

GOKSEL YALCINKAYA

Professor of Marketing
Peter T. Paul College of Business and Economics
University of New Hampshire
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ACADEMIC EMPLOYMENT

The University of New Hampshire, Peter T. Paul College of Business and Economics
2019 - Present, Professor of Marketing
2013 - 2019, Associate Professor of Marketing
2007 - 2013, Assistant Professor of Marketing

EDUCATION

Michigan State University, The Eli Broad College of Business, East Lansing, Michigan
Ph.D. in Marketing, June 2007

Northeastern University, Boston, Massachusetts
M.S. in Computer Systems Engineering, June 2003

Suffolk University, Boston, Massachusetts
M.B.A. in Marketing and Finance, June 1998

Ege University, Izmir, Turkey
B.S. in Textile Engineering, June 1993

RESEARCH INTERESTS

Global Marketing Strategy, Innovation, and Sustainability.

PUBLICATIONS IN REFEREED JOURNALS

Griffith , D.A., Lee, H., and Yalcinkaya, G. (2022) “Advertising Spending Increases Happiness: Understanding Direct and Moderating Effects of Institutional Environments”, *Journal of International Business Studies*, forthcoming.

Griffith , D.A., Lee, H., and Yalcinkaya, G. (2022), “The Use of Social Media and the Prevalence of Depression: A Multi-Country Examination of Value Co-Creation and Consumer Well-Being”, *International Marketing Review*, 39(1): 1-31.

Du, S., Bstieler, L., and Yalcinkaya, G. (2022), “Sustainability-focused Innovation: Antecedents and Managerial Implications”, *Journal of Business Research*, 138: 117-129.

Griffith, D.A., Tereza, D., and Yalcinkaya, G. (2021), “Building and leveraging competence exploitation and exploration for firm new product success”, *Industrial Marketing Management*, 97: 233-244.

Yalcinkaya, G., Aktekin, T., and Yenyurt, S. (2020), “Out with The Old: The Dynamics of Product Modification Rates”, *Journal of Business Research*, 118: 141-149.

- Bstieler, L., Gruen, T., Akdeniz, B., Brick, D. Du, S., Guo, L., Khanlari, M., McIlroy, J., O'Hern, M., and Yalcinkaya, G. (2018), "Emerging Research Themes in Innovation and New Product Development: Insights from the 2017 PDMA-UNH Doctoral Consortium", *Journal of Product Innovation Management*, 35(3): 300-307
- Griffith, D.A., Yalcinkaya, G., Rubera, G., and Giannetti, V. (2017), "Understanding the Importance of the Length of Global Product Rollout: An Examination in the Motion Picture Industry", *Journal of International Marketing*, 25(4): 50-69.
- Yalcinkaya, G., T. Aktekin, S. Yenyurt, and S. Umar (2017), "How Often Should a Firm Modify Its Products? A Bayesian Analysis of Automobile Modification Cycles" *Marketing Letters*, 28(1): 85-97.
- Du, S., Yalcinkaya, G. and Bstieler, L. (2016), "Sustainability, Social Media Driven Open Innovation, and New Product Development Performance" *Journal of Product Innovation Management*, 33(S1): 55-71.
- Yalcinkaya, G. and Aktekin, T. (2015), "Brand Extension Effects and Core Attributes of Experience Product Franchises: A Bayesian Approach", *Journal of Product Innovation Management*, 32(5): 731-746.
- Griffith, D.A., Yalcinkaya, G. and Rubera, G. (2014), "Country-Level Performance of New Experience Products within a Global Rollout: The Moderating Effects of Economic Wealth and National Culture", *Journal of International Marketing*, 22(4): 1-20 (**lead article**).
- Yenyurt S., Henke, J.W. and Yalcinkaya, G. (2014), "A Longitudinal Analysis of Supplier Involvement in Buyer's New Product Development: Working Relations, Inter-dependence, Co-innovation, and Performance Outcomes", *Journal of the Academy of Marketing Science*, 42(3): 291-308.
- Rubera, G., Griffith, D.A. and Yalcinkaya, G. (2012), "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration", *Journal of Product Innovation Management*, 29(6): 1047-1060.
- Becker-Olsen, K. L., Taylor, C.R., Hill, R.P., and Yalcinkaya, G. (2011), "A Cross-Cultural Examination of Corporate Social Responsibility Marketing Communications in Mexico and the United States: Strategies for Global Brands", *Journal of International Marketing*, 19(2): 30-44.
- Griffith, D.A., Yalcinkaya, G. and Calantone, R.J. (2010), "Do Marketing Capabilities Consistently Mediate Effects of Intangible Capital on Firm Performance Across Institutional Environments?", *Journal of World Business*, 45(3): 217-227.
- Griffith, D.A. and Yalcinkaya, G. (2010), "Resource-Advantage Theory: A Foundation for New Insights into Global Advertising Research", *International Journal of Advertising*, 29(1): 15-36 (**lead article**).
- Yalcinkaya, G. (2008), "A Culture-Based Approach to Understanding the Adoption and Diffusion of New Products across Countries" *International Marketing Review*, 25(2): 202-14.
- Xu, S., Yalcinkaya, G. and Seggie, S.H. (2008), "Are Decisions "Arbitrary" in Our International Business Ranking Study? A Response to Harzing", *Asia Pacific Journal of Management*, 25(4): 691-695.
- Xu, S., Yalcinkaya, G. and Seggie, S.H. (2008), "Prolific Authors and Institutions in Leading International Business Journals" *Asia Pacific Journal of Management*, 25(2): 189-207.
- Yalcinkaya, G., Calantone, R.J., and Griffith, D.A. (2007), "An Examination of Exploration and Exploitation Capabilities: Implications for Product Innovation and Market Performance", *Journal of International Marketing*, 15(4): 63-93 (**Winner of Hans B. Thorelli Best Paper Award**).

