

Steven SEGGIE

Professor

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Department: Marketing

Campus de Cergy

DIPLOMAS

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|------|---|
| 2007 | Ph.D. in Marketing & International Business
(Michigan State University United States of America) |
| 2003 | MBA
(Sabanc? Üniversitesi Turkey) |
| 1995 | Bachelor, Political science
(Glasgow University United Kingdom) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2018 - 2025-08-31 | Associate Professor (ESSEC Business School France) |
| 2008 - 2014-12-01 | Assistant Professor of Marketing (Ozyegin University Turkey) |
| 2015 - 2018-01-01 | Associate Professor of Marketing (Ozyegin University Turkey) |
| 2025 - Now | Professor (ESSEC Business School France) |

OTHER ACADEMIC APPOINTMENTS

- | | |
|-------------------|--|
| 2019 - 2026-08-31 | Academic director of the Executive MBA Weekend (ESSEC Business School France) |
| 2014 - 2015-08-01 | Directeur du Département Business Administration (Gestion) (Ozyegin University Turkey) |
| 2015 - 2018-01-01 | Directeur du Département Entrepreneuriat (Ozyegin University Turkey) |

2020 - 2021-06-30 Co-Academic Director Goldman Sachs 10000 Small Businesses France
(ESSEC Business School France)

2024 - 2026-08-31 Academic director Hybrid Executive MBA (ESSEC Business School France)

PUBLICATIONS

INTERVIEWS: RADIO - TV - PRESS

[SEGGIE, S. 2021. *Interview on Managing an EMBA During a Pandemic*. Septembre.](#)

[SEGGIE, S. 2021. *The Business of Football*. Mars.](#)

[SEGGIE, S. 2021. *The Future of Marketing After the Pandemic*. Mai.](#)

[TALAY, B., PAUWELS, K. et SEGGIE, S. 2023. *Should You Launch Products During a Recession?* Septembre.](#)

JOURNAL ARTICLES

[BERK, T., SEGGIE, S. et CAVUSGIL, E. \(2009\). Exploring Correlates of Product Launch in Collaborative Ventures: An Empirical Investigation of Pharmaceutical Alliances. *Journal of Product Innovation Management*, 26\(4\), pp. 360-370.](#)

[SEGGIE, S. et GRIFFITH, D. \(2009\). What Does it Take to Get Promoted in Marketing Academia? Understanding Exceptional Publication Productivity in the Leading Marketing Journals. *Journal of Marketing*, 73\(1\), pp. 122-132.](#)

[SEGGIE, S. \(2012\). Transaction Cost Economics in International Marketing: A Review and Suggestions for the Future. *Journal of International Marketing*, 20\(2\), pp. 49-71.](#)

[SEGGIE, S., GRIFFITH, D. et JAP, S. \(2013\). Passive and Active Opportunism in Interorganizational Exchange. *Journal of Marketing*, 77\(6\), pp. 73-90.](#)

[SEGGIE, S. et GRIFFITH, D. \(2021\). The Moderating Effects of Economic and Strategic Relationship Value in Tolerating Active and Passive Opportunism. *Journal of Business Research*, 128\(May\), pp. 233-244.](#)

[USLU, B., CALIKOGLU, A., SEGGIE, F.N. et SEGGIE, S. \(2020\). Evaluating the Criteria of TÜB?TAK Entrepreneurial and Innovative University Index in Terms of the Prominent Operations of the Entrepreneurial University. *Journal of Higher Education*, 10\(1\), pp. 1-11.](#)

[TALAY, M.B., PAUWELS, K. et SEGGIE, S. \(2024\). Why and when to launch new products during a recession: An empirical investigation of the U.K. FMCG industry and the U.S. automobile industry. *Journal of the Academy of Marketing Science*, 2024\(2\).](#)

[MOOI, E., WANG, Q., SEGGIE, S. et JAP, S.D. \(2024\). The show must go on: The role of contract frames in safeguarding relationship continuity. *Journal of the Academy of Marketing Science*, 52, pp. 1842-1858.](#)

