at Special Interest Group/Track on "Multichannel Customer Management and Engagement" at EMAC conference (2011-2012-2013).

AWARDS AND HONORS

European Academic Award for Best PhD Thesis in e-marketing, crosschannel and innovation in distance selling: organized by ESC & La Poste France, October 2010

Best Paper Award in Media Research & Planning, ANZMAC Conference 2012, Adelaide, Australia

Finalist, ISMS-Marketing Science Institute Practice Prize Competition, 2011-2012.

REVIEWER WORK

Ad-Hoc Reviewer for:

Journal of Retailing
Journal of Service Research
Journal of Service Management
Journal of the Operational Research Society
European Journal of Marketing
EMAC (European Marketing Academy) Conference

COMPUTER SKILLS

SPSS	(Professional User)
STATA	(Professional User)
NLOGIT/LIMDEP	(Professional User)
Latent Gold	(Professional User)
MLWin	(Professional User)
Sawtooth Conjoint	(Professional User)
R	(Basic Knowledge)
MATLAB	(Basic Knowledge)
SAS	(Basic Knowledge)
E-Views	(Basic Knowledge)
LISREL	(Basic Knowledge)

LANGUAGES

Turkish	(Native)
English	(Fluent)
Dutch	(Very Good)
French	(Intermediate)
German	(Intermediate)

PROFESSIONAL AFFILIATIONS

- European Institute for Advanced Studies in Management
- The Institute for Operations Research and the Management Sciences (INFORMS)
- INFORMS Society of Marketing Science
- Turkish Association of Market and Opinion Researchers