Calantone, R.J., Griffith, D.A., and Yalcinkaya, G. (2006), "An Empirical Examination of a Technology Adoption Model for the Context of China", *Journal of International Marketing*, 14(4): 1-27 (**lead article**).

BOOK CHAPTERS/PUBLICATIONS IN BOOKS

Griffith, D.A. and Yalcinkaya, G. (2017), "Global Product Launch: A Perspective on Past, Present and Future Research," *Handbook of New Product Development Research*, Peter N. Golder and Debanjan Mitra (eds.), Edward Elgar Publishing, 267-287.

Chaudhry, P.E., Hill, R.P., Stumpf, S.A. and Yalcinkaya, G. (2011), "Consumer Complicity across Emerging Markets," *Advances in International Marketing*, 22: 223-239.

Yalcinkaya, G. (2011), "Understanding the Role of Culture in Online Groups," *Handbook of Research in International Marketing Research*, 2nd Edition, Subhash Jain and David A. Griffith (eds.), Edward Elgar Publishing Inc., 432-445.

Yalcinkaya G. and Griffith, D.A. (2006), "An Exploratory Examination of the Factors Influencing Distributor Self-perceived Power in Channel Relationships: A Seven Country Study," *Advances in International Marketing*, 16: 267-286.

BOOK REVIEWS

Yalcinkaya, G. (2004), "Book Review: Entering and Succeeding in Emerging Countries by A. Coskun Samli," *International Business Review*, 13 (5), 651-653.

OTHER PUBLICATIONS

Calantone, R.J., Griffith, D.A. and Yalcinkaya, G. (2006), "In China, Tech Adoption Must Include Gov't Needs," *Marketing News*, 40 (20): 33-34.

RESEARCH UNDER REVIEW

"The Effect of the Use of Social Media on the Prevalence of Anxiety: A Cross-Cultural Examination", (with D. A. Griffith and H. Lee), *International Business Research*, invited for revision.

"Cross-Channel Spillover Effects of Ad Spend on Retail Sales: A Multi-Country Examination" (with D. A. Griffith and H. Lee), *Journal of International Marketing*, under third review.

"The Power of Institutions on International Marketing: Reflections on The Pandemic Can Inform International Marketing Research" (with D. A. Griffith), *International Marketing Review*, under second review.

RESEARCH IN PROGRESS

"Building a Better Product Portfolio: The Impact of Portfolio Breadth, Portfolio Depth, Inter- and Intra-Firm Competition on Sales Performance," (with O. Kutlubay and S. Yenyurt), targeted for *Journal of Marketing*.

"Country Equity and Brand Equity: An Attitude and Intention-Based Reconceptualization," (with A. Bayraktar and S. Yenyurt), targeted for *International Marketing Review*.