[KÜBLER, R. et SEGGIE, S. \(2024\). The impact of Covid-19 on how core and peripheral service satisfaction impacts customer satisfaction. *Journal of Business Research*, 182, pp. 114784.](#)

[SEGGIE, S., KIM, D. et CAVUSGIL, T. \(2006\). Do Supply Chain IT Alignment and Supply Chain Interfirm System Integration Impact upon Brand Equity and Firm Performance? *Journal of Business Research*, 59\(8\), pp. 887-895.](#)

[CAVUSGIL, E., SEGGIE, S. et TALAY, B. \(2007\). Dynamic Capabilities View: Foundations and Research Agenda. *Journal of Marketing Theory and Practice*, 15\(2\), pp. 159-166.](#)

[SEGGIE, S., CAVUSGIL, E. et PHELAN, S. \(2007\). Measurement of Return on Marketing Investment: Evolution of Approaches and Directions for Future. *Industrial Marketing Management*, 36\(6\), pp. 834-841.](#)

[XU, S., YALCINKAYA, G. et SEGGIE, S. \(2008\). Are Decisions Arbitrary in our International Business Ranking Study. *Asia Pacific Journal of Management*, 25\(4\), pp. 691-695.](#)

[XU, S., YALCINKAYA, G. et SEGGIE, S. \(2008\). Prolific Authors and Institutions in Leading International Business Journals. *Asia Pacific Journal of Management*, 25\(2\), pp. 189-207.](#)

[SEGGIE, S. et GRIFFITH, D. \(2008\). The Resource Matching Foundations of Competitive Advantage: An Alternative Perspective on the Globalization of Service Firms. *International Marketing Review*, 25\(3\), pp. 262-275.](#)

[USLU, B., CALIKOGLU, A., SEGGIE, N. et SEGGIE, S. \(2019\). The entrepreneurial university and academic discourses: The meta-synthesis of Higher Education articles. *Higher Education Quarterly*, 73\(3\), pp. 285-311.](#)

[SEGGIE, S., SOYER, E. et PAUWELS, K.H. \(2017\). Combining Big Data and Lean Startup Methods for Business Model Evolution. *AMS Review*, 7\(3-4\), pp. 154-169.](#)

[SEGGIE, S., TALAY, M.B. et PAUWELS, K. \(2025\). When Launching a Product During a Recession Pays Off. *MIT Sloan Management Review*, 66\(4\), pp. 15-16.](#)

BOOK CHAPTERS

[SOYER, E., PAUWELS, K. et SEGGIE, S. \(2019\). Big and Lean Is Beautiful: A Conceptual Framework for Data-Based Learning in Marketing Management. Dans: Rindfleisch, A. & Malter, A.J.](#)

[eds. *Marketing In a Digital World*. 1st ed. Bingley: Emerald, pp. 63-84.](#)

[SEGGIE, S. \(2023\). The Attempted Reshaping of the Turkish Football Landscape under the AK Party. Dans: Simon Chadwick, Paul Widdop, Michael M. Goldman eds. *The Geopolitical Economy of Sport*. 1st ed. London: Routledge, pp. 203-209.](#)

[SEGGIE, S. \(2024\). The limits of soft power when football, politics, religion, secularism, and geopolitics collide: The case of the "Unplayed" 2023 Turkish Super Cup Final in Saudi Arabia. Dans: Simon Chadwick, Paul Widdop, Michael M. Goldman eds. *Continental Perspectives on the Geopolitical Economy of Football*. 1st ed. London: Routledge, pp. 235-240.](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL CONFERENCE

[MCFARLAND, R. et SEGGIE, S. \(2018\). The Logic of Failure vs. Supply Chain Agility. Dans: 2018 Institute for the Study of Business Markets \(ISBM\) Academic Conference.](#)

PROFESSIONAL ACTIVITIES

Member of a professional association, of an expert group or of a board of directors

2021 - Now: Member of the Advisory Board of The Cosmopolitan Globalist

RESEARCH ACTIVITIES

Senior or Associate Editor

2025 - Now: Co-Rédacteur en chef - Journal of Business Research