

NESE NUR ONUKLU

Fox School of Business
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nur.onuklu@temple.edu

EDUCATION

2016-Present
Philadelphia, PA

PhD in Business Administration (Marketing)
Temple University, Fox School of Business

2014-2016
Ankara, Turkey

Graduate Courses (Marketing)
Hacettepe University, Department of Business Administration

2010-2012
Ann Arbor, MI

Master of Business Administration
University of Michigan, Ross School of Business
• Awarded merit based full scholarship
• Emphases in Marketing and Strategy

1997-2001
Ankara, Turkey

Bachelor of Science, International Relations
METU, Faculty of Economic and Administrative Sciences

1998-2001
Ankara, Turkey

Minor in Industrial Economics and Economic Policy
METU, Faculty of Economic and Administrative Sciences

PROFESSIONAL EXPERIENCE

2012-2016
Ankara, Turkey

Competition Authority (TCA)
Senior Associate, Corporate Relations and Advocacy

2001- 2010
Ankara, Turkey

Associate – Junior Associate Division 3-4

2011
Hoffman Estates, IL

Sears Holdings Corporation
Senior Leadership Program Intern

2011
Bentonville, AZ

Wal-Mart
Student Consultant

GRADUATE COURSEWORK

Fall 2016
Marketing PhD Proseminar
Economic Theory of Choice

Business Research Econometrics

Statistical Methods for Business Research I

Spring 2017

Seminar: Marketing Theory Development

Introduction to Research Design and Methods

Statistical Methods for Business Research II

WORK IN PROGRESS

Mudambi, S. & Onuklu, N. N. Challenger vs Dominant Brands: Virality and Self-Congruity

Reeck, C. & Onuklu, N. N. Interpersonal Emotion Regulation: Consequences for Brands in Customer Service Interactions

Reeck, C., Venkatraman V. & Onuklu, N. N. Emotion Regulation and Strategic Decision Making

TEACHING

Guest instructor in Spring 2017
in MKT 3508 Digital Marketing for evaluation of student
project presentations

**RESEARCH GRANTS AND
SCHOLARSHIPS**

Charry Scholarship 2018-2019, \$1250

High Pass Award 2016-2017, \$1000

The 16th Young Scholar Interdisciplinary Forum
Award \$1750, Temple University, April, 2018

The 15th Young Scholar Interdisciplinary Forum
Award \$3000, Temple University, November, 2017

The 14th Young Scholar Interdisciplinary Forum
Award \$1100, Temple University, May, 2017

The 13th Young Scholar Interdisciplinary Forum
Award \$2500, Temple University, December, 2016

PRESENTATIONS

Poster presentation in SCP 2018 - Interpersonal Emotion Regulation: Consequences for Brands in Customer Service Interactions

Presentation in invited session in POMS 2018 – Challenger vs. Dominant Brands: An Analysis of Tweet Sentiment, Virality and Language

PUBLICATIONS

Ozer L., Kazanci S., Yilmazel E., Sen K peli T., Kus Demiray D., Ozanozgu A., Yaylaci A., Onuklu N. N. (2016), *Services Marketing* (in Turkish), Detay Publishing, Ankara

PROFESSIONAL PUBLICATIONS

Onuklu, N. N. and Atac, F. (2015) *Review of Turkish Legislation from Competition Policy Perspective*, TCA Publications, Ankara

Pasaoglu, M. O. , Onuklu, N. N. , Atac, F. and Bilici, Z. (2014) *Competition Law and SMEs*, TCA Publications, Ankara

Yazgan, N. N. (2007) *The Effects of Switching Costs on Firm Behavior: Market Power in Aftermarkets*, TCA Publications, Ankara