"Understanding the Emergence of Aggregate Level Innovation Diffusion through Individual Level Adoption Analysis," (with R. J. Calantone and D. A. Griffith), targeted for *Strategic Management Journal*.

"How to Govern Joint Innovation Activities to Foster New Products Creativity?" (with D. A. Griffith and S. H. Seggie), targeted for *Journal of Marketing*.

“A Leader in One Market and a Follower in Another: Cross-Market Strategies for Global Success”, with D. A. Griffith and G. Rubera), targeted for the *Journal of International Business Studies*.

“Global Marketing Capabilities and New Product Development” (with D. A. Griffith) targeted for *Journal of Marketing*.

PROCEEDINGS/PRESENTATIONS IN REFEREED CONFERENCES

Bstieler, L. Du, S., Khanlari, M., and Yalcinkaya, G. “Configurations of Sustainability-Focused Innovation Practices”, *AMA Global Marketing SIG Conference*, Crete, Greece, May 31-June 3, 2022.

Hannah S. L, Yalcinkaya, G., and Griffith, D. A. “Understanding the Effects of Country level Retail Channel Sales Derived from Channel Advertising Spending: A Multi-Country Study” 2022 Winter AMA Academic Conference, Las Vegas, NV, February 18-20, 2022.

Hannah S. L, Yalcinkaya, G., and Griffith, D. A. “A Multi-Country Examination of Cross-Channel Advertising Effects on Retail Sales” 2021 Winter AMA Academic Post-Conference, Online, February 20-21, 2021.

Kutlubay, O.C., Yayla, C., Ulu, S., and Yalcinkaya, G. “The Effect of Gender Diversity in the Top Management and Shareholders on Risk Taking: An investigation on Exporting Firms” *CIMaR - Consortium for International Marketing Research Conference*, Ankara, Turkey, June 17-20, 2019.

Glynn, C. and Yalcinkaya, G. “Learning Consumer Preferences from Text Data” *AMA Global Marketing SIG Conference*, Buenos Aires, Argentina, May 20-23, 2019.

Yalcinkaya, G., Bstieler, L., and Du, S., “Sustainability Orientation and Global Perspective.” *CIMaR - Consortium for International Marketing Research Conference*, Atlanta, September 12-15, 2018.

Kutlubay, O.C., Yayla, S., Yenyurt, S., and Yalcinkaya, G. “The Impact of Quality Gap on Market Share” *INFORMS Marketing Science Conference*, Philadelphia, PA, June 13-16, 2018.

Yalcinkaya, G., Du, S., and Bstieler, L. “Does Global Perspective Lead to Sustainable Innovation? Empirical Evidence from International Firms.” *AMA Global Marketing SIG Conference*, Santorini, Greece, May 21-23, 2018.

Yalcinkaya, G., Du, S., and Bstieler, L. “The Role of Global Perspective on Sustainability-focused Innovation.” *AMA Winter Educators’ Conference*, New Orleans, LA, February 23-25, 2018.

Du, S., Bstieler, L. and Yalcinkaya, G. “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications.” *24th Innovation & Product Development Management Conference*, Reykjavik, Iceland, June 11-13, 2017.

Du S., Bstieler, L., and Yalcinkaya, G. “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications”, *ISPIM Innovation Forum*, Boston, MA, March 13-16, 2016

Du S., Bstieler, L., and Yalcinkaya, G. “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications”, *AMA Winter Educators’ Conference*, Las Vegas, NV, February 26-28, 2016.

Du S., Yalcinkaya, G., and Bstieler, L. “Sustainability Orientation in New Product Development: Antecedents and Managerial Implications”, *Product Development and Management Association (PDMA) Annual Research Forum*, Anaheim, CA, November 7-8, 2015.

- Du S., Bstieler, L. and Yalcinkaya, G. "Sustainability, Open Innovation, and New Product Program Success", *AMA Winter Educators' Conference*, San Antonio, TX, February 13-15, 2015.
- Du S., Yalcinkaya, G. and Bstieler, L. "Sustainability, Open Innovation, and New Product Program Success", *Product Development and Management Association (PDMA) Annual Research Forum*, Denver, CO, October 18-19, 2014.
- Yalcinkaya, G. and Aktekin, T. "Short Life Cycle of an Experience Product's Long Life: A Bayesian Approach via Signaling Strategy", *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 11-13, 2013.
- Aktekin, T., Yalcinkaya, G., and Yeniyurt, S. "The Drivers of Product Modification Cycles: A Bayesian Approach", *INFORMS Marketing Science Conference*, Istanbul, Turkey, July 11-13, 2013.
- Yalcinkaya, G. and Griffith, D.A. "Antecedents and Consequences of Length of Global Rollouts" *AMA Winter Educators' Conference*, Las Vegas, NV, February 15-17, 2013.
- Yalcinkaya, G., Yeniyurt, S. and Calantone, R.J. "The Significance of Institutional Factors Affecting Technology Adoption in Developing Countries," *Product Development and Management Association (PDMA) Annual Research Forum*, Phoenix, AZ, October 29-November 2, 2011.
- Rubera, G., Griffith, D.A. and Yalcinkaya, G. "Technological and Design Innovation Effects in Regional New Product Rollouts: A European Illustration", *AMA Global Marketing Special Interest Group Conference*, Cancun, Mexico, January 13-16, 2011.
- Yalcinkaya, G. "Understanding the Role of Culture in Online Groups," *International Marketing Theory Conference*, University of Connecticut, Storrs, CT, June 17-19, 2010.
- Yalcinkaya, G., Yeniyurt, S. and Calantone, R.J. "Global Innovation Diffusion: The Influence of Institutional Factors on the Adoption of Foreign Technologies," *Global Marketing Conference*, Tokyo, Japan, September 9-12, 2010.
- Yalcinkaya, G. and Aydin, N. "Social Interactions, National Culture, and New Product Adoption," *Academy of International Business Conference*, Milan, Italy, June 30-July 3, 2008.
- Durmusoglu, S., Cavusgil, E. and Yalcinkaya, G. "Diffusion of Multiple Generations of Innovation in Segmented and Non-Segmented Markets: An Agent-Based Model Approach," *INFORMS Marketing Science Conference*, Pittsburgh, PA, June 9-10, 2006.
- Yalcinkaya, G., Griffith, D.A., and Calantone, R.J. "How Exploration and Exploitation Capabilities Drive Product Innovation and Market Performance," *Consortium for International Marketing Research Conference*, Istanbul, Turkey, May 26-30, 2006.
- Calantone, R.J., Griffith, D.A. and Yalcinkaya, G. "An Empirical Examination of Firm Capital on Performance: A Cross-Cultural Study," *AMA Winter Educators' Conference*, St Petersburg, FL, 17-20 February 2006.
- Griffith, D.A., Yalcinkaya, G. and Calantone, R.J. "An Empirical Examination of Competing Technology Adoption Models in the Context of China," *AMA Summer Educators' Conference*, 29 July-1 August 2005, San Francisco, CA.
- Yalcinkaya, G. "The Impact of Interconnectedness for Better Performance in MNCs: Conceptual Examination," *AMA Summer Marketing Educators' Conference*, 6-9 August 2004, Boston, MA.

INVITED PRESENTATIONS

“Supplier Involvement in OEM New Product Development”, *Program on Vehicle and Mobility Innovation Researchers Meeting, (November 21, 2013, Wharton School, University of Pennsylvania, Philadelphia, PA).*

“Brand Extension for Experience Products: The Case of Movie Sequels”, *Research Seminar Series, (May 2011, Istanbul Technical University, Istanbul, Turkey).*

“The Determinants of Chinese Technology Adoption Models”, *Haring Symposium (March 24-25, 2006, Indiana University, Bloomington, Indiana).*

“Performance Implications of Relational Sub-networks in Dependence Relationships”, *Haring Symposium (April 1-2, 2005, Indiana University, Bloomington, Indiana).*

TEACHING INTERESTS

Marketing Strategy, Marketing Analytics, New Product Development, International Marketing, and Marketing Management. Teaching experience and/or interests include undergraduate, MBA, and online/distance MBA.

TEACHING EXPERIENCE

University of New Hampshire

Department of Marketing

Undergraduate

Marketing Strategy

Marketing Analytics (In-class & Online)

Principles of Marketing

Graduate

Marketing/Customer Value (In-class & Online)

Marketing Analytics (In-class & Online)

Michigan State University

Department of Marketing

Undergraduate

Quantitative Business and Research Methods

Retail Management

Introduction to Marketing

AWARDS AND FELLOWSHIPS

Part-Time MBA Faculty Excellence Award, Paul College, 2020

Summer Research Support Award, Paul College, 2013, 2015, 2016, 2020

Summer Grant for Research Excellence, Paul College, 2018

Hans B. Thorelli Best Paper Award, Journal of International Marketing, 2015

Faculty Excellence Award, University of New Hampshire, 2013

Excellence in Teaching Award for Tenure-Track, Paul College, 2013

Faculty Instructional Technology Summer Institute (FITSI) Fellowship Award, 2012

Whittemore School of Business Research Fellowship Awards, 2008, 2009, 2010, 2012, 2013

Dissertation Completion Fellowship Award, Michigan State University Graduate School, 2007

Conference Best Paper Award finalist, Consortium for International Marketing Research, May 26-30, 2006.

Travel Award in Support of Scholarship, Michigan State University CIBER, 2014-2006
Haring Symposium Fellow, Indiana University, Bloomington, Indiana, 2005 and 2006
Full merit scholarship for Northeastern University MS program
Full merit scholarship for Suffolk University MBA program

SERVICE ACTIVITIES

Editorial Review Board

Journal of International Marketing, 2007-present
Journal of Global Scholars of Marketing Science, 2009-present
Journal of Product Innovation Management, 2019-present
Journal of World Business, 2009-2012

Associate Editor

Rutgers Business Review, 2015-present

Chair

Global Marketing Special Interest Group (SIG), American Marketing Association, 2017-present

Conference Co-Chair

2022 AMA Global Marketing Special Interest Group (SIG) Conference
2020 JPIM Research Forum
2020 AMA Global Marketing Special Interest Group (SIG) Conference
2019 AMA Global Marketing Special Interest Group (SIG) Conference
2018 AMA Global Marketing Special Interest Group (SIG) Conference

Board Member

Global Marketing Special Interest Group (SIG), American Marketing Association, 2013-present

Selection Committee Member

2019 Editor-In-Chief of the Journal of International Marketing, 2018

Ad-hoc Reviewer

Journal of International Marketing, 2005-2007
Journal of International Business Studies, 2007-present
Journal of Product Innovation Management, 2008-present
Journal of World Business, 2008-2009
Marketing Letters, 2017-present
International Marketing Review, 2006-present
Journal of Business Research, 2019-present
Journal of Public Policy and Marketing, 2007-2008
Journal of Advertising, 2007, 2009

Conference Reviewer

American Marketing Association Winter Educator's Conference, 2005-present
American Marketing Association Summer Educator's Conference, 2004-present
PDMA Academic Research Forum, 2008, 2010, 2011, 2014, 2015
Academy of International Business Annual Conference, 2006, 2008, 2009, 2011, 2015
Academy of Marketing Science Annual Conference, 2007, 2011, 2014, 2018
Annual Meeting of the Decision Sciences Institute, 2006
Annual Meeting of the Consortium for International Marketing Research, 2006- present
European Marketing Academy (EMAC) Conference, 2007, 2010
Society for Marketing Advances Conference, 2007

University, School, and Department Service

Chair, Paul College Graduate Curriculum and Assessment Committee (2018-2020)
Member - MyElements Governance Committee (2019-2020)
Member, Paul College Promotion and Tenure Committee (2014-2016, 2017-2018)
Chair, Paul College Information Technology Committee (2016-present)
Chair, Marketing Department Merit Task Force (2017-2018)
Member, Marketing Department Promotion and Tenure Committee (2013, 2014, 2015, 2017)
Member, Marketing Department Recruiting Committee (2009, 2010, 2012, 2013, 2015)
Member, Marketing Department Interim Review Committee (2017)
Member, Paul Graduate Curriculum and Assessment Committee (2016-2018)
Member, MBA Core Curriculum Task Force (2016-2017)
Member, MBA Specializations Planning Team (2016-2017)
Member, Paul College Information Technology Committee (2015-2016)
Member, Faculty Senate (2014-2016)
Member, Information Technology Committee of Faculty Senate (2014-2016)
Member, Paul College Promotion and Tenure Committee (2014-2016)
Member, Paul College Data Analytics Task Force, (2014-2015)
Member, UNH Graduate Faculty (2010-present)
Member, Paul Undergraduate Curriculum and Assessment Committee (2008-2014)
Member, Paul MBA Admission Committee (2010-2014)
Advisor/Judge, Paul Holloway Competition
Judge, UNH Sales Case Competition
Judge, Marketing Advertising Club (MAC) Real-World Business Challenge
Advisor, UNH Undergraduate Research Conference (2013-2015)
Implemented a new curriculum for ADMN 960 Marketing Management course (2010)
Developed and implemented a new curriculum for MKTG 750 Marketing Strategy course (2009)
Member, Undergraduate Continuous Improvement Team Committee (October 2008-2010)
Member, Marketing Department Faculty Search (2008, 2009, 2012, 2013, 2015)
Department Representative, PAUL Open House (2008, 2009, 2010, 2012)
Department Representative, PAUL Option Fair (2008-2012)

Student Advising

Undergraduate

Chase Meyers, Brian M. Norman, and Courtney M. Thomson (*Independent Study*)
Amber Man, Anna R. Powers, Brenna L. Tenore, Allison G. Fricke, and Stephen C. Jahn (*Honor Thesis*)
Tom Kennedy (*UROP Funding*)

Graduate

Lauren Kane, Title: “*Increasing BioOne Revenue, Reach, and Xinren in the Chinese Market*” (*Independent Study*)

Doctoral

Omer Cem Kutlubay, Rutgers University

Title: “*Brand-Product Portfolio Strategies and Market Performance*”

Rayed Alotaibi, Dissertation Committee Member, Rutgers University

Title: “*The Impact of the Announcement of Athlete Endorsements on Firm Value- An Event Study Analysis*”

Emine Erdogan, Dissertation Committee Member, Rutgers University

Title: “*The Effect of Consumer Mindfulness on Complex New Product Acceptance*”

Emine Beyza Satoglu, Dissertation Committee Member, Rutgers University

Title: *“A Longitudinal Data Analysis of Dunning's Investment Development Path: The Role of National Innovation Systems”*

Zhijian Hong, Dissertation Committee Member, Rutgers University

Title: *“To Refer or To Recapture: The Effect of Referral Incentives on Acquiring New and Regaining Lost Customers”*

Setiadi Umar, Dissertation Committee Member, Rutgers University

Title: *“The Effects of Competition on Product Segment Selection”*.

Discipline Service

Conference Co-organizer, Global Marketing Conference, Taormina, Italy, 2021

Track Chair, International and Cross-cultural Marketing, AMA Summer Academic Conference, 2021

Track Chair, International and Cross-cultural Marketing, AMA Winter Academic Conference, 2021

Conference Co-organizer, JPIM Research Forum Conference, 2020

Conference Co-organizer, Global Marketing Conference, Buenos Aires, Argentina, 2019

Conference Co-organizer, Global Marketing Conference, Santorini, Greece, 2018

Webmaster and Social Media Communicator, Global Marketing Special Interest Group (SIG), American Marketing Association (2016-present)

Board Member, Global Marketing Special Interest Group (SIG), American Marketing Association, 2013-present

Track Chair, Global Brand Management, and Advertising, American Marketing Association Global Marketing SIG Conference, 2017

Session Chair, Designing an Innovative Global Organization, American Marketing Association Global Marketing SIG Conference, 2017

Session Chair, Technology, and Innovation Track, American Marketing Association Summer Educator's Conference, 2013

Session Chair, Global Marketing Track, American Marketing Association Summer Educator's Conference, 2013

Discussant, Technology, and Innovation Track, American Marketing Association Winter Educator's Conference, 2005

Discussant, Haring Symposium, Indiana University, 2005

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

Academy of International Business (AIB)

Product Development and Management Association (PDMA)

INFORMS - Marketing

Consortium for International Marketing Research (CIMA_R)

PROFESSIONAL EXPERIENCE

Marketing Research Analyst, Allied Domecq, Canton, Massachusetts

1998-2001

- Studied past statistics to predict future sales, gather data on competitors, and provide the necessary information for deciding how to promote, distribute, design, and price products or services.
- Created and developed a database that linked interactions between licensees and Dunkin' Donuts' main office.
- Involved in market analysis and site selection process for prospective international sites.